



## “THE IMPACT OF INFLUENCER MARKETING ON CONSUMER BUYING BEHAVIOUR (A CASE STUDY OF MAMAEARTH PRODUCTS)”

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### ABSTRACT:

The Beauty & Personal Care market is thriving and one of the fastest growing consumer markets in India, driven in particular by the Cosmetics and Skin Care segments. The main reason for this strong growth is the generational shift with young consumers entering the market. At the same time, this change is reinforced by social media, internationality, and eCommerce, which have a lasting effect on buying behavior when it comes to beauty products. According to IMARC group the India beauty and personal care market size reached US\$ 26.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 38.0 Billion by 2028, exhibiting a growth rate (CAGR) of 6.45% during 2023-2028. One of Indian's successful beauty and personal care companies in 'Mamaearth' by Gazal Alagh and Varun Alagh. In 2016, the couple launched the brand under the parent company Honasa Consumer Pvt Ltd, in Gurugram using the best available ingredients – natural, plant-based or manmade, which are both certified safe as well as effective. In just four years, Mamaearth became Asia's first brand to get the Made Safe certification for its toxin-free products. The company started with six products in the baby care range, Mamaearth has now diversified into skin and hair care products for men and women across 80 SKUs and catered to over 1.5 million consumers in more than 500 cities across India. Mamaearth is one of India's fastest-growing brand crossing Rs 100 crore turnover mark in just four years. Mamaearth ditched the conventional marketing style and very strategically used social media extensively, especially influencer marketing which did wonders for them and within 6 years became a unicorn in 2022. Mamaearth targeted niche-specific, famous influencers for their campaigns and instead of running monotonous campaigns repeatedly, it came up with creative ideas that users couldn't help but engage which helped Mamaearth increase not just its brand awareness but also its revenue. In this new marketing concept 'Influencers' have more significant impact on consumers. The aim of research paper is to study the impact of influencer marketing on purchase and post purchase decision of mamaearth products and to analyse effectiveness of different social media platforms. Simple random sampling is used to study the individuals of age group 18-30 for conducting this research.

Key words: Mamaearth products, beauty and skincare industry, consumers buying behaviour, influencer marketing.

### 1. INTRODUCTION:

#### 1.1 OVERVIEW:

The rise of social media has certainly revolutionised various aspects, including how we connect, share, and consume information. The emergence of influencers is one of the most significant changes brought about by social media in the realm of marketing. However, the influencer is not a buzzword anymore. Considering macro and celeb influencers, today's new-gen celebs, these individuals can significantly impact the psychology of potential consumers through their recommendations, opinions, and ideas, thereby shaping their purchasing decisions. Furthermore, with their substantial online followings and persuasive skills, they have emerged as critical players in determining consumers' buying behaviour.

#### 1.2 INFLUENCER MARKETING:

Influencer marketing is a form of marketing in which places focus on influential people rather than the target market as a whole. It identifies the individuals that influence potential buyers and orients marketing activities around these influencers. Influencer marketing is a hybrid between old and new content marketing strategies that are placed into a modern-day content-driven influencer marketing campaign. Influencer marketing is



more about showing consumers your authority, credibility, and thought-leadership within your industry. It uses a combination of online marketing influencers, celebrities (who we already know and trust), word-of-mouth marketing and other user-generated content to market and promote products and services to consumers, instead of using old, cheesy traditional advertising that continually pushes unwanted products in front of consumers.

### **1.3 INFLUENCERS:**

A person or group who has the ability or influence the behaviour or opinions of others: The influencer is the individual whose effect on the purchase decision is in some way significant or authoritative .Social media influencers are the people who have built their audience one loyal, organic follower at a time. Marketers should only work with social media influencers who have highly engaged audiences on their social networks. This marketing influencer may have a considerable following, but you want to make sure the audience they have participates in the content they share, or it could be a total flop. In your influencer marketing strategy, marketers need to reach out to social media influencers regularly. The more frequently you do this, the more visible and engaged you become with potential brand influencers.

