# 2. Study of Role & Effects of Influencer Marketing on Consumer Buying Behavior with Reference to Indian Fashion & Beauty Industry

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*ABSTRACT:*

*Influencer marketing is a branch of modern marketing where in businesses approach social media influencers in order to promote their brand. It is a branch of digital marketing where people having a large base of followers on social media, use their power of social media presence to compel their audience towards buying a particular brand. Social media is not only a source of recreation anymore but also a solid marketing space driven by influencers. Influencer marketing is a breath of fresh air as compared to the times where the market was dominated by traditional marketing. These social media influencers have a significant reach which in return helps the businesses with wider brand exposure. As digitalization exists and its here to stay, it has proven quite beneficial for a lot of business organizations to reach large audience with the aid of influencer marketing. The number of people using social media is increasing with time and so are the influencers. This definitely will bring about a rise in number of companies that will adopt the influencer marketing model. This paper focuses on understanding the influencer marketing model and its effects on the consumption behavior of the consumers. It also emphasis on the fact that influencer marketing has enhanced the visibility and created awareness of the brands. The researcher also aims in understanding how beauty and fashion industries are approaching influencers to promote their brand and acquire customers who are under heavy influence of the social media influencers.*

*KEYWORDS:*

*Influencer marketing, influencers, social media, buying behavior*

**Introduction:**

Influencer marketing constitutes a promotional approach that enables businesses to collaborate with individuals boasting a substantial following, thereby enhancing brand

visibility. Businesses often engage individuals with a significant social media following to create and share content that endorses their products or services. Given that people tend to trust those they follow on social media, leveraging an influencer's endorsement establishes an inherent trust factor, ultimately contributing to an increased conversion rate. An essential aspect of executing an influencer strategy involves identifying influencers aligned with your company's objectives. For instance, if your business specializes in facial moisturizers, it would be prudent to partner with an influencer who has a proven track record in effectively promoting skincare products. This targeted approach ensures that the influencer's audience, already interested in skincare, is more likely to respond positively to the promotion.

## 1. Literature Review:

(Trivedi & Sama, 2020)

This research paper examines consumer electronics products and investigates the impact of expert influencers on consumers' intentions to make online purchases. The study explores the mediating roles of brand admiration and brand attitude in the relationship between influencer marketing and online purchase intentions. Additionally, it observes the moderating role of message involvement in the connection between influencer marketing and brand attitude. The research employed a survey method, gathering data from 438 respondents. Structural equation modeling, hierarchical regression analysis, and the Hayes process method were used to test the proposed hypotheses. The findings suggest that opting for an expert influencer over an attractive celebrity influencer offers distinct advantages in the marketing communications of consumer electronics products. Empirical evidence supports the mediating roles of brand attitude and brand admiration, and the established moderating effect of involvement is noteworthy.

(Gelati & Verplancke, 2022)

The objective of this study is to investigate how companies in the beauty and fashion industry leverage influencers and social media to impact consumers, particularly adolescents and young adults. The focus is on understanding the influence's effects on consumer behaviour, particularly their purchasing decisions. Brands wield significant influence over younger consumer generations through social networks and influencers. Consumers establish connections with influencers, leading them to follow influencer recommendations. This connection influences young consumers in various ways. Followers often choose to buy products or emulate the influencers they admire. While brand partnerships with influencers are a commonly used strategy, it is not the sole approach. Presently, brands are attuned to consumer behaviour, recognizing that their sales can increase when influencers share content featuring their products, especially in unpaid collaborations. Followers tend to place more trust in influencer endorsements that are not financially motivated. Consequently, in addition to paid partnerships, where influencers receive compensation, brands also send influencers complimentary products in the hope that they will be used and featured by the influencer.

(DK, 2021)

The intensifying competition in the fashion retail sector is driven by diverse consumer demands, prompting marketers to devise strategies that align with customer intentions. With the notable expansion of the fashion retailing industry, adjustments are necessary due to factors such as rising ad-block usage, the shift from traditional to online media, and the rapid growth of social networking sites like Facebook, Instagram, YouTube, and Twitter. In response, fashion retailers must synchronize their social media approaches with both online and offline consumer behaviours.

This research primarily focuses on comprehending the influence of social media influencers on consumer purchase intentions. The study aims to assess the efficacy of social influence on the purchase intentions of consumers regarding fashion-related products. Accordingly, the investigation delves into key constructs such as Influencer Credibility and Information Quality concerning content disseminated by these influencers. It further explores their associations with both Attitude towards reviews and Purchase Intention. Additionally, the researcher examines whether Attitude towards reviews mediates the relationship between the effectiveness of social influence and Purchase Intention. The study begins with a broad overview of the subject, followed by an extensive literature review covering essential concepts like Influencer Marketing, Purchase Intention, and Attitude towards reviews. Drawing on the insights gained from the literature and the relevant concepts within the study's domain, the conceptual framework is formulated.

(Deniel, 2021)

In the evolving landscape of information dissemination and innovation, influencers play an increasingly pivotal role in providing guidance to their followers. This article, rooted in balance, cognitive dissonance, and congruity theories, sheds light on the significance of a psychological congruence mechanism utilized in influencer marketing campaigns, underscoring its potential impact on the success of this emerging form of persuasive communication.

