

Thu Vo

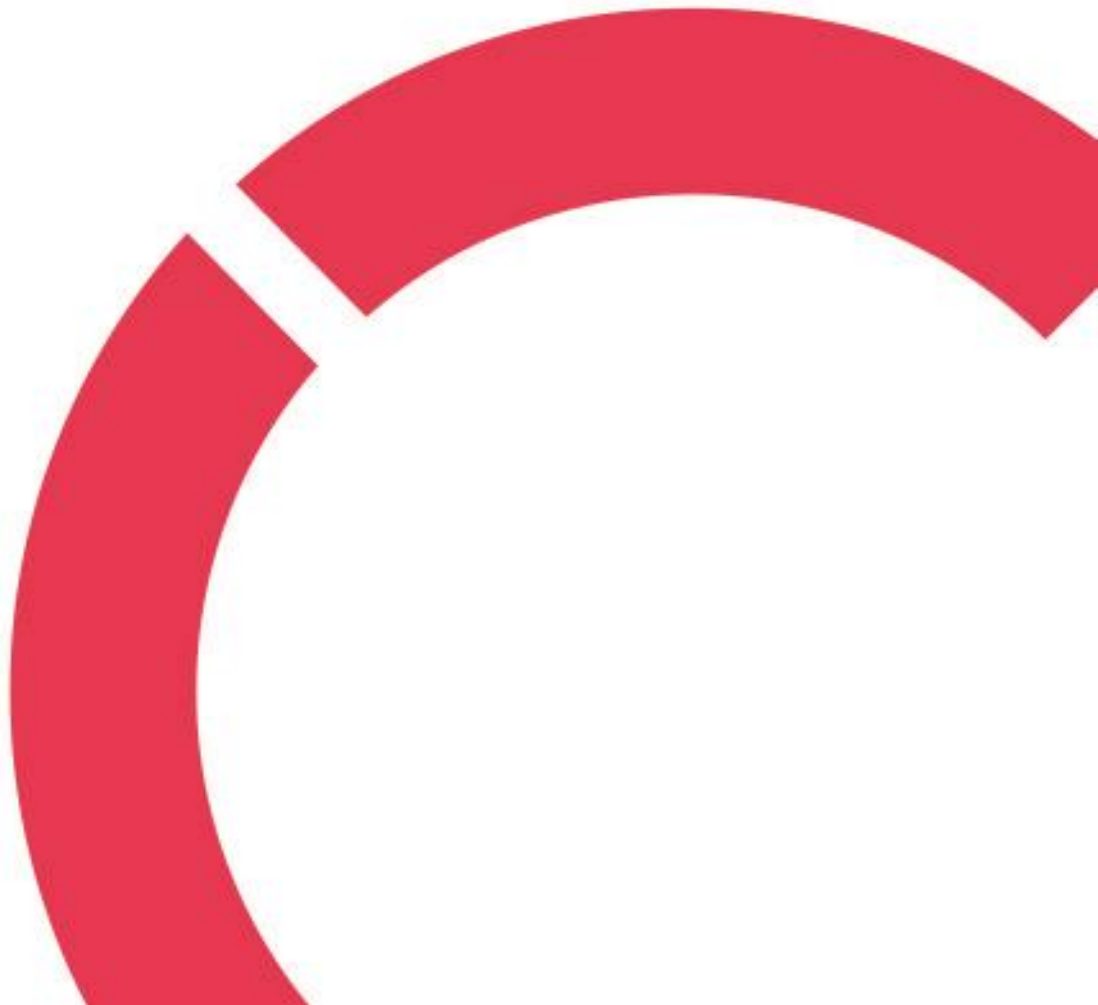
**THE ROLE OF INFLUENCERS IN MARKETING IN THE BEAUTY
INDUSTRY**

Thesis

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ABSTRACT

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<p>People are becoming more and more acclimated to shopping online, where there are several options among hundreds of various brands, in line with the current trend. So which product will they choose, and what factors will affect their decision? Consumers are more likely to trust recommendations and reviews from family and friends regarding products than they trust brand advertisements. In addition, influencers have had a big impact on the beauty market recently. These people have sizable fan bases on social media sites such as Instagram, YouTube, and TikTok, and they make use of those channels to advertise and review beauty goods, give advice and how-to videos, and collaborate with cosmetic companies.</p> <p>The primary purpose of this thesis was to investigate the extent to which influencers have an effect on the purchasing decisions that individuals make about beauty products. The thesis provides a few illustrations to demonstrate how influencers who have collaborated with brands have been able to successfully boost revenue for those brands while also enhancing their reputation.</p> <p>In order to collect a random sample of one hundred responses from the research survey, secondary data and quantitative approaches were employed. These were gathered by making use of the resources that are currently available. It was important to take into consideration not only the other aspects of having an impact in the beauty industry but also the degree to which the relationships in question were effective in driving up sales.</p> <p>The findings of this study provided some insights regarding psychology as well as customer behavior. The analysis was based on the impact that beauty industry influencers have had on the beauty business. Therefore, during this time when the number of influencers is growing, businesses in the beauty industry need to take the appropriate steps in terms of the company's image and direction in order to find the most suitable person who will have a significant impact on sales as well as the marketing strategy to take advantage of the current state of the consumer.</p>		
Key words Beauty industry, customer behaviour, influencer marketing, social media.		

ABSTRACT
CONTENTS

1 INTRODUCTION.....1

2 SOCIAL MEDIA MARKETING AND CONSUMER BEHAVIOR3

2.1 Influencer marketing.....3

 2.1.1 Social media marketing4

 2.1.2 Affiliate marketing6

2.2 Marketing strategy7

 2.2.1 Promotion and advertising.....8

 2.2.2 Influencer marketing in the beauty industry.....12

2.3 Consumer behavior13

 2.3.1 Consumer decision-making process.....14

 2.3.2 Consumer psychology.....16

2.4 The impact of influencer marketing on beauty industry17

 2.4.1 How do influencers affect consumer behavior?17

 2.4.2 Finding the right influencer18

3 RELATIONSHIP BETWEEN BEAUTY INDUSTRY AND INFLUENCERS.....20

 3.1 Case study: Kylie Jenner.....20

 3.2 Case study: Jeffree Star22

4 RESEARCH METHODOLOGY24

 4.1 Research method24

 4.2 Data collection24

 4.3 Questionnaire design25

 4.4 Result analysis26

 4.5 Discussion of findings33

 4.6 Recommendations.....33

5 CONCLUSION35

REFERENCES.....37

APPENDICES

FIGURES

FIGURE 1. The age of 100 respondents26

FIGURE 2. The genders of participants.....26

FIGURE 3. The time the respondents spend on social media.....27

FIGURE 4. Number of accounts that respondents have27

FIGURE 5. Respondents' total amount of time spent on social media platforms28

FIGURE 6. Number of respondents whether or not they follow influencers.....28

FIGURE 7. The reasons for respondents' celebrity or influencer following.....29

FIGURE 8. Influencers frequently advise people to buy things whether they need them or not.....29

FIGURE 9. How finding new beauty products has become simpler thanks to influencer marketing....30

FIGURE 10. They were asked if they had ever been dissatisfied with a product that influencers had suggested30

FIGURE 11. Consumer opinions about influencer marketing, with or without, have a substantial impact on consumer purchasing decisions in the beauty business31

FIGURE 12. Methods by which an influencer can sway respondent’s purchasing decisions31

PICTURES

PICTURE 1. Influencer marketing global size from 2016 to 20224

PICTURE 2. Beauty influencers in Tik Tok5

PICTURE 3. The growth of fashion and beauty brands' affiliate marketing7

PICTURE 4. Beauty product of Gruum10

PICTURE 5. Sharing tutorials makeup products by MAC Cosmetics on Youtube11

PICTURE 6. Sephora on Tik Tok.....12

PICTURE 7. Video shorts about influencers marketing in the beauty industry.....13

PICTURE 8. Five-step of customer decision-making process15

PICTURE 9. Lisa- Black Pink collab with Mac Cosmetics.....16

PICTURE 10. Kylie Cosmetics Instagram.....21

PICTURE 11. Jeffree Star in his makeup look with his brand23

TABLES

TABLE 1. Consumer feedback on a beauty product recommended by a social media influencer you trust32

TABLE 2. Consumer perception about the usage of influencer marketing in the beauty industry will continue to rise in the future32

TABLE 3. Respondents' perspectives on influencer marketing have resulted in a broader range of beauty items being advertised on social media32

1 INTRODUCTION

In recent years, the beauty industry has undergone a dramatic upheaval due to the growth of social media platforms and the rapid expansion of digital technologies to accommodate cosmetic procedures in our business and how we connect with our customers. Everyone's knowledge needs to be updated on a consistent basis because never have business concepts been more globally diverse. The use of influencer marketing as a technique for beauty companies to reach their target audience, especially younger customers who tend to interact with a lot of content shared on social media, has become an increasingly popular strategy in recent years.

This thesis examines the significance of influencer marketing in the beauty industry as well as the methods that beauty companies employ to make use of influencers in order to promote their products. Forbes magazine predicts that by the year 2022, up to 42 percent of young people between the ages of 18 and 24 will choose the road of beauty. This prediction is based on the fact that the hashtag "beautiful" has been used on Instagram to achieve 490 million degrees. Also, the top 200 beauty-related videos on YouTube are generated by users 86% of the time, rather than the creators drawing from their own experiences or using marketing for products and services (Forbes 2022).

The contemporary digital era has resulted in substantial shifts in user habits, and a variety of factors will continue to play a role in the decisions that customers make regarding their purchases. People are becoming more sensitive to and wary of aggressive marketing items on platforms, in banners, in public places, and other similar settings, more than 27% of people who use social media platforms have installed ad blocking software on their devices in order to perhaps avoid advertising since they favour reading about the social media experiences of other people, particularly those of their friends or reputable influencers (Bishop 2021).

Our world is expanding at a faster and more powerful rate than it ever has before; persons of any age are now capable of utilising the Internet with the same ease as younger users. This would imply that almost everyone living in the same world uses at least one social media platform. Aside from employing influencers or utilising the strategies pertaining to influencers that were discussed before, there are additional methods of advertising that can be used by either large or small businesses that are expanding their operations. It should come as no surprise that "word of mouth" is one of the least complicated strategies to get products in front of consumers. People increasingly prefer to do their shopping online,

where they have access to a greater number of evaluations and feedback from other customers. This shift in consumer behaviour is partially attributable to the Covid outbreak. The pandemic was the cause of a cataclysmic economic collapse that affected all companies, no matter how large or little they were, even newly established local brands or tiny businesses, which made the situation much more dire. But they have made design innovations, increased customer service, and developed strategies to reach each and every customer in each and every category in the quickest and most effective way possible.

