



## **Impact of Social Media Influencers on Consumer Purchase Intention towards Vegan Product in Cosmetic Industry.**

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### **ABSTRACT**

Influencer marketing has become an effective technique for companies in recent years to market their goods and services to prospective clients. With the rise in popularity of veganism and plant-based products, various companies have shifted to influencer marketing to reach their target audience. This main aim of this research paper to investigate the impact of influencer marketing on the buying intention of customers towards vegan products, considering the variables of attractiveness, expertise, credibility, personality, and veganism. The study uses a quantitative research method, using a survey questionnaire to collect data from 265 respondents. The results stated that attractiveness, credibility, and veganism have a crucial impact on the buying intention of customers towards vegan products. However, expertise and personality do not show a significant impact on the purchase intention of customers. The findings demonstrate that customers' purchase intentions for vegan items are significantly influenced by attractiveness, credibility, and veganism. Expertise and personality, however, do not appear to have a substantial influence on the purchase.

**Keywords:** Influencer marketing, purchase intention, attractiveness, expertise, credibility, personality, veganism.

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### **1. Introduction**

Influencer marketing has become an increasingly popular marketing strategy for businesses across various industries. To advertise goods and services to their audience, it entails working with social media influencers that have a sizable following on websites like Instagram, YouTube, and TikTok. In 2021, the global influencer marketing business is expected to be worth \$13.8 billion, according to a survey by Influencer Marketing Hub.

With the rise in popularity of veganism and plant-based products, several companies have inclined to influencer marketing to reach their target audience. Veganism is a lifestyle that advocates for the use of plant-based products and abstains from the use of animal products. As more people adopt a vegan lifestyle, there is a growing demand for vegan products in the market. This has led to a drastic increment in the maneuver of influencer marketing to promote vegan products.

The goal of the study in this research paper is to investigate the impact of influencer marketing on the buying intention of customers towards vegan products. The study focuses on five variables, namely attractiveness, expertise, credibility, personality, and veganism. The study aims to provide practical implications for businesses looking to promote their vegan products through influencer marketing.

Influencer marketing can be defined as the marketing strategy that influences the purchasing decision of the consumers by driving the brand awareness among consumers. (Lou & Yuan, 2019). Influencer marketing acts as the foundation of the process in which a brand or a company compensate an individual to post or demonstrate a product or services on the social media (Farrell & Campbell). (Sudha & Sheena, 2017) defines the influencer marketing as the process of associating and identifying the individuals who has influencing grasp over audience or a medium who is willing to promote a brand or generate revenue for the brand through its audience. Influencer marketing is the evolved concept of word-of-mouth marketing which has evolved due to the advancement in digital era and the engagement of people on social media. Influencer marketing is basically a professional version of Word-of-Mouth marketing that targets wide range of audience at once. Influencer marketing can be done through various platforms like social media pages, bloggings, articles, websites and so on. Influencer marketing is generally a process to build a relationship with the audience and then try to persuade the audience to purchase the brand that the influencer endorse. Influencer marketing is different from WoM in various way. WoM basically emphasis on personal opinion of the people while Influencer marketing can be controlled. Earned influencer marketing and sponsored influencer marketing are two subcategories of influencer marketing. Earned influencer marketing doesn't worry about the business or its compensation; instead, it promotes a product or brand to further their own personal development. They generally review and promote to fulfill their customers interest and to keep them engaged. The paid influencer marketing act as sponsorship where the influencers are paid by the company to promote their product among their audiences. The motive of influencer marketing depends up on the company or the product. Influencer marketing can be used by certain businesses to build their credibility in the marketplace, while other businesses may use it to generate social media buzz and market awareness. (Sudha & Sheena, 2017).

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## 2. Literature Review

Masuda. H et al (2022) in their study stated that parasocial relationship (PSR) with the influencer plays the significant role in the buying intention of the consumers in comparison to other factors like presentation skills of the influencer, biasness of influencer, or the physical attractiveness. The trustworthiness of the consumers towards the influencer directly impacts the purchase behavior.

Olsson. L and Wärme. E (2020) compared the effectiveness of the social media influencer over the online advertisement in the energy drink sector. The study reported that there is no significant difference between the purchase decision of the consumer exposed to an influencer or an online advertisement in terms of purchasing energy drinks.

Kiss. R (2021) in her research studied the credibility of influencers towards the sustainable product where she tried to understand the pattern of behavior of influencers towards the endorsement of sustainable products through social media. The study reported that there is no effect of the influencer's expertise in purchase behavior of consumers while similarity and trustworthiness highly affect the follower's purchase intention.

Koay. K et al, (2021) conducted study to understand how social media influencers translate their meanings into brand endorsements in order to motivate consumers' pro-social behaviour. The study indicated that, with the exception of attractiveness, which has a stronger effect on purchase intention when materialism is high, customers' purchase intentions are largely influenced by the social media influencer's trustworthiness and knowledge.

Costa. I (2019) studied impact of influencer's Instagram posts on purchase decision of young-female audience. He also analyzed how these posts affect the consumer's attitude towards a specific brand. His study provided the practical implications to marketing official to discover the unique strategies to their brand/clients. The study concluded that the influencer's post on Instagram not only triggers the consumer's purchase intention rather it affects the consumer's opinion towards the brand.

Abraham. J and Etrata.A (2022) conducted research to analyse the impact of influencer marketing in Philippines and how it impacts the buying decision of the customer. The variables taken were sponsorship disclosure labels, social media used, post type and influencers credibility. The result showed significant impact of the influencers on respondent's purchase intentions and brand recommendation. Results, however, indicate that the type of post and Sponsorship disclosure label did not significantly affected customers purchase intention.

Huynh. V (2019) conducted research to examine the impact of the social media influencers on the purchasing decision of the consumer regarding Vietnamese beauty and cosmetic market. To examine this the perceptions of consumer regarding SMIs were taken & the advantages that customer experience from them. The thesis findings imply that SMIs had an impact on the first three phases of the decision making.

