

A Study on Impact of Social Media Influencers Endorsement on The Buying Behaviour of Millennials Women for Beauty Products with Special Reference to Indore City

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KEYWORDS

Influencer marketing, antecedents, millennials, beauty product, social penetration theory.

ABSTRACT

Traditional marketing strategy has given birth to a new paradigm i.e influencer marketing driven by the growth of social media and millennials' culture. Social media marketing persuades and affects the individual's buying behaviour, and influencers are one of the valuable sources to resonate with millennials.

According to researchers, Marketers have a fantastic opportunity to take advantage of sales and product recognition. In the beauty industry, influencers play a pivotal role in marketing and brand promotion. These influencers—including makeup artists, beauty bloggers, vloggers, and social media personalities—are renowned for their expertise, credibility, and passion for beauty products. By collaborating with beauty brands, they create engaging content such as tutorials, product reviews, unboxings, and endorsements, effectively showcasing and promoting a wide range of products. This content not only builds brand awareness but also helps drive consumer trust and purchasing decisions, making influencer collaborations a powerful tool in the beauty marketing landscape. The paper focuses on: a. Impact of antecedents of beauty product influencers on pre-purchase product evaluation b. the influence of positive and negative reviews of social media on post-purchase cognitive dissonance.

Primary data from women's millennials will be collected, highlighting their positive impact on purchasing behaviour.

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1. INTRODUCTION

In the twenty-first century, marketing underwent a revolutionary change. Millennium offered the concept of marketing a new perspective. Ferrell, 2021 says that Marketing is about exploring approaches to offer significant value by satisfying the demands and expectations of consumers. This involves all the activities brands adopted to promote and accelerate the pace of selling. The interaction between marketers' motives and consumers' demand has given birth to different marketing strategies and social media marketing is one of them.

Online word-of-mouth (WOM) marketing is used by brands to both inform potential customers and draw in the target audience through engagement and interaction. Opinion leaders are "people who use their clout to collaborate with brands and promote products or services to their audience" in offline word-of-mouth (WOM) marketing. These are known as influencers. The information provided by influencer leaders is considered by audiences to be more compelling, reliable & trustworthy than any other advertising making them more valuable to consumers while taking purchasing decisions. This interaction regularly create and share the content to establish their expertise and work to build relationship with their followers. Influencers are people with a sizable following on social media sites like YouTube, Instagram, and TikTok who have the power to change the thoughts, actions, and perceptions of their followers.



Brands pay that social media creators to build brand awareness and to reach their target market. Approximately 72.5% of U.S. marketers will engage in some variant of influencer marketing this year, and this figure is projected to increase over time.

Social media influencers (SMIs) represent "the most powerful force in the fashion and beauty marketplace" (Wiedmann, Hennigs, & Langer, 2010) since these domains serve as a means for consumers to convey their economic status, social standing, and self-identity (O'Cass, 2004; Phau & Lo, 2004).

Customers can obtain recommendations and goods that complement their style and identity by following SMIs that have an identity similar to their own.

Consumer crosses through various stages before taking purchase decisions and knowing how the influencer influences their behaviour can be helpful to marketers. The research aims to study the role of influencers on consumer product evaluation, pre information search and post purchase assessment of millennials' women towards beauty products. The study will identify the depth of connection between influencers and the target audience and has the objective of analysing the conversion rate possible through this influencing marketing.

The Indian beauty market is growing tremendously at faster pace and even it expected to grow faster in near future as new products are introduced to meet the specific needs of customers. By 2025, the sector is expected to generate 20 billion dollars, with 15-20% of yearly expansion. The target market for beauty brands is women. In this era of social media, it makes perfect sense for firms to work with influencers to promote their goods and services and attract the majority of women

2. PROBLEM STATEMENT

After review different research papers, found the research gap that literature on influencer marketing related to impacts on consumer behavior mostly focused on general usage of social media to target audience, but the role of the specific activities like recommending influencers to customer persuasion has not been explored further. Secondly as the social media platform create more buzz in the young age group of Gen Z are more prone to followers but the studies didn't touch the other generation groups and gender that contributes equal ratio in targeted market.

Considering this research gap, the study investigated and provide answers to the following questions:

RQ1: What strategies do beauty influencers use on social media to influence consumer perceptions and decisions?

RQ2: "How do influencer marketing tactics shape the consumer behavior of women in the Millennial generation?"