Focusing on the context of product recommendations from fashion influencers on Instagram, the study delves into the congruence among the three essential elements in influencer marketing: the influencer, the consumer (follower), and the sponsored brand. Examining 372 followers of a renowned fashion influencer, the results affirm that when there is a fixed and high congruence between the influencer and the consumer, high (low) congruence between the influencer and the product leads to elevated (diminished) congruence between the consumer and the product. Subsequently, strong alignment between the consumer and the product contributes to more favourable attitudes toward the product, higher intentions to purchase, and increased likelihood of recommending the product, ultimately maximizing the effectiveness of influencer marketing campaigns.

## 2. Research Objectives:

1. To study the role of influencer marketing on consumer's buying decision
2. To know the factors that influence the consumer buying behavior with respect to influencer marketing
3. To study the awareness of influencer marketing with respect to fashion and beauty industry.

## 4. Research Methodology

The researcher has conducted the research for respondents residing in Pune city. To carry out the research work, random sampling technique has been applied. The researcher has collected primary data using a questionnaire from 106 respondents. The opinions and responses received from the respondents have been instrumental in drafting the findings of this paper. The secondary literature sources in the form of journal articles, research papers etc. have been studied with a view to understand and analyze the role of influencers in modern marketing.

## 5. Data Analysis:

*Table 1: Age of respondents*

| Age of Respondents | Number of Respondents | Percentage |
|---|---|---|
| 18-24 | 82 | 77.4 |
| 25-34 | 13 | 12.3 |
| 35-44 | 5 | 4.7 |
| 45-54 | 5 | 4.7 |
| 55 and above | 1 | 0.9 |
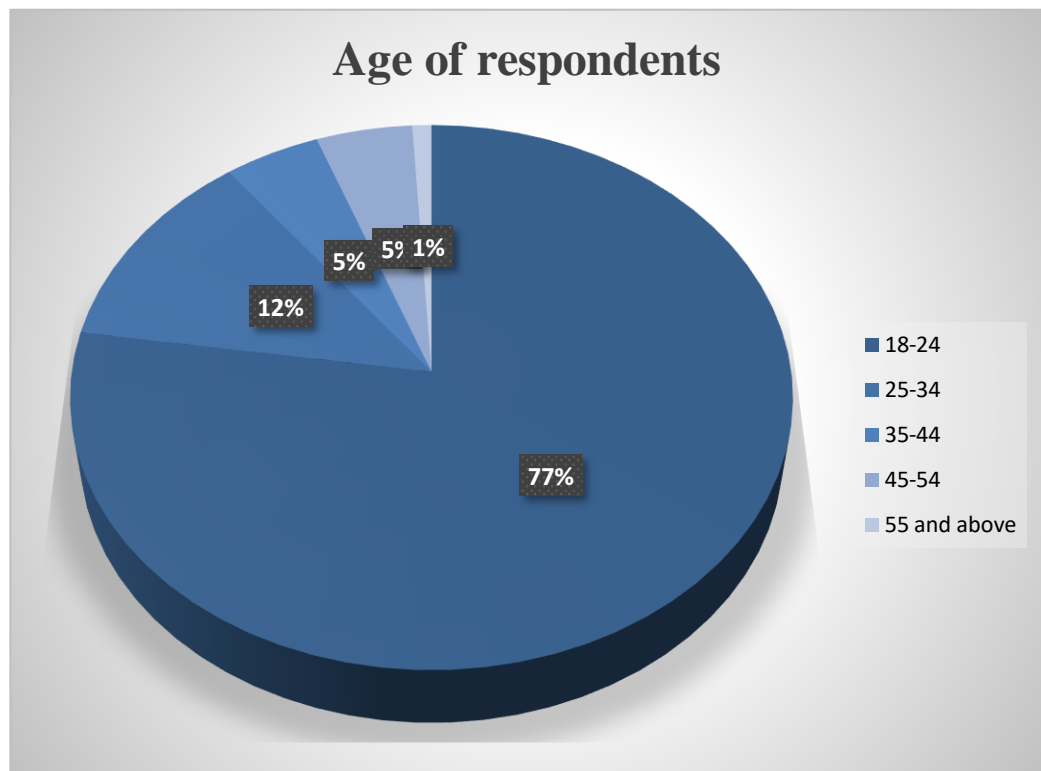
*Table 2: Gender of respondents*