Gautam. O (2021) conducted this research to analyze the perception of agencies for choosing SMIs to increase their brand awareness and customer Engagement. The research also evaluates the various strategies used by these agencies to influence the customers. The results of the research showed that consumer's opinions as well as the attitudes are greatly influenced by these social media influencers. If we compare it with the conventional technique, this new technological method of the SMIs is of a competitive advantage for the companies in attracting customers and building brand recognition.

Duffett (2019) conducted this study to analyze the effectiveness of social media influencing on South African teenagers. It also analyzed the impact of various other variables, including usage & and demographic factors on the youngster's attitude towards social media marketing communications. The findings of the research were that social media advertising showed a positive impact on each of the component. The findings also showed that the teenagers who frequently updated their profiles and were an active user were very much favored by the people of South Africa.

Thakker. S (2021) conducted this research to examine the effect of the influencer marketing on the purchase habit of the people belonging to Baby Boomers and Millennial generation. The results showed that influencer marketing impacts the buying intention of these two generations. The results of this study helped to understand the effect of influencer marketing on different groups of people in India, as well as assisted them in understanding their unique needs.

Tschirpig.C (2020) conducted this research-based thesis to analyze the effect of the influencer on the buying decision of the user. Instagram was the influencer platform used in this study and the focus was on consumers in the fitness industry. The research findings showed that Instagram influencers belonging to the fitness industry influences the purchasing decision of the people if they have trust or if they feel that the product fits with their actual goal.

(Dutta & Sardar, 2020) found that people are more impacted by what they see on social media platforms than ever before because to social media's expansion, especially in the fashion industry. People are transforming into their own magazine editors with the aid of websites like Instagram, presenting their unique sense of style with millions of online users. Influencer marketing has significantly increased over the past few years, and 94% of marketers now think it is effective. Contrary to other marketing strategies, 71% of marketers feel that working with influencers is the most fruitful. Influencers' popularity is ongoing and does not have a finite window of effect. The focus of the study is on influencer marketing's effects on millennials, specifically as it relates to the fashion sector.

(Kumar & Yadav, 2019), indicates that the area of marketing has rapidly expanded in recent years. Due to the rise of social media, several companies and organizations have been searching for fresh approaches to market their goods and services. The newest development in advertising seems to be influencer marketing. Influencers are regular people who have built sizable fan bases on social media by showcasing their expertise in a variety of sectors.

This study intends to investigate young Indian individuals' attitudes and knowledge of influencer marketing. The participants were between the ages of 18 and 25 regarding influencer marketing.

(Chopra & Avhad & Jaju, 2020), According to the study, attitudes towards influencers and the notion of behavioural control that allows a growth in domain knowledge had an impact on customer behaviour more than peer influence. Other elements that positively influenced behaviour were personal significance, motivation, and trust, but perceived risk had no impact. Product influencer fitment was a key consideration as customers followed different influencer types for different product categories.

(Belanche & Casalo & Flavian & Sanchez, 2021), Conducted a study and found that the influencers connect their followers with sources of knowledge and creativity. The focus of the current study is on how a novel kind of persuasive communication called influencer marketing might benefit from a psychological process called congruence. It is founded on notions of balancing, cognitive dissonance, and congruity. This study examines the alignment of the three key components of any influencer marketing campaign: the influencer, the consumer (or follower), and the sponsored brand. The goal is to understand consumers' behavioural intentions when they encounter product recommendations from fashion influencers on Instagram.

(Gelati & Verplancke, 2022), claims that in the modern marketing landscape, influencer marketing has become quite powerful. Companies involved in the fashion and cosmetics industries. Thanks to the use of social media and social media influencers, brands can easily promote their products and reach huge audiences. Today's teens and young adults belong to a generation that relies significantly on social media. They are therefore the primary target market for the businesses using this technique.

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### 3. Variables

**Attractiveness:** Attractiveness is described as the quality of being appealing or pleasing to look at. Erdogan (1999: 299) states that attractiveness is defined as the stereotype of positive connections to a person, which includes not only physical attractiveness but also other characteristics such as personality and appearance. An attractive influencer tends to have a positive impact on the consumers than the unattractive ones. The source attractiveness in this research paper not only focuses on the physical aspect but also as how the quality of the video, vfx design, background music or presentation style influences the purchase decision of the consumers. The online endorsers must maintain proficiency in making their content attractive to gain the confidence of the consumer and retain them for a longer period. Attractiveness of the presentation wins the attention of the consumer and are more likely to create a positive intent to watch the full video and also influences the purchase intention of the consumer.

**H1: Attractiveness of the presentation positively influences the purchase intention of the consumer.**

**Credibility:** Perloff (2014) described that credibility is an independent variable which greatly impacts the decision of the consumer. (Wiedmann, 2020) describes trustworthiness as the most important element which influences the purchase intention of the consumer. Consumers are more likely to respond positively to influencers who are regarded as trustworthy than to endorsers who are regarded as less trustworthy (Walster et al., 1966). Credibility refers to trustworthiness and expertise of an influencer. According to Scott (2015), brands that use influencers to create social media PR content should directly interact with their customers through an influencer third party because they are more trusted and preferred by the people. They are more likely to follow the ideas and judgements of the influencers because they are regarded as sources of credible information and may assist the people in deciding which product to purchase. According to Chao et al. (2005), the majority of the literature supports the positive impact of trustworthiness on people's purchase intentions.

**H2: Influencers credibility positively impacts the customer purchase intention.**

**Expertise:** A high level of experience, knowledge, or skill is defined as expertise. This variable can also be defined as the extent to which an endorser is perceived to have sufficient knowledge, experience, or skills to promote the products. According to (Van der Walde et al., 2009), influencers may possess more knowledge or expertise than created spokespersons. According to (Halvorsen et al., 2013), if information or promotion about a product or brand comes from a source who is an expert, skilled, or knowledgeable about that product or brand, the information or recommendation will have a positive influence on the consumer's purchase intention, and the consumer will accept the information or recommendations. As per the research (Daneshvary and Schwer 2000: 104) one of the most important components for the endorsement to be successful is the Expertise of the endorser about that product.