### **1.4 CONSUMER BUYING BEHAVIOUR:**

Consumer Buying Behaviour refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past. Understanding consumer purchasing behaviour gives marketing professionals an inside scoop on when, how, and why their products are performing in the market. Marketers that develop an intimate knowledge of consumer buying behaviours are able to learn what factors are influencing current and potential customers. By developing this knowledge, these professionals can find holes in the market and fill them with new products that address consumer desires more directly.

### **1.5 IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BEHAVIOUR**

Today, social media influencers have become excellent communicators and opinionators, assisting people in perceiving a brand more favourably by providing honest feedback. When users consume influencer content, they assume credibility in the creator's opinions, especially for niche products and brands.

It is safe to say that social media influencers wield immense power, revolutionising consumer behaviour and prompting businesses to embrace unconventional strategies. Their massive online followings and captivating content have become catalysts for boosting brand preferences and the transformation of consumer behaviour as a whole. With their huge fan base, these influencers create brand awareness, acquaint consumers with overlooked products, and pique their inquisitiveness. In addition, by being authentic, these new-age celebs foster trust, resulting in the likelihood of consumers embracing their recommendations.

However, it is essential to note that the impact of influencers on consumer behaviour is not always positive. Concerns related to transparency, unrealistic standards, and ethics may arise, such as undisclosed sponsorships or misleading content. Thus, to tackle these issues, consumers should approach influencer recommendations critically, discerningly evaluating them and considering multiple sources of information before making purchasing decisions. Having established the impact, let's delve into some of the merits and demerits brought about by the rise of social media influencers in the marketing industry.

## **2. LITERATURE REVIEW:**

SHUKLA, SHRUTI (2023) Carried out a research to evaluate the impact of influencer marketing on buying behaviour of consumers and to analyse the effect of influencer marketing on sales of key beauty products. The researcher took a sample of 110 females of age group 18-30 yrs. For conducting research on key beauty products. According to an online survey it was found that influencer marketing plays an important role in creating brand awareness, although it does not always result in product purchase . The purchase



decision is heavily influenced by brand trust and product cost. Developing influencer marketing will enable companies to maximise earnings by reducing advertising and promotion expenses more than traditional marketing operations.

YODI H.P, WIDYASTUTI S, NOOR, L.S (2020) Undertook a research to study the effects of content and influencer marketing on purchasing decisions of fashion Erigo company. The study found that content marketing in Erigo Company success to attract the customer's attention, it shows content marketing affected to the consumer behaviour. After Erigo Company tap into influencer marketing. Influencer marketing give three impacts, First, marketing to influencers increasing the the Erigo company brand's awareness within the community of the influencer. Second, marketing through the influencer by using the influencers can surge the Erigo Company brand's awareness amid target consumers; and third, by marketing with influencers Erigo Company transforming the influencers into brand advocates. It shows affected to the consumer behaviour. Erigo Company can engage the customers with the interesting content, clear and informative content it become the fundamental strategy to represent the personality of Erigo Company to get trust from the target customer's. It also proved that the purchasing decision affected by content marketing that Erigo. Company customer's absorb, with their any consideration the customer's decide what they want. By tapping into influencer marketing the Erigo Company be able to stimulate the consumers to buy their products, and create a significant retail lift.

CHOPRA, ANJALI, AVADH, VRUSHALI AND JAJU SONALI ( 2021 ) Undertook a research to better understand the new marketing strategy i.e. influencer marketing and to identify important dimensions and sub-dimensions of influencer marketing that influence consumer's purchase intention. The result shows that the challenging task ahead for marketers is to find relevant influencers for the select target audience who can take the brand story forward while intimately connecting with the followers because Consumers today are more aware and informed and are able to tell the difference between an endorsement and a genuine recommendation. Brands that use influencers without studying the fitment between the influencer and the brand story are more likely to be deemed inauthentic. A sustainable strategy would require marketers focusing on identifying the right influencers and using them to drive brand engagement by identifying the target audience for whom the communication would be relevant. While most market research survey indicates that "recommendations from friends or family" is always the number one trusted source of information, the way consumers look at influencers as an extension of their friend indicates that the question is not "why should I use influencer marketing" but "how should I use influencer marketing."

