
Role of influencer marketing in buying behavior of cosmetics by young adults: Case Study of Delhi NCR**Riya Kaur Kalsi****Abstract**

In this research, we analyze the subtleties of influencer advertising in link to youth's buying behaviours in the Delhi NCR and also exactly how influencer's impact customer's understandings as well as options within this specific market combined with geographical setup. Important findings show the considerable influence that influencer advertising has on the acquiring habits of young people and also made clear just how influencers from the point of view, choices, and also eventually the intent of consumers to purchase. This study adds to the more comprehensive academic structure of customer's actions. It offers a very useful understanding for marketing experts wanting to maximize their influencer advertising and marketing campaigns in the cosmetic sector by evaluating the intricate characteristics between influencers coupled with customers. This research study adds to the more comprehensive academic structure on customer actions. It offers important understanding for marketing experts looking to enhance influencer advertising and marketing initiatives in the cosmetic market by disentangling the intricate communications between influencers together with customers. This research's verdict highlights the vital influence that influencer advertising and marketing play in persuading young people's choices to get cosmetics. This research supplies marketing 5 experts plus organizations in the Delhi –NCR location with an extensive evaluation that mixes scholastic understanding with real–world applications. This research marks clear influencers' complicated strategies to affect customer practices, with aids in our understanding of advertising and marketing as an effective technique outside our cosmetic industry. **Keywords** – Influencer advertising, Cosmetics, Buying habits, Young Adults, social media plus Delhi NCR

Introduction

According to (Alhurideh & Al Kurdi, 2023) the make-up industry has actually experienced standard change in advertising and marketing techniques as influencer advertising and marketing has ended up being an effective pressure in the modern electronic age, affecting consumers' practices along with acquiring choices, especially amongst youngsters. Advertising and beauty products have undertaken a radical change all thanks to influencer advertising. Companies developing partnerships with widely known social individuals act as instances of this sensation. Comprehending exactly how influencer advertising impacts the aesthetic acquiring practices of youngsters is crucial in the ever-evolving Delhi National Capital Region (NCR) customer market where patterns and also preferences are constantly moving.

A recap of Delhi NCR's cosmetic market

Influencer advertising and marketing has been a game changer in the Delhi NCR cosmetic company altering brand name, methods, and also customer habits (Juwita Permata Nanda, 2022). Acquisition choices as well as trends are significantly affected by influencers in this field, particularly in the elegance sector. With the arrival of social media sites influencers might currently be involve with their target market with tutorials, product evaluations as well as collaborations with cosmetic companies. This has made influencer advertising and marketing much more preferable.

Enhancing the use of micro-influencers along with mega-influencers is just one of the significant patterns in Delhi NCR's influencer advertising and marketing for cosmetics. Smaller-sized yet extra energetic following, micro-influencers are ending up being much more popular in customized areas because of their credibility (Voss and Parasuraman, 2003). In addition, influencers are expanding their collaborations past popular brand names to independent or 6 upcoming companies to provide their followers with unique as well as personalized material (Park and Associates, 2021).

Together with influencer advertising and marketing benefits concerns have been increased, concerning the industry values, visibility, and disclosure (Chernev, 1997). Worries relating to prospective fraudulence and also injury to consumers have been highlighted by instances of influencers pressing items without carrying out sufficient study, which cannot reveal their associations with companies, particularly targeting vulnerable customers. To ensure openness, moral practices coupled with customer safety and security in influencer advertising for the cosmetics sector in Delhi NCR. Influencers, brand names, and regulative companies work together to form rules (Russo and France, 1994). In recap influencer advertising and marketing has entirely altered market characteristics, client participation as well as brand name, and promotions in Delhi NCR cosmetic field. Also while influencers are a terrific means to enhance brand awareness and sales particular concerns that require to be fixed if this advertising and marketing technique is to proceed to be reliable, trustworthy, and long-lasting.

