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INFLUENCER MARKETING AND ITS INFLUENCE ON CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS – A STUDY IN COIMBATORE

Rajaabitha P T[1], Mr. T. Sivagnana Selvakumar[2]
[1]*II MBA*
[2]*Assistant Professor*
Sakthi Institute of Information and Management Studies
Pollachi, Coimbatore, Tamil Nadu 642001

ABSTRACT
The rapid growth of social media platforms has significantly transformed marketing strategies across industries, especially in the cosmetic sector. Influencer marketing has emerged as one of the most effective digital marketing tools influencing consumer perceptions, purchase intentions, and brand loyalty. This study examines the influence of influencer marketing on consumer behaviour towards cosmetic products in Coimbatore. The study focuses on factors such as influencer credibility, product reviews, content quality, trustworthiness, brand awareness, and purchase intention. The research aims to evaluate how influencer marketing affects consumer decision-making and buying behaviour in the cosmetic industry. Data for the study were collected through structured questionnaires from consumers in Coimbatore using both qualitative and quantitative approaches. The findings reveal that influencer recommendations, authentic product reviews, and engaging social media content significantly influence consumers' cosmetic purchasing decisions. Influencer marketing also increases brand awareness, trust, and repeat purchase intention among consumers. This study provides valuable insights for cosmetic brands and marketers in developing effective influencer marketing strategies that improve customer engagement, consumer satisfaction, and long-term brand loyalty.

KEYWORDS: *Influencer Marketing, Consumer Behaviour, Cosmetic Products, Social Media Influencers, Brand Awareness, Purchase Intention, Consumer Trust, Beauty Influencers, Digital Marketing, Customer Satisfaction.*

I. INTRODUCTION

Influencer marketing involves collaborating with individuals who possess a significant following and influence on social media platforms. These individuals, known as influencers, have the ability to sway the purchasing decisions and behaviours of their audience based on their credibility, expertise, and relatability. The partnership between brands and influencers typically entails creating and disseminating content that promotes the brand's products or services. The evolution of influencer marketing can be traced back to the early 2000s, primarily with the advent of blogging and social media. Initially, bloggers and online personalities gained traction for their authentic content and unique perspectives. As social media platforms gained popularity, influencers began to amass sizable followings, presenting an opportunity for brands to leverage their reach and impact.

Influencer marketing harnesses the power of social proof to sway consumer behaviour. Social proof refers to the phenomenon where people are influenced by the actions and opinions of others. When consumers see others purchasing and endorsing a product or service, they are more likely to follow suit, assuming that if others find value in the offering, they will too. This creates a snowball effect where the more people endorse a product or service, the more appealing it becomes to others, leading to increased sales and brand loyalty.

Influencers excel at creating emotional connections with their audience. Through storytelling, sharing personal anecdotes, and showcasing their lifestyles, influencers evoke emotions that resonate with their followers. This emotional connection can significantly impact consumer behaviour, as emotions play a crucial role in decision-making.

Influencer marketing has revolutionized the way businesses connect with consumers and drive sales in today's digital landscape. By leveraging the influence of trusted individuals within their respective niches, brands can effectively build trust, drive purchase intent, foster engagement, influence purchase decisions, and leverage social proof to achieve business objectives. As consumers increasingly turn to social media for product recommendations and inspiration, influencer marketing will continue to play a crucial role in shaping consumer behaviour and driving business success. Embracing this powerful strategy can help businesses stay relevant, competitive, and profitable in an ever-evolving marketplace.

Influencer marketing is about leveraging the trust and authenticity influencers have built with their audiences to drive awareness, engagement, and ultimately, consumer behaviour. Unlike traditional advertising, influencer marketing thrives on genuine, relatable

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content created by individuals who resonate deeply with their followers. This connection allows brands to tap into communities that are already engaged and invested, making campaigns more impactful.