DR. BHUVANESWARI. G, MS. BHARAGATH NISHA. S(2021) Conducted a research to study the impact of influencer marketing on consumer buying behavior and to study consumer behavior towards influencer's trustworthiness, influencer's expertise, influencer's attractiveness and its impact on purchase intention with reference to online courses. The results were expectedly positive with considerable impact of these variables on purchase intent. This study also analysed if there exist any relationship between gender and influencer's credibility variables and also with purchase intent. Again there wasn't any significant difference in the behaviour of males and females with respect to trustworthiness, attractiveness and purchase intent but there exists a significance difference in case of expertise of the influencers. The research finds that most of the consumers follow instagram for getting information related to online courses. This study has found that there is a very strong relationship between the factors of influencer's credibility – trustworthiness, expertise and attractiveness and purchasing intention. This means that the more a person feels that the influencer is trustworthy and feels that they are experts in giving opinion about the online courses platform and also feels that they are attractive in terms of likability and familiarity, the more they that influencers are credible and follow their recommendation.

## RESEARCH METHODOLOGY:



### 3.1 METHODOLOGY

To achieve research objective Quantitative Research method is used as it focus on quantifying the collection and analysis of data. The data is collected via primary sources and secondary sources.

### 3.2 RESEARCH DESIGN

The study is purely descriptive research as it sought to identify the consumer buying behaviour based on the respondent responses. Descriptive research involves data in order to answer research questions concerning the current status of the study.

### 3.3 DATA COLLECTION METHOD

The data will be collected with the help of primary sources and secondary sources.

#### 3.3.1 DATA SOURCES

- Government Publications
- Trade Journals
- Relevant website
- MAMAEARTH website

#### 3.3.2 TOOLS AND TECHNIQUES

- Bar graph
- Pie chart
- Questionnaire

### 3.4 SAMPLE OF STUDY

The research will be based on Hisar region of Haryana with the sample size of 101 respondents.

### 3.5 NAME OF ENTITIES

MAMAEARTH

### 3.6 OBJECTIVE

- To analyse the impact of influencer marketing on consumer buying behaviour
- To analyse the effectiveness of different social media platform in marketing.
- To understand the post purchase behaviour of customers.

### 3.7 SAMPLING TECHNIQUE

In this research convenience sampling technique has been used. Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements. It is also an easy sampling method to collect data from the people without any hurdles.

### DATA ANALYSIS AND INTERPRETATION:

In the marketing strategy of Mamaearth, social media platforms play a major role. The brand has an active presence on different social media platforms like [Facebook](#), [Twitter](#), and [Instagram](#). The prominent strategy that Mamaearth uses is Influencer Marketing and also uses [hashtags on such social media](#) platforms. On social media platforms, Mamaearth collaborates with influencers and pitch the niche audience of these influencers. Influencers have loyal followers who look up to what they suggest. Mamaearth works with 500 mom bloggers to spread word of mouth on digital platforms. It is a well-known fact that when an influencer recommends something, then it is followed by their community members because their work is to influence the people. These influencers post about the products of Mamaearth and their goodness and promote the brand .To understand the impact of influencers on consumer buying behaviour is the main aim of this research paper.101 online survey questionnaire are collected all of the respondents have social media accounts.



**OBJECTIVE1: TO ANALYSE THE IMPACT OF INFLUENCER MARKETING ON CONSUMER BUYING BEHAVIOUR**

To analyse the impact of influencer marketing on consumer buying behaviour different factors are considered such as awareness of MAMAEARTH products created by influencers, consumer behaviour towards influencer’s trustworthiness, purchase intention of consumer on recommendation of influencers, type of product purchased by consumers and alignment of consumer interest and value with influencer reviews regarding MAMEARTH products.