3. REVIEW OF LITERATURE

K S Deepika (2023), examined the extent to which influencer affect the women's purchase decisions towards beauty products, as these persons and their genuine reviews towards the product helps them to understand product well and provide more content about recent trends that suits their lifestyles. The study also concluded that Instagram to be the most effective platform when compared to other social platforms. A questionnaire with 15 questions were used to collect primary data. Chi square test and Multiple Linear Regression were used to analyse the objectives. The attributes of influencers like emotional association and likeability have positive impact on the purchase decision, while trustworthiness, authenticity, expertise, and popularity do not have a significant impact on the purchase decision of the people.

Noémie Gelati, Jade Verplancke (2022), studied the role of social media within beauty and fashion industry to influence consumers. Followers tend to imitate the way the influencer carry the brands and the beauty products they diffuse becoming ideal for them as they share the information as product recommendations and also share their personal views on recent trends different from normal way of lifestyle. They perceived them as trustworthy, credible and attractive.

Dr. Priyanka Raghani, Ms Juee Jadvani(2022), focused on the influencers endorsement in social media marketing. Influencer Marketing create brand awareness and generate sales because it allows brands to make their products more visible. The study concluded that influencers lose their integrity if they promote false product and give wrong product recommendations.

Nimish Kadam, Anindita Deshmukh&Dr. Rajashri Kadam(2021), analyses the interaction between social media influencers and purchase intension of gen z towards electronic and lifestyle products. The study examined the level of trust gen z have on influencer and positively affected both the gender and mould their minds to buy the product endorsed by them. Proper utilization of influencer provides effective results.

Qin MoShi(2020), examined the impact of influencers on young people's buying decisions. A sample of 135 participants using quantitative survey were conducted and found out that young age does not get much influenced by influencers as they



follow them as a source of entertainment and information. Research also identified the differences between young people's buying behaviour in Finland and China.

Komathi Lokithasan, Salomi Simon, Nur Zahrawaani Binti Jasmin & Nur Ajeerah Binti Othman(2019),conducted a focus group and content analysis to compare the impact of male and female social media influencers towards emerging adults.

THEORETICAL FRAMEWORK

Influencing Marketing :

The aura of influencer marketing is constantly make headway in marketing and in another couple of years may be drastically different from today. Previously, the influencer marketing was limited only to celebrities endorsement and few bloggers but now the trends bring them on all across social platforms. Their close intact network connections with the consumers affecting their buying behaviour which ultimate raise brand awareness and boosts the sale.

Social Media Influencer :

Those individuals who has large dedicated followers and are viewed as experts within niche market serve as a social proof for the brand's . Influencers can be divided in four different categories regarding their number of followers:

Mega Influencer: Influencers with a number of followers 1M+

Macro Influencer: Influencers with a number of follower between 100k-1M

Micro Influencer: Influencers with a number of followers between 10K-100K

Nano Influencer: Influencers with a number of followers <10K

Content Features of Social Media Influencers:

Credibility – Credibility based on three aspects:

1. **Attractiveness-** The visual appealing and charismatic characteristics of individuals who influence the followers with their knowledge and expertise.
2. **Expertise-** Informational power that social media influencers hold about subject knowledge in relevant area that others do not have.
3. **Trustworthiness-** The more confidence people have in the spokesman for the company, the more probable they will buy the product. Respondents viewed recommendations made by social media influencers as more trustworthy since they give both positive and negative comments in their reviews, making them seem unbiased.

Para Social Relationship : Lee and Watkins (2016) define parasocial relationship as a mock and phony friendship, i.e. pseudo- friendship. Horton and Wohl (1956) suggest the parasocial relationship is a kind of psychological association between a performer and an audience. This relationship is an imaginative that is built between followers and influencers. Since followers develop the intimacy and follow the positive and negative recommendations about brand.

OBJECTIVES OF STUDY:

- To understand the use of social media influencers by the women millennials buying beauty products.
- To study the impact of Social Media Influencers and their endorsements on the women's' intention to buy.
- To study the impact of demographic factors on buying behavior of women's.
- To study the influence of positive and negative reviews of social media on post-purchase cognitive dissonance.

4. RESEARCH METHODOLOGY

The Universe : The universe of the study will be Indore Division

The Study: This research investigation will be empirical in nature, in which impact of social media influencer on the buying behaviour of Millennials women for beauty products with special reference to Indore city will be measured. The study will also measure the effect of demographic variables on social media influencers and on women millennials purchase decisions.