| Gender of Respondents | Number of Respondents | Percentage |
|---|---|---|
| Female | 57 | 54 |
| Male | 49 | 46 |
| Prefer not to say | 0 | 0 |
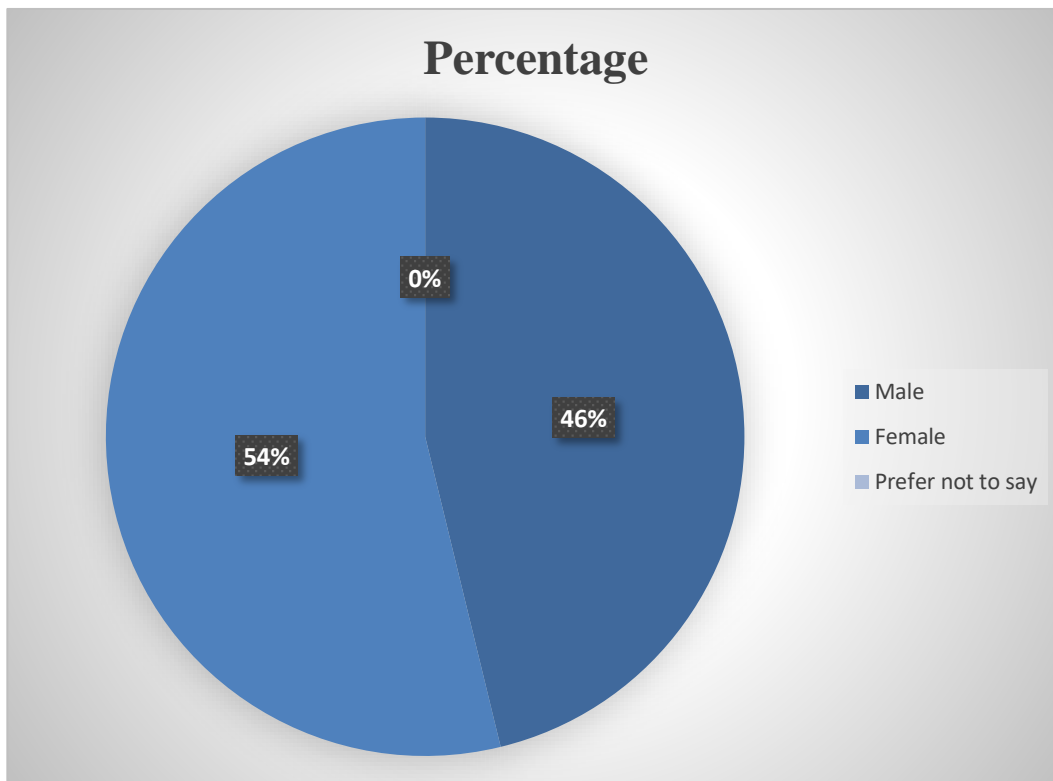


*Table 3: Engagement with digital content related to fashion and beauty*

| Time Span | Number of Respondents | Percentage |
|---|---|---|
| Daily | 44 | 41.5 |
| Weekly | 26 | 24.5 |
| Monthly | 11 | 10.4 |
| Rarely | 25 | 23.6 |
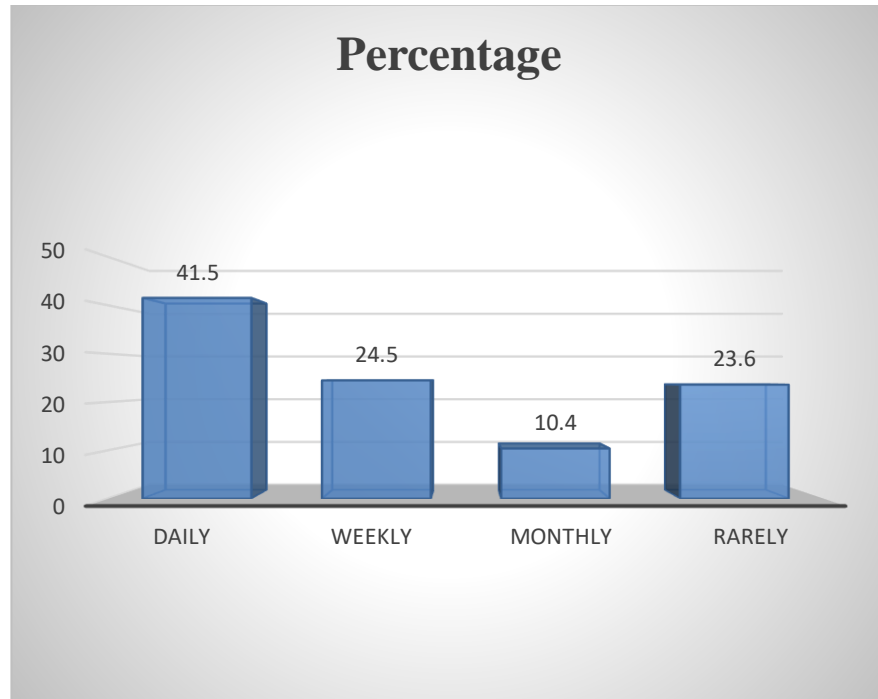
*Table 4: Awareness of influencer marketing in the fashion and beauty industry*