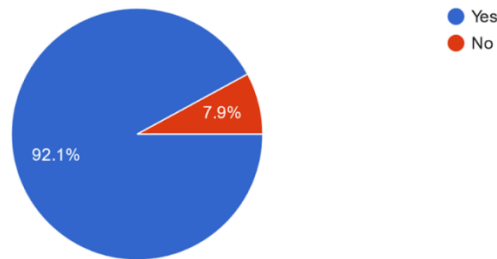


FIGURE NO.1 awareness of mamaearth products among respondents.

As per figure no.1 92.1% of those polled are aware of mamaearth products which shows significant awareness about their products among consumers.

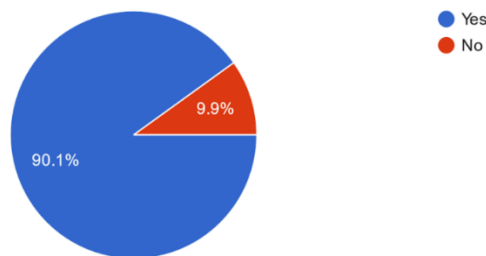


FIGURE NO.2 Awareness created by influencer through social media platforms.

As per figure no.2 90.1% of study's population have heard about mamaearth through influencers on social media platforms.

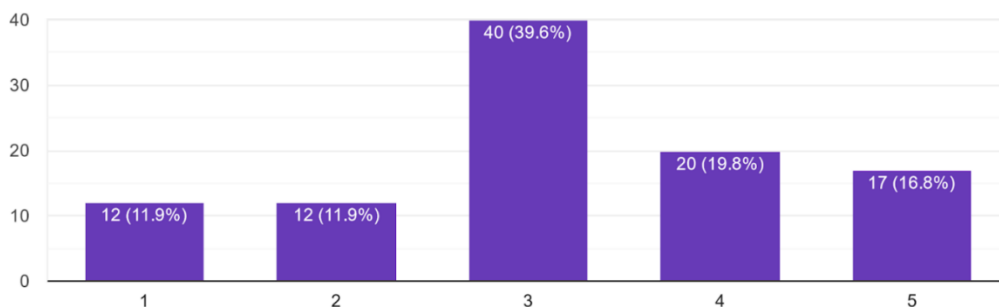


FIGURE NO.3 How likely consumer trust the recommendation of influencers when it comes to mamaearth products.



As per figure no.3 Majority (39.6%) of respondents neutrally trust the recommendation of influencers. 11.9 % are not likely and likely to trust their recommendations while 16.8% are most likely to trust their recommendations

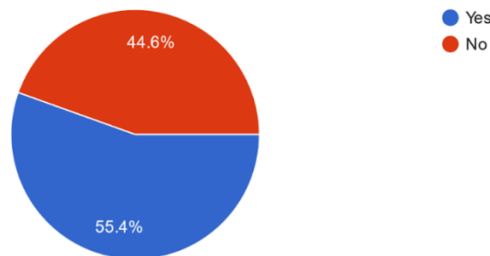


FIGURE NO 4 Products purchased by consumers on influencer’s recommendation.

As per figure no.4: 55.4% of respondents purchase mamaearth products on recommendation of influencers.

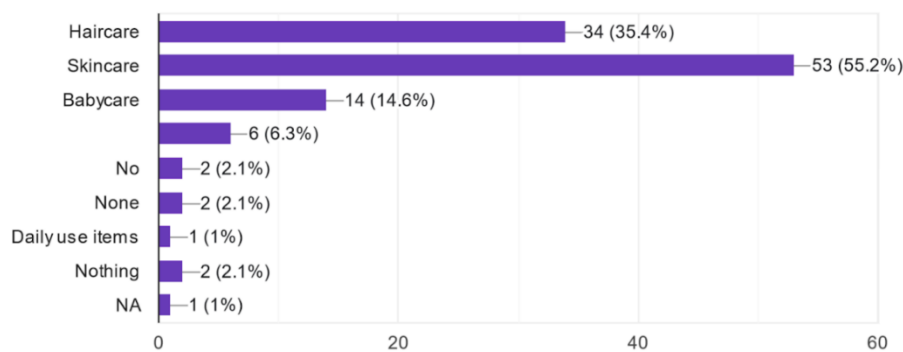


FIGURE NO. 5 Type of mamaearth product purchased by consumers on influencer’s recommendation.

