

Topic

The effect of influencer marketing on customer trust, brand loyalty, and purchase behaviour toward foreign brands such as L'Oréal in India



+44 736-644-7810

Acknowledgment

I would like to express my sincere gratitude to my supervisor for their guidance, support, and valuable feedback throughout the development of this dissertation. My appreciation also extends to the faculty and staff at Ulster University for providing the resources and academic environment that made this research possible. I am deeply thankful to my family and friends for their encouragement and patience during this journey. Finally, I would like to acknowledge all those who contributed to this study, whether through sharing their expertise, offering advice, or supporting me in countless ways along the way.



+44 736-644-7810

Abstract

Influencer marketing is a dominating beauty industry promotional tactic, but its effectiveness in establishing trust, purchase intention, and brand loyalty in India is underexplored. Global patterns inform this study on how influencer marketing affects L'Oréal consumers' credibility, purchase behaviour, and loyalty in India. The aim of this study is to examine how SMIM affects customer trust and purchase decisions regarding L'Oréal products in India.

This study used quantitative Cross sectional study research approach. The data was collected by using online survey from 150 participants. Stratified sampling technique was used for it. SPSS 27.0v was used for data analysis. Descriptive statistics, including frequencies, percentages, means, medians, modes, standard deviations, and ranges, were used to summarise demographic profiles, influencer marketing exposure, consumer trust, purchase intentions, and brand loyalty.

Indian beauty influencers are more relatable, honest, and influential than foreign influencers, boosting customer trust in L'Oréal India. Tutorials, reviews, and repeated recommendations boost purchase intents, and Indian users critically compare local and worldwide influencer material before buying. Influencer marketing builds brand loyalty through emotional connection, community-building, and persistent influencer connections, but loyalty is partly influencer-dependent, stressing the necessity for true, sustained involvement to retain long-term commitment. The study found that influencer marketing helps raise awareness and promote first purchases but not for building long-term loyalty without retention measures including loyalty programmes, cultural affinity, and community participation. These findings show that beauty firms must move from transactional advertising to holistic marketing that builds trust, authenticity, and brand loyalty.

Contents

Disclaimer	2
Acknowledgment	3
Chapter 1	8
Introduction	8
1.1 Introduction	8
1.2 Background of the Study	8
1.3 Aim of the Research	10
1.4 Research Objectives	10
1.5 Research Questions	10
1.6 Deliverables	11
1.7 Significance of Study	11
1.8 Outlines of research methodology	11
1.9 Structure of the Research	11
1.10 Chapter summary	12
Chapter 2	12
Literature Review	12
2.1 Introduction	12
2.2 Social Media Influencer Marketing (SMIM)	12
2.3 Consumer Trust in Influencer Marketing	14
2.4 User Generated Contents and Purchase Intention	15
2.5 Brand Loyalty in the Context of Influencer Marketing	16
2.6 Influencer Marketing in India's Beauty Sector	18
2.7 Theoretical Framework	20
2.8 Research Gap	21
2.9 Chapter Summary	22



+44 736-644-7810

Chapter 3	23
Methodology	23
3.1 Research Design	23
3.2 Research Philosophy	23
3.3 Research Approach	24
3.4 Research Strategy	24
3.5 Time Horizon	25
3.6 Sampling	25
3.7 Data Collection	25
3.8 Data Analysis	26
3.9 Ethical Considerations	27
3.10 Chapter Summary	27
Chapter 4	29
Results	29
4.1 Chapter Overview	29
4.2 Overview of Company	29
4.3 Reliability and Validity of Data	29
4.4 Demographics	30
4.5 Findings	31
Chapter 5	53
Conclusion	53
5.1 Summary	53
5.2 Conclusions	55
5.3 Recommendations	56
5.4 Limitations	56
5.5 Future Work	57



References	58
Appendix	63
Consent form	63
Questionnaire Link	63
Ethical form Link	63
SPSS Sheet	63



+44 736-644-7810

Chapter 1

Introduction

1.1 Introduction

This chapter describes the study's background and context, showing the emergence of social media influencer marketing (SMIM) in beauty and personal care, notably in India. It shows how micro and macro influencers shape customer trust, buying decisions, and brand loyalty. This study examines how influencer marketing affects L'Oréal consumer behaviour in India, a fast-changing market due to digital expansion and changing beauty standards. This chapter also includes the research goal, objectives, questions, importance, technique outline, and dissertation structure.

1.2 Background of the Study

Social media influencer marketing (SMIM) has transformed brand-consumer interactions in beauty and personal care, which are driven by aesthetics, credibility, and identity. Influencer marketing promotes businesses or services to loyal audiences by collaborating with content niche experts, experts, and relatable people (Okonkwo and Namkoisse, 2023). Influencers are typically categorized by their reach and influence into four main types: mega-influencers (with over 1 million followers, usually celebrities), macro-influencers (with 100,000 to 1 million followers), micro-influencers (with 10,000 to 100,000 followers), and nano-influencers (with fewer than 10,000 followers but often highly engaged audiences). The niche legitimacy and authentic peer-to-peer communication style of micro and macro influencers, notably in beauty, are making them more popular (Bull, 2022).

The beauty and personal care sector in India had rebounded post-pandemic due to several key factors. A digitally literate population has enabled wider access to online beauty content and e-commerce platforms. Rising disposable incomes have increased consumer spending on personal grooming and skincare products. Additionally, social media-influenced beauty standards have driven demand for trending products, as influencers shape consumer preferences and purchasing behaviour. The Indian beauty market is expected to reach USD 37.2 billion by 2028, expanding 6.5% from 2023 to 2028 (Negi, 2023). L'Oréal, a French multinational with L'Oréal Paris, Garnier, and Maybelline, has aggressively extended its market share in this environment. According to

L'Oréal's 2023 Annual Report, 8% of India's organised cosmetics market is under its control. Importantly, 30% of its India marketing spend goes to influencer partnerships, demonstrating the strategy transition from traditional advertising to digitally embedded relationship marketing (Palmatier and Steinhoff, 2019).