Based on aim of studying the impact of influencer marketing in the beauty sector and how beauty companies engage with influencers to promote their products, a list of questions to solve the research topic is produced.

- Question 1. What is the current state of influencer marketing in the beauty industry and how has it evolved over time?
- Question 2. How do beauty companies select and partner with influencers to promote their products, and what criteria do they use to measure the success of these partnerships?
- Question 3. How do consumers perceive and respond to influencer marketing in the beauty industry, and what factors influence their decision to purchase products promoted by influencers?

The purpose of this study was to understand the impact and the role of influencer marketing in beauty industry by determining the potential of influencer marketing and its influence on the purchasing decisions of consumers. Specifically, this thesis was done by identifying the potential of influencer marketing. This thesis will also investigate how influencers and beauty companies can collaborate to produce successful marketing campaigns, as well as the impact that influencer marketing has on consumer behaviour, namely consumer habits and attachment to brands.

The research will make use of quantitative research methods, such as polling customers in the beauty business in order to provide insights into the efficiency of influencer marketing in the sector, and it provides suggestions for companies that are attempting to improve their strategies with influencer marketing. Because in addition to being a marketing tool, they are social networking assets that companies can utilise to work together to achieve their marketing objectives (Geysler 2023 b).

2 SOCIAL MEDIA MARKETING AND CONSUMER BEHAVIOR

Within the confines of this chapter, I will talk about the basics of influencer marketing in addition to other marketing ideas that pertain to peripheral topics. The process of identifying influential people in order to promote new items or collaborate on the development of new trends. In spite of the fact that this creates chances and space for the expansion of the business, it also creates problems that need to be conquered in order to persuade a new group of individuals to become clients.

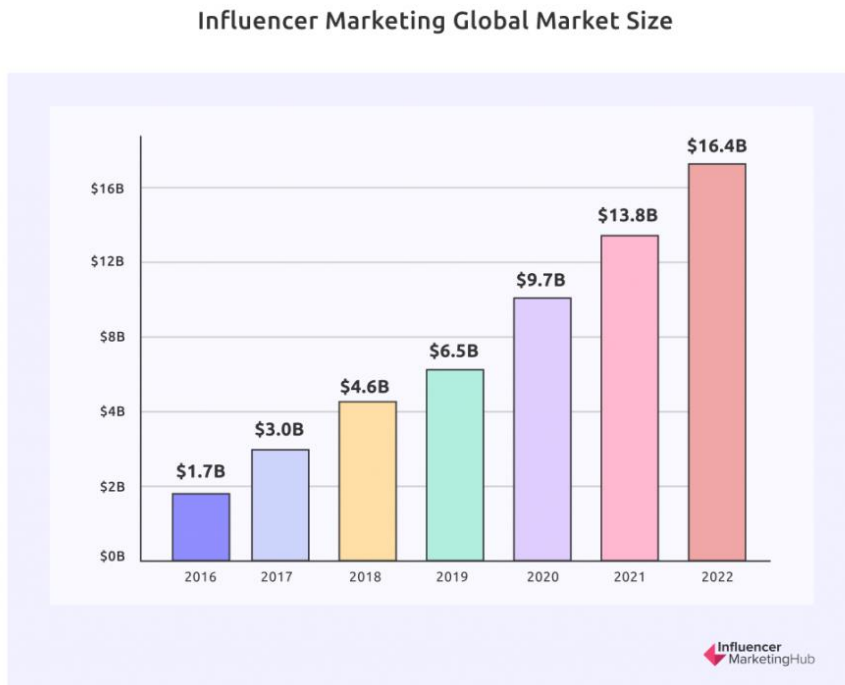
Research should be done on two areas of customer behaviour: the motivation behind the customer's choice to acquire the goods, as well as the state of mind the customer was in at the time of the purchase or why people give more product ratings and recommendations of their friends, acquaintances, and other influential people than they do in the constant marketing efforts of corporations. As a result of this, in order to achieve extraordinary success for everyone involved, brands need to discover influencers who support the goals they have set for themselves or the standards they have established for their products.

2.1 Influencer marketing

There are a large number of promotional videos or a large number of blogs in which social media influencers and content creators discuss their favourite products or services and provide either positive or negative feedback on those items or services. The term influencer marketing refers to a legitimate kind of internet sales that combines conventional and new sales strategies in order to achieve greater levels of success and differentiation (Geysler 2023 b). In 2016, the phrase influencer marketing was included in 465% of Google searches, and 67% of businesses used Instagram for the purpose of influencer marketing. In addition, companies invest about \$1 in influencer marketing, which results in a return of \$5.20 for the business (Geysler 2023 b).

Improved brand visibility, more traffic, and better communication with a brand's target demographic are all goals of influencer marketing, which was developed to meet these needs (Baker 2021). It is clear that word-of-mouth advertising has been an essential component of marketing strategies for a very long time, as seen by the undeniable triumph of marketing in practically every sector. Consumers

are consistently more likely to believe a referral coming from a friend or family members (PICTURE 1).



PICTURE 1. Influencer marketing global size from 2016 to 2022 (Geysler 2023 a)

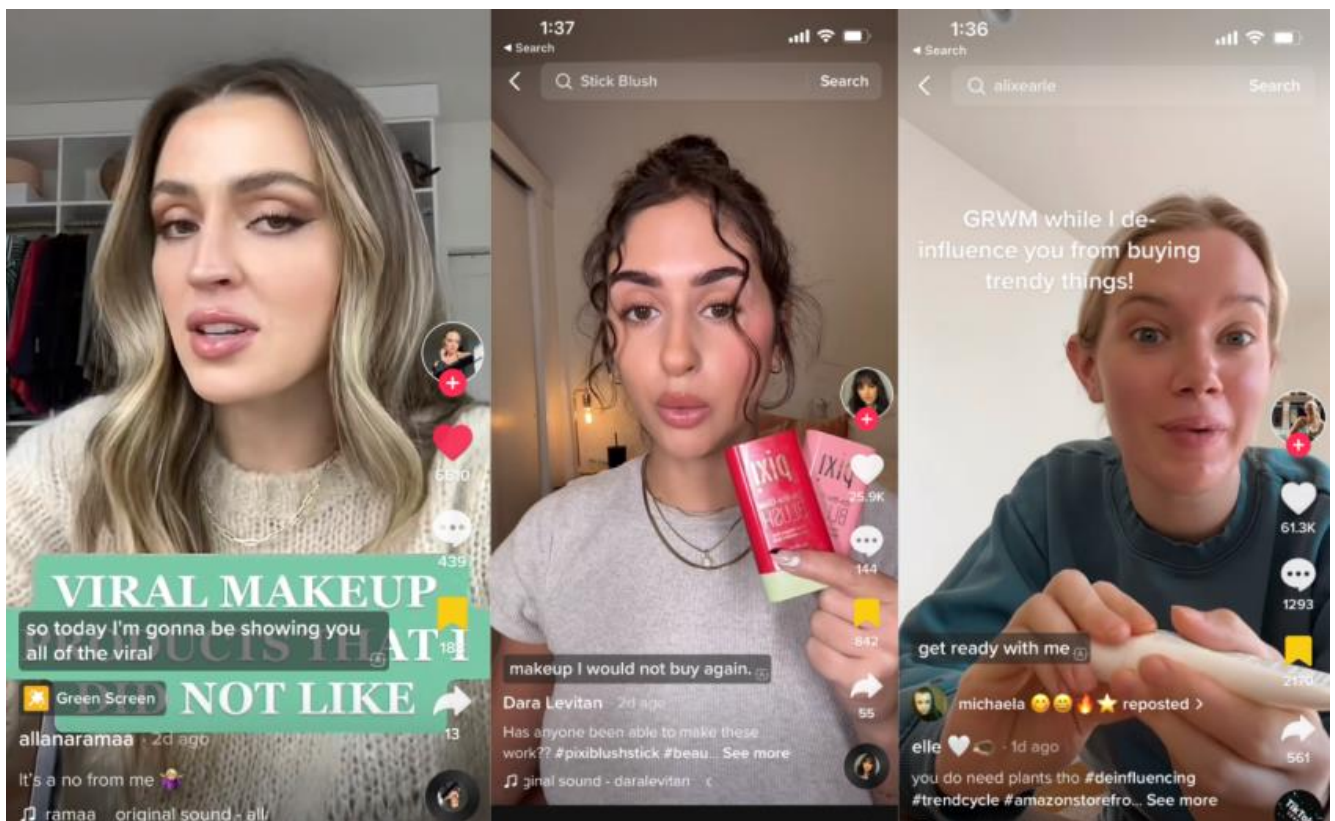
The influencer marketing industry is one that is consistently expanding; as a result, the market has increased from \$1.7 billion in 2016 to \$13.8 billion in 2021, demonstrating consistent growth over the course of the past three years. By the year 2022, the market is projected to expand into an industry worth \$16.4 billion (Santora 2023). The problem of Covid 19 has led to an increase in the use of various forms of media, such as the production of content, the booking of advertising space by companies on websites like YouTube or Tik Tok, and Instagram through the creation of new content and short films that are simple to access for people of all ages, including children and the elderly (Santora 2023).

2.1.1 Social media marketing

Individuals in this current era rely on social media for both their communication needs and their educational requirements. As a result, companies promote their brands and products through the use of pho-

tographs or short films. In addition, they will work together with well-known people in the entertainment industry, such as singers, actors, and others, in order to market their goods in a way that is simple for customers to understand. When the influencers become more well-known, the companies will promote their goods even further. Key opinion leaders will continue to be engaged with by brands as they grow increasingly popular so that the brands' products and visuals can be exposed to a larger audience.

Companies use social media in a manner that is analogous to that of the beauty industry in order to reach all customer groups and collaborate with influencers and celebrities in order to advertise their goods or services. To be more specific, the beauty industry is completely dependent on social media (PICTURE 2).