Sampling Technique: The Stratified Random sampling method will be used to collect data. The population was first split in groups on basis of categories of generation and on the basis of gender than Millennials and women category were selected

Sampling Unit: The data will be collected from the women millennials within beauty industry.

Sample Size: The data will be taken from 109 respondents



Tools for Data Collection: The data was collected from primary source which will be collected through a self-developed structured questionnaire in electronic as well non electronic form.

Tool for Data Analysis: The statistical method utilised for data analysis is the percentage method and hypothesis were tested using One Way Anova.

HYPOTHESIS :

A. HYPOTHESIS 1:

Impact Of Age Group On Use Of Social Media Influencer On Buying Decision

H0: There is no significant difference in age group on women's buying behaviour

H1: There is significant difference in age group on women's buying behaviour

B. HYPOTHESIS 2:

Impact of Profession on Attributes of Social media influencer

H0: There is no significant difference in profession on women's buying behaviour through social media influencer

H1: There is significant difference in profession on women's buying behaviour through social media influencer

HYPOTHESIS TESTING: To test hypothesis, one way anova is used, results are as below

ANOVA

V1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.464	2	3.232	8.369	.000
Within Groups	40.160	104	.386		
Total	46.624	106			

Figure 1 : One way Anova Statistics for Age Group

Interpretation : In above figure the result concluded that the p-value is less than $\alpha = .05$ and F value is 8.369 which is greater; we reject the null hypothesis stating there is significant difference of age group in women's affecting buying behavior towards social media influencers.

Descriptives

Mean

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
SALARIED	84	3.1190476	.74830080	.08164631	2.9566563	3.2814388	1.0000000	4.00
		19047619	9917226	2001011	88278011	49817228	00000000	000
SELF EMPLOYED	8	3.4166666	.44543540	.15748519	3.0442733	3.7890599	3.0000000	3.83
		66666667	3187374	7087178	50367456	82965877	00000000	333
HOMEMAKER	12	3.7777777	.21711298	.06267511	3.6398307	3.9157247	3.5000000	4.00
		77777778	2426310	9424196	70018151	85537406	00000000	000
OTHER	4	3.0000000	.00000000	.00000000	3.0000000	3.0000000	3.0000000	3.00
		00000000	00000000	00000000	00000000	00000000	00000000	000
Total	108	3.2098765	.70687558	.06801913	3.0750365	3.3447165	1.0000000	4.00
		43209876	2755946	4664620	41797022	44622730	00000000	000

Figure 2: Descriptive Statistics for Profession

ANOVA					
Mean					
	Sum of Squares	df	Mean Square	F	Sig.



Between Groups	5.081	3	1.694	3.641	.015
Within Groups	48.384	104	.465		
Total	53.465	107			

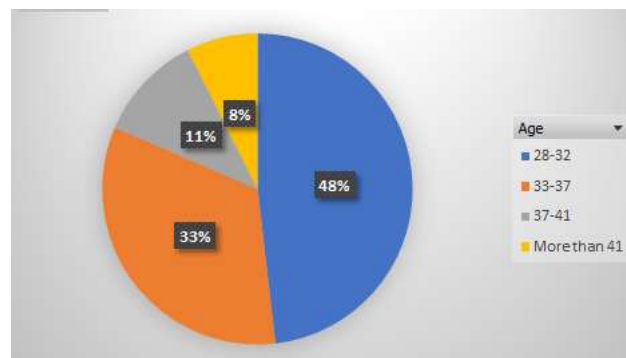
Figure 3: Anova table for Profession

INTERPRETATION : Thus value of p is 0.015 is less than 0.05 hence, null hypothesis is rejected and results concluded profession has impact on buying behaviour of women towards beauty products.

DATA ANALYSIS AND INTERPRETATION :

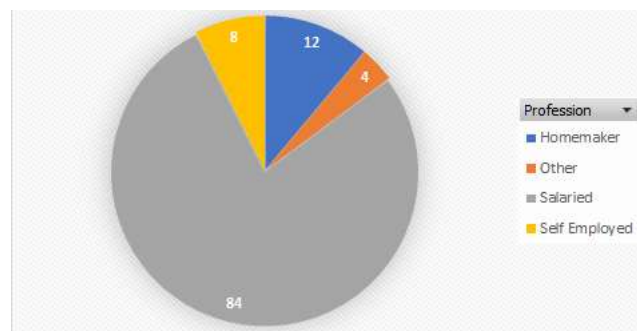
I. DEMOGRAPHIC VARIABLES :

A. AGE



INTERPRETATION: 48 % women belongs to 28-32 yrs. age group, 33 % belongs to 33- 37 yrs.,11 % 37-41 yrs. and rest 8 % more than 41 yrs.