Source Credibility Theory states that a message's persuasiveness depends on the source's credibility, skill, and attractiveness. Influencers are trusted more than brand spokespeople because their endorsements resemble user-generated content, other studies highlight that this trust is conditional (KIM, 2020). For instance, Kapitan et al. (2022) found that perceived authenticity and the fit between the influencer and the product play a more significant role in building trust than the content format alone. This suggests that while influencer content may mimic user-generated posts, its effectiveness also depends on credibility and relevance. Influencer marketing has a strong psychological impact in India, as peer influence and emotional trust influence buying behaviour. India Digital Trust Index, 64% of Indian customers use influencer recommendations for beauty or personal care items, and 71% state that their perceived trust in the influencer directly affects their purchase decisions (Gupta et al., 2025). This highlights the growing role of influencers as key decision-shapers in the consumer journey, particularly in the beauty sector, where trust and personal endorsement significantly impact buying behaviour. Strategic use of influencer marketing to drive sales and build brand credibility in India's competitive beauty market.

Cognitive evaluations (e.g., perceived product efficacy) and emotional resonance (e.g., perceived influencer authenticity) establish consumer trust and influence buy intention. Visual storytelling, testimonials, and interactive content (e.g., Q&As, tutorials) help influencers build personal connections with audiences, enhancing product trial and conversion (Talreja and Chaturvedi, 2023). Elaboration Likelihood Model (ELM) theory explains how such content affects behaviour. The peripheral route—activated by external cues like the influencer's attractiveness, likeability, or popularity—can change behaviour even in low-involvement decisions like beauty purchases (Lashari, 2025).

Influencer marketing affects purchasing behaviour, but its impact on long-term brand loyalty—defined as recurring purchase intention, emotional attachment, and advocacy—is unclear, especially in emerging economies like India. Trust-based engagement does not guarantee loyalty (Lee et al., 2021). Many customers show signs of “influencer fatigue” and question endorsements due to the commercialisation of influencer material. Influencers may drive immediate interest and

conversions, but long-term customer retention—especially for foreign brands in culturally diverse, price-sensitive markets like India—requires deeper relational and value-based connections (Ologunbe et al., 2024).

Additionally, Indian beauty consumers are becoming more conscious, research-driven, and picky. The 42% of Gen Z and millennial customers create brand loyalty based on the influencer's personality, the brand's social ideals, authenticity, and product efficacy (Dogra, 2019). Although purchase intention may be short-term, creating brand loyalty through influencers requires consistent brand integrity, recurring pleasant experience, and perceived connection with consumer values (Miranda, 2025).

Despite these trends, Consumer trust as a mediator between influencer marketing and purchase behaviour in India, especially for big brands like L'Oréal, are scarce. Most studies focus on Western markets or generic e-commerce, leaving a large research deficit in India's beauty business, where cultural, digital, and economic aspects interact uniquely (Sin, 2024).

1.3 Aim of the Research

The aim of this study is to quantitatively examine how SMIM affects customer trust and purchase decisions regarding L'Oréal products in India.

1.4 Research Objectives

1. To determine the impact of beauty influencers on consumer trust in L'Oréal India, with comparisons to global markets.
2. To assess how influencer-generated content affects purchase intentions for L'Oréal products in India relative to global consumer behavior.
3. To evaluate how influencer marketing influences brand loyalty toward L'Oréal in India and how this compares with loyalty trends in other countries.

1.5 Research Questions

1. How do beauty influencers influence consumer trust in L'Oréal India, and how does this compare to their impact in other international markets?

2. How does influencer content shape immediate purchase intentions among Indian consumers, and how does this differ from global consumer responses?
3. What role does influencer marketing play in shaping brand loyalty toward L'Oréal in India, and how does this pattern differ across international markets?

1.6 Deliverables

This study will deliver a quantitative analysis of how influencer marketing influences consumer trust, purchase intention, and brand loyalty within India's beauty sector, focusing on L'Oréal. It will provide empirical insights into influencer effectiveness and offer practical recommendations for marketers to design trust-based, loyalty-driven campaigns tailored to Indian consumers.

1.7 Significance of Study

This study explores how influencer marketing affects trust, loyalty, and buying behaviour for L'Oréal in India. Influencer marketing is frequently employed in India, but lack of quantitative research on its effects on customer decision-making. This research advances academic understanding and provides marketers with practical advice by examining how influencer trust influences customer responses and brand loyalty. The insights help marketers develop influencer campaigns that generate trust, stimulate repeat purchases, and reflect India's digitally engaged and culturally varied consumers' values.

1.8 Outlines of research methodology

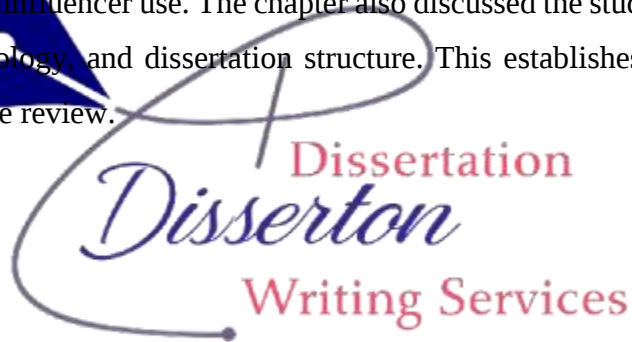
Quantitative research was used to assess influencer marketing, customer trust, purchase intention, and brand loyalty in L'Oréal India. The study uses positivist research methods including objective measurement and statistical analysis. A structured questionnaire was sent to Indian beauty influencer followers on social media. Simple stratified sampling was used to sample online beauty product customers. SPSS analysed data using descriptive statistics to test variable associations. Informed permission, participant confidentiality, and data protection was observed throughout the research procedure.

1.9 Structure of the Research

Chapter 1 explains the topic, specifies essential terms, formulates the research problem, aim, objectives, and questions, and describes the dissertation structure. Chapter 2 critically reviews influencer marketing, consumer trust, brand loyalty, and buying behaviour theories and studies, noting inadequacies in Indian and worldwide contexts. Quantitative research approach includes sampling, questionnaire-based data collecting, SPSS analysis, and ethics in Chapter 3. Chapter 4 uses statistics to display, analyse, and evaluate data, analysing findings in relation to literature and research issues and their theoretical and practical consequences. Chapter 5 concludes with significant findings, limitations, Marketer recommendations, and future study directions.

1.10 Chapter summary

Influencer marketing's expanding importance in India's beauty sector and its impact on customer behaviour were discussed in this chapter. It described the research problem, aim, objectives, and questions on L'Oréal's strategic influencer use. The chapter also discussed the study's significance, expected deliverables, methodology, and dissertation structure. This establishes the subsequent chapters with a critical literature review.