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Utilizing an influencer's reputation as well as credibility, brands can expand brand loyalty, enhance niches, and boost sales in the market which will help the brand to become more competitive. The effect of influencer advertising on customer practices and also acquisition choices nevertheless is coming to be significantly crucial to research as it acquires grip. This is especially true for young customers in the market.

Why It's Important to Examine Young Adult's Purchase Behaviour

For a range of factors, it is crucial to recognize young people acquiring practices when it pertains to influencer advertising. Firstly, the features of the young adult demographic consist of a disposition in the direction of digital fluency, social media site recognition along selfexpression via individual branding (Briney, 2004). Their acquiring behaviors are usually affected by peer suggestions, social networks as well as the idealized way of live of influencers, as they are early adopters of brand-new patterns together with innovations. Marketing professionals might discover a whole lot concerning the developing customer landscape as well as change their methods to target this significant market by exploring the variables that drive young people's rate of interest in influencer-generated web content.

Researching the cosmetic sector's young audience has substantial repercussions for product advancement, brand awareness, and also interaction methods. With the evaluation of their sight choices plus purchasing behavior, brands might recognize specific niches, grow influencer partnerships together with improve messaging to attract young customers in Delhi NCR (Malhotra, 2003). Thinking about these elements, the objective of this term paper is to examine exactly how influencer's advertising impacts youngster's cosmetic practices in Delhi NCR from the customer's point of view (Jacoby and Chestnut 1978). This research will certainly do a thorough study evaluating to unwind the complicated partnership that exists in between influencers, consumers, and brands in expanding the customer market, to offering marketing experts and also firms in the cosmetic market with informative information.

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Exactly how social networks influence client's actions When advising products or solutions, social network influencers offer a sensation of reliability 8 because their fans see them as genuine, credible individuals. Acquisition choices are affected by this count coupled with

causing an increase in customer self-confidence. Influencers play a critical function in the customer industry as shown by the reality that a significant part of customers are much more likely to acquire an item online if it has been recommended by others (Keller, 2003). Social media site systems raise presence as well as interaction which, when integrated with influencer recommendations boosts income. Social media sites are a favored method for clients to discover brand-new things and also brand names (Russell, 2006). Numerous individuals are revealed to brand name details by influencers enhancing brand awareness and boosting customer passion as well as communication. Influencer advertising and marketing positions give equal importance to product promotion and community development. This is accomplished by involving fans, replying to their messages, and also showing real passion to the audience. This communication reinforces connections with clients and also boosts their commitment by promoting a feeling of nearness with belonging. Influencers have a huge say in what customers do as well as what they get (Anjali Sharma, 2013). Clients are more likely to rely on referrals from influencers than product development by brand awareness which improves brand sales and also forms the choice of customers of every age specifically Millennial and Gen Z.

Ultimately by urging trust, credibility, brand awareness and neighborhood participation social media sites as well as influencers have entirely altered how individuals act as customers. Influencer advertising and marketing approaches have become progressively essential in the electronic age as a result of their capability to form acquiring choices.

Review of Literature

1. Delhi NCR population purchasing habits and cosmetic usage patterns

More men than female utilize Clarins items, according to MarketingResearch.com (2007). The investing power of guys surpasses the firm's target according to Christian Courtin (2003) of Clarins. Females have more powerful psychological preferences when it pertains to items whereas men are a lot more attracted to technological, valuable things, according to Jeff Falk's 2009 declaration in GCI publication. By 2014 this market is anticipated to get to \$84.9 billion, according to MarketResearch.com (2009). The skin treatment sector has seen impressive development in recent years. The Asian market was figured out to be the biggest rising market as per the 2008 Euro display evaluation. At virtually US\$70 billion the worth of the AsiaPacific market is the 2nd best after that of Western Europe (Nair as well as Pillai 2007). Concerning the marketplace Didier Villanueva, MD, L'Oreal India, specifies that as the center course in India expands so does the requirement for high-grade items. Whether they are mass market or cost, they like to make use of international brand names nowadays (Bhattacharya 2007). With worldwide annual sales of over \$14 billion, the cosmetic industry of the all-natural individual treatment market is increasing at the quickest price. High Bean Research believes that the group will certainly be broadening by 8 to 12% a year. According to a current evaluation by AC Nelson, with an annual development price of 85%, the skin cake lighteningup market is currently the one that is increasing the fastest amongst market sectors.