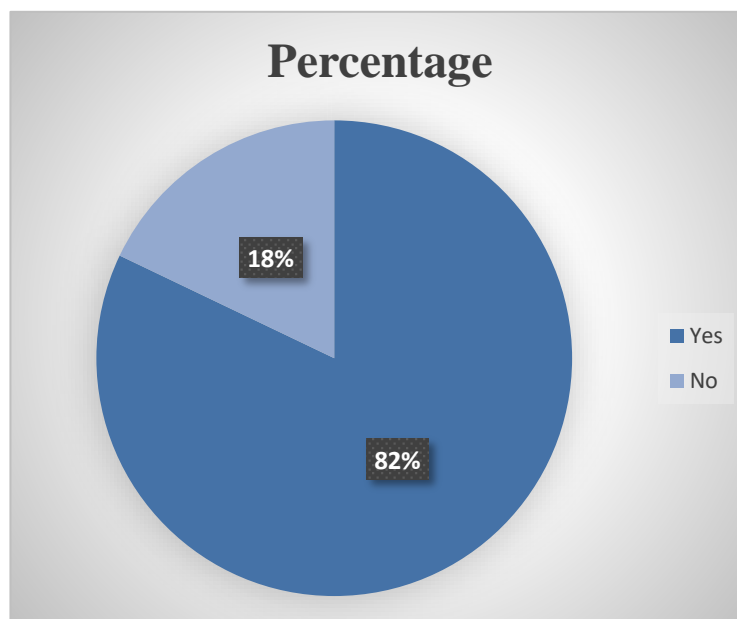| Response | Number of Respondents | Percentage |
|----------|----------------------|------------|
| Yes | 87 | 82.1 |
| No | 19 | 17.9 |

*Table 5: Mediums to discover new fashion and beauty products or trends.*

| Mediums | Number of Respondents | Percentage |
|---|---|---|
| Social Media Platfoms | 93 | 87.7 |
| Websites | 29 | 27.4 |
| Word of mouth | 18 | 17 |
| Others | 6 | 5.7 |
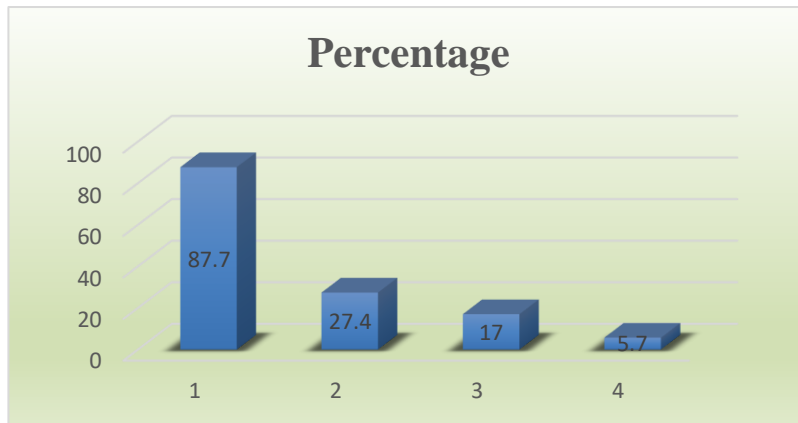


*Table 6: Following fashion and beauty influencers on social media platforms*

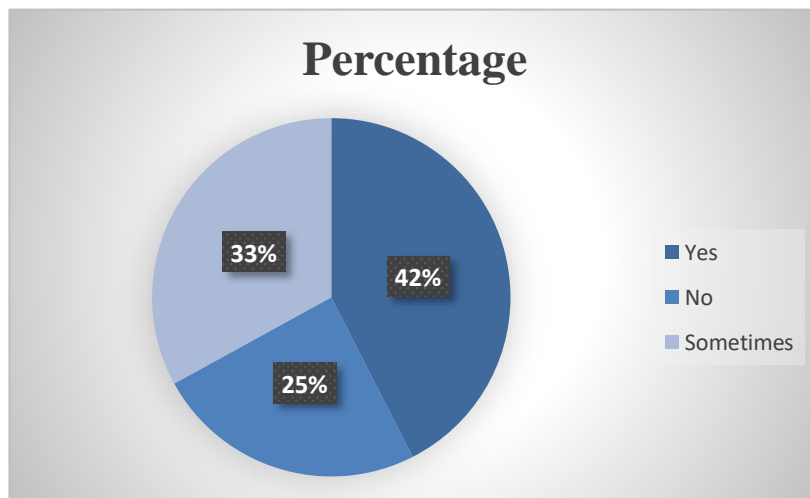| Response | Number of Respondents | Percentage |
|---|---|---|
| Yes | 45 | 42.5 |
| No | 26 | 24.5 |
| Sometimes | 35 | 33 |