**H3: Expertise of the endorser is positively related with the purchase intention of the consumer.**

**Purchase Intention:** Purchase intention is an individual's conscience that triggers the decision plan for accepting the brand or product (Spears and Singh 2004). Purchase intention signifies the decision-making process that justifies and analyzes why a consumer buys a specific brand or product. Purchase intention is a highly dependent factor and is totally correlated with perception, behavior, and the attitude of the customers towards the brand or the product. Purchase intention act as an effective and justifiable tool to predict the consumer behavior and buying behavior (Mirabi et al., 2015). Purchase intentions comes before the consumer's purchasing behavior (de Magistris, T. and Gracia, A., 2008). With the help of the available data and technologies, many advertisers and scholars tend to use purchase intention as a tool to evaluate consumer's product perceptions (Spear and Singh, 2004). (Dao and Colleagues, 2014) discovered that online purchase intentions among Vietnamese users of social media were favorably impacted by perceived advertising value. Therefore, we anticipate that the two constructions of advertising value will have an equivalent impact on consumers' purchase intentions when it comes to social media influencer advertising.

**H4: Influencer marketing positively influences consumer's purchase intentions.**

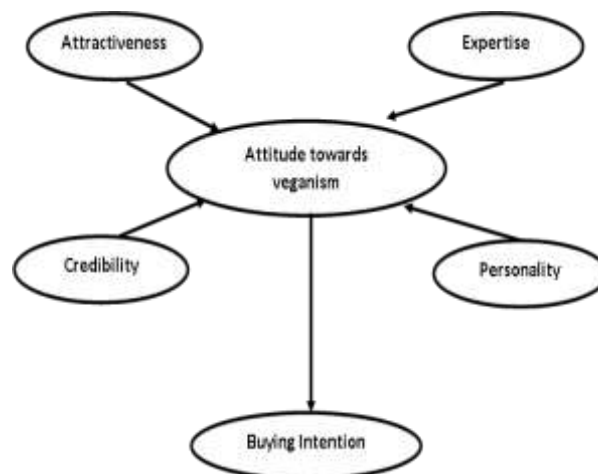
**Vegan Product:** Veganism is a lifestyle that advocates for the use of plant-based products and abstains from the use of animal products. The vegan lifestyle has gained popularity in recent years, with more people adopting a vegan diet and lifestyle. Veganism is an essential factor in the promotion of vegan products, as it is a significant selling point for these products. Most respondents in studies on consumer views regarding organic cosmetics had favorable opinions. Consumers are aware that even if their purchases only represent a small portion of the market, they add up to significantly impact the main problems with conventional cosmetics. Because green cosmetics were safe for consumers and reduced environmental harm, several respondents saw purchasing them as an essential component of ethical consumer behavior (Lin et al., 2018). They signify that consumers with higher knowledge about the environment have a more favorable attitude towards the vegan/organic cosmetics. The primary motivations of today's influencers are to encourage or demonstrate to their audience how to adopt sustainable consumption patterns through the use of foods and products with natural ingredients and vegan product. It has been established that social media posts about eco-friendly travel and clothing can incorporate both a marketing and ecological viewpoint. However, social media content related green/vegan beauty products are closer to the ecological approach in general (Yildirim, S 2021).

**H5: Influencers promoting vegan product triggers purchase intention of consumers.**

**Personality:** The process through which people alter their attitudes and behaviors to fit into the mold of the socially dominant group or the politically or economically downtrodden subgroup of that group is known as personality. The opinions of friends and family members are a significant component that influences customers' decisions to make purchases, per several research. (Ha and Janda 2012); (Dean et al. 2012). Peer influence has a significant impact on consumer purchasing behavior in collectivist countries like India (Dewanto & Belgiawan, 2020). As a result of their socialization process, consumers are susceptible to social influence from friends and peers about apparel companies and purchasing decisions (Chew & Leng, 2016). As a result, marketers are using social media influencers to have an impact on consumers. Thus, a Hypothesis is proposed as:

**H6: Physical attractiveness of the influencers is positively associated with Attitude change.**

#### *Structural Framework*



## 4. Methodology

A survey questionnaire is used in the study's quantitative research approach to gather information from 236 respondents. There are two sections to the survey questionnaire. Age, gender, and income are just a few of the demographic data that are gathered from the respondents in the first section. The second section of the survey asks questions about attractiveness, knowledge, credibility, personality, and veganism and how these factors affect consumers' intentions to buy vegan goods.

The data collected from the survey questionnaire is analyzed using descriptive statistics to determine the impact of the variables on the purchase intention of customers towards vegan products.

At the outset of the questionnaire, screening questions were asked to determine whether respondents routinely used social media as an influencer channel, had experience making purchases after seeing an influencer, and were subscribers to at least one influencer. Participants were prompted to complete the remaining survey questions if they responded "yes" to all of the screening questions. Participants who don't meet the requirements aren't let in in the analyzing the data. A total of 165 respondents out of 236 were eligible for the analysis.

#### *Research Design*

Research design provides an explanation that connects the goals of the study to the methods used to collect data precisely and perform an investigation to draw conclusions from the data (Kumar 2019). A descriptive research design was prepared because this investigation used a quantitative approach. The researcher can use this descriptive research approach to characterize populations, events, behaviors, or circumstances by identifying links between variables. In descriptive research studies, variables in a researcher's scenario of interest are provided (Sekaran and Bougie, 2016).

## 5. Objectives

A thorough review of the most important prior research articles addressing the industry and influencers on consumer purchase intention reveals that there aren't many studies on the effects of influencers in the vegan cosmetic sector. As a result, the following objectives were set in order to examine customers' purchasing intentions while also keeping in mind the gap identified through the literature study:

1. To analyze and track the purchase intention of the customers with respect to influencer marketing.
2. To study the credibility of the influencers.
3. To determine how influencer marketing is currently being used by the cosmetics industry to reach out to consumers.

## 6. Results

The study collected data from 236 respondents through a survey questionnaire where only 165 respondents were eligible for the data analysis. The respondents were asked questions related to the variables of attractiveness, expertise, credibility, personality, and veganism, and their effect on the buying intention of customers towards vegan products. The data collected from the survey questionnaire was analyzed using descriptive statistics.