Brands are increasingly finding that working with micro and nano-influencers delivers excellent results at a fraction of the cost of mega-influencers or traditional ads. This cost-effective approach not only increases return on investment but also ensures deeper engagement with smaller, highly targeted audiences.

Influencer marketing continues to thrive because it centers on relationships between creators and their audiences, and between brands and consumers. By harnessing influencers' trust, niche expertise, and creative skills, brands can build campaigns that not only capture attention but also drive measurable results in an authentic, engaging way.

Social media influencers have become the linchpin of influencer marketing. These individuals have cultivated devoted communities around their interests, expertise, or persona. The digital age has empowered individuals to become influential figures without the need for traditional media outlets. Consequently, influencers have the potential to influence consumer decisions through their relatable and authentic interactions with their audience. Influencers often operate in various niches such as fashion, beauty, travel, lifestyle, technology, and more. Their diverse areas of specialization enable brands to connect with specific target demographics, ensuring that marketing efforts are finely tuned and resonate with the intended audience. Understanding the background and the pivotal role of influencers in marketing lays the foundation for comprehending their impact on consumer behaviour towards cosmetic products.

II. REVIEW OF LITERATURE

Jasmine V.M and Jobin George (2024), in their study *"*Cosmetic Curation: Examining the Role of Influencer Marketing in Shaping Consumer Perception," applied Consumer Perception Theory and the Influencer Marketing Framework to examine how social media influencers affect purchase decisions in the cosmetics sector. The study considered consumer buying behaviour as the dependent variable and influencer marketing factors such as social media influence and perception drivers as independent variables. Using purposive sampling and descriptive analysis, the research found that influencer credibility, relatability, and online presence significantly shape consumer perception and positively impact cosmetic purchase decisions.

Margareta Nadanyiova, Lubica Gajanova, Jana Majerova, and Lenka Lizbetinova (2020), in their study "Influencer Marketing and Its Impact on Consumer Lifestyles," examined how influencer marketing activities affect consumer lifestyles, particularly among Slovak consumers. Grounded in consumer perception and lifestyle theory along with the influencer marketing framework, the study considered consumer lifestyle patterns as the dependent variable and influencer marketing elements such as social media influence, trust, and admiration as independent variables. Using a questionnaire survey and statistical hypothesis testing, the findings revealed that influencer credibility and online engagement significantly shape consumer attitudes and contribute to noticeable lifestyle changes.

John Simon E. Abraham, Sophia Justine L. Floreto, Margaux Isabella B. Pagkalinawan, and Antonio E. Etrata Jr. (2023–2024), in their study "Consumer Perception on Influencer Marketing Efforts of Brands in the Beauty and Cosmetics Industry," analysed the factors affecting consumer perception toward influencer marketing in the beauty and cosmetics sector. Based on Consumer Perception Theory and the Influencer Marketing Framework, the study considered purchase intention and recommendation as dependent variables, while sponsorship disclosure labels, platform used, type of post, and influencer credibility were treated as independent variables. Using Structural Equation Modelling (SEM), the findings indicated that influencer credibility and transparency significantly enhance purchase intention and recommendation, offering strategic insights for brands and marketing agencies.

Bolade Adebayo (2023–2024), in the study "The Role of Influencer Marketing in Consumer Purchasing Behaviour for Cosmetic Products," examined how influencer marketing activities shape consumer purchasing behaviour in the cosmetics industry. Grounded in the Influencer Marketing Framework and Consumer Behaviour Theory, the research treated consumer purchasing behaviour as the dependent variable and factors such as social media promotion, influencer reach, and brand connection as independent variables. Using survey-based analysis with descriptive and inferential statistical methods, the study concluded that influencer reach, engagement, and strong brand association significantly enhance consumers' purchase decisions and expand brand visibility in the cosmetic market.