*Table 7: Factors influencing decision to follow a fashion or beauty influencer*

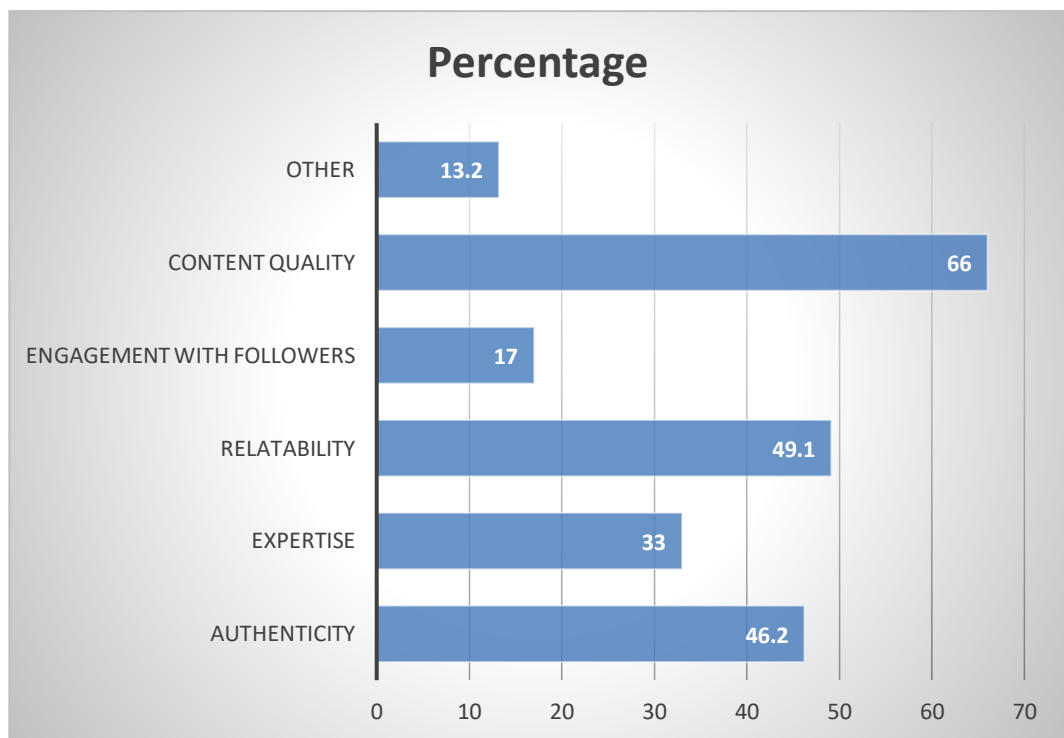| Reasons | Number of Respondents | Percentage |
|---|---|---|
| Authenticity | 49 | 46.2 |
| Expertise | 35 | 33 |
| Relatability | 52 | 49.1 |
| Engagement with followers | 18 | 17 |
| Content Quality | 70 | 66 |
| Other | 14 | 13.2 |



*Table 8: Purchases made based on a recommendation from a fashion or beauty influencer*

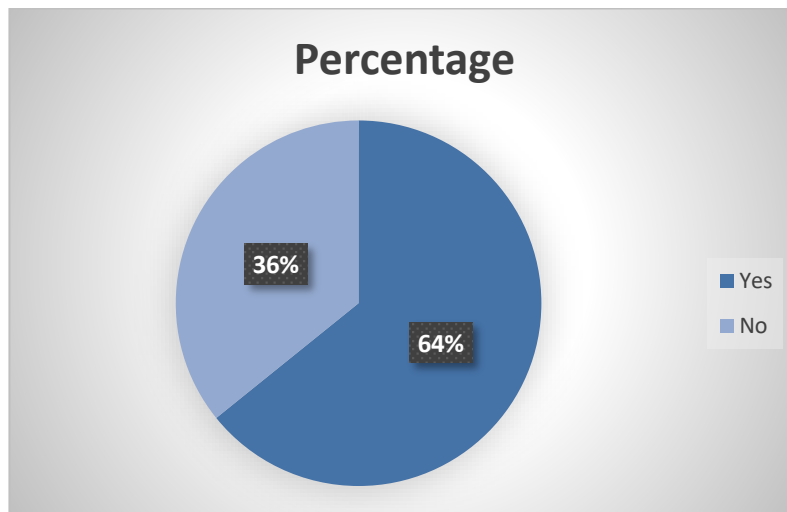| Response | Number of Respondents | Percentage |
|---|---|---|
| Yes | 68 | 64.2 |
| No | 38 | 35.8 |

*Table 9: Agree with the product recommendations made by the influencers*

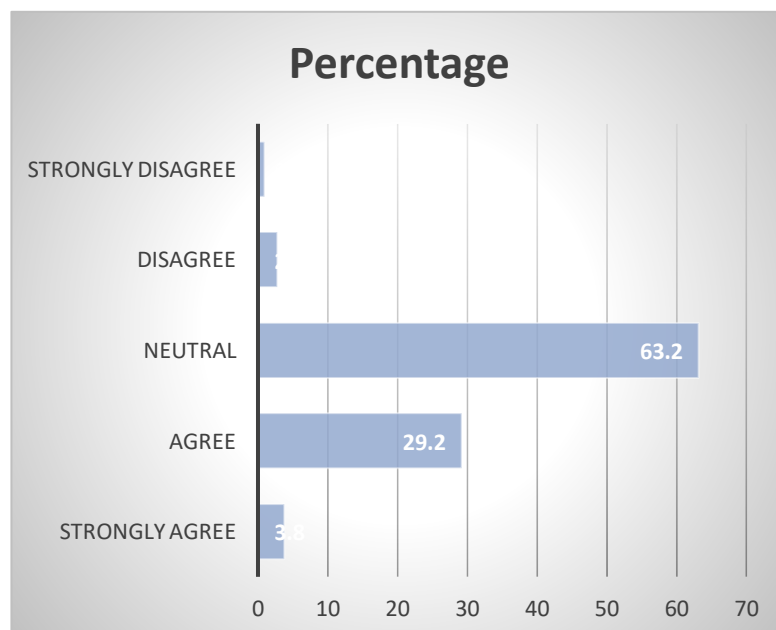| Opinions | Number of Respondents | Percentage |
|---|---|---|
| Strongly Agree | 4 | 3.8 |
| Agree | 31 | 29.2 |
| Neutral | 67 | 63.2 |
| Disagree | 3 | 2.8 |
| Strongly Disagree | 1 | 0.9 |