PICTURE 2. Beauty influencers in Tik Tok (Spruch– Feiner 2023)

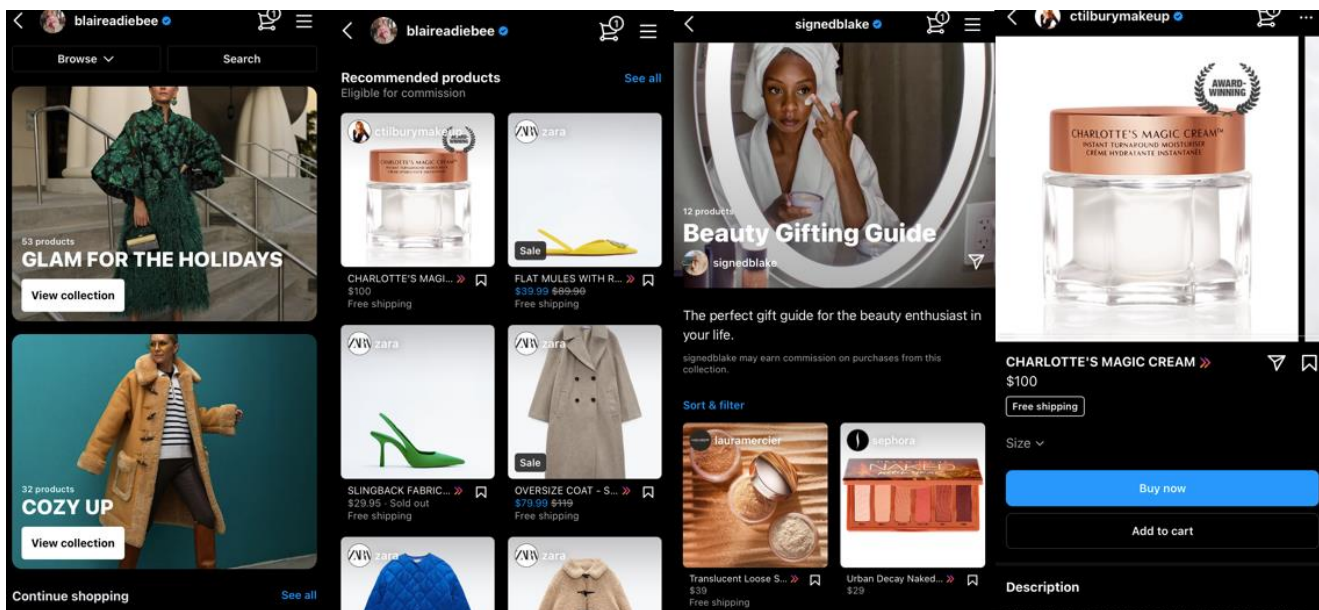
Moreover, when the Covid 19 outbreak made everything worse, individuals were required to work from home, or their Gen Z colleagues were required to be in a confined space, they spent more time on social networks and activities such as routinely browsing social networks or beginning to create content on it. Over 3 billion people have downloaded TikTok, and content linked to beauty makes up a

significant portion of the videos that are uploaded to the platform (Dean 2023). Only cosmetics tutorials and advice for 15-year-olds have gained the attention and popularity among adolescents (Flora 2020).

The experience that an influencer has had while utilising a product or service will be shared with their audience, and this will, in turn, affect the audience's decisions regarding purchases or usage of a brand's services. In addition, the vast majority of young people in today's society are swayed in their purchasing decisions by social media influencers on platforms such as Facebook, Instagram, and TikTok. These individuals advocate products that they themselves have tried and found to be reliable and trustworthy. They can present themselves to viewers and customers by purchasing adverts from companies that specialise in the beauty industry.

2.1.2 Affiliate marketing

Affiliate marketing means earning a commission for direct promotion as a result of the important role that influencers play in the promotion of brands, products, and services in today's society. This is because influencers play an important role in the promotion of these things. Goods or service offered by an influencers with the objective of attracting customers to the website of the merchant (Brayer 2021). Also, consumers have a tendency to follow affiliate marketing because it is easy to grow, low risk, and requires little financial investment. You should challenge yourself to attempt affiliate marketing when there is very little risk involved and it doesn't cost anything to get started. Because of this, there are a lot of young people in Vietnam today who have been using affiliate marketing because starting an affiliate marketing programme for an e-commerce business is a win-win situation for both parties involved as a job to earn additional primary income for oneself and one's family. Because of this, there are lots of young people in Vietnam today who have been using affiliate marketing (Molenaar 2023) (PICTURE 3).



PICTURE 3. The growth of fashion and beauty brands' affiliate marketing (Katz 2023)

The market for influencers is expanding at an alarming rate across many different industries, but particularly in the cosmetics sector. The beauty industry is one of the most lucrative markets in the world, and it spans a wide variety of product categories, including cosmetics for skin care and hair care, fragrances and colours, and so on. Nonetheless, because of the pandemic, this industry has also remained somewhat stagnant, although industry experts project that it will bring in approximately 716 billion dollars by the year 2025 (Mileva 2023).

Because this study presents a possibly less expensive alternative with a higher return on investment than marketing based on pure influencers, affiliate marketing is typically only a minor element of the business strategy that is employed by businesses from the very beginning. Nonetheless, during the height of the epidemic, both e-commerce in general and affiliate marketing specifically have experienced enormous growth, and more than half of all affiliate programmes have witnessed an increase in revenue during this time (Katz 2023).

2.2 Marketing strategy

Since the pandemic, the world has seen significant transformations, including an energy or political crisis, a slowdown in economic growth, and a revolution in the manner in which people earn and spend money in their day-to-day lives. Additionally, because of the pandemic, the beauty sector has been significantly impacted, and as a result, business strategists need to adjust the ways in which they sell their products and contact customers, employing new methods such as marketing or influencer marketing. Even though life is locked down, it has brought about significant improvements in both efficiency and profits. Considering this fact, customers' consumption patterns have rapidly and unexpectedly shifted, and companies have quickly caught up to the trend of establishing links with social media influencers in addition to collaborating with celebrities or well-known performers in order to foster cooperation and increase sales.

As a result of the ongoing development of social networking platforms, the current trend among people, particularly members of generation Z, is an especially strong preference for watching short video on platforms like as TikTok, YouTube, or Instagram. Since this time, beauty companies and beauty influencers have collaborated on the production of material linked to the beauty sector, which has resulted in enormous financial gains for the beauty industry both during and after the Covid 19 pandemic. Over the time that was measured, the top 200 beauty videos on YouTube saw 68.5% of their combined total views come from people watching cosmetics lesson videos. Within the same period, the advertisement was responsible for 7% of all video views that were related to beauty, which brought to our attention the fact that the strength lies in shorter videos (Coleman 2022).

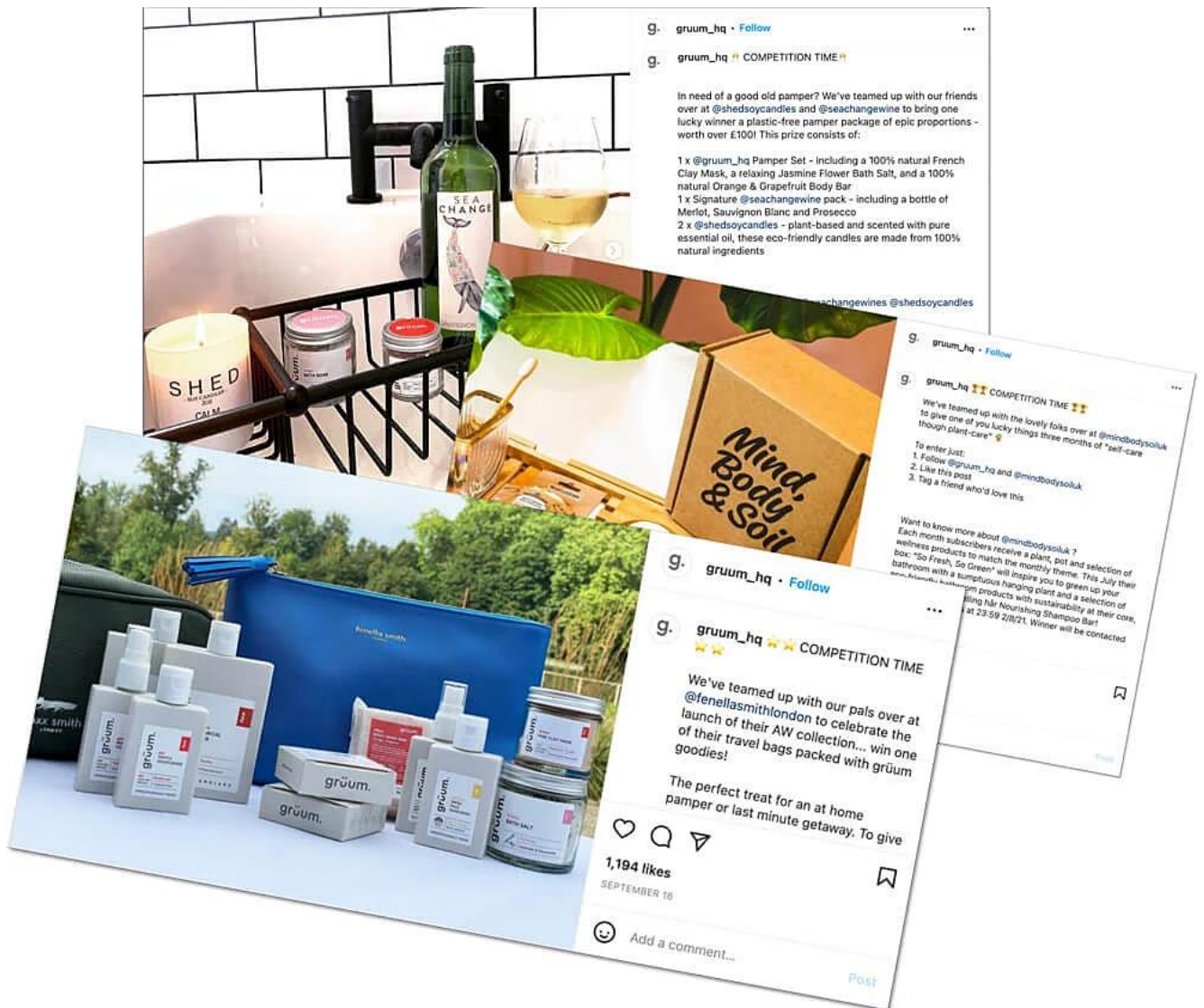
2.2.1 Promotion and advertising

In the contemporary age, the social networking platform is the place to go to inform people about a new offering, whether it be a good or a service. There are many innovative techniques to cater to the requirements of customers or to follow the fashions of young people, and this is especially true when the rapidly expanding beauty business is led by retailers. When a company offers new products and services in the beauty sector, they will devise a strategy to reach people simply and properly across more client categories as the number of influencers continues to rise. This will allow the company to cater to a wider range of consumers.

Beauty bloggers or influencers as an indirect marketing tool for firms, while for beauty customers, being able to see desired products recommended by influencers, they track can lead to an urgent purchase choice for a particular product or service (Coleman 2022).

When consumer habits changed, such that they no longer needed to go to a brick-and-mortar store to shop but instead shopped online. Brands and companies had to quickly change their marketing campaigns in order to have the ability to sell more products or when launching a certain product in order to get the attention of a large number of people and make it easy for everyone to get their hands on it.

