

Project Dissertation Report on
“THE IMPACT OF INFLUENCER
MARKETING ON BEAUTY INDUSTRY”

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Certificate

This is to certify that the project report entitled, "**THE IMPACT OF INFLUENCER MARKETING ON BEAUTY INDUSTRY**" is a bonafide record of work done by Juhi Singhal under the guidance of Dr. Abhinav Chaudhary. The report was submitted to Delhi School of Management, Delhi Technological University in the partial fulfillment of the requirement for the award of Masters of Business Administration for the academic session 2020-2022.

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Declaration

I hereby declare that the work embodied in this report entitled, "**THE IMPACT OF INFLUENCER MARKETING ON BEAUTY INDUSTRY**" in the partial fulfillment of the requirement for the award of the degree of Masters of Business Administration, submitted in the MBA department, Delhi School of Management, affiliated to Delhi Technological University, Rohini, Delhi (India), is an authentic record of my own work carried out under the guidance of Dr. Abhinav Chaudhary, Assistant Professor, Delhi School of Management for the academic session 2020-2022.

The matter embodied in this report has not been submitted to any other university for the award of any other degree or diploma.

Dated: May 6, 2022

Juhi Singhal

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It has been my constant endeavor to ensure that the project is completed in the best possible manner and ensure that it is error-free.

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Executive Summary

The developing world is giving a lot of technologies which are avidly being used by people all over the world. These emerging technologies have created platforms which today serve as a marketplace for firms to showcase their products ditching the traditional marketing practices. The use of Instagram and other social media platforms is increasing on a daily basis which gives a livelihood and fame to people. Unlike famous personalities, these people (influencers) have created their own audience who are religiously following them and accepting their say on different things. These influencers have now become the face of these brands who are considered reliable by people. These influencers are also content creators who present their ideas and make their followers to interact with them by using likes, comments, and following. These influencers hence, are affecting the purchasing behaviors of these people as they are deemed to be authentic. This has been studied in an Indian context where top ten beauty influencers are taken in the study and a primary data collection has been conducted to understand the buying behavior of consumers of a beauty and personal care product on the basis of likes, comments, and online reviews. We have also tried to find out the impact of engagement rate and hashtags used by these influencers to increase/decrease the engagement on their Instagram handles.

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List of Abbreviations

Abbreviation	Meaning
eWOM	Electronic word-of-mouth
SMI	Social media influencer (s)
MAU	Monthly active users
App	Application
ROI	Rate of investment
IGTV	Instagram TV

Chapter 1. INTRODUCTION

The birth of the internet on January 1, 1983 was the biggest historical event. Although, there were several computer networks before which we were not able to communicate with each due to no standardization. But now, the World Wide Web has expanded multifold throughout the world with its major expansion in the last decade. This has brought our wide world much closer with the advent of maps, e-commerce, OTT platforms and others. Introduction of social media by user-driven technologies have led towards the creation of a whole new world of communication and discussions of online communities (Voramontri & Klieb, 2019).

The easy accessibility of the internet worldwide is reshaping the present times with social media which is present in many forms such as chatting apps, blogs, business networks, microblogging, social gaming, photo-sharing platforms, video creating and sharing networks, and social network (Voramontri & Klieb, 2019). The active global social media population is about 4.2 billion people worldwide. With Facebook being the most popular social network while other popular social networks are Instagram, Snapchat, Twitter to name a few. Majority of millennials and gen z are active users of these social networking sites. These are like air to them to keep them updated about the world, new trends, creativity, and others which impact their life choices in ascertaining their typical lifestyle choices.

The fast pace of sharing content on social media has given it a wider reach (Simić et al., 2019). The virality of content in form of blogs, pictures, videos or memes forms an ideal condition which marketers use for the promotion of their brands, products or services, which may reach out to several communities at once giving them an opportunity to reach to a larger audience which would be difficult to do by the use of traditional marketing channels (Xiang & Gretzel, 2010).

“Creators (influencers) are the new celebrity, social media is the new mass media, and storytelling is the new form of content marketing”

Carlos Gil, Founder, Gil Media Co.

The rise of social media has given a new scope and space to marketers to promote their product to a larger audience which has shed the boundary barriers. This has given much larger scope to people where they can search and receive information about new as well

as different products or services as per interest (Powers et al., 2012). This gives an opportunity for these consumers to interact with the brand more closely and vice-versa whereas exchange their views with other potential consumers in a fast and easy manner (Powers et al., 2012). Participation of users in providing online reviews and feedback about a product or service purchased helps other potential customers in making the right decision (Talavera, 2015). Hence, these strong opinions of customers influences other potential consumers as they get empowered to carry on conversations about brands' products or services which may help in shaping the brand's image (Smith, 2009; Mangold & Faulds, 2009). This also helps companies to understand the needs of potential customers better as well as improve on their product or services. Therefore, a very important role is played by online reviews, also known as electronic word-of-mouth (e-WOM) making it a potential marketing strategy. (Talavera, 2015).

Influencer marketing is another important strategy to promote business which is extensively used these days (Jin et al., 2019). Influencers are users of social networking sites who have a large fan following. They are entrusted with genuine opinions by their followers in a specific area, say, fashion, travel, beauty, health, fitness, gaming etc. making them an expert in it (De Veirman et al., 2016). Influencer market falls under the category of both online reviews and eWOM (De Veirman et al., 2016). Due to the immense popularity of influencers, businesses partner up with them for their wider reach and strong impact which aligns with the brand to promote their product and service, and reach to their target market (Statista, 2019; De Veirman et al., 2016). This helps companies to reach a wider audience along with rectifying their brands' image along with creating awareness, agreements and conversion (Statista, 2019).

1.1 Background

“Social media influencers (SMIs) represent a new type of independent third-party endorser who shapes audience' attitudes through blogs, tweets, and the use of other social media.”

(Freberg, Graham, McGaughey & Freberg, 2011)

The idea of using various known and unknown types of influencer marketing with influential people or characteristics seems to be an extreme dynamic development of social media. Yet, it is not new and has its roots centuries earlier (Gutiérrez V. et al., 2013)

dated back to the 1760s when pioneer Josiah Wedgewood produced ceramics for the British Royal Family. Other developments took place in the 19th and 20th centuries (Górecka-Butora, P. et al., 2019). The internet's entry into the Web 2.0 phase is the key development of the contemporary version of word-of-mouth marketing whose modern version is closely related to social media. Therefore, there is a growing use of these marketing tools by organizations in the digital space. Social media has created a closer bond between consumers and brands by clear communication making the use of social media marketing stronger. This created a trend where an individual began to appear with support from people around him/her which may reach millions (see Figure 1).

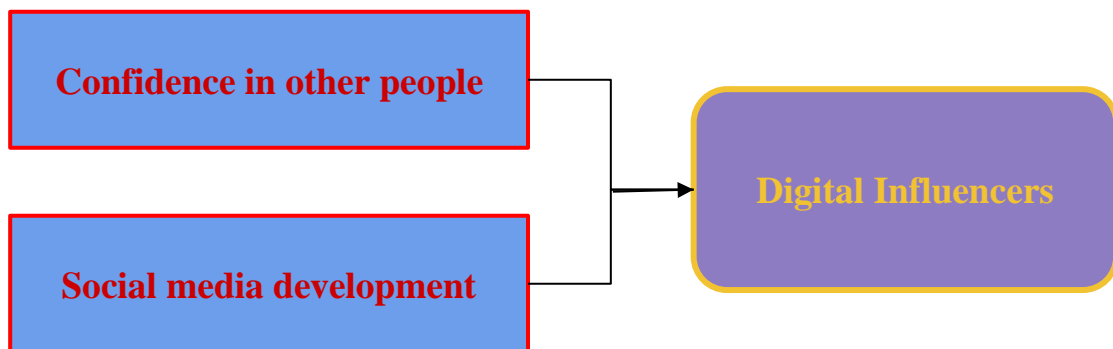


Figure 1.1 Main sources of growing popularity of digital influencers (Source: Own)

The trend of influencer marketing has gradually reached every aspect of life without people's realization. It has become a rather common way for organizations to communicate about their brand through SMI (Freberg, Graham, McGaughey & Freberg, 2011).

Social media influencers (SMI) are representatives of independent third-party endorsers which help in shaping the attitudes of the audience through tweets, blogs and other social media uses (Freberg et al. 2011, p. 90). SMIs are considered to be human brands who use various types of social media platforms to portray themselves. Given the tremendous reach of these SMIs to the growing audiences have made brands spend approximately \$8 billion for sponsoring in 2019 and is expected to reach \$15 billion in 2022. This phenomenon of marketing of using SMIs (human brands) which is used by brands to promote their products or services is known as influencer marketing (Audrezet et al. 2018).

Influencers are perceived as opinion leaders by firms who are a source of information distributors to their followers. They are the ambassadors of these brands who support their

marketing activities and generate a multiplier effect based on eWOM. This creates a digital relationship which is a very important factor.

SMIs are passionate and transparent which are the two most important aspects to manage their authenticity (Audrezet et al. 2019), which according to research may or may not affect consumer responses. Recent research identified three authenticity types which may help in explaining consumer responses. These three authenticity types which were developed are

1. True-to-Self (TTS)
2. True-to-Ideal (TTI)
3. True-to-Fact (TTF) (Moulard et al. 2020)

These authenticity types can be applied and conceptualized in the context of SMIs.

SMI loves what s/he does and the brands s/he promotes is an intrinsic motivation which entails TTS authenticity. A SMIs content with his/her stories which consistently reflects his/her brand essence (ideal) entails TTI authenticity. A SMIs context which refers to consumers' perceptions of their forthrightness, honesty and transparency of their stories entails TTF authenticity. The use of these three types of authenticity helps in assessing attitudes towards SMI.

1.1.1 Famous social media platforms

Social media is a prominent platform in terms of popularity. It has its own advantages over traditional media which helps in building a stronger relationship of brands with potential consumers through a trust factor. Time, accuracy and cost are other factors which are conducive towards social media platforms making it popular with a change of perspective towards looking at the world, finding partners, accessing information, as well as demanding for a change (Esteban, 2019). 3.94 billion people which is more than half of the world (Kemp, 2020) are using a social media platform with over 3.91 billion people accessing it on their Smartphones. With an annual growth rate of 10.5 percent of social media users which accounts for 376 million distinctive users. Facebook is the most popular platform topping the chart with more than 2 billion people using it every month followed by YouTube (109 billion) monthly active users (MAUs), Instagram (1 billion MAUs), Messenger (1.3 billion MAUs).

1.1.2 Instagram: the preferred social media platform

Instagram was found in the United States by Kevin Systrom in October 2010. It is a free platform used exclusively for photo and video sharing. Its app is available on both iPhone and Android (Instagram Inc., 2020). At present, this platform is not just confined to relationship building but also provides livelihood to many people who are known as Influencers or Bloggers. These people have got an opportunity to showcase their talent, making them famous and earning a living.

Instagram is the most popular social media platform which is used extensively by Gen Z around the world attracting the attention of marketers towards it. The free app which is available on both iPhone and Android can be used by anyone aged 13 or more. They just need to create a profile by registering an email ID or mobile number and selecting a username. Then they can share videos or photos, like a post or comment on it (Instagram Inc., 2020). Users can also post something in the form of visual content along with a caption or use of a hashtag and a location to make them searchable by other users (Rou. Users have a choice to either make their profiles public or private so that their posts can only be viewed by their followers.

