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SOCIAL MEDIA INFLUENCE IN THE BEAUTY INDUSTRY: CONTENT PRACTICES OF MAKEUP ARTISTS AND THEIR EFFECTS

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ABSTRACT

In the present study, the primary objective was to examine the social media platforms utilized by makeup artists and to analyze the content they share as influencers. The research aimed to assess the impact of these influencers on young adults, with particular focus on the beauty products they endorse and the ethical considerations associated with their promotional practices. Additionally, the study explored the extent to which products recommended by influencers are purchased by young adults, as well as any resulting changes in lifestyle among this demographic.

The sample consisted of 100 young adults drawn from 15 departments of Panjab University, Chandigarh. Data was collected using a structured questionnaire comprising 20 items, developed by the investigator.

The main findings of the study provide valuable insights into the attitudes and behaviors of young adults aged 22 to 26 in relation to makeup artists, social media influencers, and beauty trends. The results reveal that a significant majority of respondents engage with beauty influencers on a daily basis, primarily through platforms such as Instagram and YouTube (100%), followed by Pinterest (80%).

The interpretations of the data further suggest that content shared by makeup artists — including product reviews, tutorials, and beauty tips — strongly resonates with this age group. Influencers are perceived to have a noticeable impact on shaping beauty standards, with most respondents acknowledging their influence as situational yet significant. Moreover, such content not only informs purchasing decisions but also inspires individuals to experiment with their looks, enhancing personal expression, confidence, and creativity.

KEYWORDS: *Content Strategies, Makeup Artist, Social Media, Young Adults.*

1.1 INTRODUCTION

The influence of makeup artists as influencers on young adults has become a prominent phenomenon in the digital age, shaping perceptions of beauty, consumer Behaviour, and self-expression. With the proliferation of social media platforms like Instagram, and YouTube makeup artists have gained substantial followings, wielding significant power to dictate trends and influence purchasing decisions. This introduction seeks to explore the multifaceted impact of makeup artists as influencers on young adults, examining their role in setting beauty standards, inspiring creativity, and fostering a sense of community. By understanding the complexities of this influence, we can gain valuable insights into the evolving landscape of beauty culture and its impact on the next generation.

1.2 REVIEW OF RELATED LITERARTURE

Jenkins (2022) studied that that how influencers depict the modern-day arrangement of mass magazines planned for women how the objectives founded by women's magazines are planned for women and how the ideals founded by women's magazines of history have resurfaced through influencers.

Srithong (2022) explored that constant concentration with YouTube regularizes the recurrence of advertising which led the players to formulate various departure habits to fare with undesirable advertisement on the Internet. Nonetheless, the outcomes also indicated that advertisements were cited to the engaging and players would continue to observe them if the content of the advertisements was satisfying and outstanding.

Liu (2023) studied that beauty influencers play an important role in influencing customer purchasing decisions.

Pecas (2023) analysed that cosmetic brands should precisely consider the creator's story as it results in consumer behaviour through brand naming and alter their marketing strategies to the target division. Moreover, when internationalizing a makeup brand, it is important to learn the new market's actions, as nationality was set up to play a notable role in consumer actions in the industry.

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Cosmetic consumers were found to be very true to their loved brand making it evaluative for companies to make a powerful imitation of consumers from the start of their decision-making affair.

1.3 OBJECTIVES OF THE STUDY

1. To examine the social media platforms most commonly utilized by makeup artists for professional promotion and audience engagement.
2. To analyze the types of content created and shared by makeup artists in their role as social media influencers.
3. To study the effect of various social media makeup influencer on young adults.

1.4 RESEARCH QUESTIONS

1. Which social media platforms do makeup artists predominantly use to showcase their work and connect with young audiences?
2. What types of content do makeup artists typically create and share on social media to influence the young Adults?
3. How do young adults perceive makeup influencers, and what are their attitudes toward such content on social media platforms?

1.5 SAMPLE OF THE STUDY

A sample pool of 100 female respondents, all from Panjab University, Chandigarh, aged between 20 and 27, was randomly selected from the Student Center. Among these respondents, 8 are working and 92 are non-working.

