

# ***Explore the Positive Influence of Influencer Marketing on Beauty Brand***

**Jiayu Lin<sup>1</sup>, Jiaqi Liu<sup>2</sup>, Chenyi Zhao<sup>3\*</sup>, Yunzhi Sun<sup>4</sup>, Yajing Sheng<sup>5</sup>**

<sup>1</sup>*Hangzhou Xuejun High School Haichuangyuan, Hangzhou, China*

<sup>2</sup>*School of Foreign Languages, Electric Power University, Shanghai, China*

<sup>3</sup>*Beijing 21st Century School, Beijing, China*

<sup>4</sup>*School of Foreign Languages, Zhongnan University of Economics and Law, Wuhan, China*

<sup>5</sup>*Ningbo Huamao International School, Ningbo, China*

*\*Corresponding Author. Email: 18511849487@163.com*

**Abstract.** This work focuses on the impact of influencer marketing on beauty brands. Influencer marketing has become a mainstream strategy in the market, especially in the beauty industry, with significant value growth. However, the understanding of its impact on brand performance and consumer attitudes compared to traditional methods is lacking. This paper conducts a case - study-based research, mainly analyzing Olay and INTO YOU. The results show that integrating different-level influencers can reach a wider audience with authenticity; combining influencer and cause marketing can enhance brand-user emotional bonds; authenticity is crucial for targeting younger generations; user-generated content from influencers can boost brand engagement; and in developing markets, targeting niche audiences is necessary. The study also has limitations such as sample and data collection limitations. Despite this, it concludes that influencers have a significant positive effect on brands in marketing, which is important for brand growth in various aspects like brand image, marketing strategies, and customer relationships. This research can provide valuable guidance for beauty brands to optimize their marketing strategies, improve brand awareness, and enhance brand loyalty.

**Keywords:** Influencer Marketing, Beauty Brands, Brand Performance, Consumer Attitudes

## **1. Introduction**

Influencer marketing has been a popular strategy used by over 75% of marketers to promote their businesses and goods on social media. The secret to raising online brand engagement is frequently identified as influencer marketing. As of 2023, the value of the worldwide influencer marketing industry is \$21.1 billion, having increased by more than three times from 2019 [1]. Collaborations between brands and artists are now more profitable than ever because of the growing scope and value of influencer marketing platforms, which are a byproduct of the maturing influencer endorsement business. Customers are now aware that it's important to consider other people's opinions when choosing which goods or services to buy. On the one hand, consumers view recommendations from websites, friends, coworkers, and even strangers as reliable sources of

information, and these suggestions have a significant impact on their decision-making process [2]. Social media influencers, also referred to as online celebrities, are a product of the growth of social media sites like Facebook, YouTube, Instagram, and Weibo. These ordinary folks, who go by the Chinese name "Wang Hong," have amassed millions of internet followers. They become opinion leaders and occasionally even independent third-party supporters by producing and disseminating their material on social media platforms, which shapes and influences people's perspectives [3]. Furthermore, such influencers have a high degree of social presence, and this presence has a significant impact on the behavior of the audience [4]. While many brands have achieved great success with influencer marketing, there are major gaps in our understanding of brand performance and consumer attitudes after influencer marketing compared to traditional methods. According to a recent Fashion & Beauty Monitor research [5], around sixty percent of fashion and beauty firms now employ influencer marketing, and an additional twenty-one percent want to do so in the upcoming year. It can be seen that a large number of beauty brands in the market have adopted influencer marketing, which has rich cases and reference significance. Influencer marketing is a very mainstream marketing method, but some brands will worry about affecting the brand image, excessive consumption of brand image, or making the brand into negative news. We have great interest in the influence of these marketing influencers, which have flooded into marketing in recent years, on brand income, and we urgently want to know whether influencers can have a positive impact on a brand in the market. Because we want to help beauty brands better understand the advantages of influencer marketing, and help them guide future marketing. Therefore, the main purpose of this study is to study the significant positive impact influencers can have on brands in marketing. We address this objective through in-depth research, studying many different brands in the beauty industry, and analyzing the comparison before and after the marketing of Internet celebrities. We assume that Influencers can bring significant positive influence to the brand in marketing. This study can provide professional guidance for beauty brands to help them develop and optimize marketing strategies more effectively, improve brand awareness, increase consumer trust, promote sales conversion, accurately target audiences, improve marketing strategies, and enhance brand loyalty. These practical guidelines enable brands to maintain an edge in a competitive market and maximize the return on their marketing investments. Finally, our research method uses case studies to obtain the most accurate and detailed research results by studying and investigating individual beauty products.