The total MAU on Instagram reached over 1 billion in January 2020 with 550+ million daily active users. Whereas, 100+ million photos or videos are uploaded daily. As per data of October 2020, the United States has the highest i.e. 140 million app users with India being second (120 million) and Brazil being third (95 million). In India, 72.5 percent are male users while 27.5 percent are female users (Statista, 2020).

1.1.3 Bloggers or Influencers

With global recognition, Instagram is just no longer confined to being a platform for building relationships or online shopping, but has become a platform which is providing livelihood to people who are known as Bloggers or Influencers. An Influencer is known for content creation. They have an engaged audience who relies upon them for their information and opinions on various subjects such as products, brand, topics and services through social media, blog or website. Influencers are engaging their audience by the power of their content which is a showcase of their talent. For example, A travel influencer will share with his/her audience about a destination where one can visit at a particular time of year, its hotspots, food, shopping, specialties etc. Similarly, other kinds of influencers are into fitness, fashion, beauty, technology and many others.

1.1.4 Types of Influencers

Instagram influencers are perceived as early adopters for any kind of new product, service or brand which may inculcate a desire among their followers to make the purchase. Hence, Estay (2020a) has classified influencers in four categories on the basis of different following, niche and way of content creation. Four categories of influencers are-

1. Nano influencers
2. Micro influencers
3. Macro influencers
4. Mega influencers

Nano influencers can be individuals from our family or friends who have a following of less than 10k (10,000 people). They have gained popularity with brands as partnering with these influencers doesn't cost much. Also, they have a high engagement rate with lower compensation rates which gives a better rate of investment (ROI) to these brands.

Micro influencers are known as industry experts as they have a niche in a specific industry. They are almost one-third among the Instagram influencer population. They have less than 100k (1,00,000 people) followers. They deliver a great ROI to brands due to a smaller following base and active interaction with them.

Macro influencers are also referred to as celebrity influencers who have a fan base of between 100k to 1 million.

Mega influencers are also celebrities or public figures who have more than 1 million followers.

All these influencers serve as brand ambassadors who create brand awareness.

1.1.5 Influencer marketing

Increasing brand image formation, brand awareness, brand popularity are the different targets which brands have in mind while targeting influencers. Influencer marketing is a well-known marketing strategy where promotion of brands, products and services, collaborations or idea sharing is done with influencers mostly in sponsored format. These can be in the form of Instagram stories or posts, sponsored blog posts, other sponsored social media marketing campaigns on Facebook, Twitter, LinkedIn. This has helped in increase in sales of brands as they are being introduced from a reliable source. Although, Instagram is less popular than Facebook, yet, it is most popular among younger

generations. Millennials (aged between 24-34) are top users while Gen Z (aged between 18-24) are next as per Statista (2019). These two age groups make about 71% of total Instagram followers active followers.

Gen Z prefers micro influencers for their reliability, trustworthiness and strong followership. This results in higher engagement rates and ROI. This is true for Nano and Micro influencers while Micro and Mega influencers have high popularity. This ROI or engagement rates are measured by the number of comments, likes and shares per post divided by the influencer's following. Guttman (2019, as cited in Statista, 2019) found a gain by 9% in engagement rates of micro influencers.

According to a 2019 survey conducted by Facebook IQ, 66% of sponsored content on Instagram worldwide from which 83% of people discover a new product/service on Instagram while 81% use the platform for researching a new product/service. Purchasing choice of a new product/service through Instagram content accounts about 80%.

Different types of content on Instagram are photos, videos, Instagram story and IGTV feature. Brands collaborate with influencers over sponsored content for their Instagram stories or Livestream feature. Official brand accounts are handed over to influencers for some time to drive traffic and increase engagement.

The uncertain times of COVID-19 with imposed restrictions around the globe has increased the use of social media platforms in search of entertainment, motivation, support and advice. These influencers/bloggers were out of content as they were unable to shoot appropriately. Yet, adaptability proved to be the biggest success for both advertisers and influencers which resulted in 76% increase of likes on Instagram Ad posts and 300% Instagram live usage with higher engagement rates.

1.1.6 Rationale

Instagram is a successful platform with around 1.6 billion users around the world. As per data of March 2022, India accounts for 19% of the entire population with 269670800 Instagram users in which 72.2% users are male (Figure 2). While Gen Z is the largest user group with 110000000 users (NapoleanCat, 2022)

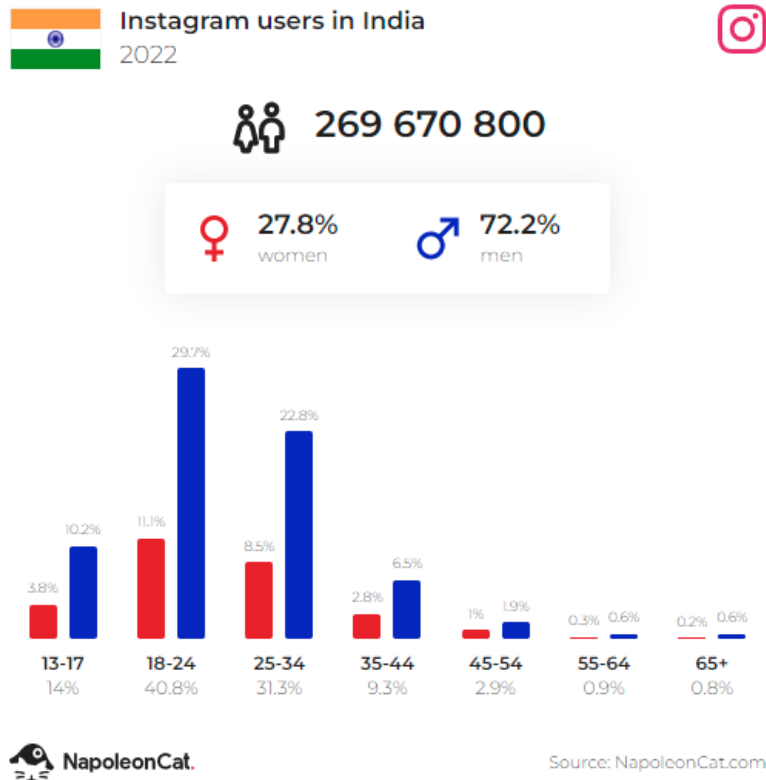


Figure 1.2. Total number of Instagram users in India. (Source:NapoleonCat, 2022)

But, there is no data which shows the correct percentage of users out of these 1.6 billion who have an interest in beauty reviews. But based on the posts that has used hashtags as of April 2022, #fragrance (8.5 million posts), #bodycare (4.8 million posts), #haircare (15.8 million posts), #skincare (96.7 million posts), #makeup (375 million posts). These hashtags are a possible association with beauty which is present across the platform.

Influencer marketing disseminates the influence of online opinions where brands collaborate with bloggers over their content and shape the attitudes of the public on these networking sites (Lim et al. 2017). Despite this, paid endorsements have resulted in fake and untrue opinions which are against public policy and are subsequently rising in the past few years. Although, availability of products domestically shows the economic growth, yet, influencer marketing which is leading to increase in sales of these domestic products on the basis of adulterated content is high. Hence, disclosing of sponsorship information and transparency are being prioritized to facilitate the ability of the consumers to differentiate between authentic and sponsored content. Any commercial relationship

between a brand and influencer needs to be disclosed on social media posts (e.g., ASA 2018; FTC 2017; IAB 2016).

Social media platforms are very popular for the use of hashtags by their users. Different users use different hashtags for different purposes which are mostly specific to a topic with the prefix “#”. This helps us in finding out all the posts which have used a certain hashtag for example, “#beauty”. Different types of hashtags such as season hashtags, custom brand-related hashtags, brand hashtags and others are used (Souza, 2016) which are used to influence the usage of a hashtag. This helps in increasing the frequency of using the hashtag in average number of posts, its usage, number of posts which include the hashtag and others. Influencers use hashtags differently than others. It is mostly to highlight a brand’s hashtag use or to increase a trend in a hashtag. This helps increase the awareness of a particular thing in the form of a hashtag. This also helps users to find similar posts from the same hashtag.

1.1.7 Beauty Industry

Beauty industry is the most competitive industry around the world. It has grown by 17% in the last 5 years. Many influencers and celebrities are creating their own cosmetic brands or partnering with them as collaborations. Some prominent examples are Kylie Cosmetics by Kylie Jenner, Kay by Katrina Kaif, Fenty Beauty by Rihanna, and Too Faced x NikkieTutorials which is a collaboration between the company Too Faced and YouTube beauty influencer Nikkie Tutorials. Cosmetics have major technological advancements giving an opportunity to people to change their physical appearance (Binwani & Ho, 2019). This growth in the use of beauty products has encouraged brands to move to social media for promotions where they are continuously collaborating with influencers to promote their products. This has helped these brands to increase their sales along with brand awareness. Use of visuals, artificial intelligence have played an important role in the cosmetic industry and this trend of influencers is giving a low marketing cost to these brands along with the brand recognition which is worth the money (Mwaisaka, 2017; Binwani & Ho, 2019).

1.2 Problem Statement

This study will assess the relationship between beauty influencers and other multiple factors such as gender, remuneration, hashtag used etc. This helps in determining the

engagement rate of an influencer. This will help in understanding the different ways in which an influencer uses his/her profile to increase the impact to their social media followers.

1.3 Objectives of the study

To objective of the study is

- To assess the relationship between age and gender with respect to the usage of social media platforms.
- To assess the relationship between online reviews and purchase of cosmetic and personal care products by a user.
- To assess the relationship between different types of social media platforms on the basis of choice of preference with respect to a user.
- To assess the relationship between engagement rate and number of hashtags used by an influencer.

1.4 Scope of study

The study aims to find out the relationship between age and social media platforms which statistically is more used by Gen Z and millennials irrespective of gender. They try to keep up with the fast-paced world of the digital which makes them accustomed with the trends in fashion, lifestyle and travel. This also helps them to make a smart and informed decision on various subjects such as consumer perception by using the social media platforms to stay aware about the different opportunities, products and services that are available to them. This can be done by following the influencers who has established such an image that their views and recommendations seems authentic to a user and they can rely upon it to make a sound decision.

Chapter 2. LITERATURE REVIEW

2.1 Social Media

The word "social media" is defined as "types of media that allow individuals to communicate and share information using the internet or mobile phones (Cambridge Dictionary, 2021b). Facebook, Instagram, Twitter, Snapchat, Youtube, and TikTok are some of the most popular networks. Customers' daily lives and business practices have been transformed by this online communication tool (Dollarhide & Drury, 2021). The majority of social media platforms value users' ideas, interactions, and involvement, which is why they include features that allow people to like, comment, and share posts that they find interesting (Venkateswaran et al., 2019). Furthermore, those social networks allow users to stay in touch with their families, friends, acquaintances, and other people with whom they share interests, as well as meet and interact with new people, provide immediate feedback on other participants' content, and express themselves creatively. Social networks can be used for entertainment, personal matters, or professional matters, although the majority of them try to build online communities by incorporating both (Harvey, 2014). Users and businesses can use social media to advertise their brands, arrange events, share their ideas, and participate in campaigns and other activities (Iblasi et al., 2016). The rise of social media has opened up a slew of new media consumption options, allowing people to gather information from a variety of platforms, forums, and users, as well as share their thoughts on what they've learned (Harvey, 2014). Social media has created a potential market for displaying company impressions, making it easier for them to establish their reputation, image, brand, and trustworthiness (Venkateswaran et al., 2019).