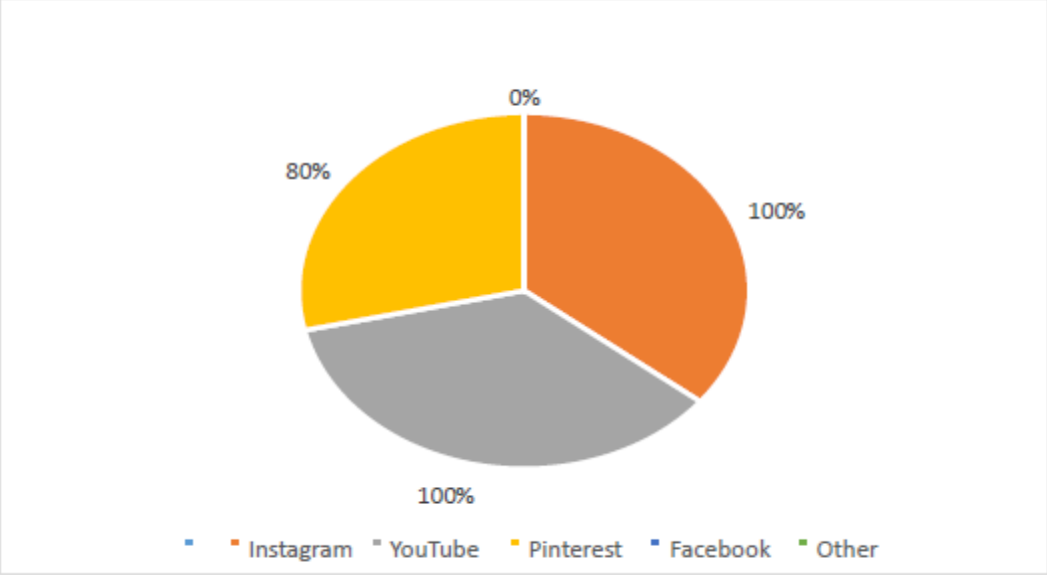
1.5 TOOLS AND TECHNIQUES

The selection of research tools was thoughtfully carried out to ensure alignment with the study's objectives. A partially structured questionnaire comprising 24 items was designed, by the investigator on a 5point Likert scale to collect the data.

1.6 ANALYSIS AND INTERPRETATION OF THE DATA

Table No: - 1.1 Social Media Platforms

Social Media Platforms	Percentage
Instagram	100%
YouTube	100%
Pinterest	80%
Facebook	0%
others	0%



Pie Chart Showing Social Media Platforms Used by Makeup Artists.
Figure No: - 1.1

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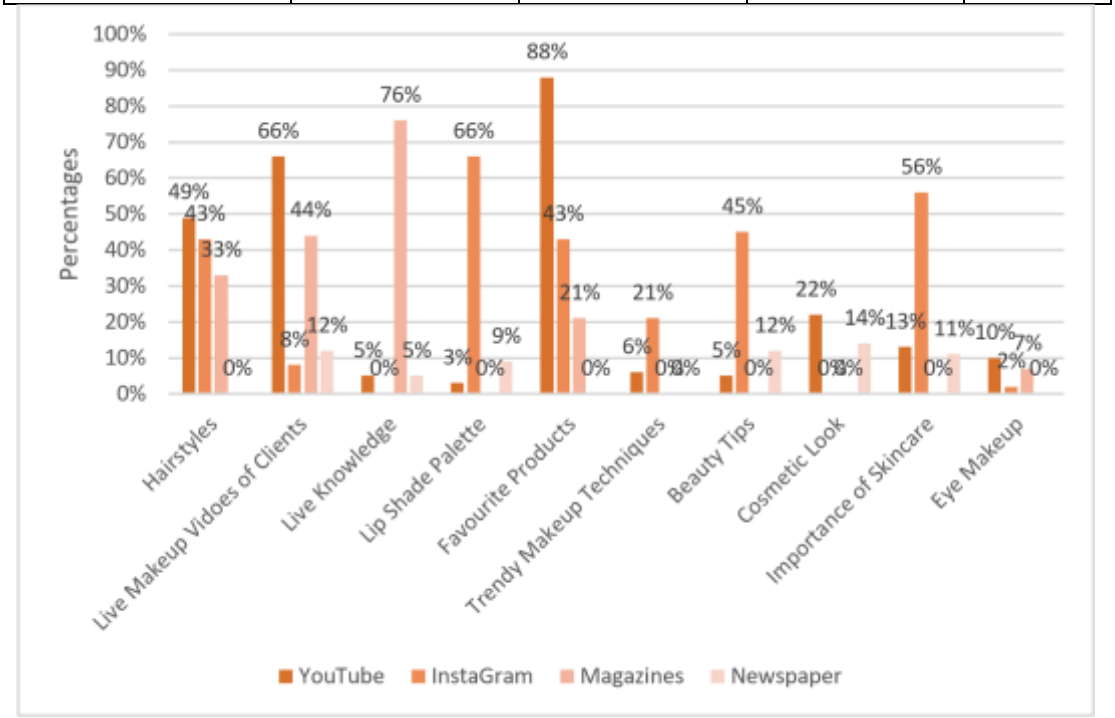
Interpretation