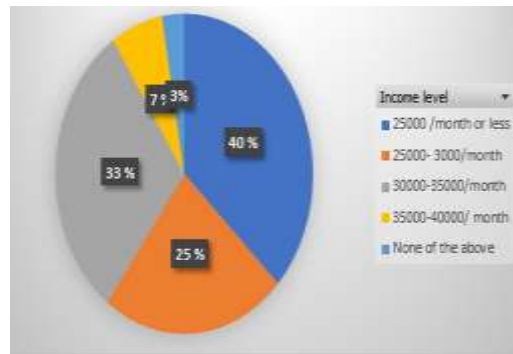
B. PROFESSION :



INTERPRETATION: 84 % women's are salaried, 12 % are Homemaker, 8 % are self-employed , and 4 % are others. Hence concluded that salaried women millennials are more prone to buy beauty products with the help of social media influencers



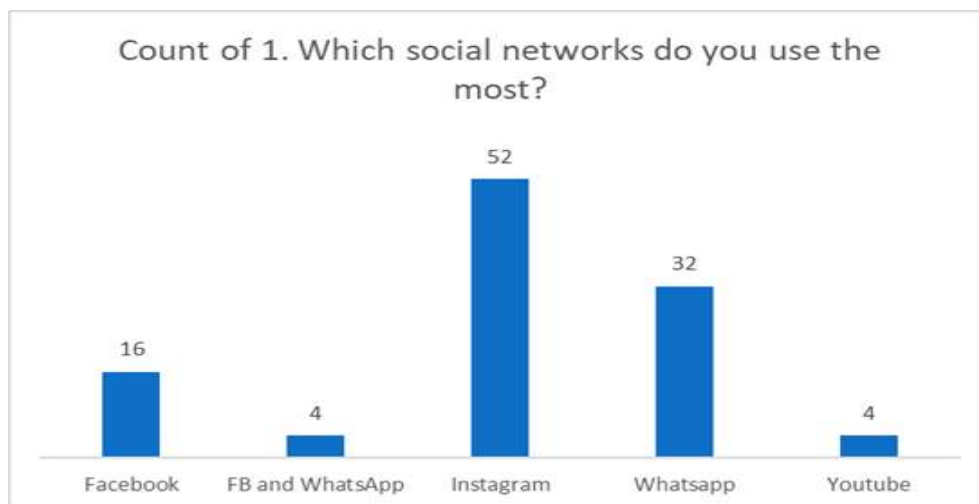
C. INCOME LEVEL:



INTERPRETATION: 40 % women's have income level- 25000/month or less , 33 % women's have income level- 30000-35000/month, 25 % women's have income level- 25000-30000/month and rest belongs to 35000-40000/month

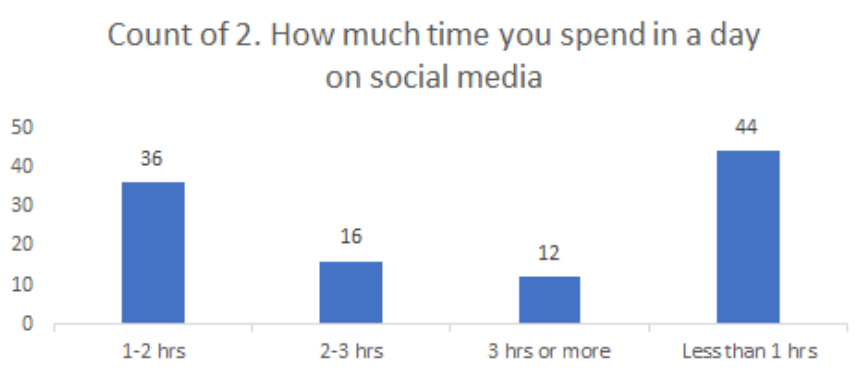
II WOMEN'S AWARENESS TOWARDS SOCIAL MEDIA AND INFLUENCER MARKETING

Figure 4.1 Showing most influencer media



INTERPRETATION: From the table 4.1, it is clear that 52% of women millennials prefer Instagram, 32 % Whatsapp, 16 % Facebook and rest YouTube.