There is, however, a lot of criticism directed towards this new kind of media, such as the rapid spread of rumors (Gao, 2020). There are a huge number of people that use social media on a regular basis and read news, as well as relevant messages and comments from others, allowing disinformation to spread quickly around the world (Gao, 2020). There are other privacy concerns that users must address, such as identity theft and the unauthorized use of consumer data by businesses seeking to sell their products and services (Gao, 2020).

2.1.1 Facebook

Facebook was started in 2004 by Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. The platform's original goal was to improve networking among Harvard students; however, the designers quickly realized the service's potential, and in 2006, they made it public (Tankovska, 2021). With an unrivaled 2.8 billion monthly active users, Facebook is the world's most popular social media platform (Tankovska, 2021). Facebook has purchased other firms over the years, including Instagram and WhatsApp, for a total of 3.3 billion members (Tankovska, 2021). Consumers can build a profile on the social media platform and then exchange personal information, photographs, videos, and life updates with other people they follow (Agnew & Sindhav, 2009). Facebook is heavily reliant on user engagement, which is why it offers a variety of tools for members to interact through likes, comments, and shares, such as stories, live streams, private messages, group chats, and a news feed (Facebook, 2021e). For marketers, the social networking service is a popular tool for promoting their products and services (Agnew & Sindhav, 2009). Because of the user data it collects, Facebook is able to successfully distribute tailored advertising space to businesses (Tankovska, 2021). Facebook encourages firms to use tailored ads because they help them interact with a larger audience around the world (Facebook, 2021e).

Facebook built tools that personalize a user's experience on their platform based on pages that they and their friends like, profile information, sites visited, activities with businesses, location, and activities on other websites, giving users the option to discover new businesses and products that are of interest to them (Facebook, 2021a). For businesses, the social platform offers a variety of tools to help them succeed and expand, including free tools to help them achieve their goals, a customized marketing plan for their channel, and virtual seminars to help them improve their performance (Facebook, 2021c). Facebook, like Instagram, has created a shop within their platform where brands can display their products and promote their brand identity (Facebook, 2021d).

2.1.2 Instagram

Instagram is one of the most popular social networking platforms, with over one billion monthly active users. It is built on visual aesthetics and the sharing of photographs and videos, making it an ideal platform for promoting beauty items and luxury companies

(Facebook, 2021b; Statista, 2021f; Jin et al., 2019). Kevin Systrom and Mike Krieger founded the popular communication platform in October 2010, and Facebook now owns Instagram as early 2012. (Hartmans, 2020). Users can share their lifestyle and hobbies with their family, friends, acquaintances, and strangers by using images and videos (Al-Kandari et al., 2016). Unlike Facebook, Instagram allows users to create either a public or private profile. A public profile allows everyone to read and engage with the information posted, while a private profile requires a request to the account owner to follow them and see their feed (Al-Kandari et al., 2016).

The social media platform provides a variety of tools to its users in order to improve user engagement and interactions, as well as to let members express themselves and connect with others (Facebook, 2021b). The first is "Stories," which are posts (pictures or videos) that are presented in a slideshow and can be seen on the home page for 24 hours only (Facebook, 2021b).

Another element is "Reels," which are 30-second multi-clip films that encourage users to be creative by using AR filters, music, and audio (Facebook, 2021b). These movies can subsequently be shared with others via private messaging or uploaded to a user's personal account and tale (Facebook, 2021b). The site has added a new tool dubbed "IGTV," which allows users to make and post longer videos (Facebook, 2021b). In addition, the social networking site offers the "Search & Explore" feature, which proposes postings from other authors that might be of interest to them (Facebook, 2021b). Finally, Instagram provides a "Shopping" feature for its users, allowing them to make purchases straight from various brands without having to leave the platform (Facebook, 2021b). To help customers learn more about a product, the social media platform has included "product tags," which display the price and brand of the items (Facebook, 2021f). Furthermore, the platform has integrated a shopping destination within the app, allowing users to explore new brands and items available on the network (Facebook, 2021f).

Instagram is a popular marketing tool for businesses and organizations. The social media network allows businesses to run sponsored adverts in a variety of formats, including "story ads," "photo ads," "video ads," "collection ads," "carousel ads," and "ads in explore" (Facebook, 2021f). In recent years, the platform has seen an influx of beauty influencers who use their platforms to share personal stories, offer advice, and promote products and

businesses (Jin et al., 2019). When it comes to spreading messages and developing new trends, these types of creators are incredibly successful (Jin et al., 2019). Many businesses have realized the huge potential for growing sales by partnering with influencers who fit their brand image while also improving brand knowledge and reach (Jin et al., 2019).

2.1.3 Twitter

With the goal of making a beneficial impact on society, Twitter allows users to engage with one another and share links, as well as messages of up to 140 characters, known as "tweets" (Reiff, 2020). Jack Dorsey, Biz Stone, Evan Williams, and Noah Glass established the channel in 2006, and it now has over 200 million monthly active users as of 2020. (Statista, 2021b). The social networking service seeks to provide a secure platform for people all over the world to have healthy debates about relevant and pertinent subjects, forming online communities and shaping how people interact in modern times (Twitter, 2021a; Walck, 2013). Users can follow each other to stay up to date on debates, interests, and opinions, and eventually respond to each other's tweets (Maclean et al., 2013; Twitter, 2021a). Unlike other social networks, this one is more focused on exchanging knowledge and ideas about significant topics than on creatively sharing a lifestyle (Darling et al., 2013). Twitter's "retweets" feature is extremely popular, as it allows users to repeat and disseminate other people's statements while also reacting to them (Twitter, 2021a). The "@"-sign allows users to respond to each other in the comment part of a tweet, allowing and encouraging public interaction between users (Darling et al., 2013; Twitter, 2021a). Advertisers benefit from the microblogging service since new trends and intriguing topics may be rapidly identified (Lambrecht et al., 2018). Furthermore, Twitter gives tools for businesses to monitor their performance in terms of impressions, cost-per-click outcomes, and engagements, which aids in ad campaign optimization (Twitter, 2021a). Twitter's Tweet- and Video Activity Dashboards provide organizations with information and metrics on their posts, such as the number of retweets, likes, and responses, as well as retention, view- and completion rates (Twitter, 2021b).

2.2 Traditional Forms of Marketing

All forms of offline marketing, such as print, direct sales, broadcast, and mail, are considered traditional marketing (Das & Lall, 2016). These traditional approaches have a strong presence in the population and a wide reach. The disadvantage of this method is

that the placement is invariable, which means that marketers pay for an advertisement to be placed in a specific location or section, but the many individuals who are exposed to it may not be part of the company's target group, resulting in a significant scatter loss (Todor, 2016). According to Das & Lall (2016), marketing's goal is to not only sell items, but also to recruit customers and continue to create and sustain connections with them. Traditional marketing channels tend to be one-way streets, with limited room for customers to engage or express their ideas because contact between firms and customers is one-sided (Iblasi et al., 2016).

2.3 Social Media Marketing

As the expansion of technology, many organizations have shifted their focus to incorporating social media into their marketing plan, lowering their use of traditional marketing (Sharma & Kalra, 2020). Social media marketing is described as "methods for advertising items, services, or brands using the internet, by drawing the interest of groups of people who discuss them, make ideas about them, and so on" (Cambridge Dictionary, 2021c). Most social media marketing techniques aim to attract customers to share companies' postings in order to increase brand exposure and customer reach (Simi et al., 2019).

More than 3.6 billion individuals use social media worldwide as of 2020, and this number is expected to rise to almost 4.1 billion by 2025. (Statista, 2021c). Because of this large user base, advertisers have become interested in social media marketing because they can now reach billions of individuals in seconds (Statista, 2021a). With 2.8 billion monthly active users, Facebook appears to be the most popular platform among advertisers, according to Statista (2021a). Other platforms, such as Instagram, Twitter, and YouTube, are growing in popularity, with 1 billion, 200 million, and 2 billion monthly active users, respectively, vying for consumer and advertiser attention and posing a threat to Facebook (Statista, 2021f; Statista, 2021b).

Furthermore, firms may use social media platforms to promote and publicize their products and services, as well as expand their marketing campaigns, in an efficient and low-cost manner (Iblasi et al., 2016; Dwivedi et al., 2020; Sharma & Kalra, 2020). Businesses may usually create an account for free, and then upload as much information, photographs, and videos of their products as they like (Sharma & Kalra, 2020). Paid

promotions on these networks are particularly cost effective when compared to traditional marketing, and give firms the advantage of increasing conversion rates. Furthermore, firms are more likely to recognize a large return on investment, resulting in increased financial flexibility for future business expenses. Each post produced on social media connects a brand with current, potential, and prior customers, giving businesses the opportunity to convert shoppers (Iblasi et al., 2016; Venkateswaran et al., 2019). When businesses and consumers interact, both parties have multiple reactions, which could contribute to improved click-through rates (Iblasi et al., 2016). Another reason why a brand's presence on social media leads to higher conversion rates is the humanization factor (Silvia, 2019). Because businesses communicate with their target audience, they appear more personable, and customers prefer to invest in individuals rather than the facade of a company, according to Iblasi (2016). Furthermore, because there is social proof, a huge social media following helps to make a company seem more trustworthy and respectable, and this can greatly enhance conversion rates (Silvia, 2019).

Despite the fact that the benefits of social media marketing outnumber the drawbacks, there are some disadvantages for businesses. One significant aspect is the negative word of mouth that brands face from consumers who have had bad experiences with their products or simply wish to harm them (Venkateswaran et al., 2019). These statements have the potential to spread fast and in great numbers, causing significant damage to a company's brand image (Venkateswaran et al., 2019).

2.3.1 Electronic Word-of-Mouth

The emergence of social media and its rising popularity have influenced consumers' buying behavior, as they do not depend on company disclosed information anymore, but rather seek additional and credible knowledge from consumers, who already have experience with the marketed product or service (Cox et al., 2009). For this reason, consumers increasingly turn to social media in order to read about other users' experiences, recommendations and opinions, therefore automatically seeking electronic word-of-mouth (eWOM) (Jalilvand et al., 2011). eWOM is defined as "any positive or negative statements made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet". Businesses attempt to produce eWOM that compliments themselves and their

products, which is why they increasingly turn to social media influencer marketing, strengthening their brand image positively, creating awareness, and boosting website traffic as well as sales.

Despite the fact that eWOM is a helpful tool for marketers to promote their products and services, it also has negative sides that affect brands.