Figure 1.1 illustrates that Instagram and YouTube are the preferred platforms for the majority of young adults, with 100% of respondents indicating usage.

Additionally, 80% of young adults prefer to consume makeup artist content on Pinterest. Interestingly, Facebook does not appear to be popular choice among youngsters for accessing makeup artist content.

Table No: - 1.2
Content Followed on Different Platforms.

Category	YouTube	Instagram	Magazines	Newspaper
Hairstyles	**49%**	**43%**	**33%**	**0%**
Live makeup videos of Clients	**66%**	**8%**	**44%**	**12%**
Live Knowledge	**5%**	**0%**	**76%**	**5%**
Lip Shade Palette	**3%**	**66%**	**0%**	**9%**
Favorite Products	**88%**	**43%**	**21%**	**0%**
Trendy Makeup Techniques	**6%**	**21%**	**0%**	**0%**
Beauty Tips	**5%**	**45%**	**0%**	**12%**
Cosmetic Look	**22%**	**0%**	**0%**	**14%**
Importance of Skincare	**13%**	**56%**	**0%**	**11%**
Eye Makeup	**10%**	**2%**	**7%**	**0%**



Bar Graph Showing Content Followed on Different Platforms.
Figure No: - 1.2

Interpretation

Figure 1.2 clearly indicates that **YouTube** is the most preferred platform for consuming beauty-related content, especially for practical and visual topics such as:

- **Favorite Products** (88%)
- **Live Makeup Videos of Clients** (66%)
- **Hairstyles** (49%)

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YouTube's visual nature and long-form video capabilities make it ideal for tutorials and product reviews, which are key areas of interest for users seeking hands-on knowledge and trusted recommendations.

Instagram, while less dominant overall compared to YouTube, still performs strongly for content that is **visual and trend-focused**, such as:

- **Lip Shade Palettes** (66%)
- **Importance of Skincare** (56%)
- **Beauty Tips** (45%)

This reflects Instagram's role as a platform for quick, aesthetic, and image-driven content, favored by users for discovering the latest makeup and skincare trends.

Magazines are still valued for **in-depth and informative content**, particularly:

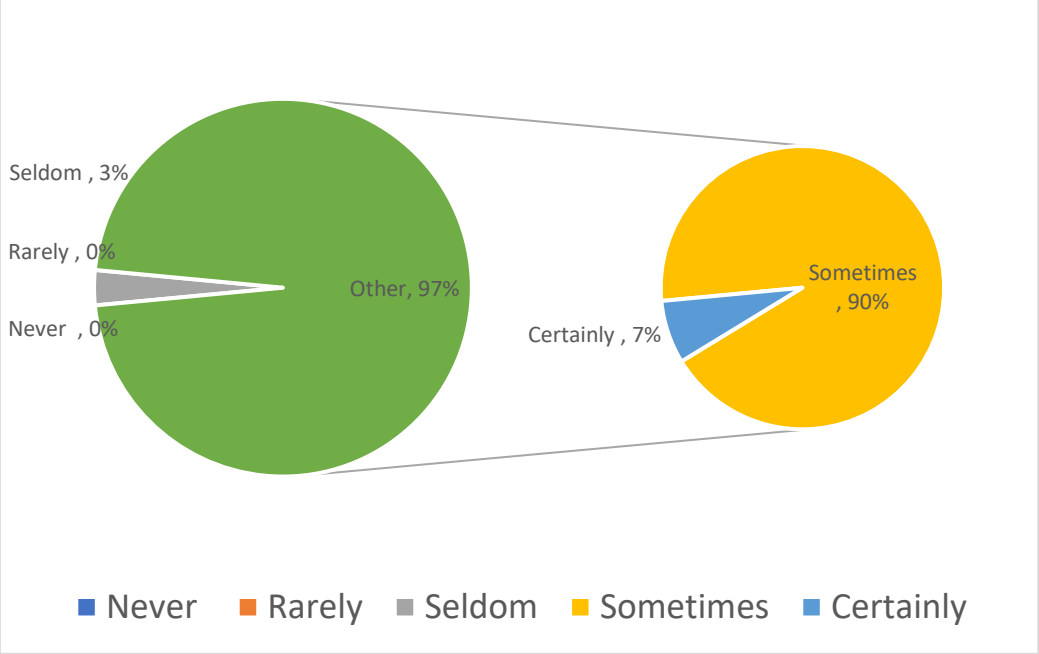
- **Knowledge-based Articles** (76%)
- **Live Makeup Videos of Clients** (44%)—possibly referring to interviews or photographic step-by-step sessions.
- **Hairstyles** (33%)

This suggests that traditional media retains some relevance, especially among audiences seeking detailed, editorial-style beauty content.

Newspapers, on the other hand, appear to have minimal engagement in beauty content, with no category crossing 14%. Their relatively low percentages across all content types highlight their limited role in the modern beauty and makeup information ecosystem.

Table No: - 1.3
Makeup Artists and Influencers Impact Perceptions of Beauty Standards.

Opinion	Percentages
Never	**0%**
Rarely	**0%**
Seldom	**3%**
Sometimes	**90%**
Certainly	**7%**



Pie Chart Showing Makeup Artists and Influencers Impact Perceptions of Beauty Standards.
Figure No: - 1.3

Interpretation

The data of Table 1.3 reveals a strong consensus among respondents regarding the **influence of makeup artists and social media influencers on shaping beauty standards**:

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- A significant **90% of respondents believe that influencers *sometimes* impact beauty perceptions**, indicating a widespread acknowledgment of their role in subtly shaping ideals through content, tutorials, and product promotions.
- Only **7% of participants feel that the impact is *certain*** and consistent, suggesting that while influence is recognized, it may not be perceived as absolute or always deliberate.
- A very small portion (**3%**) selected *seldom*, and **none** chose *never* or *rarely*, which underscores that **almost all respondents perceive at least some degree of influence**—even if indirect or situational.

1.7 CONCLUSIONS

- **Young Adults as Primary Demographic**

The study offers valuable insights into the attitudes and behaviors of young adults aged 22 to 26, highlighting their strong engagement with beauty influencers and current makeup trends.

- **Dominance of Social Media Platforms**

Instagram and YouTube emerge as the leading platforms for makeup artists, emphasizing their pivotal role in influencing beauty preferences and setting digital beauty trends.

- **High Daily Engagement with Influencers**

A significant number of respondents reported interacting with beauty influencers on a daily basis, reflecting the deep integration of influencer content into their everyday digital routines.

- **Influence on Beauty Standards**

The findings reveal that makeup artists and social media influencers significantly shape perceptions of beauty, with most participants acknowledging their impact—whether subtle or direct.

- **Empowerment Through Content**

Despite potential concerns, makeup tutorials and influencer-driven content empower users to experiment with different techniques, boosting their confidence and encouraging self-expression.

- **Role in Trend Creation and Inspiration**

Influencers and makeup artists not only follow beauty trends but also actively shape them, serving as sources of inspiration and creativity for their audiences.

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