2. Influencer Marketing: Its Development with emergence Influencer advertising and marketing according to Brown and Hayes(2008), is the act of an outsider affecting a customer's acquisition choice. Influencers that have a big following on electronic media are the centerpiece of influencer advertising and marketing, which intends to get to the target group as well as spread brand awareness (Smart Insights 2017). According to Conick (2018), customers are more likely to rely on influencers than various other web resources. Customers of advertising blockers take every initiative to stay away from advertising. When contrasted to regular internet ads such as pop-ups and also banners, influencer advertising is taken into consideration as extra appealing as well as non-intrusive in this regard. Influencers in the electronic platform have ended up being trustworthy as well as reputable carriers on different social media platforms (Freberg et al. 2011). According to Markethub (2016), influencers assist in two-way brand name interaction between themselves as well as their online audience by utilizing platforms such as Facebook, Instagram, and YouTube.

3. When do Gen Z stay connected to businesses promoted by influencers. According to Jun and also Yi (2020), influencers have ended up being brand names in their very own rights because of the arrival as well as advancement of social media platforms. According to Chapple coupled with Cownie (2017) as well as Harrison (2018) influencers have been utilized by traditional companies to develop desirable links with Generation Z and wanted to create the brand picture. Gen Z has greater assumptions to offer them precise information on products (Gutfreund, 2016), and also that influencer referrals have a better influence on Gen Z's purchase/consumption behavior than conventional ads (Dunkley 2017). Influencers are viewed as the opposite of troublesome brands, which Gen Z views as manipulative, due to the fact their peers that share their sincere concepts as opposite to working as the voice of commercialization (Reinikainen et al. 2021) As a result influencers are thought about as the opposite of brands. When it comes to Cocker et al (2021) Gen Z sees influencer practices as ethical breaches when they think the brand regulates them. To put it in simple words Gen Z relates to products provided by influencers. That is according to Cocker et al (2021) as well as Jun & Yi (2020).

4. Just how customers, products as well as influencers should remain in consistency With a setting midway in between friends and stars, influencers are a brand new course of point of view leaders that have been created with the increased usage of social media platforms. According to Evans et al (2017), influencers could be defined as self-made "micro-celebs". Social media influencers are new and distinct version of celebs (Cheah, Ting, Cham & Memon 2019). Subsequently, the online reputation of influencers is mainly based on the products they share plus the social network activities they do (Hu et al 2020, Schouten el al 2019). Serving as a type of internet buddy they regularly target a much more particular niche. Influencers additionally 12 often tend to be much more reliable or qualified (Sokolova as well as Kefi 2019) than any typical super start.

5. Variables influencing customer purchase decision Customer acquiring power has lowered because of decreased money along with joblessness prices that have enhanced (Khater 2021). This research takes effect right into account to explore the purchasing practices of customers. When a customer's funds substantially alter they can be a lot more likely to analyze

their circumstance holistically as well as manage their spontaneity (Martin-Neuninger and Ruby 2022) For that reason this research checks out customer practices from the viewpoint of the financial downturn (Evangelia and also Costas 2018). The act of selecting, gathering, combining with making use of items to meet requirements as well as needs is called customer practice (Solomon 2018). Although usage is contextual it is additionally regular (Sheth 2020). The financial standing of a country is a substantial variable that affects intake patterns (Sands and also Ferraro 2010). Specifically, according to Alonoso et al (2015), financial situations have a large influence on customer’s validations for their acquisition habits and also patterns.

Methodology

The research study, “Role of influencer marketing in buying behaviour of cosmetics by young adults: a case study of Delhi NCR” utilizes quantitative methodology for information collection. Publications, blog sites, as well as journals are the source of secondary information. The key information was acquired using a survey and a structured questionnaire which consisted of close ended questions. This includes audience examination of responses gathered from the audience. The respondent’s review gave the idea of their opinion. The mode of connection was email and the social media platform - Whatsapp

3.1 Research Tools

A set of questions were specially made for this research (questionnaire). The target audience for this study was the young audience of Delhi NCR

3.2 Number of Responses

100 participants were informed over WhatsApp and provided information by filling out the Google form.