### 6.1 Descriptive Statistics

The descriptive statistics provide an overview of the sample and the variables studied. 53.4% of respondents were female while 46.6% were male in the sample respondents. The majority of the respondents (85.6%) were below the age of 25. Among the total respondents 84.3% were students and 14% were private sector employee and rest unemployed.

The mean scores for each variable were as follows: attractiveness ( $M = 4.08$ ,  $SD = 0.96$ ), expertise ( $M = 4.21$ ,  $SD = 0.89$ ), credibility ( $M = 4.15$ ,  $SD = 0.89$ ), personality ( $M = 3.72$ ,  $SD = 1.03$ ), and veganism ( $M = 4.37$ ,  $SD = 0.88$ ). The mean score for purchase intention was 3.93 ( $SD = 0.98$ ).

### 6.2 Analysis of the Responses

According to the survey out of 236 respondents, the sample consisted of 53.4% male respondents and 46.6% of the female respondents. The majority of responses are below 25 years of age and 14% of them were between 25-30 years of age. This signifies that the majority of the respondents are from Generation Z. Regarding the employment status, 84.3% of the respondents are students while 14% are private sector employee. One on an average about 32.2% uses social media for 1-2 hours, 28% of them uses for 2-3 hours, 13.6% of them uses for 3-4 hours and 16.9% uses it for less than 1 hour. In terms of social media usage, the respondents use social media platforms in roughly 96.6% of cases. These influencers frequently have sizable fan bases on social media sites like Instagram, YouTube, TikTok, and Facebook, and their material may be a potent marketing and sales tool for cosmetics. Out of the filtered sample, who use social media platforms 69.9% of them followed cosmetic influencer on the social media.

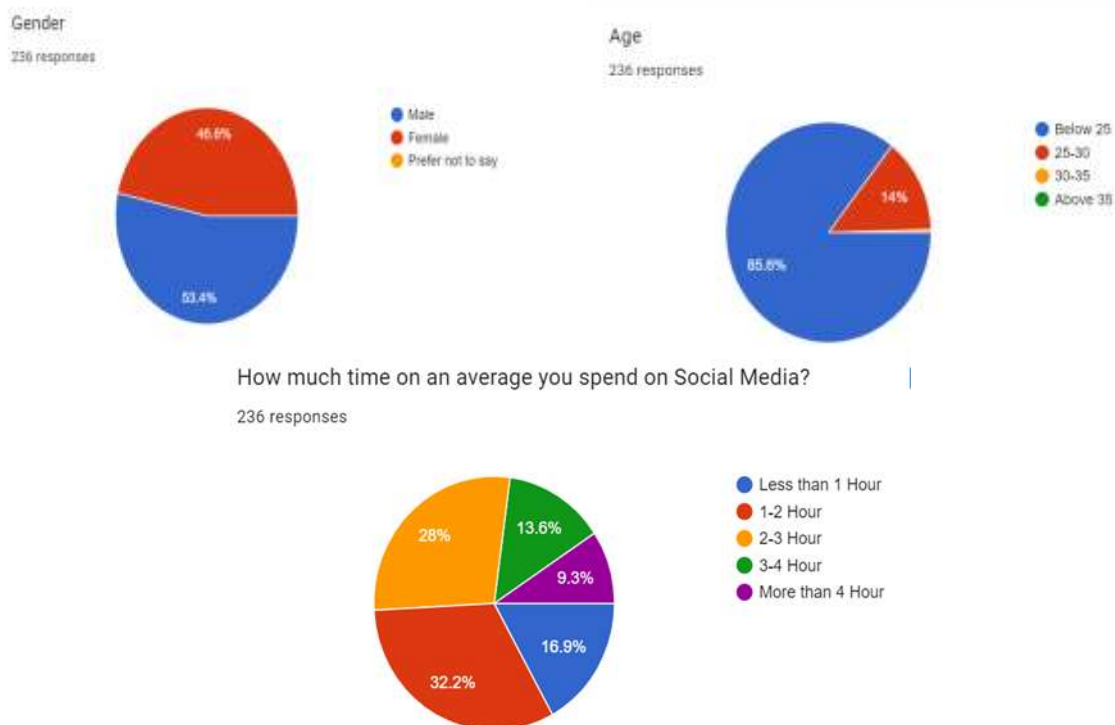




Fig 1

From the above graph it can be seen that 35.8% of the people gets attracted by the influencers who are expert in cosmetics and beauty products for vegan cosmetic. Therefore, the social media influencers having the greater expertise with regard to vegan product directly influences the purchase intention of the people.

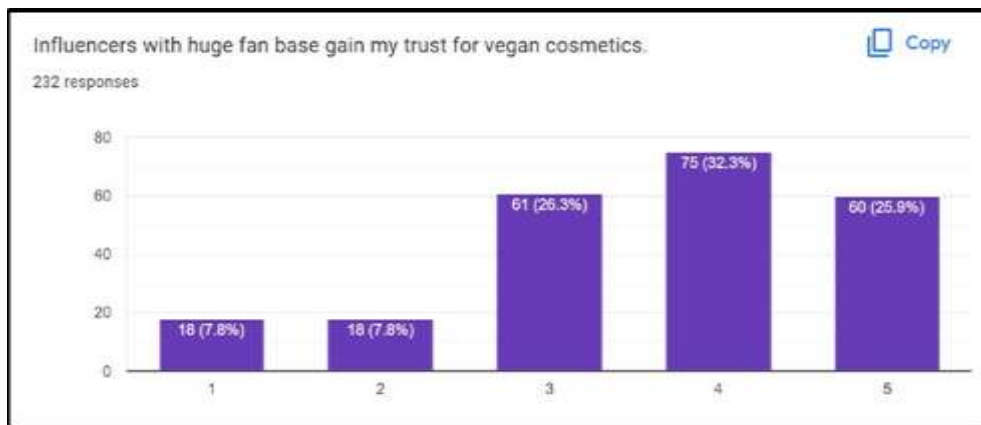


Fig 2

From the above graph it can be interpreted that 32.3% of the people trust influencers with huge fan base when it comes to vegan cosmetics. Therefore, the social media influencers having higher credibility influences the buying intention of the people.