There are always many strategies to attract customers through social networks, particularly young people. This is especially true for younger generations. Why do companies typically organise straightforward contests like giveaways just before releasing a new beauty product? So, when they launch this giveaway, it will result in an overwhelming amount of interactions, a rise in the number of followers, and more exposure for brands. Users of social media platforms will connect with brands or businesses by submitting comments and links to their personal pages in order to increase their chances of winning rewards (Palka 2023) (PICTURE 4).



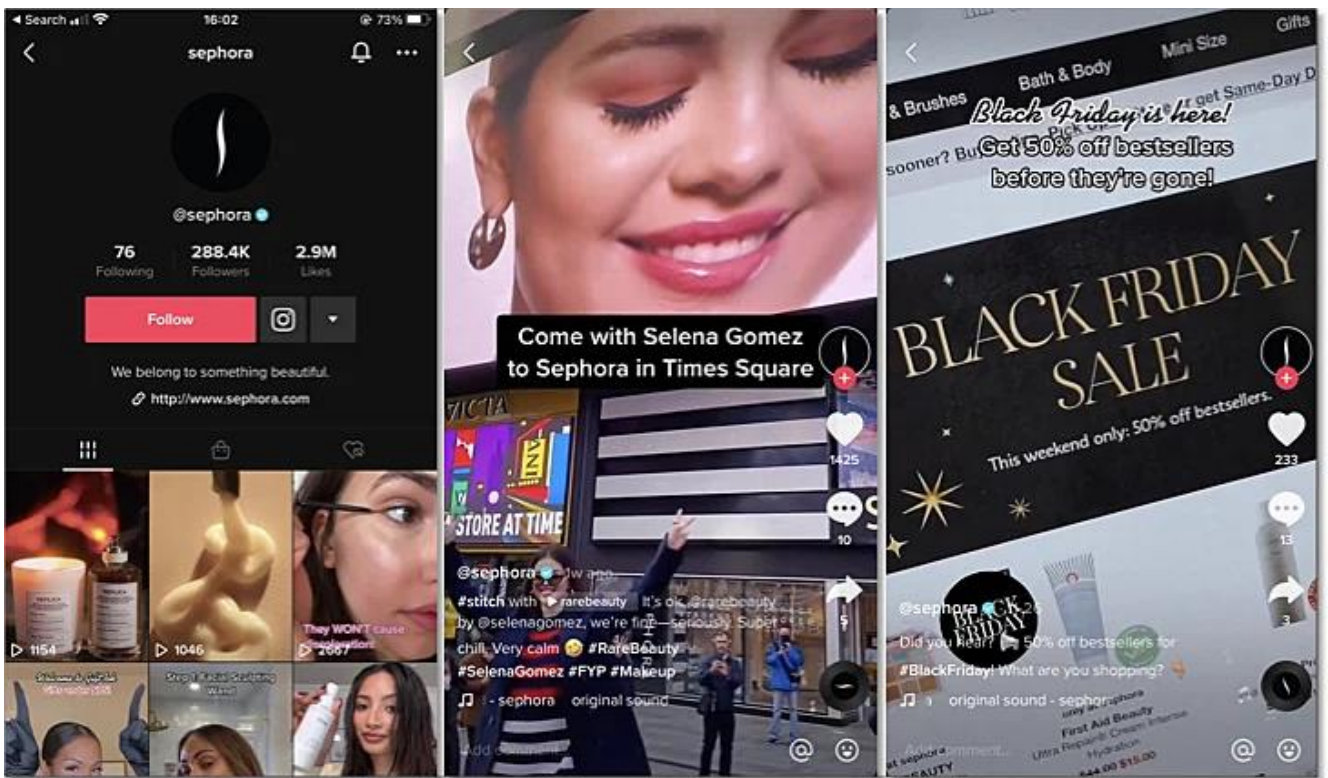
PICTURE 4. Beauty product of Gruum (Palka 2023)

Users have an advantage over those in other industries when it comes to the beauty sector since they can easily upload short videos in which they offer advice or instruction regarding products that they have already purchased or are considering purchasing. For instance, large and well-known brands such as MAC Cosmetics frequently develop movies that instruct users on how to make the most of their products and offer pointers on how to get better makeup looks with those items (PICTURE 5).



PICTURE 5. Sharing tutorials and makeup products by MAC Cosmetics on Youtube (Palka 2023)

However, because it is a relatively new social network, it is only appropriate for reviewing products or sharing personal experiences rather than organising giveaways for followers, Tik Tok is another great social platform for finding customers and increasing the attention of Gen Z or Millennials to brands. Also, leading major retailers like Sephora as well as emerging or recently established beauty firms have the option of using Tik Tok to create short movies promoting their products or to partner with influencers who provide information about their items, product experience. Launching or developing products that are suited for customers is another component of marketing strategy (PICTURE 6).

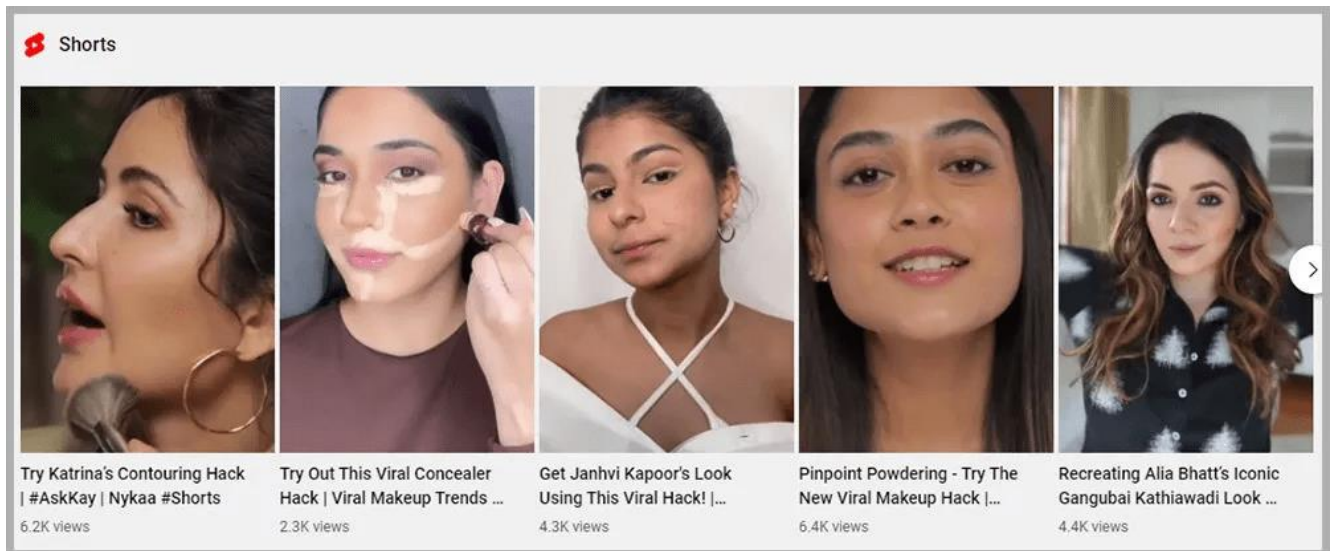


PICTURE 6. Sephora on Tik Tok (Palka 2023)

2.2.2 Influencer marketing in the beauty industry

One of the marketing methods that all brands, no matter how large or little, need to implement is called influencer marketing. Influencers typically have a large number of followers, which allows them to be financially supported by the sales of the goods or services they review; alternatively, if an influencer has a personal experience with a brand or product, this qualifies them as a creator representative for that brand or product in a manner that is understandable to the influencer's audience (March 2022).

A partnership between a company or brand and an influencer will result in the latter showcasing the former's wares within the content of a sponsored video, reels, or short videos, which may include images, videos, and reviews that are shared with others that engage in influencer tracking. Videos such as unboxings, makeup lessons, and product reviews could be included in these advertisements (PICTURE 7).



PICTURE 7. Video shorts about influencers marketing in the beauty industry (Surabhi 2022)

Long-term collaborations between beauty brands and influencers, in which the influencer acts as a brand ambassador and promotes the company's products on a consistent basis to their followers, are another option for beauty companies looking to work with influencers. In fact, influencers have the ability to produce sponsored posts, which may include captions or video messages endorsing a particular product or service in exchange for monetary compensation. In addition, beauty companies or brands might invite influencers to product launch events or other promotional events where the influencers can test out new products and give their thoughts on their experiences with their followers.

Overall, beauty brands who connect with influencers are able to reach a larger audience, capitalize on the authority and authenticity of the influencer, and produce compelling content that resonates with their target market. It is an effective method of marketing that is gaining more and more traction in the cosmetics and beauty business these days.

2.3 Consumer behavior

It is necessary for beauty organizations to have a solid understanding of consumer behavior in the beauty sector in order to develop successful marketing strategies and effectively address client requirements and preferences. When it comes to providing consumer service and developing products that are tailored to the requirements of the market and the people who make up the target audience, there are a number

of elements that influence consumer behavior. One of those elements is the individual interests of consumers, such as the preference some consumers have for natural and organic products while others choose high-end luxury goods. It is essential for a beauty brand to understand the preferences of their target audience in order to produce items that would appeal to those interests. Aside from that, the use of social media and influencers has a huge effect on the purchasing decisions of customers in the beauty sector. When it comes to selecting purchases, many consumers base their choices on the suggestions and reviews provided by influencers in whom they place their faith.

Many consumers have a strong attachment to particular beauty brands and items. This is usually the result of a favorable interaction with the brand or the notion that the company's values are congruent with the customer's own. Nonetheless, price is an essential element for many customers when purchasing beauty items. This is due to the fact that although these customers may be prepared to pay more for high-quality products or for brands in which they have faith, they also have the opportunity to seek for deals and discounts. Also, consumers value simplicity and an easy learning curve when it comes to purchasing beauty items. Consumers are more likely to make a purchase of a product if it has a low learning curve and can be easily incorporated into their regular routine (Kelwig 2023).

2.3.1 Consumer decision-making process

A consumer's choice to make a purchase typically involves a multi-step procedure that ultimately culminates in the final decision. Following the completion of the stages as a series of actions (PICTURE 8), the consumer will make a choice regarding whether or not to make a purchase.



PICTURE 8. Five steps of customer decision-making process (Mehlman 2023)

Consumers in today's digital environment have access to hundreds of millions of different sources from which they can gather comparative information between different retailers selling the same goods. Consumers have very little time to scrutinize and peruse information about a product, and if it doesn't catch the eye, they'll skip it very quickly and leave nothing if it's unattractive. To reach the right consumer needs of digital customers, one of the main measures that must be taken is to adjust the marketing plan so that it is effective. In addition, the ability to persuade customers must also be adaptive and relevant relating to the consumer purchasing decision-making process (Mehlman 2023).

