"Impact Of Influencer Marketing on Consumer Buying Behaviour with Respect to Beauty Products - A Study of Gen Z"

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Abstract

Social media's growth has fuelled the establishment of beauty influencers, who have grown to be significant figures in the sector. These influencers have an effect on the purchasing habits of Gen Z customers. In particular, the beauty industry was the focus of this study's attempt to understand how Gen Z consumers are influenced by beauty influencers.

152 Gen Z respondents between the ages of 18 and 26 participated in a convenience sample survey. The questionnaire asked questions on respondents' exposure to beauty influencers, their purchase habits, and how much beauty influencers influenced those decisions. Percentage statistics, correlation analysis, the ANOVA test, and regression analysis were all used to analyse the acquired data.

The findings indicate that beauty influencers have a substantial impact on Generation Z's purchasing decisions because the majority of respondents said they had bought a beauty product that an influencer had suggested. The survey also discovered that important aspects in influencing their purchasing behaviour were the influencer's Expertise, Quality of information, brand familiarity and trustworthiness. For businesses and marketers in the cosmetics industry who are aiming to reach the Gen Z demographic, the study's findings are significant.

Keywords: Influencer's Expertise, Quality of information, brand familiarity, trustworthiness, Gen-Z, Buying behaviour, purchase habits.

Introduction

Social media's influence on people's lives in the modern world cannot be disregarded. People now use social media as a forum to share their thoughts, ideas, and experiences. Influencer marketing is a new type of advertising that has evolved with the growth of social media. Influencer marketing has developed into a potent technique for companies to advertise their goods or services through people who have a sizable following on social media. In the cosmetics sector, where influencers have taken over as the primary source of product suggestions and reviews, this marketing tactic has been extremely effective.

Although influencer marketing's effects on consumer behaviour have been extensively researched, little is known about how it will affect Gen Z, who make up the majority of users of beauty items. The generation known as Gen Z is made up of people who were born between 1997 and 2012 and are the first generation to have grown up on social media.

Influential people are partnered with by brands in an approach to marketing called influencer marketing to promote their goods or services. Influencers are those who have a sizable fan base on social media sites like Instagram, YouTube, and TikTok who are able to sway the opinions of their followers. The origins of influencer marketing may be seen in the early days of advertising, when companies teamed up with celebrities to market their goods. Influencer marketing is now more common and available to a wider range of businesses because to the growth of social media platforms.

Social media sites like Instagram, TikTok, and YouTube have given users a platform to get followers and spread their work globally. As a result, many of these people have developed into influencers who use their following to advertise

companies and goods. An innovative form of marketing that depends on the endorsement of people with sizable social media followings has emerged as a result of this. Several sorts of influencers and new methods of collaborating with them have emerged as a result of the expansion of the influencer marketing sector. For instance, niche marketing initiatives have become popular with micro-influencers, who have smaller but more active followings. Also, brands are looking into novel collaborations with influencers, like long-term alliances and joint content development.

Review of Literature

This study was conducted to determine the impact of influencer marketing on consumer buying behaviour with respect to beauty/cosmetic products. **(PHAM, 2021)** the mediation of content quality, perceived usefulness, and social influence, the elements of influencer credibility have a favourable effect on Gen Z's purchasing decisions. Interestingly, the attractiveness of the influencers has the biggest influence on the online behaviour of Gen Z. More specifically, the perceived utility and social influence of Gen Z customers are most strongly influenced by attractiveness, whereas the quality of the content presented to customers is most strongly influenced by influencers' knowledge. Instead of being attracted by their skills, they are more attracted by influencers.

(Ekta Lalwani, 2021) Media richness affects generation Z's intentions for TikTok engagement. This is so because the generation Z, who typically hold down part-time jobs or are students themselves. They are also digital natives who view social media as a platform for communication and entertainment. Consumers trust and select cosmetic brands that have received official verification, demonstrating that respondents value the aspect of authenticity and reliability. Generation Z's TikTok consumption habits are influenced by engagement intention. This is due to the generation Z having traits that make them interested in brand-related social media posts. After viewing the brand's content impressions, respondents click on the store link under the brand profile to view its merchandise and other material.

(Kapoor, 2020) Millennials look to influencers for a variety of reasons, including entertainment, staying current with trends, advice on what to buy, and access to deals and discounts. Baby boomers, on the other hand, are seeking more content that is grounded in reality so that they can make better buying decisions. Also, these influencers need create content based on the preferences of their audience that they figure out via the comments and feedbacks of the viewers as, each social media influencer has different target audience.