As per figure no.5: Most of the study's population purchase skincare products followed by haircare and baby care due the mamaearth's influencer marketing strategy.

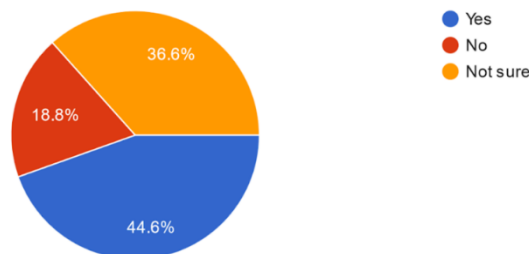


Figure no.6 Influencer’s reviews alignment with consumer interest and values.

As per figure no.6 Only 44.6% of those polled feel their interest and value align with influencer's reviews while 36.6% of respondents are not sure about that.



There is a significant impact of influencer marketing on consumer behaviour as result shows that majority of respondents are aware of mamaearth products being promoted by influencer on different social media platforms. Consumers neutrally trust the recommendation of influencers and most of those polled purchase mamaearth products on recommendation of influencers. Most of the consumers feel that influencer's review align with their interest and value when it comes to mamaearth products. It can be said that influencer marketing creates brand awareness on a significant level which reduces the companies advertisement and promotional expenses as compared to traditional marketing operations.

**OBJECTIVE 2: TO ANALYSE THE EFFECTIVENESS OF DIFFERENT SOCIAL MEDIA PLATFORMS**

To analyse the effectiveness of different social media platforms various factors are considered such as social media platform used by customers, on which social media platform they have seen mamaearth products and which social media platform they feel effective for influencer marketing.

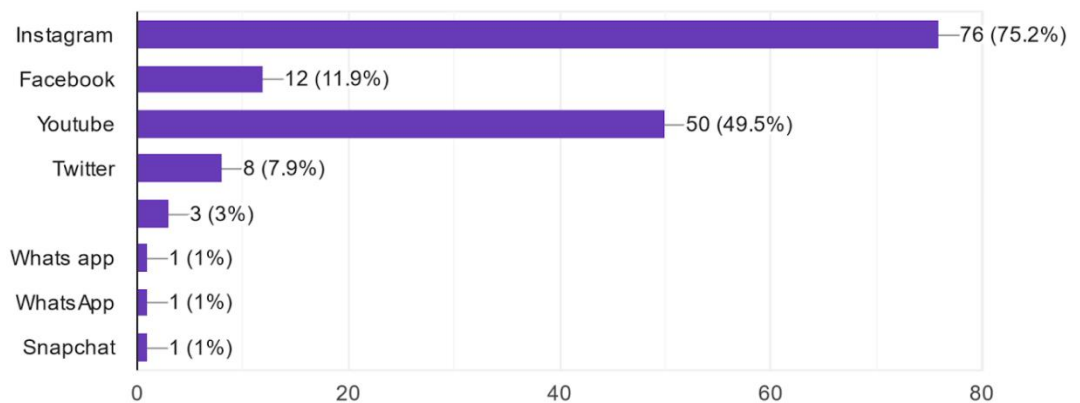


FIGURE NO.7: Social media platform actively used by consumers.