2.3.2 Social Media Influencer Marketing

Social media influencer marketing is a subcategory of online marketing and refers to a mixture of old and modern marketing tools, combining the concept of celebrity endorsement with social networking services (Jin et al., 2019). Global influencer marketing was estimated to be worth \$6.5 billion in 2019, with the market size doubling to \$13.8 billion in the subsequent three years (Statista, 2021g). Brands increasingly discovered the importance of this new type of marketing, and quickly started to partner up with famous online personalities fitting their target audience to promote their products and services, as well as to spread their messages (Saima & Khan, 2020). The content shared by these creators is called sponsored post or branded placement (Statista, 2019).

Influencer marketing comes with several benefits that are relevant for businesses. Firstly, it assists companies with reaching a relevant audience, building trust, credibility, and broadening their reach (Jin et al., 2019). It is a very cost-efficient and rather inexpensive marketing method for brands, compared to others, making it even more desirable, especially for new businesses with a limited budget (Shim, 2012; Silvia, 2019).

Working with the wrong influencers can severely damage a company's reputation, and mistakes on their part can lead to major financial losses (Saima & Khan, 2020).

2.4 Consumer Decision Making Process

Influencer Marketing has revolutionized customers' purchase decisions and made it simpler to link brands with consumers (Rehmani, & Ishfaq Khan, 2011). Engel et al. (1968) developed a model of the consumer decision process, consisting of five stages, with the goal of improving knowledge of pre- and post-purchase decision making: Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase.

1. Need Recognition: In the first stage, a customer perceives a need and seeks to fulfill it.

2. **Information Search:** When a consumer's need becomes strong enough, s/he begins looking for information about the item and the brand to ensure that they make the best option possible.

3. **Evaluation of Alternatives:** At this point, the consumer has a sufficient understanding of the product or service and is attempting to determine which selection will be the most satisfying based on a variety of factors such as price, performance, or quality.

4. **Purchase Decision:** The customer has made a decision on the brand, but there are still other aspects at play, such as the "social environment," where the consumer expresses his preference for a different brand. As a result, the consumer's decision may change again.

5. **Post-Purchase:** The post-purchase phase is critical since it decides whether the user will stick with the brand or switch to a competitor, as well as whether or not the item will be suggested to others.

2.5 Cosmetics Industry

The worldwide cosmetics market was valued at \$507.8 billion in 2018, and is predicted to expand to \$758.4 billion in the next seven years (Statista, 2020). The market has been steadily increasing, increasing by 5.5 percent between 2017 and 2018. (Ridder, 2020). Skincare looks to be the most popular category in this market, with a 39 percent stake, followed by haircare and make-up with 21 and 19 percent shares, respectively (Ridder, 2020). Only a few multinational businesses dominate the cosmetics industry, including L'Oréal, Shiseido Company, Procter & Gamble Co., Unilever, The Estee Lauder Companies, and Lancôme. L'Oréal was the global number one beauty maker in 2018, with revenue of around 31.2 billion US dollars, and it continues to be the market leader to this day (Ridder, 2020). The cosmetics business has reaped significant benefits as a result of the rise of social media, which is why beauty firms are increasingly turning to digital media to increase their visibility, credibility, and sales (Ridder, 2020). In order to bring more traffic to their websites, brands are increasingly partnering with influencers, paying them to promote their products, produce tutorials to demonstrate usage and potential, and win consumer trust (Ridder, 2020).

Chapter 3. RESEARCH METHODOLOGY

3.1 Research Design

Research design is "the logical sequence that connects empirical data to a study's initial research questions and, eventually, to its findings." There are three different ways that can be used to acquire primary data: quantitative, qualitative, and mixed methodologies (Creswell & Creswell, 2018).

Qualitative methods include grounded and narrative theory, ethnographies, case studies, in-depth interviews, and focus groups, whereas quantitative methods include online surveys, surveys by mail, and experiments (Creswell & Creswell, 2018). The researcher should choose their research design based on three factors: the nature of the research topic, the author's own experience, and the study's target audience (Creswell & Creswell, 2018). The quantitative approach generates information using postpositive statements and statistical, numerical, or mathematical data analysis via surveys or experiments. It then explains a phenomenon or generalizes the data across a group, with the goal of drawing conclusions based on how many individuals act, think, or feel in the same manner. Larger sample sizes are frequent in these studies (Creswell & Creswell, 2018).

The quantitative research design was chosen. The goal of this survey is to collect information from a random sample of people using questions. In this scenario, the researcher decided to conduct a self-administered web survey. Along with, secondary data was also collected from web and Instagram, and hypotheses were tested.

3.2 Survey Development

A web survey was conducted to answer the study's research questions and to support or deny the corresponding hypotheses. The survey features a total of 22 questions, with open-ended and closed-ended questions.

In the first section of the survey, participants had to answer the questions related to demographics which included questions related to age and gender. The following questions in the section were about social media usage, social media platforms used, average time spent and preferred social media platform.

The second section of the questionnaire focuses on purchase of products which asks the respondents' choice to purchase cosmetic and personal care products on the basis of online reviews.

Section three focuses on the top ten influencers which were taken in the secondary data and the respondent's opinions were asked about a purchase under the influencer's guide. In order to understand the respondent's viewpoints, the statements were scaled from 1 to 5 on a Likert scale, 1 being least preferred and 5 being most preferred.

The sample survey and the response sheet can be found in Appendix A.

3.3 Data Collection

3.3.1 Primary data collection

In order to collect the data, a survey form was designed using Google Forms. The survey link was directly shared with friends and relatives of the researcher. The feedback given was very positive, the language was claimed to be clear, and the length was said to be appropriate. The researcher's goal was to reach one hundred participants with a minimum of ninety complete responses within a time frame of a month. All of those surveyed have been informed that their responses will stay anonymous, solely be used for this study, and will not be shared with any other third party.

3.3.2 Secondary data collection

All of the data was collected from Instagram. 10 influencers were chosen for this study. Table 1 contains the list of influencer accounts used in the present study. Each of these influencers fall under the category of "makeup/beauty influencers". 120 Instagram posts were coded. The note of the number of likes, comments, and the number of followers that each influencer has been noted. All of the hashtags used, including the hashtags that influencers posted in their comment section were collected.

Then, for each influencer their twelve posts were taken at random from which the likes, comments, and number of hashtags used were documented. Further, the data has been categorized as follows:

1. Image of a makeup of beauty product in the post
2. If there is a person in the post or not along with gender
3. The post contained information about a specific brand or brands
4. The content was field information which means it contained information about beauty/makeup
5. If the content was engaging which may include appeal to user's emotions or a small talk

6. Remunerative content i.e. material gift or giveaways
7. The content in the post was relational in which users may feel safe to share about their views, opinions and feelings
8. Hashtags used
9. Caption
10. Hashtags in the comment section

3.4 Analysis of Data techniques

To analyze the data, SPSS software is used after cleaning the data on excel in which analyses are performed in three parts. The following tests have been performed:

3.4.1 Chi-square test

A chi-square test for independence examines two variables in a contingency table to see if they are linked.

3.4.2 Descriptive analysis

A chi-square test for independence is used to determine if two variables in a contingency table are related.

3.4.3 Correlation

The type of data analysis that aids in the constructive explanation, presentation, or summarization of data points so that patterns emerge that satisfy all of the data's requirements.

Chapter 4. Data Analysis and Interpretation

4.1 Analysis of Primary data

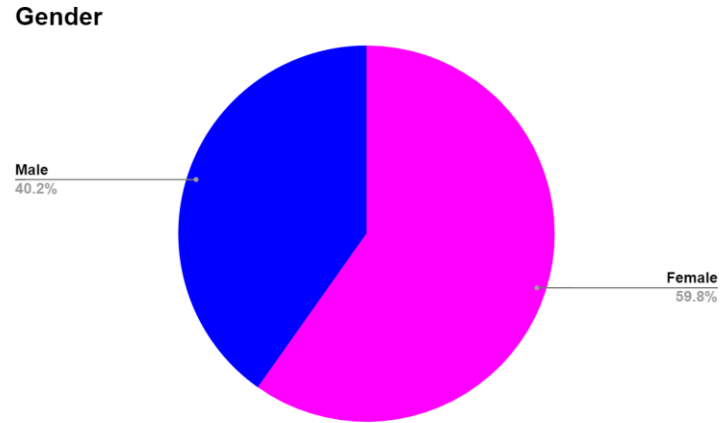


Figure 4.1.1. Gender (Source: Self Analysis)

The first question of the survey was about the participant's gender. The majority of the respondents were female accounting for 59.8% (58) respondents out of 97 respondents while male respondents accounted for 40.2% of the total respondents.

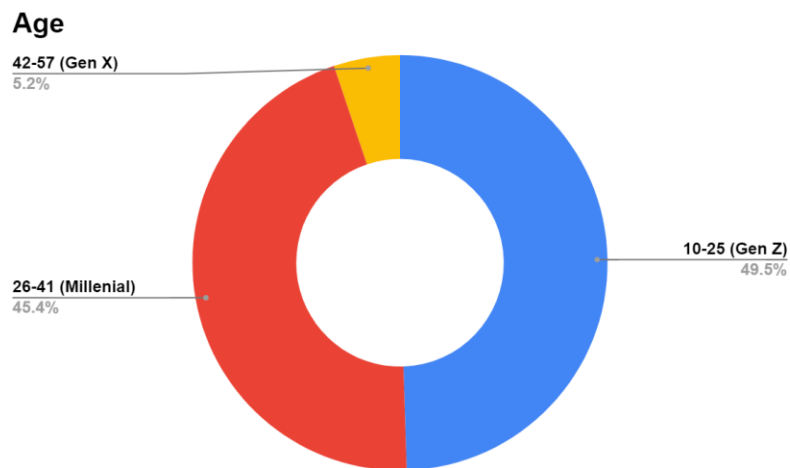


Figure 4.1.2. Age (Source: Self Analysis)

The respondents who responded to the survey mostly are Gen Z (49.5%) followed by Millennials (45.4%/) while the least number of respondents were from Gen X (5.2%) of the total respondents.

Which social media platform do you use?
97 responses

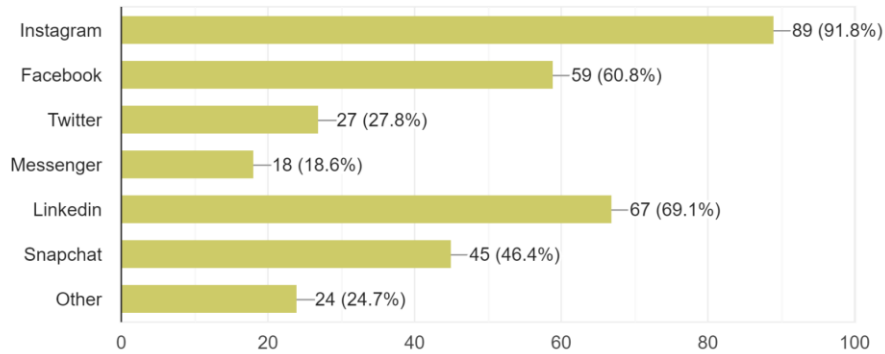


Figure 4.1.3. Social media platforms used. (Source: Self Analysis)

97.9% of the respondents are social media users. Most users use Instagram (91.8%). LinkedIn is the second most used social media platform with 69.1%.