## 2. Literature review

Influencer marketing on social media has become more popular; in 2017, 86 percent of marketers questioned said they used it to promote businesses [6]. Opinion leaders on digital social media who address an unidentified large audience are referred to as social media influencers [7]. according to De Veirman [8], and are recognized as "trusted tastemaker[s] in one or several niches.". Social media influencer marketing is one of the most powerful strategies for showcasing a brand and delivering value to consumers through social platforms. Many existing studies have explored how various factors influence perceptions of both the influencer and the brand. Selecting the right influencer enables businesses to more effectively shape their brand image while building trust and gaining popularity through collaboration. Electronic word-of-mouth (eWOM) is the result of consumers creating, publishing, and sharing their own experiences and views about a product or service with others through social media platforms, such as blogs, content communities, virtual worlds, and social networking sites [9]. With the rise of social media platforms, a new class of opinion leaders known as influencers has formed, occupying a space between friends and celebrities

[10]. A significant portion of buyers receive information about the items from other customers, who view it as more genuine and reliable [11]. With over 1 billion active users, Instagram is one of the most downloaded applications [12]. Because of this, a lot of businesses create accounts to gain from high engagement rates within a sizable consumer base [13]. Influencer marketing may be more appealing to consumers than conventional, celebrity-based mass media advertising, much like Instagram promises high levels of consumer interaction [14,15] since it allows customers to feel as though they are in intimate ties and aligned with their preferred influencers [16]. By having influencers endorse their products to customers who already agree with their image or points of view, brands may take advantage of these strong connections [17]. Influencers in skincare and cosmetics may communicate with peers and customers via their content, which aids in their rise to fame [18]. These days, there is a noticeable shift in the market for skincare products since they cater to both younger and older consumers. Over the next seven years, the worldwide market is expected to increase at a strong pace of 6.5 percent. Social media's growth has greatly benefited the cosmetics sector, which is why beauty firms are increasingly using digital media to increase their exposure, credibility, and sales [19]. Consumers learn about cosmetics and skincare from beauty influencers through different social media platforms. Respondents are more likely to buy a beauty product recommended by an influencer [20]. Scholars have identified the backgrounds, special characteristics, and success factors of influencer marketing in the beauty industry [21], but have not studied the influence and connection of influencer marketing on brands. It was also established that influencer marketing influences people's purchase choice [22], there is also a lack of connection with the brand. Previous studies mainly use the method of the survey [23], factor analysis method [24], literature research, questionnaire survey and statistical analysis [25], qualitative study [21], online experiment [26], exploratory research approach [27] to conclude, but there are few specific pieces of evidence and discussions about the role and connection of influencer marketing on brands. Therefore, the main purpose of this study is to collect a large number of brands in the beauty industry and analyze the use of influencer marketing before and after comparison to examine this topic. This study may guide the marketing of beauty brands, help them to formulate and optimize marketing strategies more effectively, improve brand awareness, increase consumer trust, promote sales conversion, accurately locate target audiences, improve marketing strategies, and enhance brand loyalty.

### 3. Case study

The following article will discuss Procter & Gamble's well-known skincare brand, Olay, which has been a key player in the beauty industry for decades. With the growth of the market and the rise of digital media, Olay recognizes the importance of influencer marketing to reach a younger audience. This case study examines the influencer marketing strategy, key activities, and their outcomes for Olay.

Olay's influencer marketing strategy focuses on leveraging the credibility and influence of influencers to increase brand awareness, drive engagement, and boost sales. The brand works with macro, micro, and nanoscale influencers to target different demographics, ensuring broad reach while maintaining authenticity through this multi-level approach.