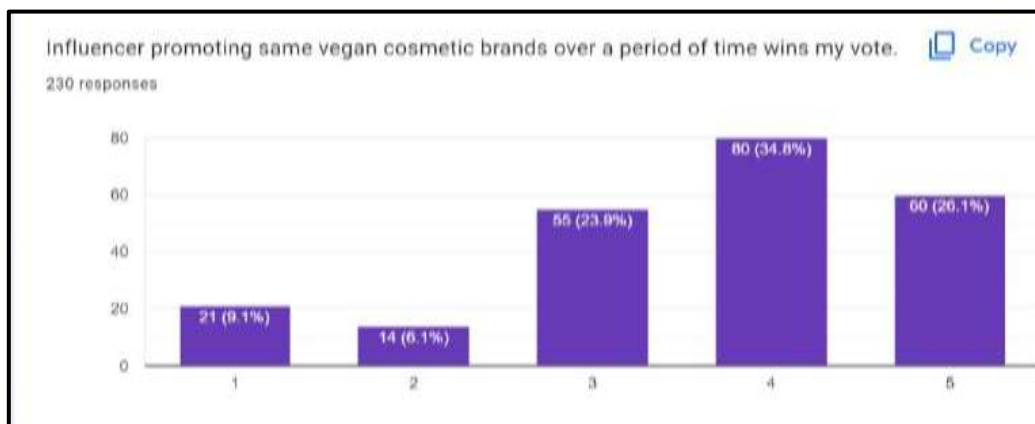


Fig 3

From the above graph it can be seen that 34.8 % of the people gets influenced by the influencers who promote same vegan cosmetic products over a period of time. Therefore, the social media influencers having the higher credibility directly influences the purchase intention of the people.

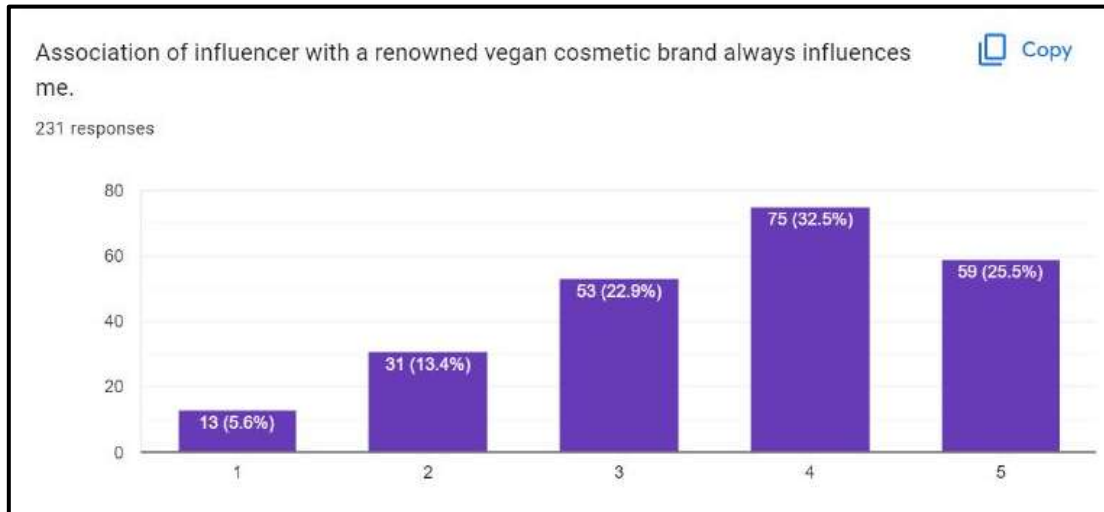


Fig 4

From the above graph it can be seen that 32.5 % of the people gets influenced by the influencers who have association with a renowned vegan cosmetic brand. Therefore, the social media influencers having the credibility influences the buying intention of the people.

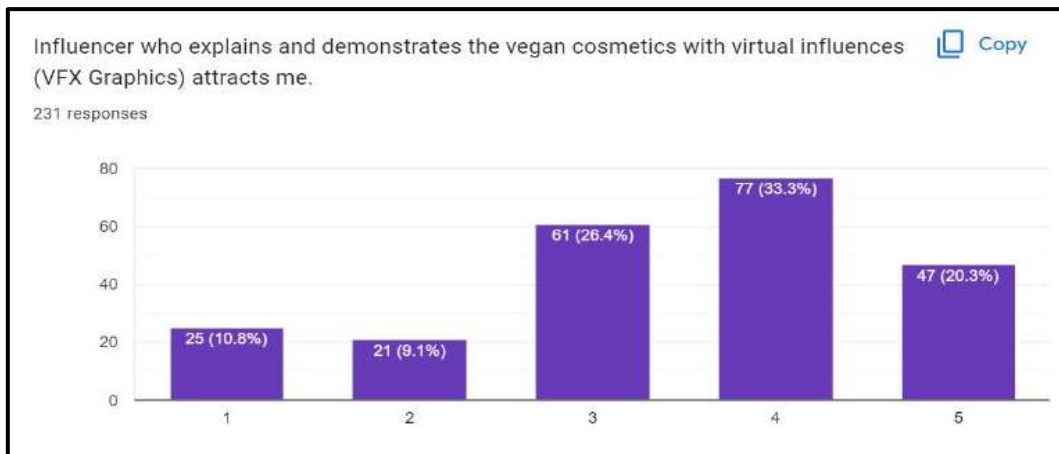


Fig 5

From the above graph it can be interpreted that 33.3 % of the people are more attracted towards the influencers who explains and demonstrates the vegan cosmetic with VFX Graphics. Therefore, the inclination towards the attractiveness of social media influencers greatly impacts the purchases intention of the people.