+44 736-644-7810

Chapter 2

Literature Review

2.1 Introduction

This chapter reviews literature to orient the study theoretically and conceptually. It discusses how SMIM affects customer trust, purchase intention, and brand loyalty in the beauty and personal care business. Reviews of academic and industry sources reveal findings, theoretical frameworks, and research gaps. The chapter provides context for the study's methodological and analytical approach by examining how influencers affect consumer behaviour in India and beyond.

2.2 Social Media Influencer Marketing (SMIM)

Social Media Influencer Marketing (SMIM) involves experts, speciality authorities, and social media influencers promoting items or services to their followers. Influencers get fame through personal branding, content development, and community participation, unlike celebrity endorsements. Businesses are investing more of their marketing budgets in influencer collaborations to build trust, engagement, and targeted reach (Bakri, 2023).

Mega-influencers, macro-influencers, micro-influencers, and nano-influencers are typically categorised by follower count and audience engagement (Sivakami and Thapa, 2025). Celebrity mega-influencers often promote many brands through paid partnerships, making their endorsements seem commercially driven rather than personal. This can reduce audience trust, as followers may feel the recommendations are not based on authentic experiences. Due to their particular emphasis and greater audience interactions, micro- and nano-influencers are more relatable and trustworthy (Sivakami and Thapa, 2025). Beauty firms like micro-influencers because their recommendations typically resemble peer-to-peer communication, which boosts customer trust and conversion (Kaur and Chandra, 2025).

SMIM is a key product promotion and brand engagement approach in beauty and personal care. Influencers demonstrate product application, performance, and outcomes for beauty goods, which often require customer confirmation. The worldwide beauty influencer business was worth over USD 10 billion in 2022, with skincare and cosmetics being the most promoted (Park and Hong,

2024). Beauty brands leverage influencer lessons, testimonials, and reviews to connect brand messaging to consumer experience. L'Oréal has adopted SMIM, changing from traditional media to influencer-led content on Instagram, YouTube, and Reels and Shorts (Yagüez Lorenzo and Rodríguez Romo, 2020).

In particular, the Indian influencer industry has grown exponentially. India's rising internet penetration (850 million people), smartphone use, and social media engagement—especially among Gen Z and millennials—make it ideal for influencer campaigns (Chakola, 2022). The Indian influencer marketing sector was worth INR 12 billion in 2022 and will rise 25% annually. Indian consumers are highly engaged and culturally sensitive, therefore influencer success depends on localisation, linguistic relevance, and societal values (Ganeshkumar et al., 2023). Similarly, Hadikusumo (2025) highlight that alignment with audience culture and language builds stronger trust and engagement. In contrast, Richter and Ye (2024) found that global influencers can succeed despite cultural differences if they project aspirational lifestyles. The West bases influencer trust on aesthetic value or notoriety, but Indian consumers choose authenticity, traditional beauty values, and aspirational lifestyle choices (Mahlakaarto and Suanse, 2024).

2.3 Consumer Trust in Influencer Marketing

Digital marketing requires no actual touch to validate authenticity, so consumers rely on perceived trustworthiness. Without trust, communications are ignored and conversion rates plummet. Influencer marketing links consumers to brands, building trust. Marketing partnerships require trust in the exchange partner's honesty. Trust in influencer marketing hinges on followers' judgements of authenticity, credibility, and relatability (Kim and Kim, 2021).

Influencer marketing mimics peer-generated content, fostering intimacy and authenticity. Beauty influencer Nikkie Tutorials delivers genuine product experiences and behind-the-scenes content, making fans feel like they're getting guidance from a friend rather than a celebrity (Grey, 2025). Traditional advertising uses celebrity endorsement and regulated messaging. Influencer marketing trust is primarily influenced by authenticity, perceived sincerity, consistent self-presentation, and value congruence, according to Nazara et al. (2025). Trust increases when influencers utilise and believe in the product they represent, especially if their content reflects their lifestyle. Cosmetics purchases are largely based on experience. Tutorials, reviews, and product demos influence 70% of beauty buyers (Cooley and Parks-Yancy, 2019). Honest 'problem-solution' storylines reduce

risk and increase purchase intention by showing how a product works on actual people rather than in idealised commercials.

Source Credibility Theory (SCT) discusses how credibility affects trust. Hovland et al. (1953)'s SCT, refined by Ohanian, asserts that a message's effectiveness depends on its source's competence, trustworthiness, and attractiveness. Influencer marketing describes competence as the influencer's product category knowledge, trustworthiness as their honesty and integrity, and attractiveness as their appearance, likability, charisma, and lifestyle appeal. These factors affect how the message is received and whether it changes behaviour (AlFarraj et al., 2021). A quantitative study by Khan (2023) demonstrated that influencer credibility—especially trustworthiness and expertise—increases follower trust and purchase intention. Lashari (2025) further observe that influencer–product fit mediates: a skincare blogger promoting facial serums is more trustworthy than one promoting other categories. Fit improves cognitive consistency, sincerity, and trust.

Relatability is another crucial but unique component in trust. Credibility promotes knowledge and ethics, while relatability emphasises emotion. Personal stories, blunders, and informal speech make influencers more approachable and honest (Jin, Muqaddam & Ryu, 2019). One-sided parasocial ties let consumers feel connected to unknown influencers. In the Indian beauty sector, followers value influencers' skincare and makeup advice over advertising. Perceived intimacy boosts brand trust and purchases. Indian collectivists value peer mentoring and social connectedness in consumer decision-making (Mishra and Maity, 2021).

Trust is fickle. Influencers may lose credibility due to overcommercialization, inconsistent messaging, or brand changes. Junaid (2024) warns of “influencer fatigue,” when consumers distrust aggressively promotional content, especially when influencers promote several brands without transparency. Consistence, audience perception, and cultural expectations shape trust. Brand saturation and community validation make trust even more vital in India's cosmetics industry. Influencers boost brand awareness and trust with 71% of Indian customers (Tiwari et al., 2024). Language and culture affect Indian viewers' perceptions of influencer authenticity. For instance, Tamil and Bengali beauty influencers are trusted more by their communities than English-speaking ones because they correspond better with local beauty norms and cultural references (Chu, 2025). Mismatched language or beauty standards might make recommendations seem remote or inauthentic, limiting engagement (Lefebvre and Cowart, 2022).