***Table 10: Extent of influencer marketing affecting decision to purchase fashion and beauty products***

| Opinions | Number of Respondents | Percentage |
|---|---|---|
| Significantly | 10 | 9.4 |
| Moderately | 50 | 47.2 |
| Slightly | 37 | 34.9 |
| Not at all | 9 | 8.5 |
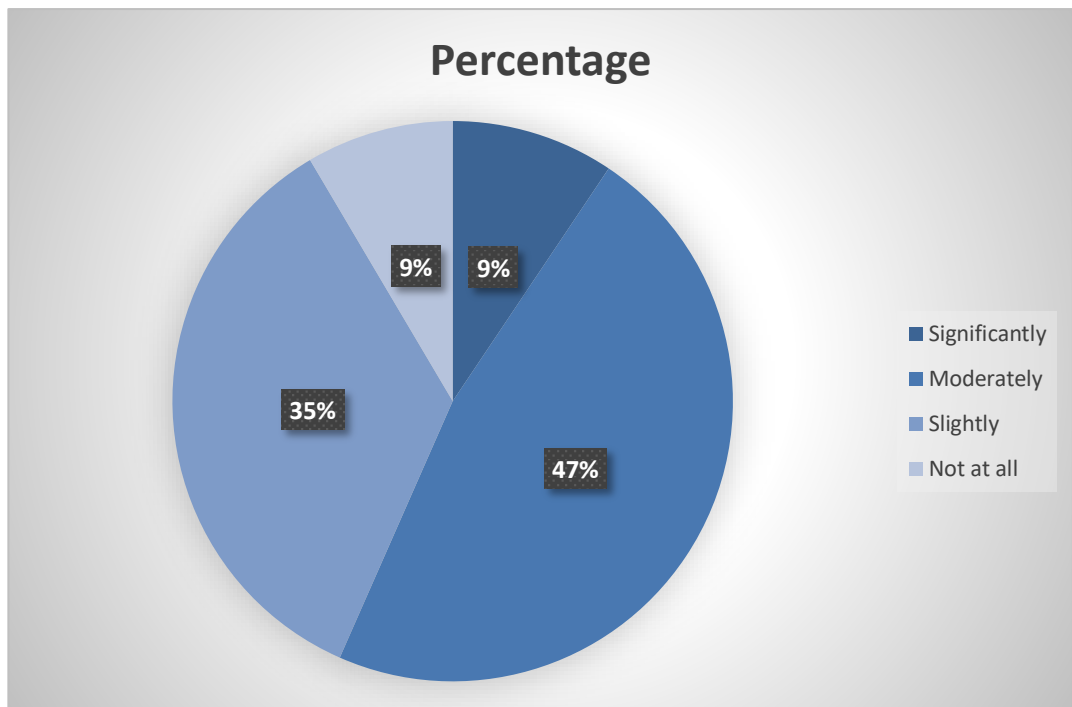


***Table 11: Most appealing influencer marketing content***

| Reasons | Number of Respondents | Percentage |
|---|---|---|
| Product reviews | 79 | 74.5 |
| Tutorials and how-to guides | 42 | 39.6 |
| Styling tips | 48 | 45.3 |
| Behind-the-scenes content | 21 | 19.8 |
| Collaborations with other influencers or brands | 19 | 17.9 |
| Others | 10 | 9.4 |
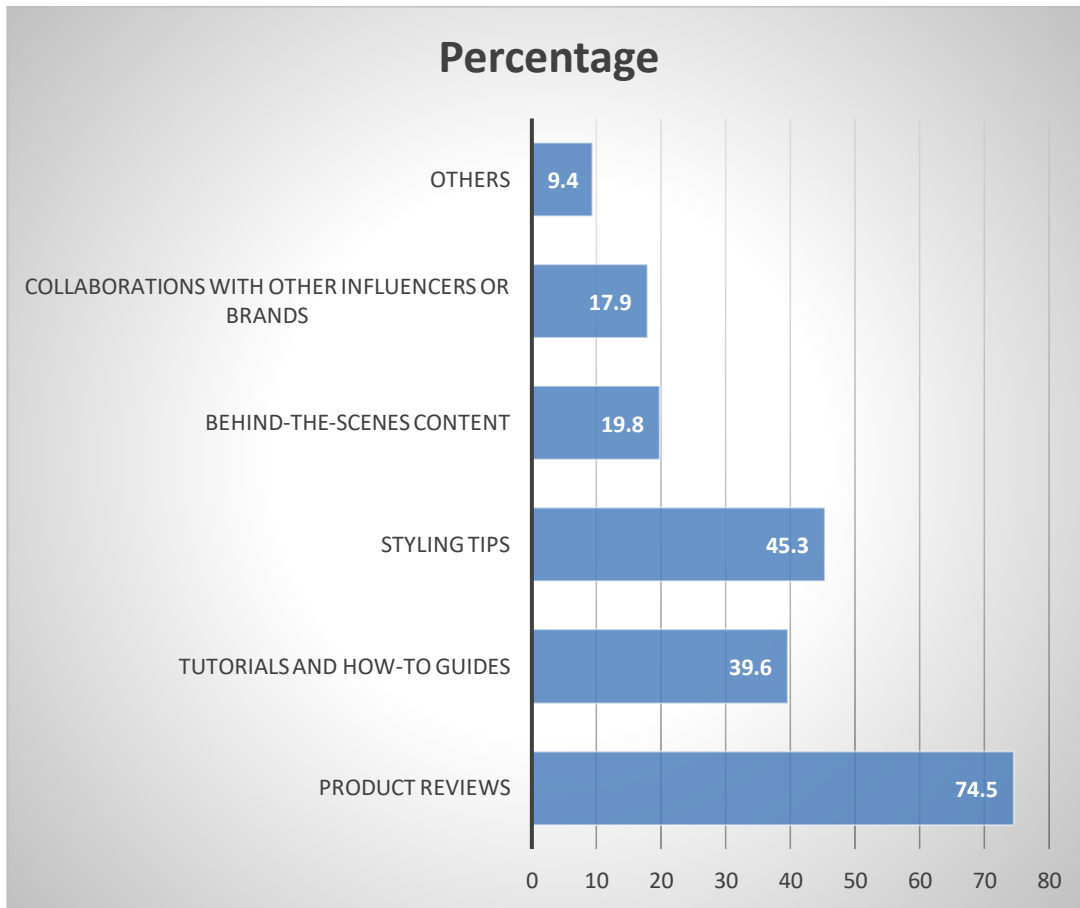
*Table 12: Opinions about sponsored content from influencers*