Throughout this process, a consumer's decision-making can be influenced by a variety of factors, such as a brand's reputation, product quality, price, and customer service levels. By addressing these variables and providing solutions tailored to the individual needs and preferences of consumers, successful marketing strategies can assist companies in attracting new consumers and keeping them engaged. In addition, Kollat and Blackwell's buyer behavior model operates on a five-stage process that describes how consumers make purchasing decisions: problem/need recognition, information search, evaluation of alternatives to meet the need, purchase decision and post-purchase behavior (John 2021).

2.3.2 Consumer psychology

The psychology of the consumer is an extremely important factor in the purchasing decisions made in the beauty sector. People of all genders have the right to be beautiful, and they have the freedom to do anything they want without fear of being judged by modern society's standards and trends on beauty, which are becoming more and more accepting of unconventional appearances. The phenomenon known as the "crowd effect" will be responsible for the creation of all the latest beauty trends. In addition, influential celebrities will be responsible for the creation of new beauty or dress trends for everyone, particularly the young people who are particularly driven. For instance, well-known celebrities, whether they be actresses, singers, or even, more recently, K-pop idols, are setting the pattern for the times; as a result, their merchandise is extremely popular and quickly sells out, especially something that was utilized by my idol, the phrase for which is cheap moment with idol (PICTURE 9).



PICTURE 9. Lisa Black Pink collab with Mac Cosmetics (Tingley 2021)

Emotional appeal, which includes the use of emotive imagery, storytelling, and messaging, can also be a successful technique to connect with people on a deeper level. Companies that can forge an emotional connection with their consumer base are more likely to inspire brand loyalty and preference. In addition, the packaging and presentation of a product can play a crucial part in the beauty market. Consumers

frequently form snap opinions regarding a product's quality based just on how it seems to them. In a congested market, brands that invest in environmentally responsible, innovative, and aesthetically pleasing packaging have a better chance of standing out from the competition and attracting customers who place importance on both aesthetics and ecological responsibility (Tingley 2021).

2.4 The impact of influencer marketing on beauty industry

In recent years, influencer marketing has had a significant impact on the beauty industry. Beauty influencers, who are often individuals with a large social media following, have become a valuable asset for beauty brands looking to promote their products.

One of the key benefits of influencer marketing in the beauty industry is the ability to reach a large and engaged audience. Many beauty influencers have millions of followers who are interested in makeup, skincare, and other beauty products. By partnering with these influencers, beauty brands can tap into this audience and promote their products in a way that feels authentic and relatable (Barnhart 2018).

2.4.1 How do influencers affect consumer behavior?

Moreover, influencer marketing enables beauty firms to target particular demographics as well as niches in the market. For instance, a company that specializes in natural or organic beauty products can partner with influencers who have a similar focus, enabling them to reach a specific group of customers who are interested in purchasing those kinds of products. This can be accomplished by forming strategic alliances.

In addition to this, the use of influencer marketing for beauty products can assist in the development of trust and credibility. When an influencer endorses a product, the influencer's audience frequently interprets the endorsement as a personal suggestion rather than a conventional form of marketing. This can help to develop a sense of trust between the brand and the consumer, which in turn can ultimately lead to higher sales and client loyalty (Cloutrack 2023).

Nevertheless, there are also some possible downsides in using influencer marketing in the beauty business, which is important to keep in mind. The problem of lack of transparency and disclosure is one of

the most significant issues. It is essential for influencers to make it very obvious to their followers about any affiliations or collaborations they have with brands, so that their followers are aware of any potential conflicts of interest that may be present.

By posting the reviews, comments, likes, tweets, and pins of their satisfied consumers on social media, marketers are bringing more transparency to the platform and boosting conversion rates. rate of product sales. One of the main industries that makes effective use of customer social media presence and sharing of their images, comments, and videos is the beauty and cosmetics sector. All brand websites will benefit from consumer feedbacks since it will increase consumer trust (Cloutrack 2023).

2.4.2 Finding the right influencer

When all firms became aware of the significance of influencers and key opinion leader in shaping customers' purchasing decisions, they began investing in the study of new marketing tactics to conform to the norms and fashions of society. Because it will affect the firm as a whole in terms of its image and reputation, choosing a spokesperson to promote a brand requires a great deal of thought and deliberation on the part of the brand itself. If the campaign is successful, it will provide the opportunity to give consumers more information or updates about the business. Combined campaigns with prominent celebrities like actors and singers will be examples of these types of celebrities offering a direct impact on both marketing and sales right away (Eilon 2022).

It is highly challenging to conduct the necessary study before making a decision to select an appropriate individual. The organization needs to determine who its ideal clients are; in other words, who is the brand aiming to connect with? Which age bracket, gender, and geographical region do they fall into? What kinds of pastimes do they enjoy? As soon as the company has a solid understanding of its core demographic, it can start to zero in on the influencers who are likely to appeal to those consumers. When determining who your brand's ideal customer is, the next step is to investigate beauty industry influencers that have a fan base that is compatible with that of your brand's ideal customer. Examine the person's content, engagement rates, and overall brand image to determine whether they are a suitable fit for the company.

Working with influencers can benefit both sides in the long run. Influencers can utilize their platform to advocate for goods and services they genuinely believe in while also making money from sponsored

posts and business collaborations. But brands can use an influencer's reputation and network to attract new clients and boost sales (Jian 2022).

3 RELATIONSHIP BETWEEN BEAUTY INDUSTRY AND INFLUENCERS

There is a strong connection between the beauty business and influencers due to the fact that influencers are crucial in the marketing of beauty goods and trends to the audiences that they serve. Influencers are persons who are able to analyse consumer behaviour and increase sales in the beauty industry. Influencers often have significant followings on social media platforms and are capable of using those platforms.

A lot of different beauty companies work together with different influencers to produce sponsored content in order to advertise their products. In exchange for promoting a brand's items to their followers, influencers can sometimes receive commissions or even free products from the brand. Because many customers put a lot of stock in the viewpoints and suggestions made by the influencers, they follow on social media, this form of marketing tactic has been shown to be successful.

Aside from advertising items, influencers also have an effect on the social beauty trends that are now happening and a large number of followers. They could present novel approaches to makeup application, haircuts, or skincare routines, all of which would almost immediately become widespread among their devotees. Numerous cosmetics companies pay close attention to these tendencies and, as a result, may launch brand-new products or modify their marketing approaches in order to compete (Eilon 2022).

3.1 Case study: Kylie Jenner

Thanks to the reality TV programme *Keeping Up with the Kardashians*, many people are familiar with Kylie. As of right now, she is the youngest self-made billionaire and a very successful, well-known young woman. By taking full use of her notoriety on social media, particularly Instagram, Kylie successfully advertises her brand. She keeps expanding the brand and attracting attention for her cosmetics company, Kylie Cosmetics (Ratnaparkhe 2021) (PICTURE 10).



PICTURE 10. Kylie Cosmetics Instagram (Ratnaparkhe 2023)

Kylie Jenner has amassed over 250 million followers across all of her social media platforms, making her the most followed person on the internet. Her followers, who look up to her as a beauty influencer, appreciate the fact that she is open and transparent with them about her grooming regimen, favourite products, and makeup tips. Because of her influence, there is a growing demand in the things that she advertises. As a result, her brand and the other products that she sells are frequently sold out and there are waiting lists for them.

Kylie Jenner is renowned for being the one to set new standards in terms of beauty, from the use of daring lipstick colours to the maintenance of long, manicured nails. Her beauty choices frequently go viral, and many other beauty businesses quickly follow suit by creating their own renditions of the classic looks she has popularised.

Kylie Jenner is credited with popularising a number of different cosmetics trends, which is one of the ways she has impacted the beauty business. For instance, she is responsible for a surge in interest in lip fillers as a result of the popularity of her distinctive full lips, and her use of matte liquid lipstick has motivated numerous other beauty businesses to develop products along similar lines that are comparable. In addition, the fact that she uses shimmer highlighters and eyeshadows that are bright and vivid has contributed to the increased popularity of those items among consumers (Mohamed 2018).

In addition, Kylie Jenner has changed the way that cosmetics are marketed and sold, which has had a significant impact on the beauty business. While other brands typically rely on celebrities and social media influencers to help spread the word about their products, she has taken advantage of social media platforms such as Instagram and Snapchat to promote her goods directly to her audience. This has contributed to the development of a new marketing model in the beauty sector that places a greater emphasis on marketing via social media and influencers. This not only saved her a significant amount of money that she would have spent on promotions conducted by third parties, but it also saved her a significant amount of money that she may have lost as a result of the possibility of being conned by someone in a position of power (Mohamed 2018).

3.2 Case study: Jeffree Star

Although Jeffree Star began his career as a musician, her beauty and makeup tutorials on MySpace and YouTube have helped her become well-known. In 2014, he finally introduced his own cosmetics line, Jeffree Star Cosmetics. The company has grown significantly since its inception in the beauty sector thanks to the enormous popularity of its bold and distinctive colour lipsticks (Sandler 2019).

Jeffree Star is a prominent player in promoting social media use in the beauty industry and has partnerships with a number of other well-known firms, thus his influence goes beyond his own company. Early adopter of social media, Jeffree Star has amassed a sizable fan base on sites like YouTube and Instagram. Additionally, he has produced makeup tutorials and displayed his products on his platforms (Sandler 2019) (PICTURE 9).



PICTURE 11. Jeffree Star in his makeup look with his brand (Sandler 2019)

Jeffree Star has collaborated on limited edition collections with Morphe, Benefit, Manny MUA and Shane Dawson and several other well-known cosmetic companies. These collaborations have helped expand his reach and influence, as well as introduce his brand to a new audience. Jeffree Star has advocated for better representation of marginalised communities in the beauty business by speaking out on issues of inclusion and diversity. He is also well recognised for criticising businesses that are not integrated, which has assisted in moving the industry in the direction of being more inclusive (Sandler 2019).

Overall, Jeffree Star's effect on the beauty industry has had a significant impact in many areas, including the creation of new companies and business models, increased inclusivity and diversity, and new industry benchmarks for innovation and excellence.

4 RESEARCH METHODOLOGY

This chapter will present the study objectives, methodologies, and questionnaire design in order to accomplish the purpose for this thesis. In addition to this, it provides a more in-depth explanation of the factors that led to the selection of these strategies as well as the steps involved in implementing them. The analysis that was completed as a result will be spoken about and looked through. Finally, some suggestions that have been derived from the analysis.