2.4 User Generated Contents and Purchase Intention

Purchase intention refers to a consumer's conscious plan or willingness to buy a product or service, often influenced by psychological, social, and marketing factors. In the context of social media, influencer content plays a pivotal role in shaping this intention by creating persuasive, engaging, and relatable narratives around products. For example, in India, Komal Pandey's fashion and beauty reels often pair storytelling with personal anecdotes, making products feel aspirational yet relatable. This engaging narrative style increases followers' intention to try the featured brands (Park, 2022). Unlike traditional advertising, influencer posts—especially in the beauty industry—use personalised content formats such as tutorials, product reviews, and “get ready with me” videos that demonstrate real-time product usage and results. These formats provide not just information but also emotional reassurance, increasing the likelihood of product trial and eventual purchase (Filiari et al., 2023).

In beauty-related purchases—which are often low-involvement decisions—consumers are more likely to be influenced by the peripheral route. Influencers who appear confident, visually appealing, and socially validated (e.g., via likes or positive comments) can significantly boost purchase intention even when the viewer does not deeply process the product details (Delbaere et al., 2021). The 64% of Indian beauty consumers reported purchasing products recommended by influencers primarily because of their popularity and aesthetic appeal, not detailed product knowledge (Hassan et al., 2021). For instance, when Masoom Minawala endorses a new lipstick shade, her confident presentation and thousands of positive comments often drive impulse purchases, illustrating the peripheral route of persuasion (Hu, 2024). This psychological influence is further reinforced by visual storytelling, interactive Q&As, and influencer-audience engagement, which together create a sense of familiarity and trust (Fabeil et al., 2025).

In India, this pattern is particularly pronounced. A growing number of beauty consumers especially Gen Z and millennials respond strongly to visually engaging and emotionally resonant influencer content. Thus, understanding how consumers interpret and respond to influencer content is essential for brands like L'Oréal, which rely heavily on influencer-driven marketing to influence behaviour across various stages of the customer journey.

2.5 Brand Loyalty in the Context of Influencer Marketing

Brand loyalty is a consumer's recurrent purchases, emotional attachment, and readiness to promote a brand. Cognitive factors including trust, identity alignment, and habitual choice are added to transactional satisfaction. Tiiri (2024) argue that authentic interaction and personal storytelling foster relational bonds that support long-term loyalty. Similarly, Zhang et al. (2025) highlight that influencers who engage in two-way communication and share personal experiences strengthen emotional connections, increasing repurchase intention. However, Loyalty may be short-lived if influencer content becomes overly commercial, as perceived authenticity declines and audiences shift to more relatable creators (Bennett, 2024). Influencers often create a 'hype effect' that drives first-time purchases through novelty and social proof. However, long-term loyalty depends on product satisfaction, consistent brand experience, and ongoing trust. For example, a beauty influencer may convince followers to try a new foundation, but repeat purchases will only occur if the product meets performance expectations; otherwise, consumers move on to the next trending recommendation (Bakri, 2023).

Influencer campaigns often result in short-term conversions like product trials or one-time sales, especially when driven by visually engaging material or time-limited discounts (Bennett, 2024). While valuable, these outcomes may not guarantee brand loyalty without pleasant post-purchase experiences and consistent brand reinforcement. Influencer-led ads frequently emphasise awareness and impulsive involvement, which lack emotional depth and consistency for long-term attachment (Kantonen, 2025). Digital customer loyalty is increasingly determined by brand values, identity resonance, and continuous relationship-building, not merely influencer exposure. In the digital space, loyalty depends on how well a brand's values and identity resonate with consumers, as people prefer brands that reflect their personal beliefs and lifestyles. Influencer exposure may create awareness and short-term interest, but lasting loyalty requires continuous engagement—through authentic storytelling, ethical practices, and consistent customer experiences—that strengthens the emotional bond beyond a single recommendation (Miranda, 2025).

Influencer fatigue, where consumers become dubious or disengaged due to overexposure to compensated collaborations or perceived inauthenticity, is a growing issue (Das, 2023). Audiences may mistrust influencer endorsements when material becomes more commercialised, especially when influencers move brands or promote opposing products. Consumers may engage with the influencer but not the brand, reducing loyalty (Jun and Yi, 2020). Poor influencer-brand alignment can also damage brand credibility and integrity, weakening loyalty creation.

Cultural values, price sensitivity, and digital empowerment shape loyalty in India. Indian beauty customers, especially millennials and Gen Z, choose authentic, culturally relevant, and socially responsible products (Kaushik and Ahuja). The Digital Trust Index found that 42% of people create brand loyalty based on influencer personality, brand alignment with personal values, and messaging consistency (Kukreja). Indian consumers respond well to influencer material, but loyalty must be earned through great experiences and value-driven narratives. In contrast to Western customers, Indian consumers value community participation and purpose-led branding (Hajdas and Kłeczek, 2021).

Loyalty trends worldwide emphasise brand continuity and genuine involvement. Influencers are increasingly deployed as ambassadors in mature markets like the U.S. and UK, emphasise relational marketing over one-time promotions (Gustavsson et al., 2018). In digital markets, consumers face endless brand choices and constant advertising noise. Continuity and emotional attachment help a brand stand out by creating familiarity and trust, making customers less likely to switch to competitors and more likely to stay loyal over time. On the other hand, brand loyalty in emerging markets like India is still evolving along with digital behaviour, affected by both classic loyalty factors (such product efficacy and affordability) and new digital interactions (Haris, 2025).

2.6 Influencer Marketing in India's Beauty Sector

The post-pandemic digital age has transformed India's beauty and personal care sector, with influencer marketing dominating consumer behaviour, brand engagement, and product discovery. Due to rising disposable incomes, aspirational purchasing, and gender-specific grooming, India's beauty and personal care sector will reach USD 37.2 billion by 2028. Moreover, the digital ecosystem—including affordable cellphones, data accessibility, and growing social media penetration—has changed how consumers interact with beauty firms. Instagram, YouTube, and short-video applications are used by over 65% of Indian internet users to consume beauty content (Sharma, 2024). Influencer marketing is interactive and culturally rooted in this culture. For example, in India, influencer marketing often reflects local festivals and traditions, such as beauty influencers creating Diwali-themed makeup tutorials. This cultural alignment makes the content more relatable and interactive, strengthening audience engagement and trust (Isibor et al., 2025).