3.3 Gathering of Data

Observations from the study act as primary source of information and additional data was gathered from various sources such as journals, blogs, articles and research papers.

Objective of the research study

1. The aim is to look into how many young individuals in Delhi NCR are revealed to as well as knowledgeable about influencer-led cosmetic advertising and marketing ads.
2. The aim is to examine how much perspective and assumptions of young individuals in the direction of aesthetic things are affected by influencer recommendations considering components like reliability, appeal, and credibility.
3. The aim is to analyze exactly how young individuals in Delhi NCR can communicate with influencer-generated cosmetic material from different social media like – Instagram, Youtube, and TikTok.
4. The aim is to review how young individuals make decisions about cosmetic purchases.
5. The aim is to assess the effect of numerous influencer advertising and marketing techniques utilized by cosmetic companies in Delhi NCR on consumer behavior and also sales. It consists of evaluation, tutorials, web content, and collaborations.

Research Gap

Even though influencer advertising and marketing are becoming increasingly prominent in the cosmetic field, little is learnt about exactly how especially it influence young people's decisions. A couple of research studies have actually been done on the duty of influencer advertising especially in the cosmetic industry as well as amongst young customers in Delhi researchers have analyzed the efficiency of influencer advertising. Though studies on the results of influencer advertising and marketing have been performed, little has been done to check out exactly how young individuals make choices depending on the influence created by influencers. Recognizing Culture Specificity: Delhi NCR, provides unique customer choices as well as behaviours. Little research study has been done on just how influencer advertising and marketing operates in this area's varied young population, especially regarding social standards and culture. Assessment of Efficacy: Standardized standards are regularly lacking in previous research studies to analyze the influence of influencer advertising and marketing campaigns in the cosmetic industry on young people. A comprehensive structure for examining the impact of influencer products on the understanding, along with conversion stages of customer purchasing trips is required for research.

Scope

Within the defined criteria, the research study emphasis is restricted to the impact of influencer advertising on the aesthetic purchasing practices of young individuals. The geographical focus of the research will certainly be the Delhi National Capital Region (NCR). The designated target market includes young people from 18 to 35 years. Digital advertising and marketing methods like influencer recommendations have a considerable impact on this market. With a specific concentration on the client's point of view, this research intends to give an understanding of choices, decision making as well as aspects influencing communication with influencer generated products. This report will certainly elaborate on how influencer advertising and marketing affect consumer's buying choices at different stages, their considerations, intent to purchase, and post-sales analysis.

Significance

This study loads an understanding void of the effects of influencer advertising on the cosmetic purchases of young adults in Delhi NCR. It checks out how customer actions work together with influencer advertising which is essential in the new cosmetic market. It reveals the underlying inspiration, patterns and also understanding affecting participation with influencer-generated content. For marketing professionals as well as brand seeking to get to the Delhi NCR market this understanding is vital.

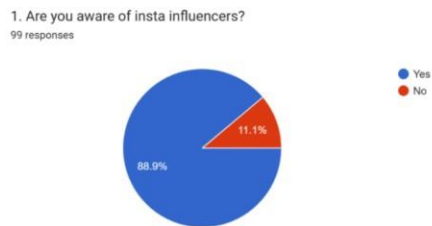
Utility

This research takes a look at how prominent advertising and marketing are in affecting people's choices. These online influencers dramatically affect on company image, alter consumer habits, and create an impact.

Data Analysis

The responder's individual information such as name, age, and sex shows up initially on the set of questions. Complying with these questions, the objective of the survey is to collect informative information for the research that highlights the influence of influencer advertising on young audiences in Delhi NCR.