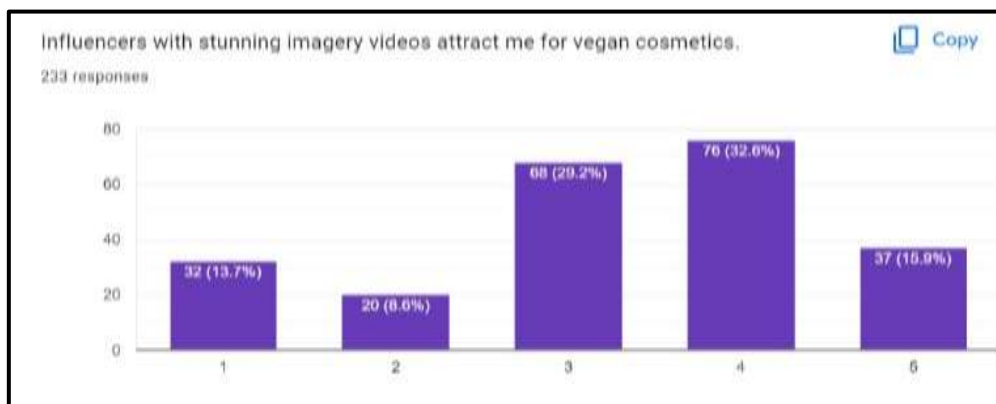


Fig 6

From the above graph it can be interpreted that 32.6 % of the people are more attracted towards the influencers who uses stunning imagery video while promoting the vegan cosmetics. Therefore, the inclination towards the attractiveness of social media influencers greatly impacts the purchases intention of the people.

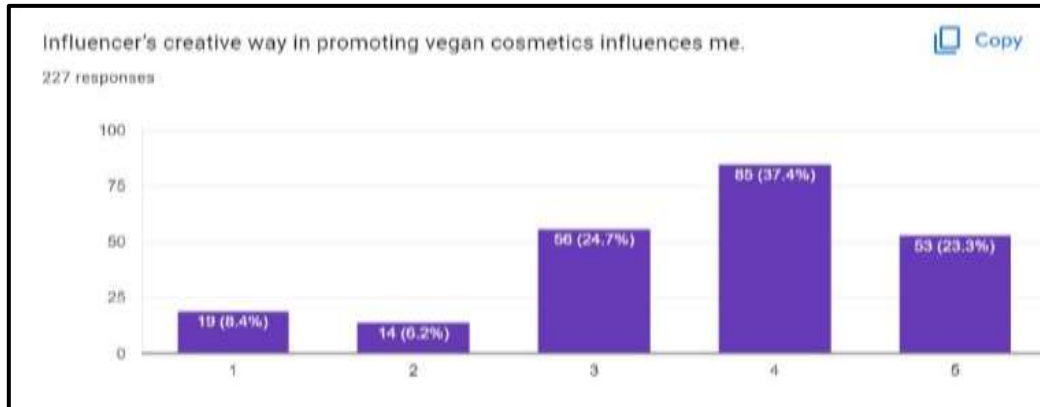


Fig 7

From the above graph it can be seen that nearly 37.4% of the people gets influenced by the influencers creative way in promoting vegan cosmetic. Therefore, the inclination towards the attractiveness of social media influencers greatly impacts the purchase intention of the people.

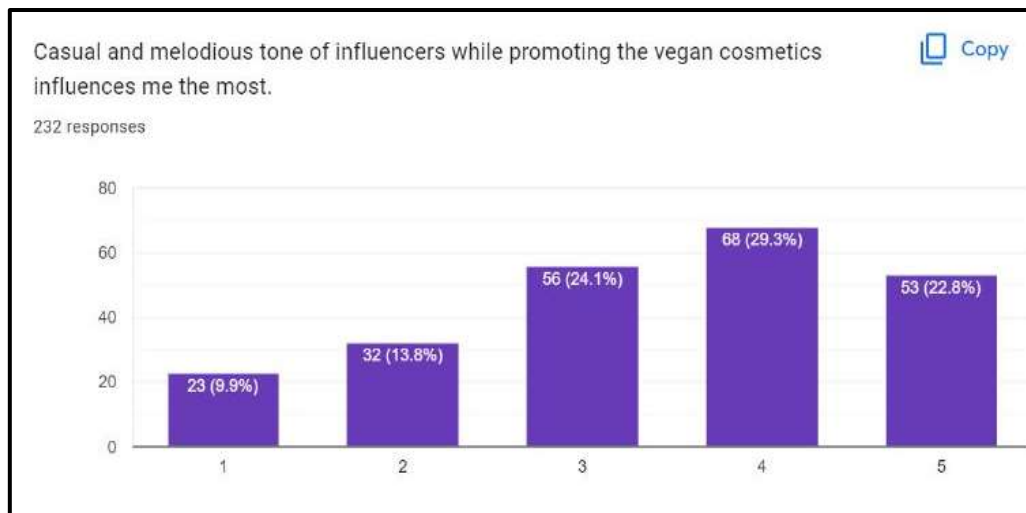


Fig 8

From the above graph it can be interpreted that 29.3 % of the people are more attracted towards the influencers who has casual and melodious tone while promoting the vegan cosmetics. Therefore, the inclination towards the personality of social media influencers greatly impacts the purchases intention of the people.,

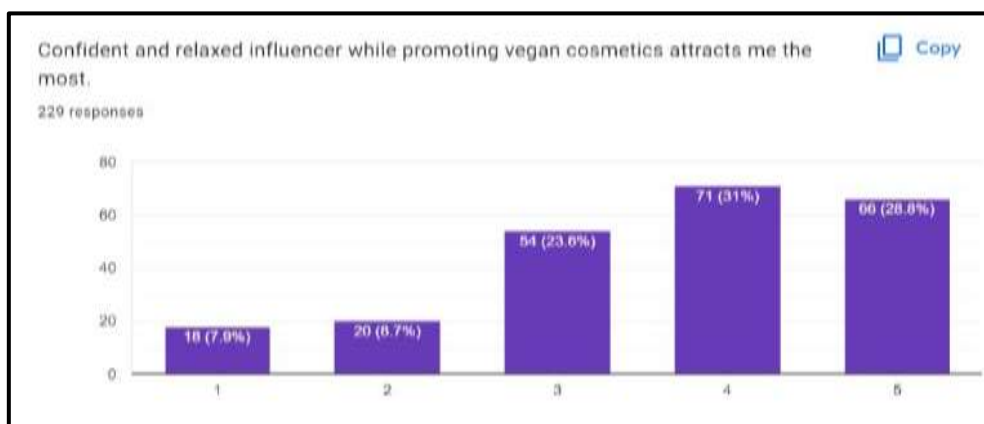


Fig 9



From the above graph it can be interpreted that 31% of the people are more attracted towards the influencers who are confident and relaxed while promoting vegan cosmetics. Therefore, the inclination towards the personality of social media influencers greatly impacts the purchases intention of the people.