Siiri Räsänen (2022), in the study "Consumer Perceptions of Influencer Marketing in Cosmetic Industry," explored how Millennials and Gen Z perceive influencer marketing and how it influences their purchase behaviour in the cosmetics sector. Drawing on Social Media Marketing, Influencer Marketing, Network Theory, and Cultural Marketing perspectives, the study considered consumer perception, purchase behaviour, and authenticity/trust as key dependent aspects, while paid collaborations, authenticity, platform engagement, and influencer history were treated as influencing factors. Using a quantitative survey conducted through Webropol

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and descriptive statistical analysis, the findings revealed that authenticity and trust play a crucial role in shaping positive consumer perceptions and purchase decisions in the cosmetic industry.

Mukta Garg and Apurva Bakshi (2024), in their study "Exploring the Impact of Beauty Vloggers' Credible Attributes, Parasocial Interaction, and Trust on Consumer Purchase Intention in Influencer Marketing," examined how beauty vloggers influence consumer purchase intention in the cosmetics industry. Based on the Source Credibility Model and Parasocial Interaction theory, the study considered consumer purchase intention as the dependent variable, while vloggers' credibility attributes (trustworthiness, expertise, and attractiveness) and parasocial interaction were independent variables. Using Structural Equation Modelling (SEM) with SmartPLS software, the findings revealed that credible attributes and strong parasocial relationships significantly enhance consumer trust, which in turn positively influences purchase intention toward cosmetic products.

Dr. Grace Hemalatha and Ms. Namitha M. N (2024), in their study "A Study on Impact of Online Market Perception on Consumer Buying Behaviour Towards Cosmetics," examined how consumers' perceptions of the online market influence their purchase decisions in the cosmetics sector. Grounded in the Technology Acceptance Model (TAM) and the Elaboration Likelihood Model (ELM), the research considered consumer buying behaviour and purchase decisions as dependent variables, while online market perception factors such as user reviews, brand standing, and website usability were treated as independent variables. Using quantitative survey analysis with descriptive and inferential statistics, the study found that positive online perceptions significantly enhance consumer confidence, engagement, and ultimately cosmetic purchase decisions.

III. RESEARCH OBJECTIVES

- To analyse the impact of influencer credibility on brand trust.
- To examine the role of influencer content in the purchase decision process.
- To assess the relationship between parasocial interaction and brand loyalty.
- To evaluate the influence of social commerce on impulse buying.
- To identify demographic variations in response to influencer marketing.

IV. SCOPE OF THE RESEARCH

1.This study focuses on the influence of influencer marketing on consumer behaviour towards cosmetic products in Coimbatore. The research mainly examines how social media influencers affect consumer perceptions, buying behaviour, and brand awareness in the cosmetic industry.
2. The study evaluates various influencer marketing factors such as product reviews, influencer credibility, promotional content, trustworthiness, and social media engagement. It also studies how these factors influence consumer purchase intention, satisfaction, and loyalty.
3. The research is based on both qualitative and quantitative research methods using structured questionnaires distributed among cosmetic consumers in Coimbatore. The study provides insights into the preferences and behaviour of consumers exposed to influencer marketing.
4. Ultimately, this research contributes to understanding the effectiveness of influencer marketing in the cosmetic industry and helps marketers develop strategies to improve customer engagement, brand image, and consumer retention.

V. RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design used in this study is descriptive research design. It is suitable as the study aims to describe the characteristics of consumers, their perceptions, and their responses to influencer marketing. The design helps in understanding how influencer attributes such as credibility, content quality, and engagement impact consumer behaviour in the cosmetics industry.

AREA OF THE STUDY

The study is geographically confined to Coimbatore District in Tamil Nadu. Coimbatore is one of the rapidly developing urban regions with increasing internet penetration and social media usage among consumers. The city provides a suitable environment for studying influencer marketing and consumer behaviour towards cosmetic products.

POPULATION OF THE STUDY

The target population for the study includes consumers residing in Coimbatore who use social media platforms and purchase cosmetic products. These consumers are exposed to influencer-generated content related to skincare, makeup, haircare, and beauty products.