Table 1

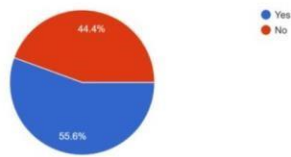


S.No	Are you aware of insta influencers?	Responses in percentage
1.	Yes	88.9%
2.	No	11.1%

The replies from the participants on their recognition of Instagram influencers are shown in the above table. Out of the participants, 88.9% understand Instagram influencers and also frequently view them while 11.1% are uninformed of them.

Table 2

2. Are you satisfied with the reviews or information provided by the influencers?
99 responses



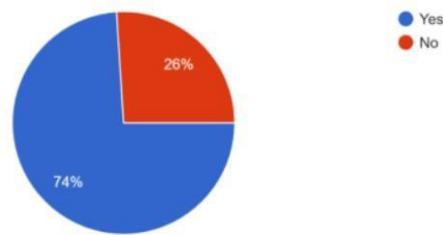
S.No	Are you satisfied with the reviews or information provided by the influencers?	Responses in percentage
1.	Yes	74%
2	No	26%

The participants who are happy with the information provided by the influencers are considered in the above table. While 26% of participants do not trust the information provided to them. 74% of respondents are highly satisfied with the content that they watch.

Table 3

3. For how long have you been collecting information about skin care from different social media platforms?

100 responses

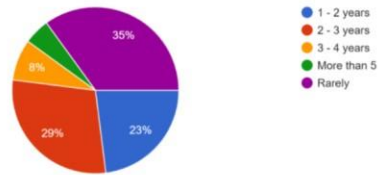


S.No	For how long have you been collecting information about skin care from different social media platforms?	Responses in percentage
1.	1 – 2 Years	23%
2.	2 – 3 Years	29%
3.	3 – 4 Years	8%
4.	More than 5	5%
5.	Rarely	35%

The replies of respondents on collecting details from different social media about skincare in provided in the table above. Out of the participants, 23% have been collecting information from the last previous 1 to 2 years, with 29% for last 2 to 3 years, 8% for the last 3 to 4 years, 5% for the last 5 years, as well as 35% for occasional information collection.

Table 4

4. Do you believe influencer marketing has changed the way you shop for cosmetics?
100 responses

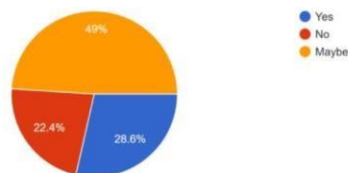


S.No	Do you believe influencer marketing has changed the way you shop for cosmetics?	Responses in percentage
1.	Yes	28.6%
2.	No	22.4%
3.	Maybe	49%

The feedback of participants on changing methods to buy cosmetics is provided in the above table. 49% of the participants are uncertain, 22.4% feel it has no result and 28.6% feel that yes it creates an impact.

Table 5

5. Do you believe that influencer endorsements make cosmetic products more appealing to you?
98 responses



S.No	Do you believe that influencer endorsements make cosmetic products more appealing to you?	Responses in percentage
1.	Yes	55.6%
2.	No	44.4%

This table offers the participant's reply concerning whether they are affected by various endorsements by influencers. There are 44.4% of participants who feel they are not impacted whereas 55.6% feel influencers create an impact with their endorsements.

Table 6

Audience response to concerns on whether they were disappointed by the product recommended by the influencer is provided in the table above. 40% are not sure, 11% feel they were not disappointed whereas 44% of participants were disappointed with recommendations provided by influencers.

Table 7

The reply of respondents on buying any item due to promotion by influencers is provided in the above table. Out of 100 41% acquired a product due to influence, 34% did not buy and 25% were uncertain.

Table 8

The feedback of respondent's trust in information provided by influencers is shown in the table above.

Table 9

Respondents overall experience with influencers is shown in the table above.