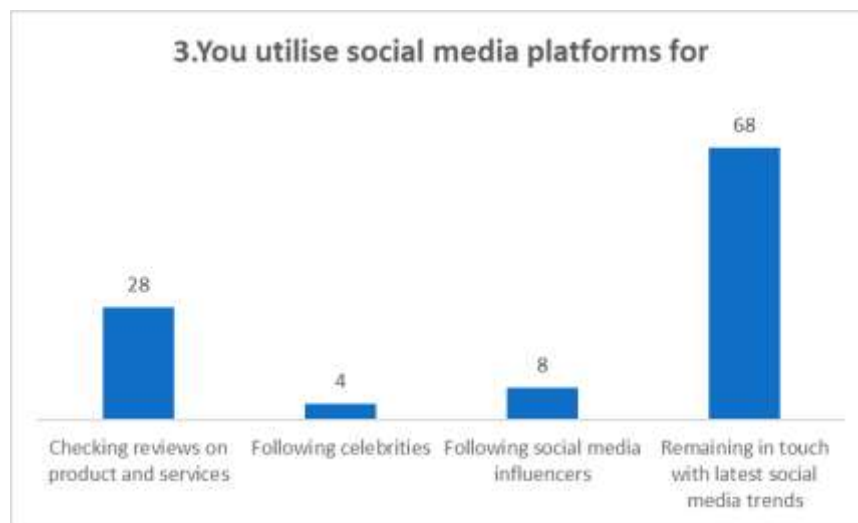
Figure 4.2 Showing time spend on social media in a day by women millennials:





INTERPRETATION: From the table 4.2, it is clear that 44% of women millennials spend less than 1 hr on social media in a day, 36 % spend 1-2 hrs, 16% 2-3 hrs and rest 12 % spend 3hrs or more on social media.

Figure 4.3 Showing purpose of using social media platforms:



INTERPRATION: From the table 4.3, it is clear that 68% of women millennials utilise social media for remaining in touch with latest social media trends, 28 % utilise for checking reviews on product and services and 8% following social media influencers and. These higher proportion amount will be compensated only by following social media influencers.

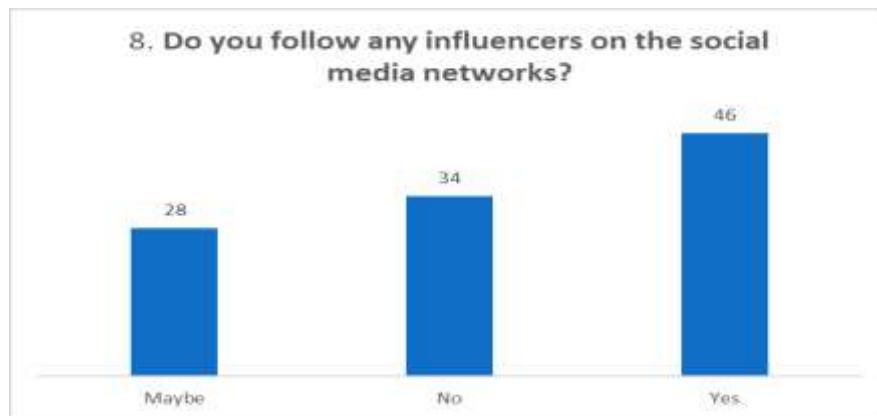
Figure 4.4 Showing platforms to buy beauty products:



INTERPRETATION: From the table 4.4, it is clear that 48% of women millennials utilise online platforms to buy beauty products , 28 % prefer cosmetic shop , 20 % prefer malls and rest prefer wholesalers while buying beauty products.