Average time spent on social networks per day
97 responses

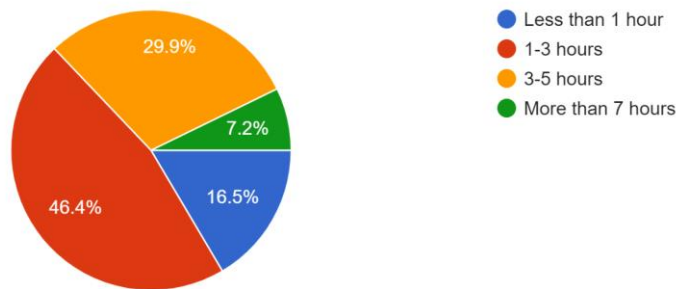


Figure 4.1.4. Average time spent on social networks per day. (Source: Self Analysis)

Most of the respondents use social media for an average of 1-3 hours (46.4%) per day. Whereas, other respondents spend an average of 3-5 hours (29.9%) per day on social

media. 16.5% of the respondents use social media for less than an hour per day. While, 7.2% of the respondents spend more than 7 hours per day using social media.

Out of the following which one will you prefer the most?
97 responses

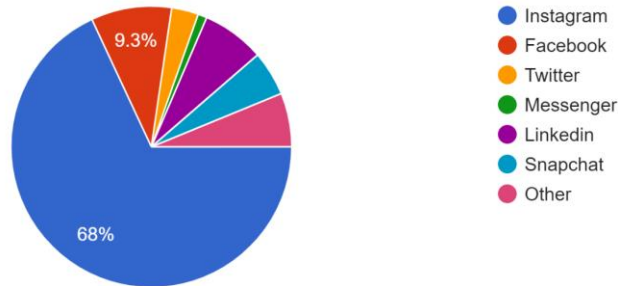


Figure 4.1.5. Most preferred social media platform. (Source: Self Analysis)

The most preferred social media platform is Instagram (68%). Whereas the second most preferred social media platform is Facebook (9.3%).

Do you usually buy cosmetics or personal care products?
97 responses

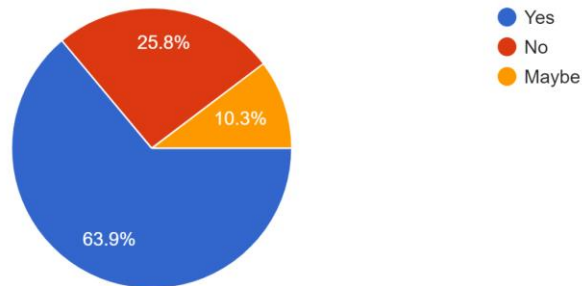


Figure 4.1.6. The purchase of cosmetics or personal care products. (Source: Self Analysis)

Most of the respondents buy cosmetics or personal care products (63.9%), 25.8% do not buy such products. Whereas, 10.3% of the respondents are unsure about if they may/may not make a purchase of cosmetics or personal care products.

Do you look at online reviews before purchasing a beauty or personal care product?

97 responses

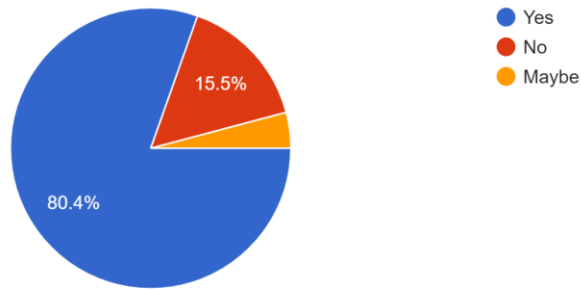


Figure 4.1.7. Looking at online reviews before purchasing cosmetics or personal care products. (Source: Self Analysis)

80.4% of respondents look for online reviews before making a purchase of cosmetics or personal care products. 15.5% of respondents do not rely on online reviews before making a purchase of cosmetics or personal care products.

How often do you use an online review before purchasing a beauty or personal product?

97 responses

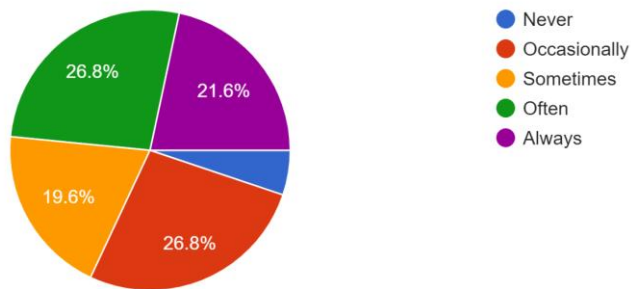


Figure 4.1.8. Frequent use of online reviews before purchasing a beauty or personal product. (Source: Self Analysis)

21.6% respondents always use online reviews before making a purchase of beauty or personal care products while 21.8% occasionally rely on online reviews. 21.6% never look at online reviews before purchasing a beauty or personal care product.

Do you trust online reviews?
97 responses

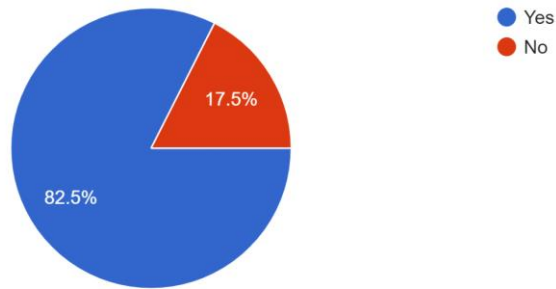


Figure 4.1.9. Trusting online reviews. (Source: Self Analysis)

82.5% of the respondents trust online reviews while 17.5% do not trust online reviews. Along with that, 57.7% of the respondents participate in giving feedback or reviews on social media while 17.5% do not participate in giving feedback or online reviews on social media.

Do you know or heard about any of these instagram influencers?
97 responses

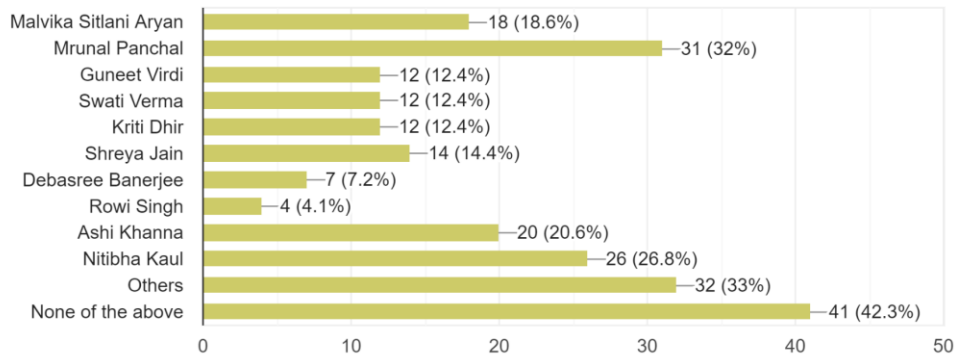


Figure 4.1.10. Top ten Instagram influencers. (Source: Self Analysis)

The above chart shows the top ten Instagram influencers who have an expertise in beauty trends. 42.3% of the respondents were not aware about any of these influencers. Mrunal Panchal was the most known influencer while Rowi Singh is the least known

influencer by the respondents. Respondents also knew other influencers (33%) apart from the listed influencers.

Will be buying a cosmetic or personal care product on the following basis:

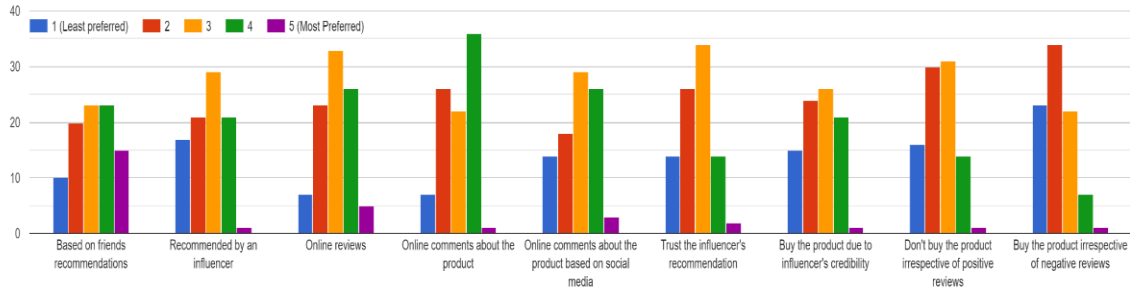


Figure 4.1.11. Buying decision of a cosmetic or beauty care product.

(Source: Self Analysis)

On a 1-5 Likert scale, most respondents buy a beauty or personal care product on a friend's recommendation (3,4) whereas, most respondents buy a beauty or personal care product on an influencer's recommendation (3) as well as online reviews (3). Most of the respondents do not buy a product irrespective of positive reviews (3,4) while, most respondents will buy a product (3) irrespective of the negative comment.

Gender

	Observed N	Expected N	Residual
0	58	48.5	9.5
1	39	48.5	-9.5
Total	97		

Age

	Observed N	Expected N	Residual
1	48	32.3	15.7
2	44	32.3	11.7
3	5	32.3	-27.3
Total	97		

Test Statistics

	Gender	Age
Chi-Square	3.722 ^a	34.907 ^b
df	1	2
Asymp. Sig.	.054	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 48.5.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 32.3.

**Table 4.1.1(a). Gender (b). Age (c). Test Statistics of Gender and Age
(Source: Self-analysis)**

The observations of male respondents (1) are 39 while for female respondents (2) is 58. There are 48 observations for Gen Z (1), 44 observations for Millennials (2) and 5 observations for Gen X (3).

H0: Male and female users are equivalent.

H1: Male and female users are not equivalent.

Analysis and interpretation: Our significance level is less than 0.05. Our data distribution is not equivalent as it is beyond the significance level of 0.05 with respect to gender. Our male and female users are not equivalent, whereas, the age distribution of the users is equivalent.

Hence, our null hypothesis is rejected.

H0: Age groups of our respondents are equivalent.

H2: Age groups of our respondents are not equivalent.

Analysis and interpretation: Our significance level is less than 0.05. Our data distribution is equivalent as it is less than the significance level of 0.05 with respect to age. The age distribution of the users are equivalent.

Hence, our null hypothesis is accepted.

Test Statistics

	Social media use (Instagram)	Social media use (Facebook)	Social media use (Twitter)	Social media use (Messenger)	Social media use (LinkedIn)	Social media use (Snapchat)	Social media use (Other)
Chi-Square	67.639 ^a	4.546 ^a	19.062 ^a	38.361 ^a	14.113 ^a	.505 ^a	24.753 ^a
df	1	1	1	1	1	1	1
Asymp. Sig.	.000	.033	.000	.000	.000	.477	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 48.5.

**Table 4.1.2. Test Statistics for different social media platforms
(Source: Self-analysis)**

H0: Instagram has no significant association with Influencer marketing.

H3: Instagram has significant association with Influencer marketing.

Analysis and interpretation: The minimum accepted frequency is 48.5 which is true for all the observations. Our significance level is less than 0.05. This is also true for all the social media platforms taken in the data. Therefore, we can conclude that Instagram has a significant association with Influencer marketing.

Hence, our null hypothesis is rejected.