(Mlodkowska, 2019) Consumers rely on reviews, as well as uploaded images and videos with branded titles on Instagram and YouTube. The businesses shouldn't just rely on conventional marketing strategies like radio, television, and magazine advertising. Using Instagram and YouTube influencers will be more cost-efficient and productive. Brands could leverage collaboration with YouTubers and Instagram Influencers as a powerful marketing strategy.

(Wansi, 2020) The influencer serves as the initial touchpoint at that time and ushers in the second stage of the customer buying behaviour journey. By drawing attention to the product or service, the influencer influences the consumer buying behaviour of Gen-Z, which leads to the participant looking for additional information by reading reviews on the website or browsing Instagram for comments, videos, and other content.

(Ricardo Godinho Bilro, 2020) The "type" of post has a significant impact on how people perceive and are interested in companies. In addition to the style of post, influencers themselves have a significant impact on respondents' purchase intentions and brand recommendations. However, the type of post and sponsorship disclosure labels do not significantly affect customers' opinions in terms of buy intention and recommendation.

(Lei Wang, 2021) The Korean beauty influencers from the general public authored social media postings that increased customers' likelihood to purchase a new product. These posts did not explicitly state that they were sponsored by the product. Regarding consumers' acceptance intentions towards a new product, there was also a sizable interaction between the influencer type, sponsorship display status, and product exposure mode. When three criteria (general public influencer, sponsor-ship displayed, and product revealed) were combined, a consumer was most likely to accept and buy a new product.

(Dogra, 2019) Young women follow beauty influencers because they want recommendations and affirmation on social media platforms; here is where the age issue enters the picture. These users develop a close bond with the influencers since they share some of the user's characteristics or possess a comparable personality trait. The fact that influencers support particular products that users appreciate will also be one of the additional motivations to follow them. As a result,

this relationship helps the influencer to increase awareness of specific cosmetic brands among their followers, and users on social media platforms are more likely to purchase items from these cosmetic brands when a person in a position of authority suggests it. Overall, there is some sort of connection between the three variables—consumers, influencers, and cosmetic brands. The consumers may differ in attitude and behaviour based on their age group. The main goal of focusing on Generation Z and Millennial was to gauge how the rapid technological advancements, which are altering marketing strategies for all cosmetic brands, would affect both the younger generation (Generation Z) and the generation that came before it (Millennial), who had also grown up with more traditional marketing techniques.

Problem Statement

Enhancing knowledge of customers' perceptions of beauty influencers is one of the research's primary focuses. The influence of social media beauty influencers on Indian consumers' purchasing intentions has only been the subject of a number of research. By providing a thorough description to explain the function of the influencer's attributes in altering customers' purchase intentions through the mediation of credibility, the study's findings further the body of existing literature. As a result, this study contributes significantly to our understanding of the efficacy of influencer marketing with respect to beauty products by identifying the mediating role played by credibility in influencing consumers' purchase intentions through features of trustworthiness, information quality, entertainment value, and influencer credibility.

Objectives of the Study

RO1. **To understand the role of social media on changing consumer behaviour.**

The research article is aimed to investigate the effectiveness of social media on consumers purchase intentions/behaviour.

RO2. **To understand the impact of beauty influencers on consumer buying behaviour of Gen Z.**

The research article is aimed to investigate the role that influencer marketing has played in the development of these norms and how they affect Gen Z's understanding of beauty products.

RO3. **To understand how beauty influencers influence the purchasing intensions of Gen Z.**

The research article is aimed to investigate the importance of beauty influencer marketing's reliance on the genuineness of its influencers and the relationship they have with the generation-z consumers.

Hypotheses:

H1: Trustworthiness of the influencer impacts purchase intentions of the consumers

H2: Brand familiarity impacts the buying behaviour of Gen Z

H3: Quality of information impacts purchase intentions of the consumers

H4: Expertise of influencer impacts buying behaviour of Gen Z

Methodology

The methodology used in this study is exploratory in nature. Both quantitative and qualitative methods will be analysed. With respect to the qualitative method all the respective research articles will be thoroughly examined. For the objective of conducting quantitative research a questionnaire will be circulated to determine the different perspectives of their Generation- Z population.

Analysis and Interpretation

Demographic profile of Respondents

AGE			
S. NO.	AGE GROUP	COUNTS	PERCENTAGE
1	Below 18	11	7.10

2	18-21	110	72.30
3	22-26	31	20.50
GENDER			
S. NO.	**GENDER**	**COUNTS**	**PERCENTAGE**
1	Male	58	38.40
2	Female	93	60.70
3	Prefer not to say	1	0.90

Table- 1 Demographic details

Out of 152 respondents, 11 of them (7.10%) were aged below 18 years, 110 respondents were aged from 18-21 years (72.30%) and 31 respondents were aged from 22-26 years (20.50%). The majority of the respondents were of the second category which was **18-21 years.**

Out of 152 respondents, 58 of them (38.40%) were male, 93 respondents belonged to the female category (60.70%) and only 1 respondent did not prefer to disclose his/her gender conspiring of 1% of the total percentage of respondents. The majority of the respondents were of the second category i.e., **female** which conspired of 60.70% of the total percentage of respondents.