Results

According to the study, a significant variety of participants recognized shared Instagram influencers stressing their essential impact on modern-day advertising and marketing methods as well as customer practices. A substantial minority reveals discontentment with influencer material even with the bulk sharing fulfillment with it, it shares the importance and need of transparent and real endorsements. Participant's different degree of interaction with skincare influencers on social media provides evidence of change in the skincare industry due to the impact of influencers. Comparable to this there are different platforms on just how influencer advertising influencers consumers in purchasing product It is vital to have clear as well as constant influencer advertising and marketing techniques in position as a result of fears regarding the credibility of influencer referrals as well as how they impact customer choices. Much more research is required to completely understand the decision-making process of consumers in the cosmetic industry.

The research's total findings emphasize the intricacy of the communication between customer practices as well as influencer advertising and marketing in the cosmetic industry and also the value of individualized methods, credibility, coupled with visibility in taking full advantage of the power of influencer recommendations.

Conclusion

With a specific concentration on the Delhi NCR, this research paper has actually discovered the intricate characteristics of influencer advertising and marketing as well as its substantial impact on youngsters' behavior in the cosmetic industry. Numerous significant explorations have been made as an outcome obviously of a complete assessment of relevant literary works along with the evaluation of initial information collected through studies together with meetings. To start with influencer advertising has come to be an effective device in the cosmetic industry that affects consumer's needs and choices. When it pertains to acquiring make-up, young people especially those of Delhi NCR have a solid propensity to communicate with influencers as well as request their suggestions. Influencer's design plus the capability to offer genuine, easily accessible material builds follower's trust and reliability. Furthermore, this research's final thoughts highlight the intricacy of the influencer advertising strategies cosmetic firms use to effectively engage with their target audience. Influencers are critical for boosting brand image and name, as well as improving conversion prices amongst youngsters in Delhi NCR. Their payments can vary from item evaluation, the content they provide as well and collaborations. Cosmetic companies might use influencer cooperation in establishing stories that involve their target audience.

The study has additionally lit up the components that sustain influencer advertising campaign's capacity to effectively transform customer practices. When attempting to record the rate of interest as well as the aligning count of young customers various factors come in hand such as trust credibility, importance, and capability.

Furthermore nurturing a genuine partnership with the target market along with urge acquisition intent are substantially affected by the influencer name align with the concepts of cosmetic industry. However, it's important to acknowledge the special problems as well as restraints include influence advertising for cosmetic products. Influencer credibility, openness, as well as oversaturation are obstacles that brands need to take care of as the marketplace

continues to alter rapidly to maintain the self-confidence with trust of customers. This research recommends a detailed as well as trained method for influencer advertising and marketing in the cosmetics market as a result of these outcomes. Brand names have to provide top priority to cultivating lasting connections with influencers that truly get in touch with their market and also represent their brand name. All points taken into consideration it is difficult to overemphasize the effect of influencer advertising on young people are buying choices in the cosmetic market. Making use of influencer connections to your benefit is still important for raising brand image. This is since brands regularly acquire to adjust to the transforming landscape. Cosmetic firms might develop deep connections with their audience when they connect with them.

By tapping adjustments in consumer practice patterns as well as influencer advertising and marketing methods gradual longitudinal research might be used to obtain an understanding right into the transforming patterns and also choices in the Delhi NCR cosmetic market. Understanding the variants in influencer advertising in numerous Indian social contexts can aid brand names much better comprehend the subtleties and choices special to the area. This detail can be utilized for personalized methods to attract a wide variety of customers. Taking a look at customized item classifications or gender-specific choices within the cosmetic markets provides an opportunity to discover uncharted market as well as develop influencer projects that are specially customized to the demands and choices of the customers of Delhi NCR.

Obtaining even more understanding right into the functions of influencer-brand partnership can assist in clear requirements for co-operation, negotiating procedures, and also lasting results on consumer self-confidence as well as brand equity in Delhi. Examining how advanced innovations like AR and VR as well as AI are integrated right into influencer advertising projects. They function to boost brand name, experience, and interaction with clients by giving them an understanding right into upcoming advancements and patterns. Exploring the role of consumer co-creation and user-generated content (UGC) in influencer marketing strategies can provide valuable insights into how brands can foster a deeper relationship with their audience. By empowering customers to actively participate in shaping brand image.

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