To distinguish itself in the competitive beauty industry, established brands like Olay can effectively combine Instagram influencer marketing with traditional cause marketing to deliver a distinctive message. For instance, the "Fearless 9" initiative features a stellar roster of models and influencers, including Aly Raisman, Denise Bidot, and other prominent female figures like Jillian Mercado and Piera Gelardi. Olay embraces women's inherent beauty by encouraging them to use the

hashtag #FaceAnything. Each influencer was asked to forgo their typical beauty rituals for 28 days in return for Olay skincare products and a day without makeup at the end of the challenge. In addition to the nine ladies shown in the fashion spread, Olay invited influencers in the fields of skincare, makeup, and lifestyle to take part in a 28-day challenge. Olay products were packaged individually for each influencer, to prepare them for a high-profile makeup-free event. This marketing strategy has been highly successful, generating 298K video views, an 8.33% engagement rate, and reaching 21 million targeted followers. A couple of the most important reasons why this promoting approach has yielded such compelling results are as follows. To begin with, Olay handpicked a different bunch of influencers for the Intrepid Nine - ladies who were energized by the thought of being helpless, telling their individual stories, and committing to a no-makeup photo shoot. Distinctive sorts of influencers reach a bigger and broader group of onlookers and can draw in more potential clients. Olay upheld influencers in sharing bona fide individual stories by making the #FaceAnything hashtag and sending influencers the item, but past that, Olay let the influencers tell their possess stories around how the product worked for them. Fearless 9 investigated the distinctive ways ladies got to stow away their faces, feelings, or selves, and the narrating was exceptionally individual, with each influencer Each influencer includes an interesting point of view. Interfacing with a youthful gathering of people through true informing. The genuineness of this showcasing approach reverberates with Millennial and Gen Z customers. Influencers are more trusted than celebrities or other branded substances. The campaign got broad engagement from influencers and supporters, making tons of user-generated substance. It successfully highlighted the benefits of the item and drove expanded item trials and deals.

In addition, some beauty brands in the Chinese beauty market rely on influencer marketing to enter the market and have achieved good marketing results, for example, the lipstick brand INTO YOU, which was ranked as the TOP 10 in the beauty category during the TikTok 618 shopping festival last year, and was recently ranked as the TOP 1 in lipstick store sales. In the red sea of the lipstick category, INTO YOU broke out of the competition and was warmly received by consumers. In the red sea of lipstick category, INTO YOU breaks through the competition and is warmly sought after by consumers. The brand is positioned as a young, fashionable, new-age beauty fashion pioneer with attitude. The spiritual core of “courage, confidence, independence, and freedom” conveyed by the brand coincides with the direction pursued by “Generation Z” women. The brand has chosen some social media celebrities or vegetarian bloggers for color-testing and shooting videos or live broadcasting to sell their products and has also cooperated with some popular IPs to launch co-branded models to increase product exposure as well as the fun of the products. By finding a specific target group, the lipstick brand utilizes affordable word-of-mouth as well as the authenticity and credibility of vegetarian bloggers to create the brand's unique image and features.

#### 4. Finding

Brands may reach a wider audience more successfully and keep a high level of authenticity by integrating macro, midrange, and micro-influencers. Across a variety of audiences, this multi-layered influencer collaboration strategy aids in the development of brand awareness and trust for brands. Bringing together influencer and cause marketing can improve the company's emotional bond, increase user engagement, and produce a more compelling brand narrative. A brand's social responsibility and influencers' narratives can be used to effectively increase a brand's attractiveness and credibility.

When targeting younger generations, authenticity is crucial to the success of influencer marketing. Influencers' authentic tales and experiences help brands establish strong emotional bonds

with young consumers, which increases brand trust and attraction.

The connection between brand engagement and user-generated content User-generated content from influencer marketing can produce a lot, which boosts market performance and brand engagement. Influencers may drive product trials and sales growth by sharing personal tales and experiences, which businesses can utilize to stimulate user engagement and inspiration.

Marketing tactics in developing markets: Influencer marketing's success in developing nations like China demonstrates the necessity for firms to target niche audiences and maintain a clear sense of their brand's positioning. Brands may differentiate themselves in a competitive market and gain the trust and loyalty of consumers by collaborating with influencers who possess appropriate values and influence.