4.1 Research method

This thesis makes use of a quantitative approach to research and collects data through the use of surveys. This approach allows for the collection of a relatively big quantity of data in a short amount of time and at a very low cost. In addition, the quantitative research approach was selected since it allows for the measurement of the issue through the utilisation of an online survey or a sampling tool to obtain numerical data from a specific group of possible viewers (Questionpro 2022 a). Specifically, this is accomplished by determining the potential of influencer marketing and talking about the many outcomes that may be attainable in the future as a result of this a survey. This thesis will also study how beauty brands and influencers can collaborate to produce successful marketing campaigns, as well as the impact that influencer marketing has on the behaviour of individuals consumption, specifically purchasing patterns and emotional attachment to brands.

The same principles apply to probability sampling as they do to traditional random sampling. The survey had one hundred people participate in it, and the percentage of those that responded was one hundred percent. There is a total of fifteen questions in the survey that inquired about the respondents' impressions of social media influencers as well as the context of their responses. The survey of beauty products is carried out online for the purposes of assessing and producing forecasts regarding the future of product promotion and influencer marketing. In addition, the people that participated in the survey are mostly friends and co-workers, and it takes each of them approximately five minutes to do a survey.

4.2 Data collection

Quantitative data collection methods typically result in the collection of metrics that are expressed in numerical form, such as the frequency of response, mean, and standard deviation. These metrics can be analysed through the use of statistical software, and they are frequently used in surveys, experiments, and other research methods to gain direct knowledge and an initial understanding of the research problem. Additionally, the quantitative information has been meticulously organised for statistical and mathematical analysis, which makes it possible to exhibit it in the form of charts and graphs; hence, the quantitative data is numerical, and as a result, it represents both the primary data accurately and objective data (Questionpro 2022 b).

Any form of data gathering, whether it be offline or online, that contributes to the acquisition of digital data is a tried-and-true method of quantitative data collection. And in this thesis, data is gathered by extracting information from a survey that contains informational questions in order to be able to analyse the behaviour of consumers of cosmetics and the degree to which influencers are appealing on social networks.

After going through numerous iterations to ensure that the questions are suitable and reasonable, I have made it a point to build the survey in such a way that the responses to the questions provide a significant amount of detailed information. When I surveyed friends, co-workers, and relatives of varying ages about their perceptions on the roles played by influencers in the beauty industry, it took me more than a month to get a total of one hundred responses from people of varying ages.

4.3 Questionnaire design

The information required for this thesis was gathered through the use of a survey that consisted of a total of 15 questions. The purpose of the survey was to investigate the true role that influencers play in the beauty business and provide a guide on how to convince customers to buy a product. The first portion of the survey consisted of questions concerning the respondents' ages as well as their genders. The respondents' ages were broken down into three distinct age categories for the purpose of this section of the survey: those who were under the age of 18, those who were between the ages of 18 and 25, and those who were over the age of 25.

In the second part of the study, participants were given a series of multiple-choice questions to answer concerning their behaviour on social networks and their opinions regarding influential users. There are

also questions constructed on a Likert scale with five points that measure variables identified from a variety of opinions, ranging from 1 to 5 (for example, from strongly disagreeing to strongly agreeing), as well as scores for how and in the future the evolution of consumer behaviour will be influenced by influencers.

4.4 Result analysis

The first question is one about the respondent's background that asks for an age range in order to examine people's consuming behaviour through social platforms. More than 46 percent of the respondents are between the ages of 18 and 25, according to the results of this question. In spite of this, more than 30 percent of the participants aged over 25 took part in the study on the function of marketing influencers in the beauty business. The remaining 24 percent of the respondents were young people under the age of 18 (FIGURE 1).

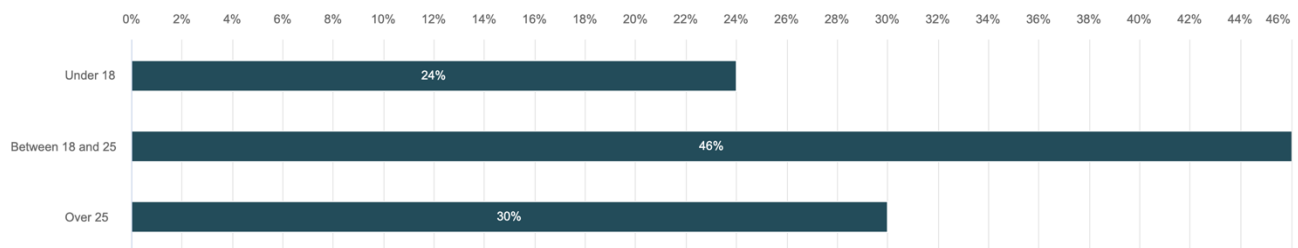


FIGURE 1. The age of 100 respondents

Furthermore, the majority of the participants were female (47%) while only 32% were male. The rest were others sharing quite big (FIGURE 2).

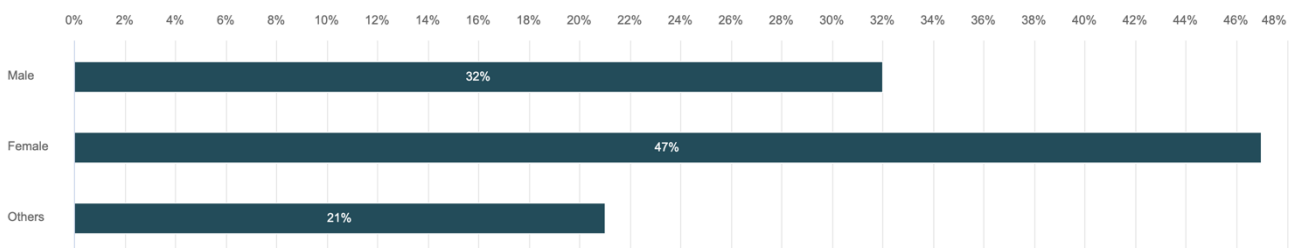


FIGURE 2. The genders of participants

Figure 3 is to conduct a poll on the behaviours of users of social networks to determine the average amount of time users spend on various social networking sites. More than 44% of the individuals spend between 3 and 6 hours per day using social networks, while more than 20% of the people spend a significant amount of time using social networks, specifically for more than 6 hours per day. On the other hand, approximately 35% of the people spend relatively little time.

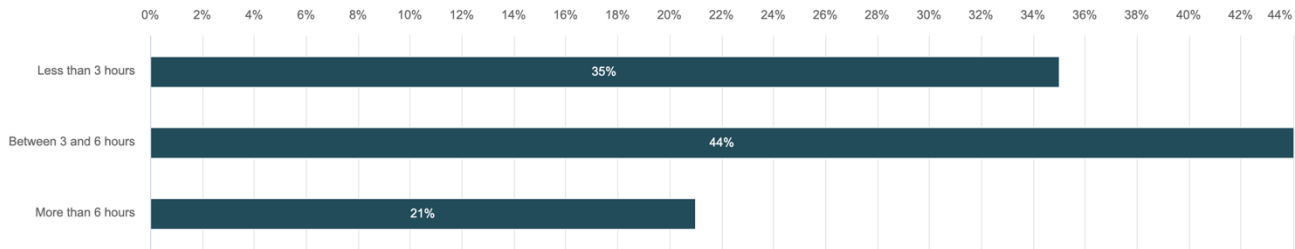


FIGURE 3. The time the respondents spend on social media

Aside from that, how many accounts do they have across the various social media sites (FIGURE 4), and which of those platforms do they utilise the most (FIGURE 4)?

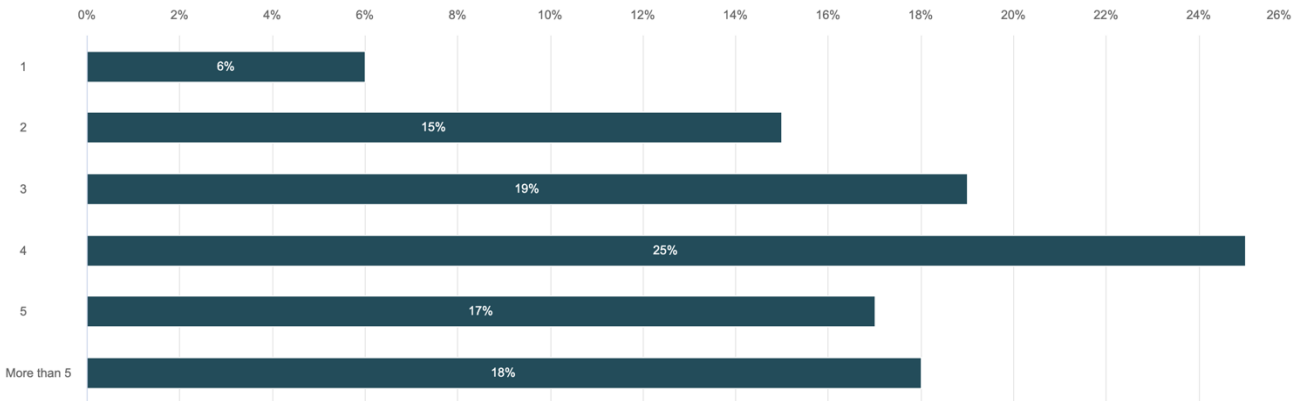


FIGURE 4. Number of accounts that respondents have

People who have four different social media accounts make up most of the total population, while those who have three different accounts come in second. In addition, the number of people who have more

than 5 accounts also accounts for a certain amount, while on the flip side, the number of people who have just one account counts for 6% of the total population.

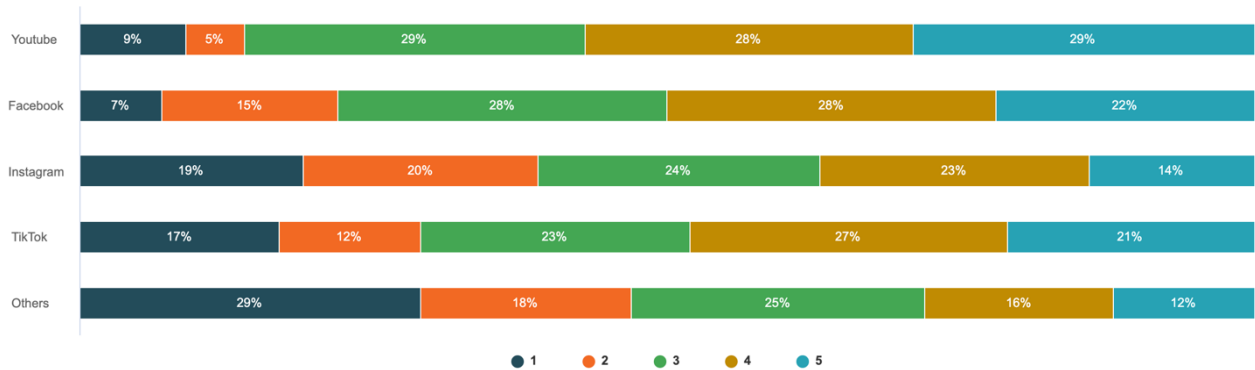


FIGURE 5. Respondents' total amount of time spent on social media platforms

According to the respondents' answers, people mostly use YouTube and Facebook, while Instagram, Tik Tok and other platforms are less and almost equal.