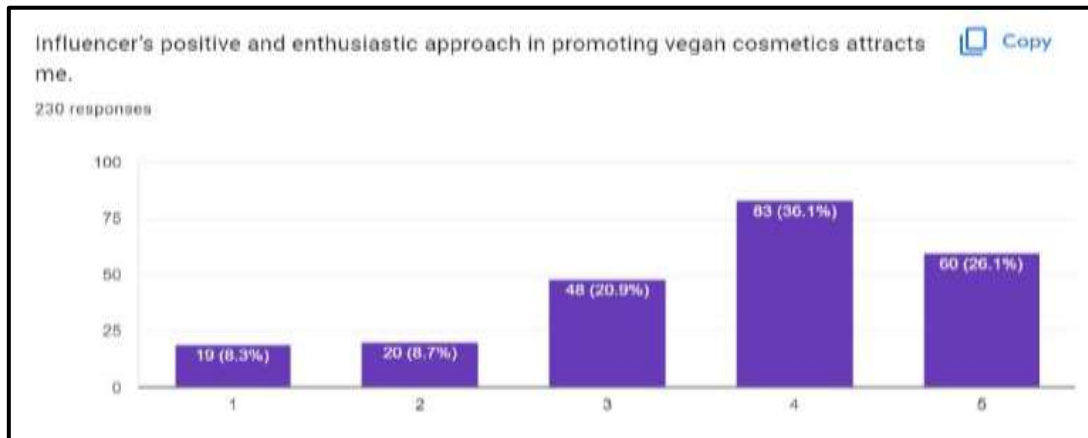


Fig 10

From the above graph it can be interpreted that 36.1% of the people are more attracted towards the influencers who are positive and enthusiastic while promoting the vegan cosmetics. Therefore, the inclination towards the personality of social media influencers greatly impacts the purchases intention of the people.

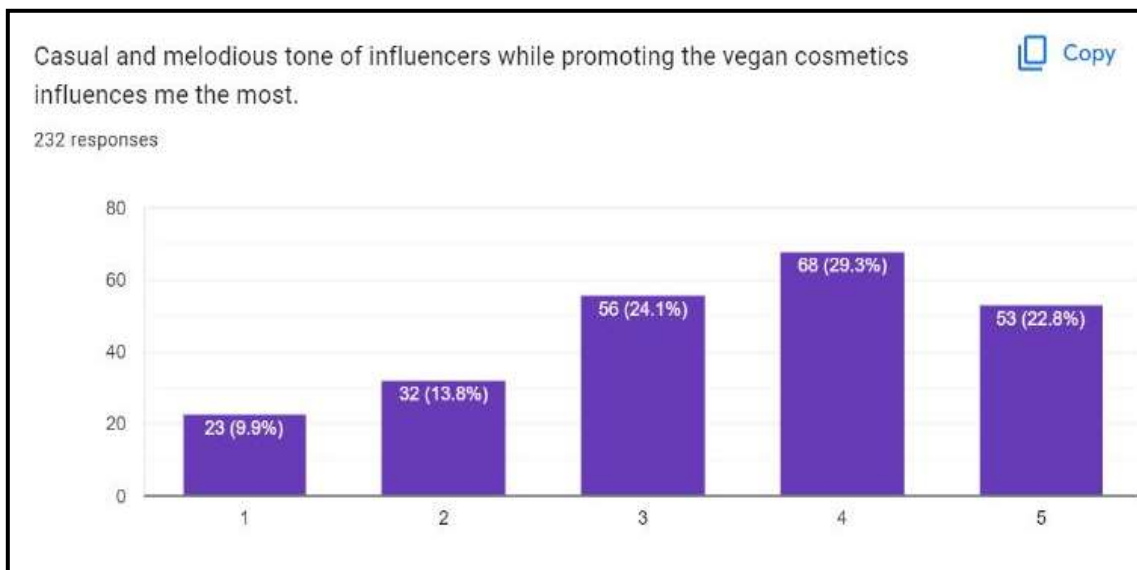


Fig 11

According to the survey, it states that around 29.3% of the people are more attracted towards the influencers who has casual and melodious tone while promoting the vegan cosmetics. This could be because a casual tone may make the influencer seem more relatable and approachable, while a melodious tone could create a positive and pleasant emotional response in the listener. Though 31% of the people are more attracted towards the influencers who are confident and relaxed while promoting vegan cosmetics. However, it's important to note that there is no one-size-fits-all approach to influencer marketing. Different people may be drawn to different types of influencers and communication styles. For some, a more energetic and enthusiastic approach may be more appealing, while for others a more understated or gentle tone may be preferred. Similarly, around 36.1% of the people are more attracted towards the influencers who are positive and enthusiastic while promoting the vegan cosmetics. This is because positive and enthusiastic influencers can create a sense of excitement and optimism about the product, which can be contagious and inspire the listener to try it out for themselves. However, it's important to note that different people may be drawn to different types of influencers and communication styles. Some may prefer a more low-key or subtle approach, while others may be put off by an overly enthusiastic or pushy influencer.