Correlations

		Social media use (Instagram)	Social media use (Facebook)	Social media use (Twitter)	Social media use (Messenger)	Social media use (LinkedIn)	Social media use (Snapchat)	Social media use (Other)
Social media use (Instagram)	Pearson Correlation	1	.066	.103	.047	.448**	.204*	-.175
	Sig. (2-tailed)		.518	.317	.650	<.001	.045	.086
	N	97	97	97	97	97	97	97
Social media use (Facebook)	Pearson Correlation	.066	1	.404**	.383**	.240*	.154	-.029
	Sig. (2-tailed)	.518		<.001	<.001	.018	.133	.776
	N	97	97	97	97	97	97	97
Social media use (Twitter)	Pearson Correlation	.103	.404**	1	.295**	.266**	.114	.177
	Sig. (2-tailed)	.317	<.001		.003	.008	.266	.083
	N	97	97	97	97	97	97	97
Social media use (Messenger)	Pearson Correlation	.047	.383**	.295**	1	.205*	.247*	.156
	Sig. (2-tailed)	.650	<.001	.003		.044	.015	.126
	N	97	97	97	97	97	97	97
Social media use (LinkedIn)	Pearson Correlation	.448**	.240*	.266**	.205*	1	.309**	-.082
	Sig. (2-tailed)	<.001	.018	.008	.044		.002	.427
	N	97	97	97	97	97	97	97
Social media use (Snapchat)	Pearson Correlation	.204*	.154	.114	.247*	.309**	1	-.006
	Sig. (2-tailed)	.045	.133	.266	.015	.002		.950
	N	97	97	97	97	97	97	97
Social media use (Other)	Pearson Correlation	-.175	-.029	.177	.156	-.082	-.006	1
	Sig. (2-tailed)	.086	.776	.083	.126	.427	.950	
	N	97	97	97	97	97	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

**Table 4.1.3. Correlation between Social media platforms.
(Source: Self-analysis)**

H0: There is no correlation between Instagram and LinkedIn.

H4: There is correlation between Instagram and LinkedIn.

Analysis and interpretation: The significance level of two-tailed Pearson correlation is at level of 0.01 and 0.05. When the correlation is applied, it is implied that social media “Instagram” and “LinkedIn” are correlated as (<0.01). This implies that an Instagram user is also a LinkedIn user.

Hence, our null hypothesis is rejected.

Crosstab

Count		Social media use (Instagram)		Total
		0	1	
Age	1	0	48	48
	2	7	37	44
	3	1	4	5
Total		8	89	97

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.640 ^a	2	.013
Likelihood Ratio	11.684	2	.003
Linear-by-Linear Association	7.965	1	.005
N of Valid Cases	97		

a. 4 cells (66.7%) have expected count less than 5. The minimum expected count is .41.

Table 4.1.4.(a). Crosstab between age and Social media usage of platform Instagram. (b) Chi-Square test (Source: Self-analysis)

H0: Age has no relationship between usage of Instagram.

H5: Age has a relationship between usage of Instagram.

Analysis and interpretation: Gen Z (1) is the maximum number of Instagram users while Gen X (3) are the least number of Instagram users. Our significance level is 0.05. The Chi-square test between the two results in value less than our significance level i.e., 0.013.

This concludes that as the age increases, the usage of social media platform Instagram decreases.

Hence, our null hypothesis is rejected.

4.2 Secondary Data Collection and Analysis

The list of top ten influencers has been taken from Google who are into beauty and makeup. Their Instagram handles and number of followers have been reported in the table above.

The tables below contain the information about the influencers and the data collected from their profiles on Instagram.

Influencer Name	Link to account	Followers Count
Malvika Sitlani Aryan	https://www.instagram.com/malvikasitlaniofficial/	541,000
Mrunal Panchal	https://www.instagram.com/mrunu/	4 million
Guneet Virdi	https://www.instagram.com/guneetvirdimua/	826,000
Swati Verma	https://www.instagram.com/swativerma/	695,000
Kriti Dhir	https://www.instagram.com/kritids/	655,000
Shreya Jain	https://www.instagram.com/shreyajain26/	453,000
Debasree Banerjee	https://www.instagram.com/debasreee/	306,000
Rowi Singh	https://www.instagram.com/rowisingh/	391,000
Ashi Khanna	https://www.instagram.com/ashi_khanna/	1.6 million
Nitibha Kaul	https://www.instagram.com/nitibhakau/	932,000

Table 4.2.1. Top ten beauty influencers on Instagram. (Source: Google)

Malvika Sitlani Aryan is a digital creator and a verified account holder on Instagram. She is a beauty influencer who has a dedicated audience of 506k. She first posted in 2013 and now is famous for her day-to-day selfies and expert advice/reviews. She is the CEO and Co-founder of Masic Beauty which is a vegan brand dealing in beauty, personal and cosmetic care.

<https://www.instagram.com/masicbeautyofficial/>

	1	2	3	4	5	6	7	8	9	10	11	12
Likes	10,638	15856	21753	8683	21246	300136	28690	539273	19696	39825	21020	35002
Number of comments	43	154	133	295	89	307	172	225	87	344	126	268
Image of a makeup of beauty product in the post	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Person (M/F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)
The post contained information about a specific brand or brands	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Field information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Engaging content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Remunerative content	No	No	Yes	Yes	No	No	No	No	No	No	No	No
Relational content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Captions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Hashtags used	Paidpartnership	Norvina , LilacpartyABH, anastasiabeverlyhills, ABH, norvina vol5, eyeshadow, eyeshadowpalette, eyeshadowlooks, mutualook, makeup, makeupartist, makeuplover, beauty, beautyjunkie, makeupartist, eyelineronpoint, beautymakeup, makeupinspo, norvina palette,	None	ElementalBeauty, MakeChange, WellaProfessionals, AskForWella, cleanbeauty, naturalbeauty, innature, sustainablepackaging, kindness, selfcare, nocompromise, naturalorigins, MakeChange	SulwhasooIndia	NykaaxFarsali, OnlyAtNykaa, BaseNatural	dontstopmenow, ad	moisturizer, CliniqueIndia, Parabenfree, Fragrancefree, HappySkin	CliniqueIndia, ParabenFree, FragranceFree, HappySkin	love, redsmokeup	Liquidsensation, naturalliquidsensation, maybellineindia, ad	KaybyKatrina, KayBeautyNails
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		eye, eyemak eup, eyecand y										
Hashtags in comments section	None	None	None	ElementalBeauty, MakeChange, elementbeauty		None	None	None	None	malsonfire	verifymalvika	None

Table 4.2.2 Evaluation and data collection of influencer Malvika Sitlani Aryan from Instagram. (Source:Instagram)



Figure 4.2.1. Word cloud of hashtags used by Malvika Sitlani Aryan. (Source: Own)

Mrunal Panchal hails from Gujrat. She is a makeup artist who keeps sharing makeup tips and reviews with her 4 million followers.

	1	2	3	4	5	6	7	8	9	10	11	12
Likes	62091	61411	46129	59333	129025	198964	389668	128776	327624	122410	193789	369170
Number of comments	293	248	175	340	233	435	10000	378	155	338	977	384
Image of a makeup of beauty product in the post	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Person (M/F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)
The post contained information about a specific brand or brands	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Field information	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Engaging content	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Remunerative content	No	No	No	No	No	No	No	No	Yes	No	No	No
Relational content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Captions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hashtags used		makeup, rarebeauty, mrunicorn	Ad, SkinSoDeepIn Love, OlaySuperSerums, OlayVitamin	kylicosmetics	WakeupMakeup, MNY Wakeup	FitmeAsI Am, FitMeAs ASassQueen, Ad	None	makeup, mrunixmakeup, mrunicorn	Dream Lengths, NoHaircutCream, Ad	TooFac ed, TooFac edIndia, TooFac edPartner, TooFac	None	GoodbyeDandRoughWithDove!, DoveADS, Goodbye

			aminCS erum, Skincar e, OlayInd ia						edLipIn jection		eDandR oughWi thDove, BaalDa ndruffFr eeAurS moothB hi, Dove, Dandruf fFree, Smooth Hair, Nourish edHair, NoCom promise	
Hashtags in comments section	None	None	None	None	followf orfollo wback	sassquee n	None	lekkhni	None	vela, mrunu, rubinad ilaik, click_a _frame, mrunuis notinatr angzbut sheisou rfriend	None	goodby dandrou ghwithd ove, mrunico rns, teanguj juunicor n,

Table 4.2.3. Evaluation and data collection of influencer Mrunal Panchal from Instagram. (Source:Instagram)



Figure 4.2.2. Word cloud of hashtags used by Mrunal Panchal.

(Source: Own)

Guneet Viridi is a Delhi-based makeup artist and a beauty influencer with 829k followers. She is a trained makeup artist from London.

	1	2	3	4	5	6	7	8	9	10	11	12
Likes	1474	7383	4833	4903	11097	4773	4924	5173	9187	8015	15323	14675
Number of comments	11	56	77	35	85	26	43	33	57	39	96	111
Image of a makeup of beauty product in the post	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Person (M/F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)
The post contained information about a	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

specific brand or brands													
Field information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Engaging content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Remunerative content	Yes	No	No	No	Yes	No	No	No	No	No	No	No	
Relational content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Captions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Hashtags used	SimplyNam, Gifted, CleanLashesMas cara, mascara, eyemakeup, lashes	ReneeCosmetics, FaceBase, LongLasting, Matte, Moisure, zation, feelitree lit, trends, transition, makeup	SmashboxCosmetics, SmashboxIndia, SmashboxLove, Becca, Paidpartnership	None	None	Zobha, Skincare, SkinLove, MorningRitual, FaceSerum, Bodywash, BodyLotion, sunscren, toner, skincarero utine, BathRoutine	MicellarWater, SmashboxIndia, PinkFriday, Always, PaidPartnership			MAYBELLIN EINSTAWED DINGS, maybellineindia	None	None	None
Hashtags in comments section	None	None	None	None	None	None	None	None	None	fashionfreek, makeupqueen	None	gurneetviridimuna	

Table 4.2.4. Evaluation and data collection of influencer Gunet Virdi from Instagram. (Source:Instagram)



Figure 4.2.3. Word cloud of hashtags used by Guneet Virdi.

(Source: Own)

Swati Verma is a professional makeup artist who is trained from London School of Beauty. She is also the founder of 100% vegan products brand Swati Cosmetics. She has a dedicated audience of 695k worldwide.