Summarization of Hypothesis Testing

Hypothesis statement	**p-value**	**Accepted/rejected**
Trustworthiness of the influencer impacts purchase intentions of the consumers	0.074	Rejected
Brand familiarity impacts the buying behaviour of Gen Z	0.082	Rejected
Quality of information impacts purchase intentions of the consumers	0.014	Accepted
Expertise of influencer impacts buying behaviour of Gen Z	$< .001$	Accepted

Table-2 Summarization of Hypothesis Testing

Linear Regression

Herein, the test is being conducted between all the four in dependent variables and one dependent variable.

Model Fit Measures

Model	**R**	**R²**
1	0.603	0.363

Model Coefficients - Buying behaviour of Gen Z

Predictor	Estimate	SE	t	p
Intercept	0.862	0.3295	2.62	0.010

Brand Familiarity	0.106	0.0604	1.75	0.082
Trustworthiness	0.130	0.0724	1.80	0.074
Quality of information	0.191	0.0767	2.49	0.014
Expertise	0.284	0.0607	4.67	< .001

Table-3 Regression Analysis

The rest of the variables **trustworthiness and brand familiarity** have a significant value which is greater than 0.05 through which we can conclude that those variables have no impact on the buying behaviour of Gen Z. Therefore, **null hypothesis will be accepted.**

The multiple correlation coefficients R gives a value of 0.605 which indicates a good level of prediction. The R square 0.363 indicates that that our independent variable explains 60.5% of the variability on our dependent.

Therefore, this shows that Quality of information and expertise variables have a positive effect on Buying behaviour of Gen Z. Whereas other factors such as Trustworthiness and brand familiarity does not have a significant affect Buying behaviour of Gen Z.

Expertise of influencer impacts Buying behaviour of Gen Z and Quality of Information are the **alternative hypothesis considered for this study and it will be accepted** whereas the null hypothesis will be rejected as the results that we have derived states that the Quality of information and the Expertise of influencer has an impact on Buying behaviour of Gen Z.

ANOVA

Herein, ANOVA Test is conducted between two independent variables i.e., information and trustworthiness and one dependent variable i.e., buying behaviour of gen-z

a. Test-1

ANOVA - Buying behaviour of Gen Z

	Sum of Squares	df	Mean Square	F	p
Quality of information	0.0000	NaN			
Trustworthiness	0.0536	1	0.0536		0.759
Quality of information ✳ Trustworthiness	12.2260	13	0.9405		0.077
Residuals	73.5500	130	0.5658		

Note. Singular fit encountered; one or more predictor variables are a linear combination of other predictor variables.

Table-4 ANOVA Test-1

Herein, the overall significant value is 0.077 which is greater than 0.05. This indicates that the independent variable quality of information and trustworthiness have no impact on the dependent variable buying behaviour of gen-z. Therefore, null hypothesis will be accepted.

b. Test-2

Herein, ANOVA Test is conducted between two independent variables i.e., expertise and brand familiarity of the beauty influencer and one dependent variable i.e., buying behaviour of gen-z

ANOVA - Buying behaviour of Gen Z

	Sum of Squares	df	Mean Square	F	p
Brand Familiarity	0.000	NaN			
Expertise	0.141	1	0.141		0.603
Brand Familiarity ✳ Expertise	15.860	12	1.322		0.005
Residuals	67.808	131	0.518		

Note. Singular fit encountered; one or more predictor variables are a linear combination of other predictor variables.

Table-5 ANOVA Test-2

Herein, the overall significant value is 0.005 which is less than 0.05. This indicates that the independent variable expertise and brand familiarity have a impact on the dependent variable buying behaviour of gen-z. Therefore, null hypothesis will be rejected.