As per figure no.7 Instagram is the most popular social media platform followed by youtube among respondents

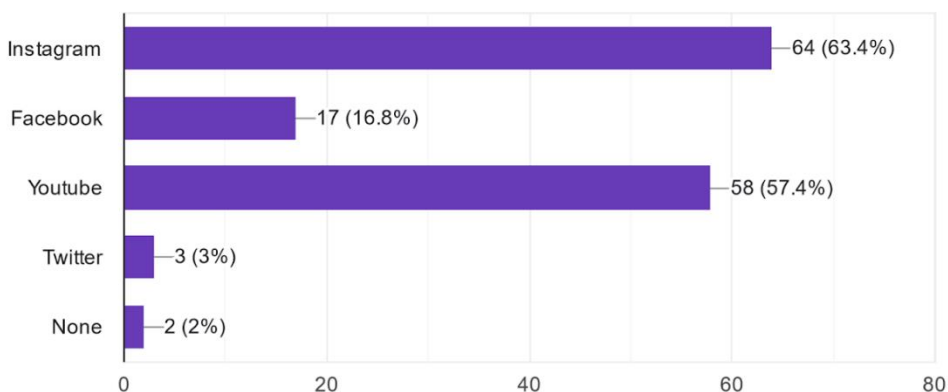


FIGURE NO. 8 Social media platform where mamaearth being promoted by influencers.

As per figure no.8: Majority of respondents have seen mamaearth being promoted by influencer on Instagram followed by YouTube and Facebook.

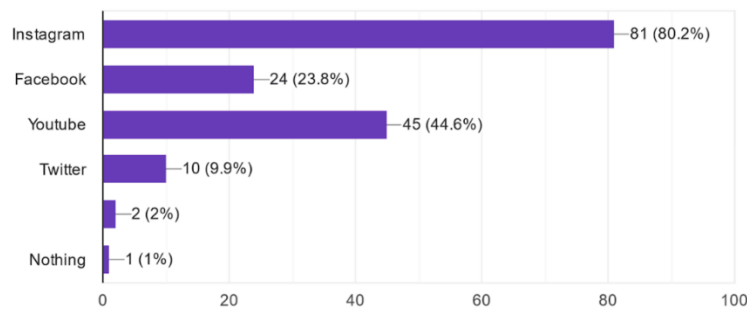


FIGURE NO.9 Social media platform effective for influencer marketing according to consumers, As per figure no.9: 80.2% of those polled believe that Instagram is most effective social media platform for influencer marketing followed by Youtube and Facebook

As most of the study's population use instagram as a social media network and consumers have seen most of the influencers promoting mamaearth products on Instagram and youtube even according to those polled Instagram and YouTube is the most effective social media platforms for influencer marketing . It can be said that promoting products through influencers on Instagram and YouTube will prove to be effective.

**OBJECTIVE 3: TO UNDERSTAND POST PURCHASE BEHAVIOUR OF CONSUMERS**

To understand post purchase behaviour of consumers their purchase frequency regarding mamaearth products ,their satisfaction level and their recommendation to others to purchase mamaearth products are considered.

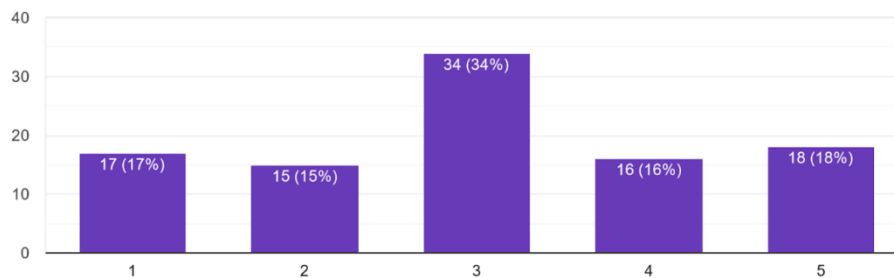


FIGURE NO. 10 Satisfaction level of consumers on purchase of mamaearth products.

As per figure no.10 Majority of study's population is neutrally satisfied with mamaearth products .

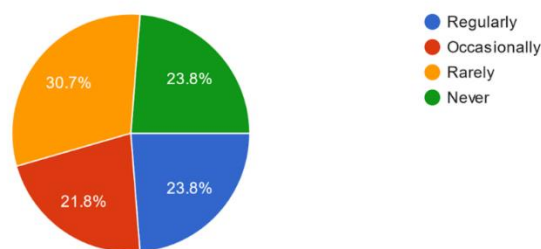


FIGURE NO. 11: Purchase frequency of mamaearth products.