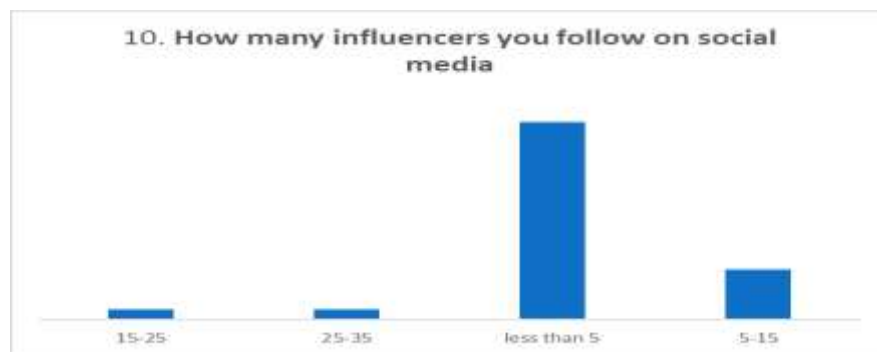


Figure 4.5 Showing percentage of influencers on social media networks



INTERPRETATION: From the table 4.5, it is clear that 46% of women millennials follow social media influencers, 34 % may not follow any social media influencer hence not been affected while taking purchase decisions. 28 & may or may not follow influencers on social media.

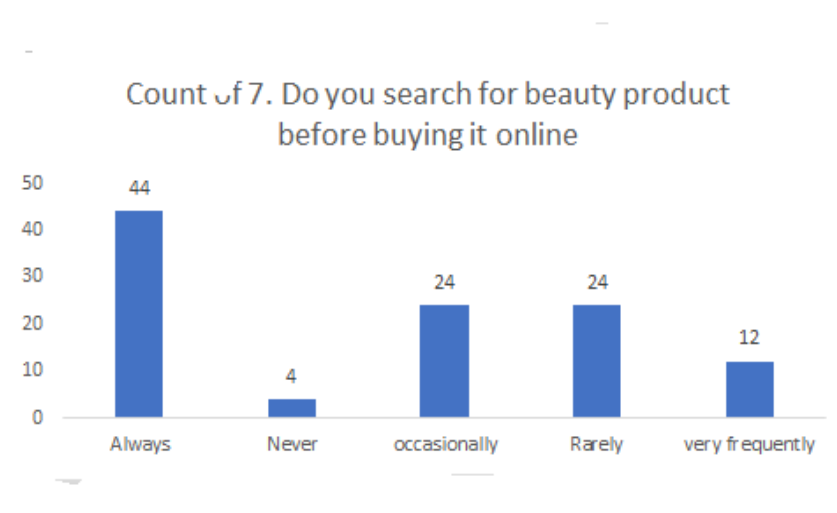
Figure 4.6 Showing Count of influencers follow on social media networks



INTERPRETATION: From the table 4.6, it is clear that majority of women millennials follow less than 5 social media influencers.



Figure 4.7 Showing Recommendation from social media influencers before buying beauty product



INTERPRETATION: From the table 4.7, it is clear 44 % of women millennials always follow influencers as they share trustworthy content before buying beauty products, 24 % for both occasionally and rarely, 12 % very frequently follow, and rest 4% never follows.

5. LIMITATIONS

1. The study is limited to Indore city and focus only on beauty products so study cannot be explicit.
2. Study included only women millennials and untouched another category of gender. Both male and female have different views towards social media influencers and follow different influencers.
3. Research is also limited to only millennials age group; different generation may not respond similarly. So, research may be vague and may not prove to be effective.

6. FINDINGS AND CONCLUSION:

As social media grows powerful, so have social media influencers. They are not just catalyst; they include common people who share the expert reviews information and knowledge about product to the high investment clients and build a significant number of followers. The research concluded that influencer marketing is far much better in reaching mass target audience as compared to traditional marketing strategies. Most of women millennials follow social media and social media influencers as these strategies changes the minds of women to buy the beauty product. Both the hypothesis are tested and verified says that impact of social media influencer endorsements created a hold on brand and purchase decision of followers. The results concluded that profession and age have positive impact on social media influencers being Age group 28-32 years and salaried profession proved to be most attractive target audience for influencers. Influencers endorsement have positive attitude towards brand and influence the women towards those brands. Their credibility, trustworthy and para social relationship are the indicators that affect their purchase decision. These factors facilitating awareness and helps in achieving financial independence.

7. FUTURE SCOPE OF STUDY :

An extensive examination of the effects of social media and influencers on the younger generation, both in the marketing and psychological domains, would be an intriguing topic for future research. Indeed, a lot of concerns were voiced about the detrimental effects influencers have on teens using social media during our study, particularly during the interviews we performed. Because influencers tend to highlight and exaggerate the positive aspects of their lives, their followers may become dissatisfied



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