The next two questions are related to the ways in which users connect with social networks. The first question asks whether users follow individuals on social media platforms (FIGURE 6), and the second question inquires whether users follow people for the purpose of social media and for what reason (FIGURE 7) is this being done?

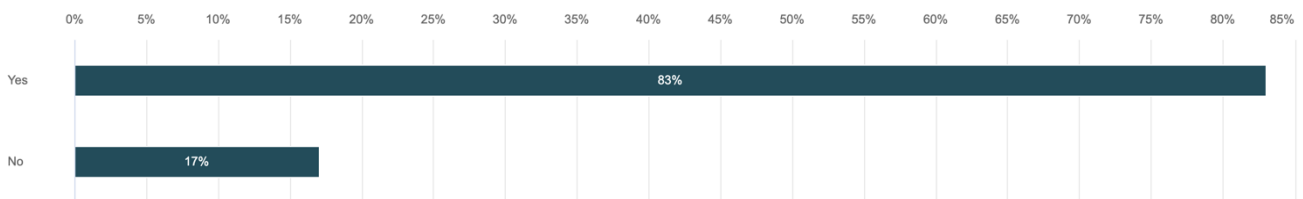


FIGURE 6. Number of respondents whether or not they follow influencers

People follow celebrities and other influential people on social media for the purpose of having fun (69%). While the remaining people follow influencers because they believe that the influencers live a lifestyle that is similar to their own (52%), or because they believe that the influencers' content is particularly interesting (48%). After that comes beauty content, which accounts for a significant percentage

of roughly 43%, followed by fitness and sports, which are also highly popular and have 45% of the total. Other content is interesting as well, though not to the same extent as the categories mentioned above.

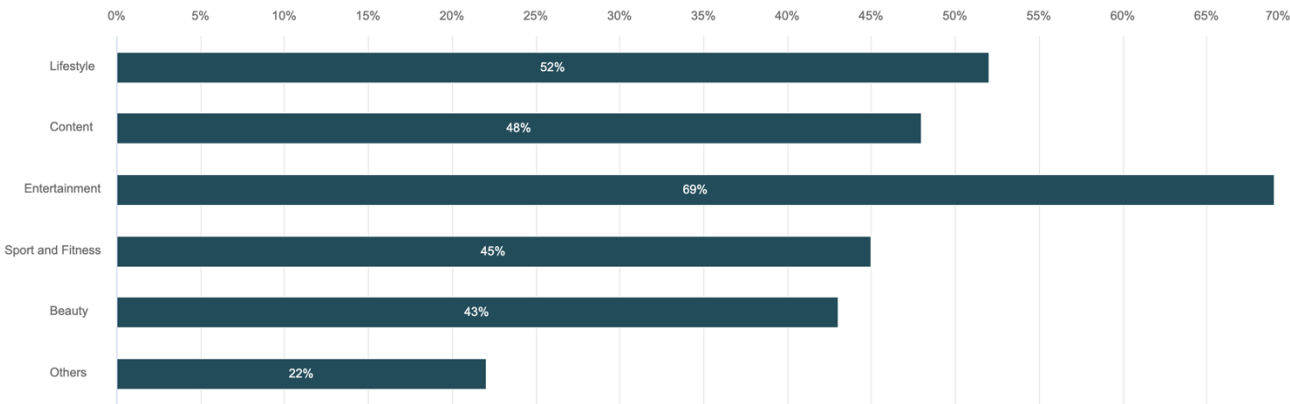


FIGURE 7. The reasons for respondents' celebrity or influencer following

People have a propensity to shop online currently, and most shoppers will look at product evaluations written by key opinion leaders or influencers to learn about the individual's own experiences with the product or service before deciding whether or not to buy it or use it. The following questions, which are also connected to the next one, provide insights into the people who purchased products from their influencers. Given that this thesis is discussing the beauty market, the following questions are also relevant to the following questions. The score ranges from one (completely disagree) to five (absolutely agree) on a scale from one to five. On a scale from 1 to 5, only 3% of respondents chose "completely disagree," while 40% choose "agree," and 31% remain indifferent (FIGURE 8).

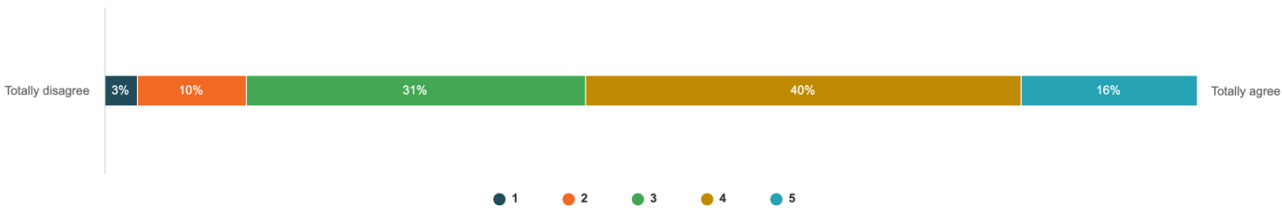


FIGURE 8. Influencers frequently advise people to buy things whether they need them or not

As a result of the ongoing growth of the beauty sector, an extensive variety of new services and products are being developed to meet the requirements of each and every customer, particularly those who are fascinated by aesthetics. Because of this, the platforms for social networking are the perfect places to

promote new images or campaigns of businesses, which makes marketing techniques more effective for the objective of reaching more people overall. A question was posed to the participants to determine whether or not they believed that the social platform was responsible for their successful product discovery (FIGURE 9).

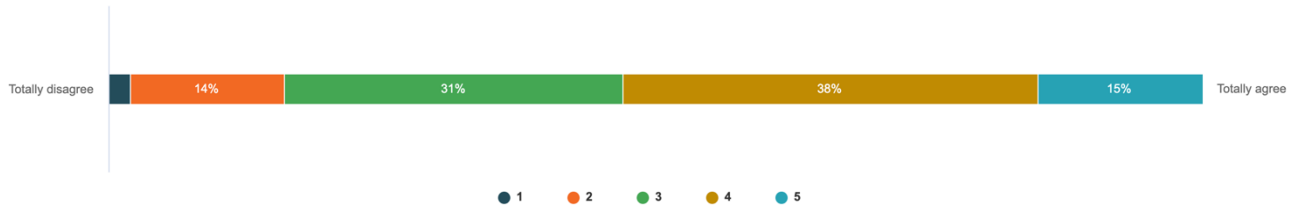


FIGURE 9. How finding new beauty products has become simpler thanks to influencer marketing

38% of the respondents believed it to be true and consented with the question, while 14% of the respondents had the opposite opinion.

In addition, when the individuals have purchased or used things advised by key opinion leaders or celebrities, have they ever been disappointed, or have they always been delighted with the products? Out of the 35% of the people who are not concerned with this topic, 31% people say that they have, at one point or another, been dissatisfied with a purchase (FIGURE 10).

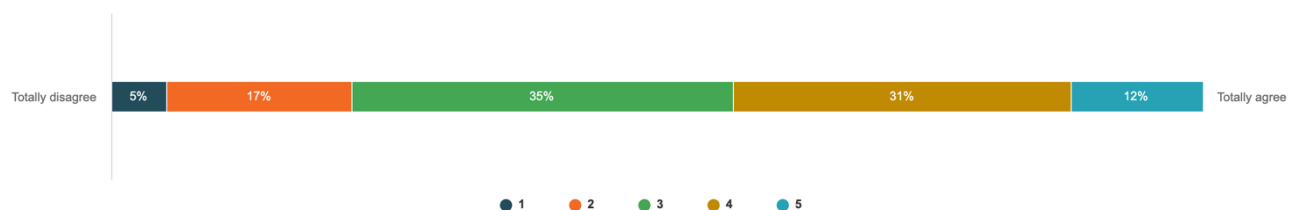


FIGURE 10. The respondents were asked if they had ever been dissatisfied with a product that influencers had suggested

Additionally, when celebrities or influencers begin to have a certain position in society, and even when influencers are regarded a formal career, people begin to realise that it affects how firms sell and distribute products to customers. This is especially true when celebrities or influencers begin to have a certain

place in society. Therefore, up to 41% of the participants have chosen to agree with the assumption that influencer marketing has a substantial impact on the purchasing decisions of customers in the beauty business, while 9% of the respondents have chosen to disagree with this statement (FIGURE 11).

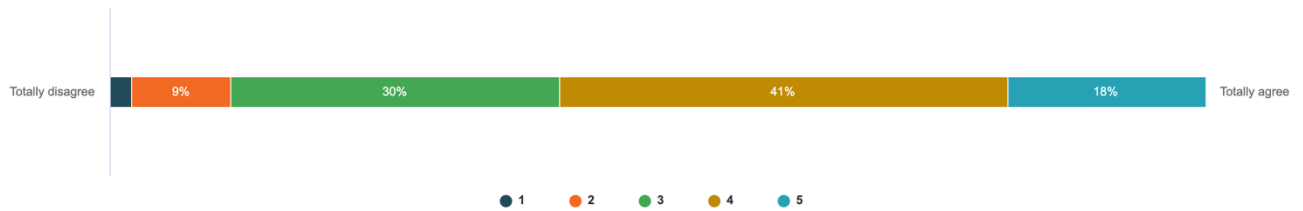


FIGURE 11. Consumer opinions about influencer marketing have a substantial impact on consumer purchasing decisions in the beauty business

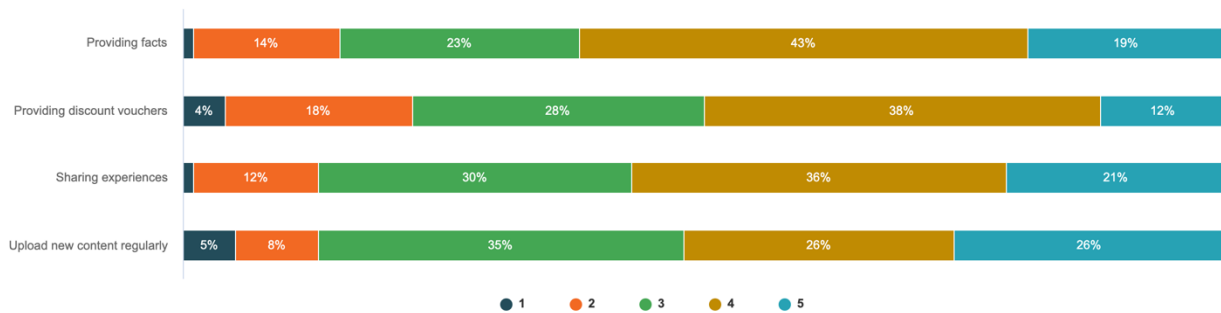


FIGURE 12. Methods by which an influencer can sway respondent's purchasing decisions

The above question is an important question to ask for information on how influencers do what they do to influence purchasing decisions. There are four possible responses to this question: "provide facts," "provide a discount vouchers," "share experiences," and "upload new content regularly". (FIGURE 12).