As per figure no.11: 30.7% of those polled purchase rarely, 23.8% purchase regularly , while 21.8% purchase occasionally .

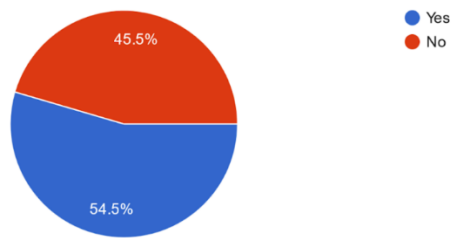


FIGURE NO.12 Repurchase of mamaearth products.

As per figure no.12: 54.4 % of respondents repurchase mamaearth products.

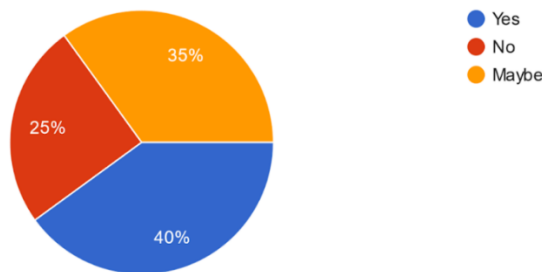


FIGURE NO.13: purchase of another products from mamaearth.

As per figure no.13: 40% of respondents will purchase another products of mamaearth on the basis of their pre purchase, 40% of them are not sure while 25% them will never buy another products of mamaearth.

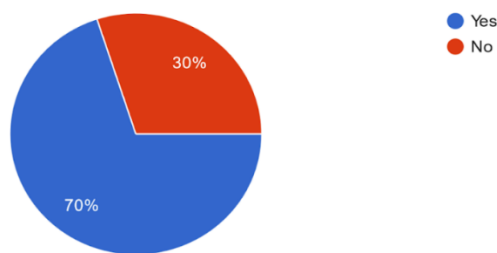


FIGURE NO.14: Recommendation to others by consumers.

As per figure no14 :70% of study's population recommended others to purchase mamaearth product while 30% of them will not recommend to others .

The study also shows that majority of respondents are satisfied with mamaearth products and they want to repurchase their products. Even most of the study's population will recommend others to purchase mamaearth products.it was found that consumer will also try another products of mamaearth but most of the consumers rarely purchase their products only few percentage of consumers buy their products on regular basis

**CONCLUSION:**



After conducting a research on “THE IMPACT OF INFLUENCER MARKETING ON CONSUMER BUYING BEHAVIOUR(A CASE STUDY OF MAMAEARTH PRODUCTS)” to achieve the following objectives:

- To analyse the impact of influencer marketing on consumer buying behaviour
- To analyse the effectiveness of different social media platform in marketing.
- To understand the post purchase behaviour of customers

The study has concluded that:

There is a significant impact of influencer marketing on consumer behaviour as result shows that majority of respondents are aware of mamaearth products being promoted by influencer on different social media platforms. Consumers neutrally trust the recommendation of influencers and most of those polled purchase mamaearth products on recommendation of influencers. Most of the consumers feel that influencer's review align with their interest and value when it comes to mamaearth products. It can be said that influencer marketing creates brand awareness on a significant level which reduces the companies advertisement and promotional expenses as compared to traditional marketing operations.

As most of the study's population use instagram as a social media network and consumers have seen most of the influencers promoting mamaearth products on Instagram and youtube even according to those polled Instagram and YouTube is the most effective social media platforms for influencer marketing . It can be said that promoting products through influencers on Instagram and YouTube will prove to be effective.

The study also shows that majority of respondents are satisfied with mamaearth products and they want to repurchase their products. Even most of the study's population will recommend others to purchase mamaearth products.it was found that consumer will also try another products of mamaearth but most of the consumers rarely purchase their products only few percentage of consumers buy their products on regular basis. Which shows the moderate performance of their products in the market.

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