Correlation Matrix

A non-parametric test called Spearman rank correlation is used to gauge how closely two variables are associated.

a.   **Correlation testing between Brand Familiarity and Buying Behaviour of Gen-Z**

Correlation Matrix

		Brand Familiarity	Buying behaviour of Gen Z
Brand Familiarity	Spearman's rho	—	
	df	—	
	p-value	—	
Buying behaviour of Gen Z	Spearman's rho	0.482	—

Correlation Matrix

		Brand Familiarity	Buying behaviour of Gen Z
df		150	—
p-value		< .001	—

Table-6 Correlation test between Brand Familiarity and Buying Behaviour of Gen-Z

The method of analysis chosen was Spearman's rank correlation coefficient as it is suitable for non-linear relationships that might exist between variables. The result of this correlation analysis gives a value of 0.482. This shows us that the relationship shared between the variables is a Moderate Positive Correlation. This can be ascertained from two observations. 1) The value obtained is positive; 2) The value obtained is between 0.4 and 0.59, which defines a moderate correlation. Therefore, the **alternate hypothesis is accepted and the null hypothesis will be rejected**.

Correlation testing between Trustworthiness and Buying Behaviour of Gen-Z

Correlation Matrix

Correlation Matrix

		Trustworthiness	Buying behaviour of Gen Z
Trustworthiness	Spearman's rho	—	
	df	—	
	p-value	—	
Buying behaviour of Gen Z	Spearman's rho	0.176	—
	df	150	—
	p-value	0.030	—

Table-7 Correlation test between Trustworthiness and Buying Behaviour of Gen-Z

The result of this correlation analysis gives a value of 0.176. This shows us that the relationship shared between the variables is a Weak Positive Correlation. This can be ascertained from two observations. 1) The value obtained is positive; 2) The value obtained is between 0.1 and 0.3, which defines a weak correlation. Therefore, the **alternate hypothesis is accepted and the null hypothesis will be rejected**.

Correlation testing between expertise and Buying Behaviour of Gen-Z

Correlation Matrix

Correlation Matrix

		Expertise	Buying behaviour of Gen Z
Expertise	Spearman's rho	—	
	df	—	
	p-value	—	
Buying behaviour of Gen Z	Spearman's rho	0.598	—
	df	150	—
	p-value	< .001	—

Table- 8 Correlation test between expertise and Buying Behaviour of Gen-Z

The result of this correlation analysis gives a value of 0.598. This shows us that the relationship shared between the variables is a Moderate Positive Correlation i.e, The variables do share a positive relationship. This can be ascertained

Correlation Matrix

		Quality of information	Buying behaviour of Gen Z
Quality of information	Spearman's rho	—	
	df	—	
	p-value	—	
Buying behaviour of Gen Z	Spearman's rho	0.191	—
	df	150	—
	p-value	0.019	—

from two observations. 1) The value obtained is positive; 2) The value obtained is between 0.4 and 0.59, which defines a moderate correlation. Therefore, **the alternate hypothesis is accepted and the null hypothesis will be rejected**.

Correlation testing between quality of information and Buying Behaviour of Gen Z

Correlation Matrix

Table-8 Correlation test between quality of information and Buying Behaviour of Gen Z

The result of this correlation analysis gives a value of 0.191. This shows us that the relationship shared between the variables is a Weak Positive Correlation. This can be ascertained from two observations. 1) The value obtained is positive; 2) The value obtained is between 0.1 and 0.3, which defines a weak correlation. Therefore, the **alternate hypothesis is accepted and the null hypothesis will be rejected**.

Discussion and Suggestion

1. **Keep up with trends**: It's crucial for beauty influencers to keep up with the most recent developments in both fashion and beauty. They may develop content that is new, current, and appealing to their younger audience by doing this.

2. **Employ attractive images**: Youngsters are attracted to appealing and fascinating visuals. Influencers can gain their audience's attention by using high-quality photos and videos in their material.

3. **Collaborating with fellow influencers**: Collaboration with other influencers in the beauty domain might aid influencers in growing their fan bases.

4. **Provide educational conten**t: Young people are eager to learn new abilities and methods. Younger viewers wishing to develop their own beauty abilities may be drawn to beauty influencers that provide educational content like tutorials and how-to videos.

Conclusion

With regard to beauty influencers, the Expertise variable does have a considerable positive impact on Generation- Z's buying decisions. In other words, respondents from Generation Z do think that a beauty influencer's knowledge is an important component that influences their desire to buy since they understand that in order to draw viewers, an influencer needs to have the necessary knowledge, skill, and passion for their profession. Moreover, the element of trustworthiness has a weak positive impact on Gen- Z's buying behaviour. In other words, the respondents from Generation Z think that when it comes to beauty influencers, trustworthiness is a concern. The company's voice and qualities must be represented in posts' images, and they must also adhere to regulations on primary colours, brand identity, and content orientation. Images that are appealing and consistent with the brand of the company encourage viewers to click through to the Fan- page for more information. In addition, by endorsing too many brands at once, this Influencer is endorsing products with opposing messages that would make consumers respond negatively.

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