Indian beauty shoppers are visual, interactive, and rely on peer-like endorsements. Influencer marketing builds trust through narrative authenticity, live tutorials, product comparisons, and real-time involvement (Bennett, 2024). In urban and tier-two cities, the aspirational middle class seeks upward mobility and lifestyle enhancement. Influencers provide accessible inspiration by showcasing affordable yet trendy skincare and beauty products, bridging the gap between luxury aspirations and everyday affordability. Social media exposure also shapes their purchasing choices, making influencers trusted guides for exploring new trends. Instagram Reels and YouTube Shorts incorporate shopping links into influencer content, shortening the customer path from awareness to action (Agbetoba, 2025). Beauty influencers now educate, review, and validate brands, replacing beauty gurus and print periodicals.

Gen Z and millennials, who make up 60% of the Indian online beauty market, are driving this transformation. Gen Z values sustainability, diversity, and brand authenticity over heritage brand reputation and prefers customised, value-driven content (Shankar, 2024). Millennials are brand-aware but influenced by utility, peer recommendations, and long-term value. Millennials and Gen Z rely on influencers as trusted intermediaries because they reduce uncertainty about product quality. Social proof, such as likes, comments, and shared values between influencers and followers, reinforces credibility and strongly shapes their purchase decisions. The 48% of 18–35-year-olds discovered new beauty brands through influencers, while 39% avoided companies pushed by inauthentic or commercial influencers (Segova, 2020).

L'Oréal India switched from media buying to influencer-driven content collaborations to adapt to this changing scenario. L'Oréal Paris, Garnier, and Maybelline use tiered influencer techniques to reach varied market demographics. The 30% of its India marketing spend goes to influencer collaborations, reflecting a shift towards social engagement and immersive storytelling (Cayla et al., 2025). L'Oréal India uses macro and micro influencers to reach urban and regional consumers, choosing content creators based on language competency, cultural sensitivity, and local trends. Maybelline campaigns for young Indian women sometimes use regional micro-influencers to provide makeup instructions in local languages, improving reach and relatability. For instance, Maybelline's 'Fit Me' campaign collaborated with regional beauty influencers like Mrunal Panchal, who created tutorials in Hindi and Marathi. This localisation made the brand more relatable to young Indian women, increasing engagement and product adoption. The glocalised influencer model adapts multinational corporate identity to local expectations (Maity, 2024).

L'Oréal India's influencer campaigns are more culturally and regionally diverse than global ones. L'Oréal regularly works with long-term brand ambassadors, generally celebrities or global influencers, in Western markets like the U.S. or France (Odoardi, 2019). The content approach in these locations emphasises lifestyle alignment, aesthetic coherence, and high production value. In these locations, influencer content is designed to mirror the audience's aspirational lifestyle, using consistent aesthetics—such as curated backgrounds, colour palettes, and fashion choices—and professional-quality visuals. This combination makes the content feel aspirational yet attainable, increasing engagement and trust in the promoted products. However, India prioritises diversity, different skin tones, real-life testimonies, and live Q&A forms. This collaborative and community-centric digital culture in India has driven L'Oréal to localise its brand voice and messaging more than in homogenous Western advertising. This divergence is tactical yet crucial because Indian customers evaluate brand consistency and influencer authenticity before buying (Jha et al., 2025).

Indian consumers value practical demonstrations, honesty, and culturally aligned representation over superficial endorsements (Biswas et al., 2009). This is why worldwide influencer marketing cannot be reproduced in India. Western customers may be affected by minimalist beauty trends, but Indian audiences seek tangible transformation, before-after impacts, and product effectiveness narratives—often delivered through trusted influencers.

2.7 Theoretical Framework

Influencer marketing's effects on customer trust, purchase intention, and brand loyalty in India's beauty sector are examined using Source Credibility Theory, the Elaboration Likelihood Model (ELM), and Relationship Marketing Theory. Every theory views digital consumer psychology and brand-influencer-consumer dynamics differently.

Source Credibility Theory states that a message's effectiveness depends on its source's knowledge, reliability, and attractiveness (Kong and Fang, 2024). Customer impressions of influencers in influencer marketing correspond with these aspects. Expertise is the influencer's perceived product knowledge, trustworthiness is the endorsement's honesty and integrity, and attractiveness is looks, likeability, and relatability (Iqbal, 2023). Credible influencers boost brand perceptions and consumer trust. Ren et al. (2023) found that expertise and authenticity strongly influence purchasing intention. Liu et al. (2025) warn that excessive sponsored material may cause consumers to doubt the influencer's authenticity, reducing brand image benefits. In India,

influencer selection depends on regional language ability, cultural resonance, and audience engagement, making these elements more challenging and vital to campaign efficacy (Ganeshkumar et al., 2023).

The Elaboration Likelihood Model shows that consumers process persuasive information centrally and peripherally. The central route rationally examines message content, while the peripheral route considers superficial markers such as source attractiveness, familiarity, and popularity (El Hedhli and Zourrig, 2023). Consumers are more influenced by visual appeal, influencer charm, and emotional tone than product specs, making lipsticks and skincare items ideal for peripheral influencer marketing (Lashari, 2025). Luxury beauty products are expensive and risky, therefore consumers carefully examine the influencer's skill and message before buying. Trust is built through detailed explanations, expert qualifications, and evidence-based assessments, making the central route better for high-involvement judgements (Dzreke and Dzreke, 2022). This study uses ELM to determine why influencer material influences customer intention and trust.

Relations Marketing Theory values long-term, trust-based brand-consumer connections over transactional ones. Influencer marketing does this because marketers want emotional commitment, not one-time cash. Long-term influencer relationships, continuous storytelling, and customised involvement strengthen consumer relationships, especially in India's beauty business, where value alignment is key (Bakri, 2023). Miranda (2025) also observed that regular influencer-follower exposure builds brand loyalty and trust. Bhatnagr (2025) warns that over-commercialization or a mismatch between influencer and brand ideals can erode authenticity and degrade customer trust despite long-term participation. This idea lets the study assess whether influencer marketing creates brand loyalty or short-term interest.

Three theories help explain influencer marketing's complex consequences. ELM shows buy intention cognitive processing, Source Credibility Theory shows trust formation, and Relationship Marketing Theory shows emotional loyalty. Influencer marketing strives to convert and retain customers, therefore their combined use provides a greater understanding of consumer behaviour in both short- and long-term scenarios. Trust, authenticity, and relational consistency are crucial to brand performance in the Indian beauty industry, as digital behaviours are evolving (Bakri, 2023).