SAMPLING TECHNIQUE

The study uses a non – probability convenience sampling technique. Respondents are selected based on their accessibility and willingness to participate. This method is appropriate due to time and resource constraints.

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SAMPLE SIZE

The sample size of the study consists of 141 respondents from Coimbatore District. The sample provides insights into consumer behaviour and the effectiveness of influencer marketing in the cosmetic industry.

HYPOTHESIS OF THE STUDY

Based on the research objectives and literature review, the following hypotheses were formulated:

1.H1: Influencer recommendations significantly influence consumer purchase decisions towards cosmetic products.

2. H2: Influencer credibility positively impacts consumer trust and brand preference.

3.H3: Social media influencer content significantly affects consumer awareness regarding cosmetic brands.

4.H4: There is a significant association between consumer engagement with influencer content and purchase intention.

METHODS OF DATA COLLECTION

Data for the study were collected using two major methods:

1.PRIMARY DATA

Primary data were collected through structured questionnaires distributed among cosmetic consumers in Coimbatore.

2.SECONDARY DATA

Secondary data were collected from journals, research articles, books, websites, and previous studies related to influencer marketing, consumer behaviour, and cosmetic products.

TOOLS FOR DATA ANALYSIS

➢ PERCENTAGE ANALYSIS

Percentage analysis was used to simplify and interpret the collected data by converting responses into percentages. This method helps understand consumer opinions, preferences, and purchasing behaviour related to influencer marketing. 4 Percentage = ((a portion)/ (the whole)) × 100

➢ CHI-SQUARE TEST

The Chi-Square Test was applied to examine the relationship between two categorical variables. In this research, it was used to determine whether influencer marketing factors significantly influence consumer purchase behaviour towards cosmetic products.

VI. DATA ANALYSIS AND INTERPRETATION

Percentage Analysis

Consumers viewing influencer content related to cosmetics

Influencer Content	No. of Respondents	Percentage
Rarely	51	36.2
Sometimes	51	36.2
Never	19	13.5
Often	16	11.3
Very Often	4	2.8
Total	141	100

Interpretation

The majority of respondents view influencer content related to cosmetic products either rarely or sometimes, accounting for 36.2% each. Only a smaller proportion of respondents frequently engage with influencer content. This indicates that influencer marketing has moderate visibility among consumers, while there is still potential for brands to improve audience engagement through more attractive and relatable content.

Products purchased through influencer recommendation

Products	No. of Respondents	Percentage
Skincare	72	51.1
Haircare	30	21.3
Makeup	24	17.0
Fragrance	9	6.4
Others	6	4.2
Total	141	100

Interpretation

The findings show that skincare products are the most commonly purchased products through influencer recommendations, accounting for 51.1% of respondents. Haircare and makeup products also influence consumer purchases to a considerable extent. This indicates that influencer marketing is particularly effective in promoting skincare and beauty-related products among consumers.

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Chi-square test- 1

H_0: There is no significant association between consumer gender and awareness related to cosmetic products.
H_1: There is a significant association between gender and awareness related to cosmetic products.

	Value	df	Asymp.Sig. (2 – Sided)
Pearson chi square	7.430	8	.491
Likelihood Ratio	7.982	8	.435
Linear-by-Linear Association	0.842	1	.359
N of valid cases	141		

Calculated χ^2 value: 7.430
Degree of Freedom: 8
Signification Level: 0.491

INTERPRETATION

The Pearson Chi-square value is **7.430** with a p-value of **0.491**, which is greater than 0.05. Hence, the null hypothesis is accepted. It is concluded that there is no significant relationship between gender and awareness towards influencer marketing among the respondents.

Chi-square test- 2

H_0: There is no significant association between view influencer content related to cosmetics and influencers increase awareness.
H_1: There is a significant association between view influencer content related to cosmetics and influencers increase awareness.