Optimizing influencer marketing techniques: In this multi-level influencer collaboration approach, brands may increase their brand's market impact and reach by learning from the Olay and INTO YOU study, which offers a framework for successful influencer marketing methods.

Empirical research on boosting the efficacy of brand marketing: Case studies show the real-world benefits of fusing cause marketing with influencer marketing, giving brands an empirical foundation on which to build their marketing strategies and demonstrating how well this strategy works to increase user engagement and brand loyalty. Recognizing the demands of younger consumers: Studies indicate that engaging younger consumers requires authentic and tailored information. In their upcoming marketing campaigns, firms can better cater to the requirements and expectations of younger customers thanks to this finding.

Guiding brand promotion in Emerging Markets: The study offers helpful advice for other brands entering emerging markets, particularly on how to use influencers and social media platforms to boost market share and brand awareness. It does this by examining successful cases in the Chinese market.

## 5. Limitation

Sample limitations: The Olay and INTO YOU instances serve as the main basis for this study, and the findings could not be applicable to other brands or marketplaces, particularly in areas with distinct markets and cultures.

Bias in influencer selection: The study's generalizability may be impacted by the influencers' selection criteria, and the chosen influencers might not accurately reflect the traits of all possible influencers.

Limitations on data collection: No thorough analysis of the data was done, and long-term brand benefits were not taken into account. Aim for short-term measurements of engagement.

Controlling for variables can be challenging since there are so many outside variables (such as market trends and competitor activity) that could have an impact on the outcome.

The research mostly focuses on qualitative analysis due to a lack of systematic quantitative data, which makes it difficult to evaluate the precise advantages of influencer marketing quantitatively.

## 6. Conclusion

This dissertation has conducted a thorough analysis of whether influencers can have a positive impact on a brand in the marketplace. Through extensive research and critical review of existing literature, we have gained valuable insights into influencer marketing. The findings of this study demonstrate that, in line with its intended goals, influencers have a significant positive effect on brands in marketing. These implications extend beyond just brand image, influencing areas such as

brand marketing, product marketing, digital marketing, and social media. Our analysis underscores that social media influencer marketing is one of the most effective strategies for showcasing a brand and delivering value to consumers through social platforms. By examining the marketing tactics of different brands working with various influencers, this study advocates for a more nuanced, context-specific approach to foster brand growth and development.

Beauty brands aim to create an emotional connection with their target consumers. An effective marketing strategy allows a brand to understand what motivates consumers and resonates most with them. This can help brands craft the right message that influences how consumers perceive and interact with the brand. When marketing strategies are optimized based on consumer insights and preferences, it leads to higher brand engagement levels. Consumers feel the brand understands and caters to their unique needs and desires. This fosters loyal relationships between the brand and its customers over time. Increased brand loyalty translates directly to repeat purchases and positive word-of-mouth for the brand. Consumers become brand advocates who promote the brand to their family and friends organically. With accurate consumer targeting, brands can optimize their marketing spend. Resources are invested efficiently in reaching the right consumers who have a high likelihood of purchasing. This improves the return on marketing investment and boosts sales numbers for the brand. Understanding target audiences deeply also guides brands in designing campaigns that appeal uniquely to those consumer segments.

Several limitations to this pilot study need to be acknowledged. Our research didn't cover enough brands, product categories, or geographic regions. We only looked at a small sample of consumer products from a handful of countries. To gain a more comprehensive understanding of sustainability in different industries and locales, our study would need to analyze data from more multinational corporations operating across a wider range of sectors and national markets. Expanding the scope of our analysis to encompass additional variables would allow us to draw more robust conclusions regarding sustainability trends worldwide.

A further study could assess the long-term effects of different people sets or product evaluations and how consumer opinions and preferences may change over an extended period after initial exposure. Additional research in this area could help companies better understand customer loyalty and the durability of first impressions. By tracking customer evaluations for six months or a year after first use or review, researchers may gain valuable insight into which product qualities have a lasting impact on consumers and which are more ephemeral or short-lived. Such longitudinal studies could provide useful guidance to businesses seeking to design products that create sustained positive impressions and satisfaction rather than short-term appeals that fail to maintain customer engagement in the long run.

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