2.8 Research Gap

Influencer marketing is growing rapidly, however empirical research is mostly focused on Western economies, where cultural factors, technology adoption trends, and consumer trust mechanisms differ from India (Chopra & Arora, 2022). Existing Indian studies are mostly qualitative or exploratory, limiting their generalisability and leaving a major void in quantitative, theory-driven research on how beauty and personal care influencers affect trust, purchasing decisions, and brand loyalty. Many studies presume a direct relationship between influencer exposure, trust, and loyalty, but these processes have yet to be explored in emerging markets with culturally varied purchasing behaviour (Deloitte, 2023).

Indian influencer marketing scholarship has focused on fashion, travel, and technology, but the beauty and personal care industry—highly visual, trust-driven, and quickly digitising—is understudied (KPMG, 2024). Indian beauty customers, mostly Gen Z and millennials, want influencers with authenticity, aesthetic resonance, and shared ideals. There is little scientific evidence of how perceived alignment leads to loyalty. Influencer fatigue and over-commercialization increase the need to study trust as a mediator between influencer marketing, purchase intentions, and long-term loyalty. This study tackles these gaps by quantitatively, theory-informedly analysing how L'Oréal India's influencer marketing methods affect customer trust, buying decisions, and brand loyalty. This research, based on Source Credibility Theory and the Elaboration Likelihood Model, tests trust as a mediator and compares global consumer trends to give marketers actionable, context-specific evidence for India's rapidly changing beauty market.

2.9 Chapter Summary

This chapter critically examined influencer marketing and customer trust, purchase intention, and brand loyalty in India's cosmetics industry. Social media influencers, generational digital shifts—especially among Gen Z and millennials—and L'Oréal's local and global influencer strategy were investigated. The Elaboration Likelihood Model, Source Credibility Theory, and Relationship Marketing Theory explain how influencers and messages effect customers. Indian beauty industry quantitative studies and influencer marketing's effects on trust and loyalty were scarce. These shortcomings justify this study's concentration on L'Oréal India and theory-based, empirical research.

Chapter 3

Methodology

This chapter describes the research technique used to examine how SMIM affects Indian consumers' trust, brand loyalty, and L'Oréal product purchases. It describes the study's philosophical perspective, research approach, and design, showing how they ensured reliability, validity, and alignment with the research goals. The chapter describes why a quantitative, cross-sectional survey was best for capturing measurable relationships in a fast-changing digital marketing environment and how stratified random selection of Indian customers aged 18–55+ was utilized to represent them. It describes the semi-structured online questionnaire and why Instagram and Facebook were chosen as the main distribution platforms. SPSS used for data analysis procedures and ethical considerations for participant safety and academic integrity are also described. These factors form a solid foundation for answering the study's research questions.

3.1 Research Design

A quantitative, cross-sectional survey was used to examine how SMIM influences customer trust, brand loyalty, and L'Oréal product purchases in India. Quantitative research allows statistical testing of influencer marketing-consumer outcomes hypotheses (Fadele and Rocha, 2025). The design is based on Sundar's MAIN Model, a popular paradigm for assessing digital content's persuasiveness. The model's focus on message qualities shaping customer perceptions has been confirmed in internet marketing contexts, making it suitable for influencer marketing effectiveness analysis (Sundar, 2008). Its use here provides theoretical rigour in understanding how influencer-generated material influences trust, loyalty, and purchase intentions.

3.2 Research Philosophy

Positivism holds that social phenomena may be observed, quantified, and assessed objectively using empirical evidence (Ali, 2024). Positivism emphasises quantification, statistical testing, and replicability, making it suitable for causal or correlational research. Influencer marketing uses validated scales to operationalise consumer trust, brand loyalty, and purchase behaviour, and a positivist approach ensures generalisable and unbiased findings (Park et al., 2020). Research problem nature supports this choice. Quantifiable measures like trust scores, loyalty indices, and

buy intentions are used in influencer marketing studies to support positivist views of objective facts (Maretha, 2023). This paradigm allows researchers to conduct hypothesis testing using theories like the Source Credibility Theory and the Elaboration Likelihood Model to assess how influencer marketing influences Indian beauty industry consumers. The digital analysis also supported positivism. Online consumer conduct leaves digital footprints, and verified Likert-scale questionnaires can measure preferences and intentions for statistical research. When comparing trust, purchase decisions, and loyalty patterns with worldwide benchmarks, positivism's emphasis on neutrality and objectivity ensures outcomes are bias-free. Using this attitude improves the study's validity, reliability, and contribution to influencer marketing effectiveness research (Karupiah, 2022).

3.3 Research Approach

This study uses deductive research from theoretical frameworks to empirical validation. Deduction involves developing hypotheses based on ideas and collecting facts to prove or disprove them (Kumar and Ujire, 2024). Using the Source Credibility Theory and Elaboration Likelihood Model (ELM), the study hypothesises how influencer-generated material affects Indian beauty industry customer trust, purchase intention, and brand loyalty. Deductive reasoning allows empirical findings to be interpreted in the context of theoretical knowledge, making it ideal for causal relationship studies (Haque, 2022).

The research's positivist philosophy values objectivity, measurable constructs, and replicability. It provides statistical hypothesis testing to identify influencer marketing features' effects on consumer behaviour. Findings that confirm or contradict known theories help refine influencer marketing efficacy models, especially in culturally diverse environments like India (Fife and Gossner, 2024). This strategy ensures academic rigour and practical relevance by starting with theory-driven hypotheses and advancing towards data-backed conclusions, yielding insights that feed marketing tactics and deepen digital consumer behaviour research.

3.4 Research Strategy

An online survey was chosen to quickly capture perceptions and behaviours across a wide and diverse population. Consumer research uses surveys to quantify attitudes, trust, and conduct (Gul, 2023). Self-administered questionnaires reduce interviewer bias and increase respondent

anonymity, which is essential for honest trust and loyalty responses. Online surveys also reach digital-savvy consumers, India's main influencer marketing audience (Braun et al., 2021).

3.5 Time Horizon

The cross-sectional study collects data at one time. A snapshot of consumer views and behaviours is available for understanding fast-changing digital marketing settings. As consumer trends change quickly, cross-sectional studies are extensively used in exploratory and explanatory marketing research (Cvetkovic-Vega et al., 2021). Longitudinal designs provide insights into changes over.