| Opinions | Number of Respondents | % |
|---|---|---|
| Positive | 21 | 19.8 |
| Neutral | 51 | 48.1 |
| Negative | 9 | 8.5 |
| Depends on the influencer | 25 | 23.6 |

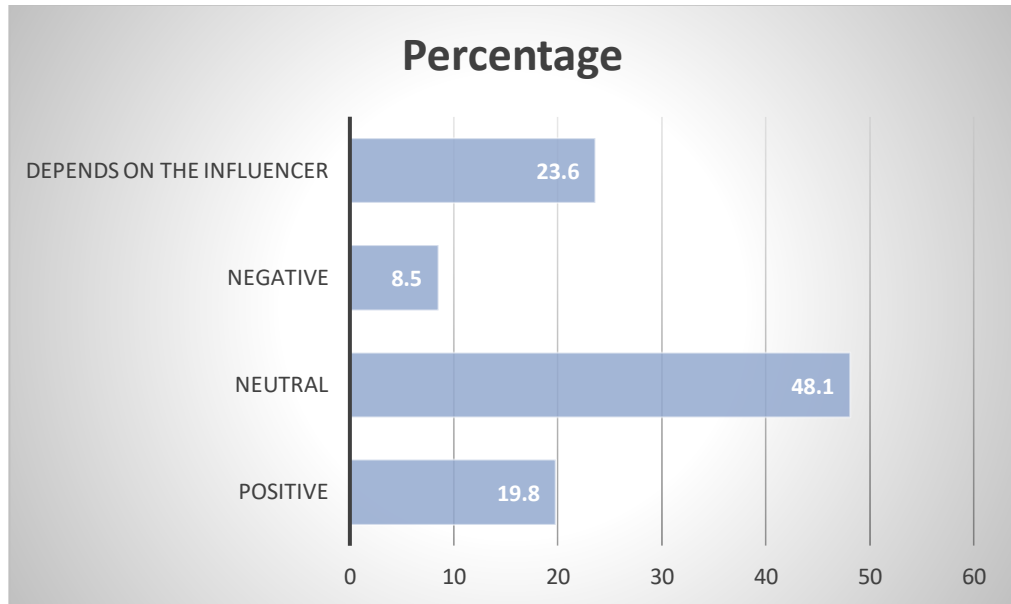*Table 13: Use coupon code that the influencers provide for discount purpose*

| Response | Number of Respondents | Percentage |
|---|---|---|
| Yes | 31 | 29.2 |
| No | 35 | 33 |
| Sometimes | 40 | 37.7 |
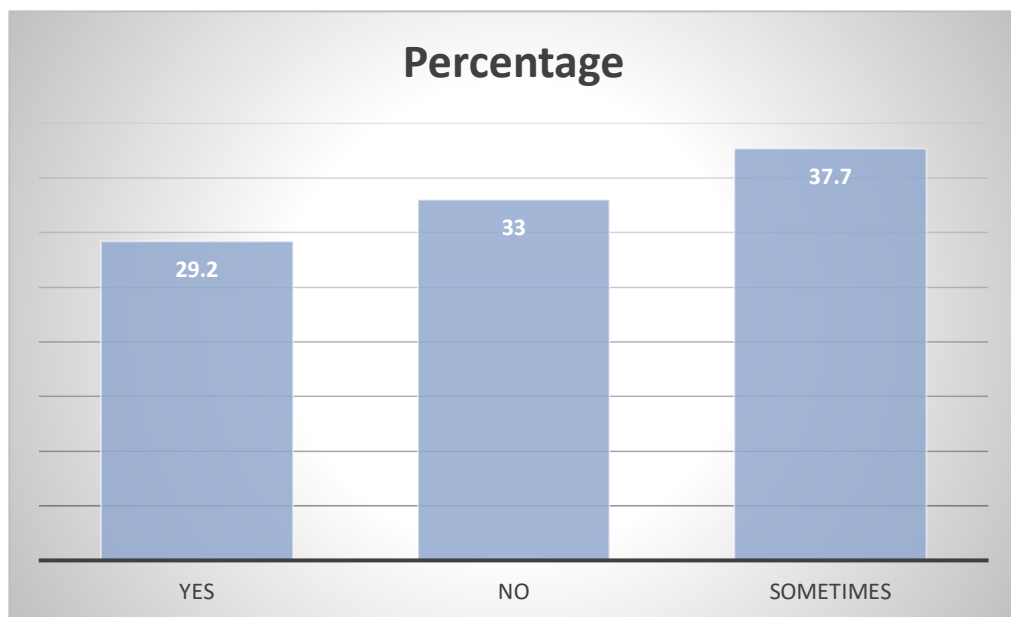
***Table 14: Research products online before making a purchase decision***