	Value	df	Asymp. Sig. (2 – sided)
Pearson chi square	22.390	16	.131
Likelihood Ratio	23.045	16	.111
Linear-by-Linear Association	2.908	1	.088
N of valid cases	141		

Calculated χ^2 value: 22.390
Degree of Freedom: 16
Signification Level: 0.131

INTERPRETATION

The Pearson Chi-square value is 22.390 with a p-value of 0.131, which is greater than 0.05. Hence, the null hypothesis is accepted. It is concluded that there is no significant relationship between viewing frequency and awareness of influencers.

Chi-square test- 3

H_0: There is no significant association between influencer product reviews and consumer trust towards cosmetic brands.
H_1: There is a significant association between influencer product reviews and consumer trust towards cosmetic brands.

	Value	df	Asymp. Sig. (2 – sided)
Pearson chi square	227.500	16	.000
Likelihood Ratio	235.882	16	.000
Linear-by-Linear Association	61.203	1	.000
N of valid cases	141		

Calculated χ^2 value: 227.500
Degree of Freedom: 16
Signification Level: 0.000

INTERPRETATION

The Pearson Chi-square value is 227.500 with a p-value of 0.000, which is less than 0.05. Hence, the null hypothesis is rejected. It is concluded that there is a significant relationship between honest influencer reviews and trying new cosmetic brands.

VII. FINDINGS

1. Influencer Marketing Significantly Affects Cosmetic Purchases A majority of respondents are influenced by social media influencers while purchasing cosmetic products. Influencer reviews, 7 tutorials, and recommendations positively affect consumer purchase intention and brand awareness.

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2. Skincare Products Are Highly Influenced by Influencer Recommendations More than half of the respondents purchase skincare products based on influencer recommendations. This indicates that consumers trust influencer reviews regarding skincare effectiveness and product quality.
3. Consumers Moderately Engage with Influencer Content Most respondents either rarely or sometimes view influencer content related to cosmetics. This suggests that while influencer marketing is impactful, brands still need to improve engagement strategies to attract consumers more frequently.
4. Influencer Credibility and Trust Play Important Roles Consumers are more likely to trust influencers who provide honest reviews, authentic content, and transparent product recommendations. Trustworthiness significantly affects consumer attitudes towards cosmetic brands.

VIII. SUGGESTIONS AND RECOMMENDATION

Improve Content Engagement
Cosmetic brands should collaborate with influencers who create engaging, informative, and relatable content to increase consumer interaction and visibility.

Focus on Authentic Product Reviews
Consumers prefer honest and transparent reviews rather than excessive promotional content. Influencers should provide genuine opinions and demonstrations to improve consumer trust.

Utilize Skincare Influencer Campaigns
Since skincare products receive the highest influence through social media recommendations, cosmetic brands should focus more on skincare-related influencer marketing campaigns.

Strengthen Consumer Trust
Brands should collaborate with credible influencers who maintain consistency, authenticity, and professionalism. Trust-building strategies can improve customer loyalty and long-term brand relationships.

IX. CONCLUSION

This study highlights the growing importance of influencer marketing in shaping consumer behaviour towards cosmetic products in Coimbatore. Social media influencers significantly affect consumer awareness, product perception, and purchase intention through engaging content, reviews, tutorials, and recommendations. The findings reveal that influencer marketing is especially effective in promoting skincare and beauty-related products among consumers.

The study also emphasizes that influencer credibility, trustworthiness, and authentic content play crucial roles in influencing customer attitudes and brand loyalty. Consumers are more likely to purchase cosmetic products when they trust influencer opinions and perceive influencer content as genuine and informative.

Furthermore, the research suggests that cosmetic brands can strengthen customer relationships and improve marketing effectiveness by collaborating with suitable influencers and focusing on authentic communication strategies. Influencer marketing has become a powerful promotional tool in the cosmetic industry and continues to influence consumer decision-making and brand engagement.

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