3.6 Sampling

Sampling Method

This study used stratified random sampling to compare Indian consumers' internet access, cultural preferences, and purchasing power. To ensure the sample accurately represents the population, stratification was chosen to improve external validity and reduce sampling bias (Nguyen et al., 2021). Indian customers aged 18–55+ who follow beauty influencers and have bought or considered L'Oréal products were the target demographic. The most active social media users in India and those most impacted by beauty-related digital content were chosen (Hossan et al., 2023).

Sample Size

A sample size of 150 respondents was selected as it provided a practical balance between reliability and feasibility within the study's time frame. This size was achievable during the data collection period while being large enough to capture diverse consumer opinions and minimise bias. It is neither too small to compromise statistical interpretation nor unnecessarily large to create time and resource constraints, making it appropriate for analysing trust, loyalty, and purchasing behaviour in this context.

3.7 Data Collection

For this study, an online questionnaire was used to obtain quantifiable data on predetermined constructs while allowing respondents to expound on their experiences. Consumer behaviour research relies on questionnaires to balance standardisation and respondent independence, ensuring dependability and contextual comprehension (Dewaele, 2018).

The questionnaire has four logical sections. The first phase collected demographic data on age, gender, geography, income, and social media use to segment the sample and examine demographic tendencies affecting replies. Influencer marketing exposure, engagement frequency, preferred social media platforms, and beauty influencer interactions were evaluated in the second segment. To analyse influencer-generated content's impact, this section maps participants' exposure to it. The final segment included established five-point Likert-scale items to measure customer trust, brand loyalty, and purchase intention. These scales demonstrated construct validity and consistency with previous studies. The fourth component linked attitudinal measurements to consumer behaviour by examining respondents' previous and projected L'Oréal product purchases. Google form was used to generate online survey (see appendix for Google form link).

The questionnaire was sent on Instagram and Facebook, India's main beauty influencer sites (Moraes et al., 2021). Recruitment used targeted advertising and beauty-focused online forums to recruit beauty influencer followers who met research criteria. This method maximised replies from individuals with meaningful influencer marketing exposure, assuring data relevance to research aims. Logistics including speedy distribution, limited geographic limits, and respondent convenience improved response rate and data quality in the online format.

3.8 Data Analysis

The online questionnaire was evaluated using SPSS 27. All responses were coded for consistency, and missing data and outliers were removed before analysis. Population demographics, influencer marketing exposure, consumer trust, purchase intentions, and brand loyalty were summarised using frequencies, percentages, means, medians, modes, standard deviations, and ranges (Carver & Nash, 2012). All scales exceeded Cronbach's alpha 0.70, indicating strong internal consistency (Rahayu et al., 2024). Ilić (2024) evaluated the revised Likert-scale items' construct validity and dimensionality using factor analysis ($KMO = 0.812$), ensuring accurate measurement of intended constructs. These descriptive statistical methods gave a solid picture of respondent characteristics, consumer behaviour, and influencer marketing perceptions, supporting the study's goals of assessing L'Oréal product trust, purchase intentions, and brand loyalty in India.

3.9 Ethical Considerations

Research ethical requirements were followed throughout the investigation. All participants gave informed consent before data collection, knowing the study's goal, scope, and voluntariness.

Respondents were told participation was voluntary and they could leave at any time without explanation, enabling autonomy and choice (A Ross et al., 2015). Names, email addresses, and contact information were not collected to ensure confidentiality. Responses were saved securely and utilised for academic reasons in compliance with data protection laws, including the GDPR. Only the researcher had password-protected access to all data (Hasan et al., 2021). Encrypted survey delivery mechanisms were used to secure the online questionnaire. Avoiding psychological distress was the questionnaire's goal. Pre-data collection ethical permission from the researcher's academic institution ensured institutional and professional conformity. The study protected participants' rights and well-being while assuring valid, unbiased, and ethical conclusions (Green, 2019).

3.10 Chapter Summary

This chapter described the methodology used to study how SMIM affects customer trust, brand loyalty, and L'Oréal product purchases in India. A positivist, logical, quantitative, cross-sectional strategy was used to objectively examine hypotheses based on existing theories. A semi-structured online questionnaire was used to collect quantitative data and allow respondents to share their experiences. Stratified random sampling was used to represent different demographic groupings, with 150 respondents being viable within the study's period and analyzeable. Active beauty influencer followers on Instagram and Facebook were targeted for data collection. Descriptive statistics, Cronbach's alpha reliability tests, factor analysis for concept validity, and regression analyses to investigate influencer marketing features and dependent variables were performed in SPSS version 27. Informed permission, anonymity, and data security were strictly observed throughout the research process. This methodological framework supports the findings' reliability and validity, laying the groundwork for results presentation and discussion.

Chapter 4

Findings, Discussion and Evaluation

4.1 Chapter Overview

This chapter discussed statistical evaluations of beauty influencers' effects on customer trust, purchasing intentions, and L'Oréal brand loyalty. Descriptive statistics summarise respondent profiles and variable distributions. Descriptive statistics, including frequencies, percentages, means, medians, modes, standard deviations, and ranges, were used to summarise demographic profiles, influencer marketing exposure, consumer trust, purchase intentions, and brand loyalty.

4.2 Overview of Company

International beauty and personal care leader L'Oréal Paris combines scientific research with affordable luxury in skincare, haircare, hair colour, and cosmetics. The beauty industry's most famous brand, founded in 1909 by chemist Eugène Schueller in Clichy, France, operates in over 150 countries. With dedicated research and innovation centres globally, L'Oréal Paris develops products for varied skin tones, hair types, and beauty preferences. Known for Revitalift, Elvive, Excellence Crème, and Infallible, its collection attracts premium and mass-market shoppers. Marketing initiatives, celebrity endorsements, and influencer alliances boost the brand's global reach, making it a cultural trendsetter. Under their “L'Oréal for the Future” project, L'Oréal Paris has introduced eco-friendly packaging, refillable goods, and ethically sourced ingredients to achieve carbon neutrality and reduced environmental impact by 2030. L'Oréal Paris's innovative, inclusive, and environmentally responsible approach has solidified its position as a cosmetics industry leader.