| Opinions | Number of Respondents | Percentage |
|---|---|---|
| Always | 55 | 51.9 |
| Often | 32 | 30.2 |
| Occasionally | 9 | 8.5 |
| Rarely | 10 | 9.4 |
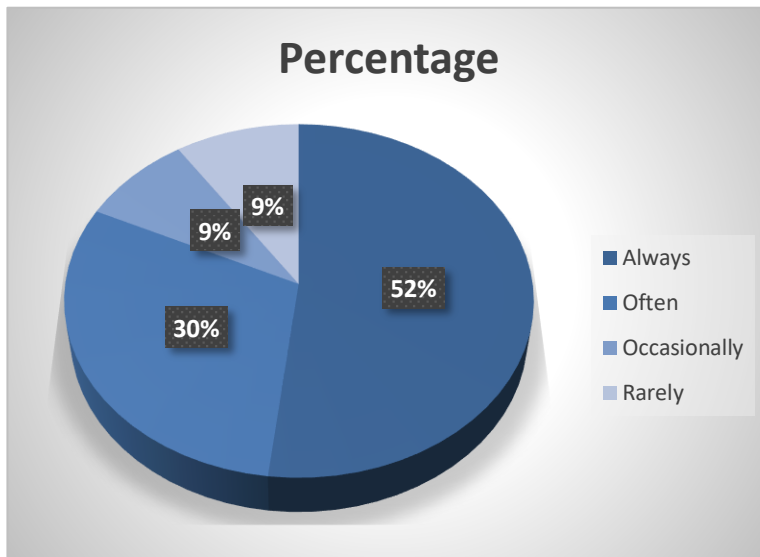


## 6. Findings:

- The majority of respondents (77.4%) are between the ages of 18 and 24, and there is little response from the elderly as influencer marketing has little impact on them. Women are more interested in fashion and beauty influencer marketing than men, with 53.8% responding. The majority of the public (81.1%) within PMC and the majority of people (18.9%) within PCMC responded.
- People are more engaged with digital content on a daily basis, with 41.5% engaging with fashion and beauty content. People are more familiar with influencer marketing in fashion and beauty, with 82.1% aware of it, and 17.9% unaware of it in the sample size.
- The majority of people (87.7%) find new fashion or beauty products or trends on social media platforms, with many people also following fashion and beauty websites (27.4%). This suggests that digital platform plays a major role in influencing the public.
- Factors such as quality of content (66%), reliability (49%), authenticity (46%), industry expertise (33%) and engagement with followers (17%) all play a role in influencing the decision to follow an influencer. In addition, 64.2% of people made a purchase on the basis of a recommendation from an influencer, and 63% agreed with their product recommendations.

- Influencer marketing also has a moderate influence on the decision to purchase, with 47% moderately and 34% slightly influenced. Finally, product reviews are the type of content that influencers find most attractive to the public (74%), and the majority of people are neutral towards sponsored content (48%). Lastly, most people make their fashion and beauty purchases both online and offline, with 51.9% of people doing so. Lastly, only 29% of influencers provide coupon codes for discount purposes, with 33% denying the same.

## 7. Conclusions:

- It is found that young generation are more inclined towards influencer marketing. Also, women population are interested as compared to men.
- Since people spend a lot of time on scrolling their mobile phones, they consume a lot of content online. This content consumption helps them in making reformed buying decisions.
- Most people discover new fashion and beauty products or trends through social media platforms like Instagram, TikTok, etc. 87.7%. many people also follow Fashion and beauty websites 27.4%, which shows that digital platform plays major role in influencing public.
- Quality of content is the biggest factor followed by Relatability, Authenticity Expertise in the industry, and Engagement with followers in following a fashion and beauty influencer.
- Majority of the respondents made a purchase based on a recommendation from a fashion or beauty influencer
- It is also observed that respondents always research products online before making a purchase decision.

## 8. Recommendations:

- Influencer Marketing has a significant impact on purchasing decisions provided that the reviews, suggestions and opinions of the influencers should be honest
- Influencers have great market reach and hence brands can maximize out of this opportunity and boost their sales.
- When influencers rave about a particular product or brand, loyal followers tend to buy that product hence giving an opportunity to the organizations to maximize profit.

## 9. Reference:

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