<https://www.instagram.com/swaticosmetics/>

	1	2	3	4	5	6	7	8	9	10	11	12
Likes	8105	14839	183739	229779	5354	10476	6214	8936	14977	59289	4.5 million	69091
Number of comments	97	336	180	757	191	6433	156	134	4088	47	1927	84
Image of a makeup of beauty product in the post	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Person (M/F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	No	Yes (F)	Yes (F)	No	Yes (F)	Yes (F)	Yes (F)

The post contained information about a specific brand or brands	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Field information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Engaging content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Remuneration content	No	No	No	No	No	No	No	No	Yes	No	No	No
Relational content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Captions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hashtags used	swaticosmetics, coloured lenses, veganco smetics, eyeshadowpalettes	rma, vegancosmetics, eyeshadowpalettes	swaticosmetics, swaticosmetics, maccosmetics, maccosmetics, middlebeautyjunkie	swative rma, swaticosmetics, makeup tutorial, smokey eyes, makeup life, makeup ideas, makeup oftheday	swative rma, swaticosmetics, tutorial, smokey eyes, makeup life, makeup ideas, makeup oftheday	swative rma, swaticosmetics, tutorial, smokey eyes, makeup life, makeup ideas, makeup oftheday	swative rma, swaticosmetics, tutorial, smokey eyes, makeup life, makeup ideas, makeup oftheday	swative rma, swaticosmetics, tutorial, smokey eyes, makeup life, makeup ideas, makeup oftheday	PullItOff, JustVeeIt, ColdWaxStrips, ad	swative rma, shophudabeauty	swative rma	Natural MakeUp, BotanicalIngredients, Forever Against Animal Testing, Cruelty Free, PaulPendersIndia, PaulPendersXS watiVerma, Makeup, Skincare,

												nomake up, naturals kincare, swativer ma
Hashtags in comments section	None	None	None	None	None	None	None	None	None	fangirl	None	None

Table 4.2.5. Evaluation and data collection of influencer Swati Verma from Instagram. (Source: Instagram)



Figure 4.2.4. Word cloud of hashtags used by Swati Verma. (Source: Own)

Kriti Dhir is a creative makeup artist and hairstylist. She is based in Delhi and has her salon KritiDS. Her followers are close to 655k on Instagram.

	1	2	3	4	5	6	7	8	9	10	11	12
Likes	3202	3805	3912	29831	5050	27361	12827	27028	33404	82569	12138	11716
Number of	228	143	134	228	3287	253	175	123	122	59	-	426

comments												
Image of a makeup of beauty product in the post	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Person (M/F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)
The post contained information about a specific brand or brands	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Field information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Engaging content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Remunerative content	No	No	No	No	No	No	No	No	Yes	No	Yes	No
Relational content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Captions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hashtags used	makeup, makeupartist, makeuplover, makeupjunkie, makeuptalk, makeuplife, makeuplove, makeup	SparkY ourBeauty, Sleepin gMask, Beauty Sleep, Skincare, Nightro utine	Riyohers, RiyohersBaby Care, babyskin care, BabyCare	None	loverecode, recode, guesstheproduct, newlaunch	None	lashable lashes, lashesofinstagram, magneti clashes, delhi, lashesof day, lashesar elife,	None	None	Skincare, OxyLifeBleach, SalonExperts, Natural Glow, SkinExpert, 15MinutesRegime,	trySUGAR, SUGARcosmetics, SUGARgiveaway, makeupgiveaway, makeupgiveaway,	passthepalette, unitedbyp, makeupgiveaway, lippalette, creampalette, creamblush,

	<p>byme, makeup geek, makeupl ook, makeup dolls, makeup mafia, makeupi nspiratio n, makeup goals, beforean dafter, beforeaft er, beforeaft ermakeu p, bridalma keup, bridalsty le, bridalfas hion, bridalins piration, bridalide as, lifeofam ua, lifeofam akeupart ist, glitter, kritids</p>						<p>eyelash esglam, lasheslo vers, delhimu a</p>		<p>Instant Glow, Oxygen ForSkin , SkinCar eRoutin e, OxySph ereTech nology, SkinCar eRoutin e, Active Oxygen Molecu les, OxyLif e#Glow ingSkin , Skincar eEssent ial, skin, clearski n, indians kincare, Festive Glow, Festive Season</p>	<p>, giveaw ayalert, giveaw ay2021, giveaw ayconte st, christm asgivea way, sugarco smetics, winner, competi tion, giveaw aypost</p>	<p>lipandc heekpal ette, lipsouffl e, lipstick, rustlipst ick, nudelips tick, pinklips tick, madeini ndia, coloress ence, coloress encextra kulpreet</p>
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Hashtags in comments section	None	None	None	None	loverecode, guesstheproduct, recode, newlaunch, kritids	weeklygiveaway	None	None	None	None	None	None
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Table 4.2.6. Evaluation and data collection of influencer Kriti Dhir from Instagram. (Source: Instagram)



Figure 4.2.5. Word cloud of hashtags used by Kriti Dhir. (Source: Own)

Shreya Jain is a beauty and fashion blogger. She curates' makeup tutorials for her 465k followers on Instagram.

	1	2	3	4	5	6	7	8	9	10	11	12
Likes	5964	6871	6735	6756	8350	5152	113996	91600	40292	4850	101079	4496
Number of comments	70	455	27	42	46	61	140	151	62	23	118	21
Image of a makeup of beauty product in the post	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Person (M/F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)
The post contained information about a specific brand or brands	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Field information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Engaging content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Remunerative content	No	Yes	No	No	No	No	No	No	No	Yes	No	Yes
Relational content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Captions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hashtags used	shreyajain, makeup, review, NotSponsored, NoFilter, Tint,	TheFaceShop, FaceShop, kbeauty, skincare, skin, review	shreyajain, skincare, notsponsored, review	shreyajain, TryIndie, GemRoller, RoseQuartz,	shreyajain, skincare, makeup removal, notsponsored,	shreyajain, skincare, minireview, notsponsored, pr	shreyajain, lipswatch, lipstick, notsponsored, pr	shreyajain, MACx ShreyaJain, GetFestiveWith Shreya,	Quaran TIMEwithSJ, shreyajain, eyemaknux,	shreyajain, skincare, PlumGoodness, SAYES	shreyajain, basemakeup, foundation, wakeup	skincare, AriasSkinCare, MeTime, shreyajain, ad

	tintedmo isturizer, halo	love, favourit es, skincar elove, koreanb rand, korea, koreans kincare, influen erofthe month, collabor ation, influen er, 2022, boho, surprise , free, gifts, freeskin care, skincar ekit, beautyk it, kit, offer, skincar eoffer, shreya, shreyaj ain		NotSpo nsored, Skincar e	sored			DesiGir l	notspon sored	2019, BeGoo d	andmak eup, makeup love, notspon sored	
Hashtags in comments section	None	None	None	None	None	BTSarm y	trendzie care	None	None	None	None	ad

Table 4.2.7. Evaluation and data collection of influencer Shreya Jain from Instagram. (Source: Instagram)



Figure 4.2.6. Word cloud of hashtags used by Shreya Jain.
(Source: Own)

Debasree Banerjee is a beauty and lifestyle blogger. She owns a beauty blog “All she needs” through which she promotes her recently launched beauty, personal and cosmetic care brand “Debasree”. She has 306k followers on her Instagram page and nearly 12.1k followers on her brand’s instagram page.

<https://www.instagram.com/debasreebeauty/>

	1	2	3	4	5	6	7	8	9	10	11	12
Likes	1621	5263	546	352	2610	552	584	548	11704	2815	2142	807
Number of comments	42	41	6		71	7	6	14	172	49	31	17
Image of a makeup of beauty product in the post	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Person	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	No	Yes (F)	Yes (F)	No

(M/F)													
The post contained information about a specific brand or brands	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	
Field information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Engaging content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Remunerative content	Yes	Yes	Yes	Yes	No	Yes	No	No	No	No	Yes	No	
Relational content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Captions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Hashtags used	Gifted, MACCosmeticsIndia, MACSTACK	SmashboxCosmetics, SmashboxIndia, SmashboxLoveBecca, Paidpartnership	UnleashThePop, bubblepop, coloredlenses, contactlenses, pastelgr	NIVEA NaturallyGood, NIVEA ForYou, NIVEA Men, ValentinesDay Gifts, Valentines, Gifting withNIVEA, GiftsforHer, GiftsforHim, NIVEA Rituals	ForAllSkin, ShadesOfBeautiful, KayBeauty, MakeupThatKares, ItsKayToBeY	MyntraBiggestBeautySale, MyntraBeautyBoutSale, MyntraBiggestBeautySale, MyntraBeautyBoutSale, IndiasNewBeautyExpert, MyntraBeauty, None			AD, getSkinReadyWithLo	None	None	NoFilterRealMe, Bio, SensitiveSkinExpert, CetaphilBrightHealthyRadiance, Cetaphil, 4weekschallenge, Just4weeks, brighteningdaycream, brighte	None

				OfCare		Myntra, PaidPartnership, galleri5I nfluenStar					ningnig htcream , cetaphil cleanser , cetaphil toner, Cetaphil lotion, bestskin care, radiants kin, natural ingredients, seadaff odil, hydration, moisturisation, dermatologistdeveloped , cetaphil india	
Hashtags in comments section	None	None	None	None	None	None	None	None	lakmeli pstick, lorealparislipstick	None	None	None

Table 4.2.8. Evaluation and data collection of influencer Debasree Banerjee from Instagram. (Source:Instagram)



Figure 4.2.7. Word cloud of hashtags used by Debasree Banerjee.
(Source: Own)

Rowi Singh is an Indian-Australian beauty influencer. She has a huge following in India and Australia with 392k followers. She is an expert in makeup and collaborates with brands frequently giving tips on makeup.

	1	2	3	4	5	6	7	8	9	10	11	12
Likes	11854	20456	33111	16702	2742	20505	2321	23008	34138	21494	17114	13723
Number of comments	44	128	149		175	82	6	112	136	91	106	88
Image of a makeup of beauty product in the post	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Person (M/F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)

The post contained information about a specific brand or brands	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Field information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Engaging content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Remuneration content	No	No	No	No	Yes	No	No	No	No	No	No	No	No
Relational content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Captions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hashtags used	colourfulmakeup, graphicmakeup, editorialmakeup	editorialmakeup, artisticmakeup, graphicmakeup, editorialmakeup	colourfulmakeup, artisticmakeup, graphicmakeup, editorialmakeup	euphoricmakeup, artisticmakeup, graphicmakeup, editorialmakeup	TheBodyShopChristmas, TheBodyShopGiveWithJoy, SP	None	None	colourfulmakeup, creativemakeup, makeupartistry, abstractmakeup, colourfuleyeshadow, graphicmakeup, euphoricmakeup, TheBodyShopChristmas, TheBodyShopGiveWithJoy, SP	None	colourfulmakeup, artisticmakeup, graphicmakeup, editorialmakeup, v9300, blackeyeliner, makeupinspo, graphicmakeup, creativemakeup, editorialmakeup, v9300, blackeyeliner, makeupreels	None	None	None

									pinkma keup, makeup tutorial			
Hashtags in comments section	DJR Singh	None	None	None	None	None	None	None	None	None	None	None

Table 4.2.9. Evaluation and data collection of influencer Rowi Singh from Instagram. (Source:Instagram)



Figure 4.2.8. Word cloud of hashtags used by Rowi Singh. (Source: Own)

Ashi Khanna is a content creator. She is a beauty, fashion and travel influencer with 1.6 million followers on Instagram.