The following three questions, each on a scale ranging from 0 to 10, are designed to elicit responses from respondents regarding their feelings and thoughts towards influencer marketing. The information shown in table below (TABLES 1, TABLE 2, AND TABLE 3) indicates that the role of influencers will continue to expand in the future while reaping significantly fewer benefits than that both today and in the future.

TABLE 1. Consumer feedback on a beauty product recommended by a social media influencer you trust

Minimum value	Maximum value	Average	Median
1.0	10.0	6.9	7.0

The typical response to this question is 6.9, which reflects the fact that customers typically rely their purchases on the recommendations of large or minor influencers. This indicates that people are steadily growing the trend of shopping online more without going to the store in order to listen to the seller's recommendations. Online shopping has been increasingly popular in recent years. They are able to make direct purchases of things by relying on the suggestions and recommendations made by influencers.

TABLE 2. Consumer perception if the usage of influencer marketing in the beauty industry will continue to rise in the future

Minimum value	Maximum value	Average	Median
2.0	10.0	7.2	7.0

Both the beauty business and technology are continuously advancing, and it is believed that influencer marketing plays a vital part in both developments. With a mean score of 7.2, it is impossible to argue against the fact that people have a high level of appreciation for the development of influencer marketing.

TABLE 3. Respondents' perspectives if influencer marketing has resulted in a broader range of beauty items being advertised on social media

Minimum value	Maximum value	Average	Median
2.0	10.0	7.2	7.0

Respondents on average giving influencer marketing a score of 7.2 out of 10 believe that it has the ability to produce more variety in beauty products, as opposed to the monotonous traditional advertisements.

4.5 Discussion of findings

Over the past few years, there has been a steady rise in the significance of the function that influencer marketing plays in the beauty business. The potential that influencers have to sway consumer opinion and propel product sales is something that beauty brands have begun to recognise. These organisations are able to efficiently reach their target audience, boost product engagement, and develop brand awareness by forming partnerships with influential people in their respective fields.

When it comes to purchasing a product or making use of a service in any business, but especially in the beauty industry, the majority of consumers have a preconceived notion about what to expect. More than 83 percent of people who use social media platforms follow someone else on those sites in order to access a variety of content that is tailored to the users' specific areas of interest or orientation. The respondents are aware of the significant role that influencers play in the process of offering product reviews and recommendations. As a consequence of this, influencers will generate material for their audiences, such as videos, blog entries, or social media postings, in which they explain their experience with the product while providing an unbiased view. This information will then be presented to the audiences they have.

It is essential to keep in mind that authenticity and transparency are two of the most critical components of effective influencer marketing initiatives. Consumers place a high value on honest opinions and anticipate influencers to disclose any financial relationships with sponsors or partners. It is expected that the partnership between beauty companies and influencers will continue to be an essential component of marketing strategy in spite of the ongoing evolution of the beauty sector. This will enable brands to communicate productively with their audience and promote product sales. This study offers helpful recommendations for beauty companies, which direct them to provide fair attention when choosing the sort of influencers to include in a particular marketing campaign and enable them to easily reach everyone in a variety of various classes.

4.6 Recommendations

The following are some suggestions based on a conversation regarding the function that influencer marketing plays in the beauty industry and the ways in which beauty companies collaborate with influencers to promote their products. To begin, the companies or brands need to find the proper influencers. To do

this, we need to undertake extensive research to find influencers that connect with the ideals of your brand, the target audience, and the niche that sector occupies. They should look for influencers that have a real interest in the things that the firm sells and who can advocate those products in a genuine way to their audience. Then they should think about forming ongoing collaborations with influential people rather than forming one-time agreements with them. Because of this, greater brand integration is possible, and over time, a more genuine connection may be fostered with their target audience.

However, corporations ought to encourage evaluations that are truthful. It can be tempting to only look for favourable evaluations of brand's product, but they should encourage influencers to provide feedback that is honest about their offering. It is possible for an organisation to strengthen its brand credibility and demonstrate a commitment to improvement using genuine reviews, even if the reviews contain constructive criticism. In addition, brands should pay close attention to the process of measuring and tracking success since it is a vital element of the overall process. When conducting influencer marketing initiatives, it is important to establish clear objectives and targets in order to analyse key performance indicators (KPIs) such as engagement rates, conversions, and brand mentions in order to evaluate the efficacy of each collaboration. Make use of this data to maximise return on investment and optimise any future cooperation.

Investigate micro-influencers and specialised markets to investigate the possibility of forming partnerships with individuals that have a smaller following but a higher level of interaction with their audience. These influencers typically have a significant amount of influence in particular subfields and can effectively reach more narrow audiences. In addition, make sure they are up to date on the latest trends and platforms by keeping a close eye on the new social media channels that are gaining popularity among the audience the firm is trying to attract. Experiment with using new kinds of platforms or functions so that you may connect with a more extensive audience. Always keep brand's messaging constant by, for example, providing influencers with clear explanations of the brand's core values, messages, and product advantages. Give them some brand guidelines, some product information, and some key talking points to ensure that the content they produce represents the brand in a manner that is consistent throughout.

By adhering to these thoughts above, beauty companies will be able to successfully build partnerships with influencers. These collaborations will allow the companies to effectively advertise their products, raise brand awareness, and engage their target audience in a way that is both authentic and meaningful.

5 CONCLUSION

In a nutshell, the function of influencer marketing in the beauty sector is growing increasingly important for beauty brands, as it is also getting increasingly influential providing beauty companies with the ability to connect with customers on a more personal level and carries a greater weight. The promotion of products, building of brand awareness, and reaching target audiences may all be accomplished in a direct and efficient manner by forming partnerships with influential people. By forming partnerships with individuals who have a sizeable online following and a credible online presence, beauty product manufacturers can increase sales of their wares and solidify their position as an industry leader. As the beauty industry continues to undergo change, businesses in this sector should adapt their business strategies, ensure they are current with developing fashions and platforms, and place a high priority on developing genuine and interactive partnerships with industry influencers in order to thrive in this fluid environment.

Co-branding, product reviews and recommendations, sponsored content and advertising, exclusive codes and affiliate programmes, event partnerships, long-term partnerships, and collaborative product development are some of the ways that beauty companies establish mutually beneficial relationships with influencers. Other strategies include collaborative product development. These partnerships make it possible to produce authentic and compelling content that speaks directly to the needs of the target audience.

When it comes to running successful influencer marketing initiatives, transparency and authenticity are two of the most important criteria. Consumers place a high value on honest opinions and anticipate influencers to disclose any financial relationships with sponsors or partners. Companies in the beauty industry may keep their clients' trust and protect the credibility of their brands by emphasising the importance of openness.

In addition to this, it is absolutely necessary for beauty brands to locate the correct influencers who are congruent with the ideals of their brand and their intended audience. Long-term partnerships with influencers make it possible to integrate a brand more deeply and contribute to the development of an authentic connection with an influencer's audience over the course of time.

It is essential to monitor and analyse the efficacy of influencer marketing efforts in order to improve future collaborations and increase return on investment. Insight into the efficiency of a partnership can

be gained from key performance measures such as the percentage of users who engaged with it, the number of users who converted, and the number of times the brand was mentioned.

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APPENDIX 1

QUESTIONNAIRE SURVEY

THE ROLE OF INFLUENCERS MARKETING IN THE BEAUTY INDUSTRY- Investigate how beauty companies partner with influencers to promote their products

Hi, my name is Thu Vo and I am conducting this survey to support my Bacher thesis. I greatly appreciate your time on this research survey and your answers will help me gather useful information. I pledge all information to be used for educational purposes.

1. How old are you?

- Under 18
- Between 18 and 25
- Over 25

2. What is your gender?

- Male
- Female
- Others

3. How many hours do you spend on social media a day?

- Less than 3 hours
- Between 3 and 6 hours
- More than 6 hours

4. How many social media accounts do you have?

- 1
- 2
- 3
- 4
- 5
- More than 5

5. Which platform do you spend the most and the least time on? (5 is the most and 1 is the least)

	1	2	3	4	5
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Do you follow any influencers in social media?

- Yes
- No

7. Why do you follow them?

- Lifestyle
- Content
- Entertainment
- Sport and Fitness
- Beauty
- Others

8. Do you agree that your influencers recommend you to buy needed products or services in the beauty industry?

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

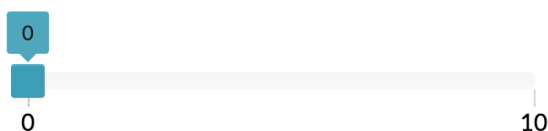
9. Do you think that influencer marketing has made it easier to discover new beauty products?

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

10. Have you ever been disappointed with a beauty product that you purchased based on an influencer's recommendation?

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

15. On a scale 0 to 10 (0 is no and 10 is yes), do you think that influencer marketing has led to a more diverse range of beauty products being promoted on social media?



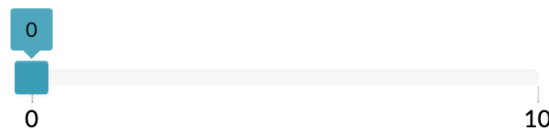
11. Do you believe that influencer marketing has a significant impact on the purchasing decisions of consumers in the beauty industry?

	1	2	3	4	5	
Totally disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally agree

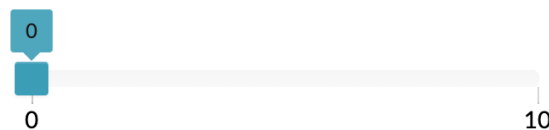
12. In what way can an influencer influence your decision to buy?

	1	2	3	4	5
Providing facts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing discount vouchers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upload new content regularly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. On a scale 0 to 10 (0 is no and 10 is yes), would you be more likely to purchase a beauty product if it was recommended by an influencer that you trust and follow on social media?



14. On a scale 0 to 10 (0 is no and 10 is yes), do you think that the use of influencer marketing will continue to grow in the beauty industry in the future?



15. On a scale 0 to 10 (0 is no and 10 is yes), do you think that influencer marketing has led to a more diverse range of beauty products being promoted on social media?