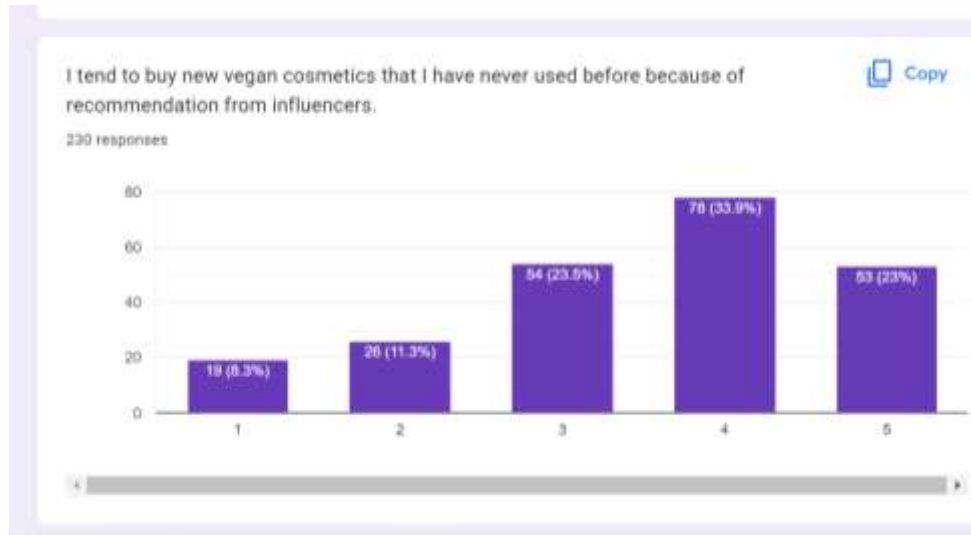


Fig 12

About 62% of the total respondent was in favor and agreed that Influencer's positive and enthusiastic approach in promoting vegan cosmetics attracted them. The higher inclination towards the influencers positive approach signifies the higher correlation between the attitude towards the veganism and buying intention. Similarly, 55.2% of the respondents agreed that they preferred the vegan cosmetics after watching influencers promoting the same. This signifies that the influencers due influences are turning the consumers mindset towards buying and adopting the vegan cosmetics. Though 63.7% of the consumers bother with the animal content present in the cosmetic products they tend to buy vegan cosmetic in near future promoted by the influencers. Despite having the veganism approach consumers are somewhat reliant on the influencers for buying the vegan product. Though the consumers are bothered with vegan product, the influence of influencers triggers the buying confirmation of the vegan cosmetics.

## 7. Discussion

The results of this study suggest that influencer marketing can have a consequential effect on the buying intention of customers towards vegan products. Attractiveness, credibility, and veganism were found to be important factors in influencer marketing, as they had a positive impact on the buying intention. However, expertise and personality did not show a significant impact on purchase intention.

The findings of this study are consistent with previous research on the impact of influencer marketing on consumer behavior. Attractiveness has consistently been found to be a dominant factor in influencer marketing, as it can increase the perceived value of the product being promoted. Credibility is also an important factor, as it can increase the trustworthiness of the influencer and the product being promoted. The finding that veganism had a positive effect on the buying intention is consistent with the growing trend of consumers adopting a vegan lifestyle and seeking out plant-based alternatives to traditional animal products. It is somewhat unexpected that personality and expertise did not significantly affect purchasing intention. Previous research has suggested that expertise can be an important factor in influencer marketing, as it can increase the perceived credibility and authority of the influencer. However, in the context of vegan products, it is possible that expertise may not be as important, as many consumers may already be familiar with the health and environmental benefits of a vegan lifestyle.

The findings of this study in this paper have implication for companies and businesses that are seeking to promote their vegan products through influencer marketing. By partnering with influencers who are attractive, credible, and have a strong connection to veganism, businesses may be able to increase the purchase intention of their target customers. Additionally, businesses may want to focus on promoting the ethics and environmental impact of their vegan products, rather than relying solely on the expertise or personality of the influencer.

Limitations of the study include the use of a self-reported survey questionnaire, which may be subject to social desirability bias. Additionally, the sample used in the study was limited to a specific demographic, which may limit the generalizability of the findings. Future research could address these limitations by using a more diverse sample and by using a mix of quantitative and qualitative methods to gain a deeper insight of the impact of influencer marketing on the purchase intention of customers towards vegan products.

## 8. Conclusion

The impact of social media influencers on consumer buying intention towards vegan products in the cosmetic industry has become a significant research area in recent years. This is due to the continuous increment in the use of social media as one of the most reliable marketing tool by companies to promote their products, and the rise of social media influencers who have a consequential impact on consumer buying behavior.

This research paper reviewed several studies that investigated the impact of social media marketing on consumer buying intention and behavior, with a specific focus on the cosmetic industry and vegan products. The studies highlighted several factors that influence consumer purchase intention and behavior, including attractiveness, credibility, expertise, personality, attitude towards veganism, and buying intention.

The research showed that social media influencers have a significant impact on consumer purchase intention towards vegan products in the cosmetic industry. The studies found that attractiveness, credibility, and expertise were the most significant variables influencing consumer purchase intention towards vegan products. Influencer personality traits such as likability and relatability were also found to have a significant impact on purchase decision-making.

These findings suggest that cosmetic companies and social media influencers should focus on building trust, credibility, and expertise to promote vegan products effectively. Social media influencers can be a powerful tool for promoting vegan products, but they need to establish themselves as credible and trustworthy sources of information. Companies should work with influencers who have a strong following and are knowledgeable about vegan products to ensure that their message reaches the target audience effectively.

In addition, companies should consider the consumer's attitude towards veganism and buying intention when designing their marketing strategies. Understanding the consumer's motivations and beliefs is critical for developing effective marketing campaigns that resonate with the target audience. Companies can use social media platforms to engage with their respective target audience, understand their needs and preferences, and tailor their marketing strategies accordingly.

In conclusion, the research shows that social media influencers have a significant impact on consumer buying intention towards vegan products in the cosmetic industry. Attractiveness, credibility, and expertise are the most significant variables influencing consumer purchase intention towards vegan products. Companies and social media influencers should focus on building trust, credibility, and expertise to promote vegan products effectively. By understanding the consumer's motivations and beliefs, companies can develop effective marketing campaigns that resonate with the target audience and promote their vegan products successfully. Further research can be conducted to examine and study the impact of social media influencers on other industries and product types, providing valuable insights into the evolving landscape of social media marketing.

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