	1	2	3	4	5	6	7	8	9	10	11	12
Likes	38935	31370	41225	168822	72768	82648	92728	109385	43901	83829	240840	209679
Number of comments	1360	146	232	738	34.8k	9632	71.1k	137	233	244	231	176

Image of a makeup of beauty product in the post	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Person (M/F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	Yes (F)	No	Yes (F)	Yes (F)	Yes (F) & (M)	Yes (F)	Yes (F)
The post contained information about a specific brand or brands	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Field information	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Engaging content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Remunerative content	Yes	No	No	No	Yes	Yes	Yes	Yes	No	Yes	No	No
Relational content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Captions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hashtags used	None	Ad , lorealparisofindia , ExpertCareDe , liveredHome , SalonCareInA , Click	feelcomfylooks exy, facescanada, lipstick s, lipstick addict, lipstickjunkie, lipsticklover, liquidlipsticks,	makeup	None	None	None	BeWint erReady, Vaseline, VaselineIndia, MaybelSkinCare, VaselinePetroleumJelly, VaselineHacks,	Maybel lineCreamy, ttes, ColorMe, ColourMe,	IStillLoveYou, bombayshaving company, valentinesday, valentinesday, valentinesdayforhim	BajajAlmondRoi , 6XVitaminE , OIG	DreamLengths, NoHaircutCream, Ad

			mattelip sticks, makeup , newpro ductlau nch, newpro ductaler t, product launch, makeup launch, makeup gram, ashikha nna					Winter, Calmin gLaven der, Healthy Glow, Moistur izedSki n, Revitali zedGre enTea, CocoaG low, LipTher apy, Vaselin eLipTh erapy, Chapsti ck, Ingredi ents, Lotion, LongLa sting, BodyCa re, LipBal m				
Hashtags in comments section	None	None	None	None	None	None	None	vaseline petroleu mjelly, vaseline , vaseline lipthera py	None	None	None	None

Table 4.2.10. Evaluation and data collection of influencer Ashi Khanna from Instagram. (Source:Instagram)

The post contained information about a specific brand or brands	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Field information	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Engaging content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Remunerative content	No	Yes	No	Yes	No	No	No	No	Yes	Yes	No	No	
Relational content	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Captions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Hashtags used		GiveawayMondayWithNK, Giveaway, GiveawayIndia, ReadyWithBiore, BioreIndia, EverydayBiore, sunscreens, sunkissed, summers, summerskincare	GiveawayMondayWithNK, Giveaway, GiveawayIndia, GiveawayMondayWithNK, Nitibha Kaul, Contest Alert, GiveawayAlert, GiveawayContest, GiveawayContest	Concealer, Lakme Concealer, I Love Lakme, Lakme9to5, Makeup Hacks, Concealer, Concealers		GlassSkin, Skincare, routine, SkincareRoutine, fsas, fsascare, fsasheal, fsasbeauty	NewSerieExpert, NewSerieExpert, ExpertCareDeliveredHome, GeetanjaliSalons, AD		IloveLakme, Lakme Eyeconic Mascara, MascarasOnTheGo, Lakme Eyeconic Range, ad		TheDermaCo, NoFilter, Ad, Maskne	Cheryls Skincare, SkincareThatWorks, Cheryls Expert CareAt Home, SensiGlowFacialKit, Cheryls Cosmetics, DIYFacialKit	nnnow, Sephora, sephora onlinestore, sephora online experience, sephora trending nnnow

		giveaw ays, GiveA wayTi me										
Hashtags in comments section	None	giveaw aymond ayswith nk, amazin ggivea way, thankyo uforthe giveaw ay	None		None	None	None	Crush	nohardf eelings,	aweeko fskinlov ing, AWeek OfSkin Loving	None	None

Table 4.2.11. Evaluation and data collection of influencer Nitibha Kaul from Instagram. (Source:Instagram)



Figure 4.2.10. Word cloud of hashtags used by Nitibha Kaul.

(Source: Own)

Engagement rate is calculated by using the formula= (Likes+Comments)/Followers*100 (Hootsuite, 2000). Table 4.2.12. shows the calculated value of engagement rate of each influencer.

	Followers	Likes	Comments	Engagement Rate	Hashtags used
Malvika Sitlani					
Aryan	541,000	1061818	2243	196.68%	58
Mrunal Panchal	4000000	2088390	13956	52.56%	48
Guneet Virdi	826,000	91760	669	11.19%	39
Swati Verma	695,000	5110799	14430	737.44%	48
Kriti Dhir	655,000	252843	5178	39.39%	114
Shreya Jain	453,000	396141	1216	87.72%	80
Debasree Banerjee	306,000	29544	456	9.80%	60
Rowi Singh	391,000	217168	1117	55.83%	51
Ashi Khanna	1600000	1216130	13129	76.83%	55
Nitibha Kaul	932,000	84654	1321	9.22%	84
Total		1054925	5372		

Table 4.2.12. Engagement Rate and Hashtags used. (Source: Self Analysis)

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Engagement Rate	10	9.22%	737.44%	1276.66%	127.6660%	221.32172%
Hashtags used	10	39	114	637	63.70	22.593
Valid N (listwise)	10					

Table 4.2.13. Engagement Rate and Hashtags used. (Source: Self Analysis)

Table 4.2.13. shows the descriptive statistics of engagement rate and hashtags used. The average engagement rate is 127.6660% (SD=221.321%) while the average number of hashtags used is 64 (approx.) (SD=22.594).

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Engagement Rate	10	127.6660%	221.32172%	69.98807%

One-Sample Test

Test Value = 0

	t	df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
Engagement Rate	1.824	9	.051	.101	127.66600%	-30.6580%	285.9900%

One-Sample Effect Sizes

	Standardizer ^a	Point Estimate	95% Confidence Interval		
			Lower	Upper	
Engagement Rate	Cohen's d	221.32172%	.577	-0.110	1.237
	Hedges' correction	242.17945%	.527	-0.100	1.130

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation.

Hedges' correction uses the sample standard deviation, plus a correction factor.

Table 4.2.14. One-sample t-test: Engagement rate (Source: Self Analysis)

Table 4.2.14. shows engagement rate of an influencer using One-sample t-test. The Engagement rate of Instagram for an influencer is almost significant ($t(10)=1.834$, $p=0.051$).

Engagement Rate * Hashtags used Crosstabulation

Count		Hashtags used									Total
		39	48	51	55	58	60	80	84	114	
Engagement Rate	9.22%	0	0	0	0	0	0	0	1	0	1
	9.80%	0	0	0	0	0	1	0	0	0	1
	11.19%	1	0	0	0	0	0	0	0	0	1
	39.39%	0	0	0	0	0	0	0	0	1	1
	52.56%	0	1	0	0	0	0	0	0	0	1
	55.83%	0	0	1	0	0	0	0	0	0	1
	76.83%	0	0	0	1	0	0	0	0	0	1
	87.72%	0	0	0	0	0	0	1	0	0	1
	196.68%	0	0	0	0	1	0	0	0	0	1
737.44%	0	1	0	0	0	0	0	0	0	1	
Total		1	2	1	1	1	1	1	1	1	10

Table 4.2.15. Cross tabulation used for Engagement Rate*Hashtags used.

(Source: Self Analysis)

Table 4.2.15. shows the cross tabulation used for Engagement rate*hashtags used. There is no significance between engagement rate and hashtags used for any of the influencers as per data.

Hence, as per analysis we can conclude that an influencer used a good number of hashtags on her post which doesn't have any correlation with increase/decrease of engagement rate.

Chapter 5. CONCLUSION

The result of this research indicates that Generation Z are avid users of social media (Instagram, Facebook, Twitter, Messenger, LinkedIn etc.) than in comparison to Millennials irrespective of gender. They are aware of top influencers in India who have an expertise in beauty and personal care products, and hacks. They follow these influencers on multiple platforms, especially Instagram. The social media platforms are habitual by Gen Z which they use for building relationships, sharing photos and videos, e-commerce and OTT platforms.

The results of our primary research suggests that age and gender have no significance towards each other and both these attributes are independent in terms of usage of social media usage, but the use of social media platforms decreases with the increase of age. There is a common understanding about Instagram influencers which are reliable to make purchase decisions. These influencers are an important factor when it comes to making an online purchase of a beauty or personal care product along with online reviews, likes and comments. The users consider this reliable and make purchasing decisions which they find reliable and authentic and does impact their buying decisions if the product/service has positive/negative reviews.

The secondary research helped us in knowing about the top ten influencers in India who are known by many. These influencers have built a strong reputation that brands approach them to market their products. These influencers use creative content to create awareness about these products in the form of photos, short videos, stories, reels and engage their followers by giving them free gifts or discounts. They make sure to use a caption along with hashtags to obtain likes and comments.

Our calculations show that the engagement rate and number of hashtags used by an influencer are independent of each other. They are not related and hence will not determine the increase /decrease in the engagement rate of an influencer.

Hence, we can conclude that Gen Z are avid social media users who are aware about different ongoing on these platforms. They follow these platforms and are aware of the influencer who they look up to make buying decisions of a beauty and personal care product irrespective of engagement rate and hashtags used by an influencer.

Future scope of research

In case of future research on this topic, we can analyze the increase of clicks-per-page which have increased due to an influencer. We have also analyzed that a user who uses Instagram will also be actively using LinkedIn. Hence, we can study the relevance of this fact and can analyze further the approximate buying factors which are considered by a consumer in purchase of a beauty or personal care product other than the impact of an influencer, online reviews and recommendations.

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ANNEXURE

1. Gender
 - Male
 - Female
 - Other
2. Age
 - 10-25 (Gen Z)
 - 26-41 (Millennial)
 - 42-57 (Gen X)
 - 58+ (Boomers)
3. Do you use social media
 - Yes
 - No
4. Which social media platform do you use? (Multiple choice)
 - Instagram
 - Facebook
 - Twitter
 - Messenger
 - LinkedIn
 - Snapchat

- Other
5. Average time spent on social networks per day*
- Less than 1 hour
 - 1-3 hours
 - 3-5 hours
 - More than 7 hours
6. Out of the following which one will you prefer the most?
- Instagram
 - Facebook
 - Twitter
 - Messenger
 - LinkedIn
 - Snapchat
 - Other
7. Do you usually buy cosmetics or personal care products?
- Yes
 - No
 - Maybe
8. Do you look at online reviews before purchasing a beauty or personal care product?
- Yes
 - No
 - Maybe
9. How often do you use an online review before purchasing a beauty or personal product?
- Never
 - Occasionally
 - Sometimes
 - Often
 - Always
10. Do you trust online reviews?

- Yes
- No

11. Do you participate in giving product reviews or feedback on social media?

- Yes
- No

12. Do you know or heard about any of these instagram influencers?



- Malvika Sitlani Aryan



- Mrunal Panchal



- Guneet Viridi



- Swati Verma



- Kriti Dhir



- Shreya Jain



- Debasree Banerjee



- Rowi Singh



- Ashi Khanna



- Nitibha Kaul



- Others



- None of the above

13. Will be buying a cosmetic or personal care product on the following basis: on a scale of 1 (Least preferred) to 5 (Most Preferred)

- Based on friends recommendations
- Recommended by an influencer
- Online reviews
- Online comments about the product
- Online comments about the product based on social media
- Trust the influencer's recommendation
- Buy the product due to influencer's credibility
- Don't buy the product irrespective of positive reviews
- Buy the product irrespective of negative reviews
- Based on friends recommendations
- Recommended by an influencer
- Online reviews
- Online comments about the product
- Online comments about the product based on social media
- Trust the influencer's recommendation
- Buy the product due to influencer's credibility
- Don't buy the product irrespective of positive reviews
- Buy the product irrespective of negative reviews