4.3 Reliability and Validity of Data

The reliability analysis of Consumer Trust ($\alpha = 0.872$), Purchase Intentions ($\alpha = 0.841$), and Brand Loyalty ($\alpha = 0.889$) above the Cronbach's alpha threshold of 0.70, suggesting strong internal consistency. The scale reliability ($\alpha = 0.901$) was high, indicating consistent measurement of constructs. Expert assessment, theoretical alignment, and a pilot test confirmed data veracity,

bolstering its robustness. A standardised five-point Likert scale decreased measurement bias, and the KMO value of 0.812 confirmed factor analysis sampling sufficiency. These findings demonstrate that the 150 valid responses dataset is reliable and valid for statistical analysis.

Table 1: Cronbach's alpha

Construct	No. of Items	Cronbach's Alpha
Consumer Trust – Influencer Impact	8	0.872
Purchase Intentions – Influencer Content	8	0.841
Brand Loyalty – Influencer Effect	8	0.889
Overall Scale	24	0.901

4.4 Demographics

The sample consisted entirely of female participants ($n = 150$; 100%). The largest age group was 18–24 years (41.3%), followed by 25–34 years (33.3%), 35–44 years (13.3%), 45–54 years (5.3%), and both under 18 and 55+ categories at 3.3% each. Nearly half of the respondents were students (48%), with others being employed (36%), self-employed (10%), and unemployed (6%). In terms of monthly beauty product spending, 44% reported spending ₹500–₹1,000, 26.7% spent ₹1,001–₹2,000, 16.7% spent less than ₹500, and 12.7% spent more than ₹2,000. Instagram was the most preferred platform for beauty-related content (65.3%), followed by YouTube (20%), TikTok (9.3%), and Facebook (5.3%).

Table 2: Demographics

Variable	Category	Frequency (n)	Percentage (%)
Gender	Female	150	100.0
Age Group	Under 18	5	3.3
	18–24	62	41.3

	25–34	50	33.3
	35–44	20	13.3
	45–54	8	5.3
	55 and above	5	3.3
Occupation	Student	72	48.0
	Employed	54	36.0
	Self-employed	15	10.0
	Unemployed	9	6.0
Monthly Beauty Product Spending	Less than ₹500	25	16.7
	₹500–₹1,000	66	44.0
	₹1,001–₹2,000	40	26.7
	More than ₹2,000	19	12.7
Preferred Platform for Beauty Content	Instagram	98	65.3
	YouTube	30	20.0
	TikTok	14	9.3
	Facebook	8	5.3

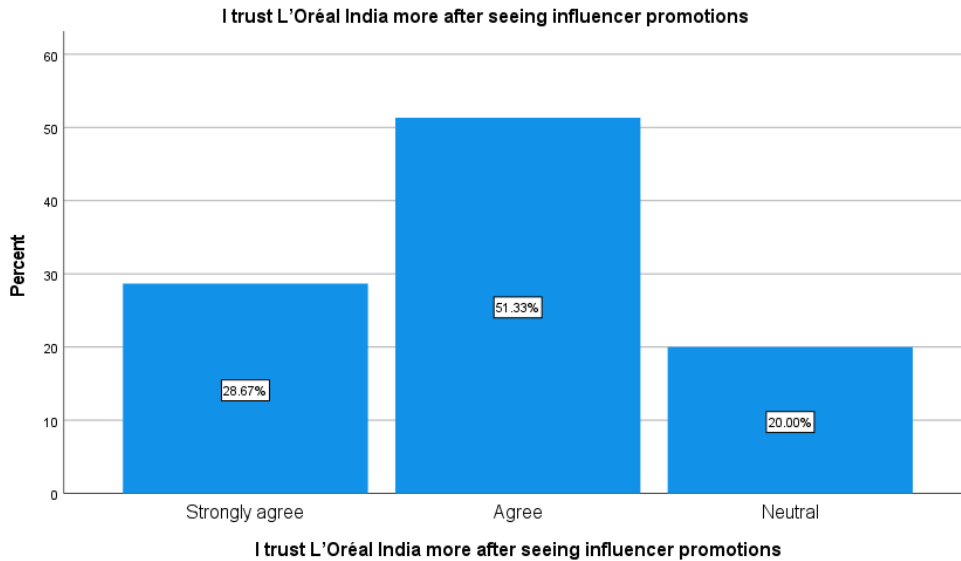
4.5 Findings

Objective 1: To determine the impact of beauty influencers on consumer trust in L'Oréal India, with comparisons to global markets.

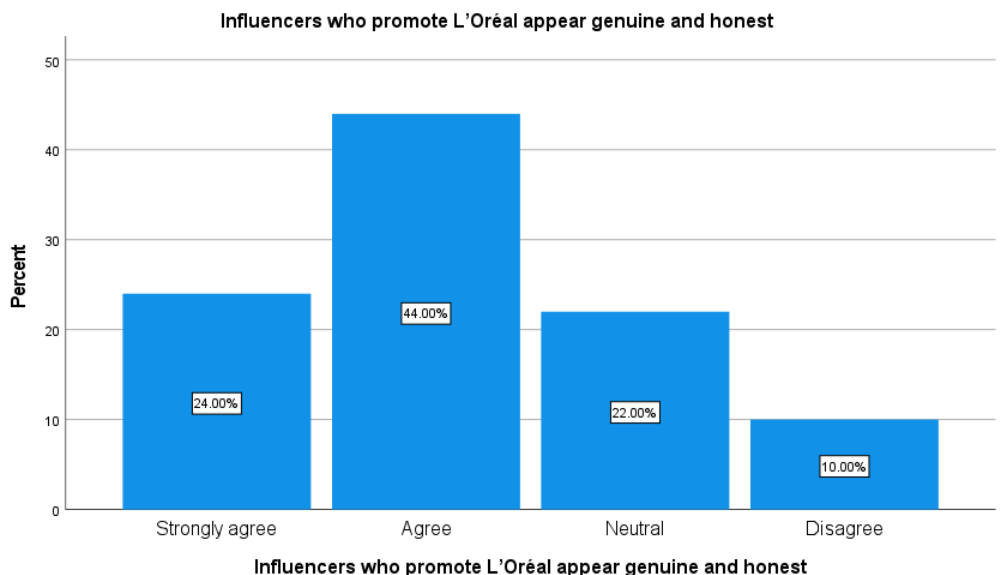
Table 1: impact of beauty influencers on consumer trust in L'Oréal India, with comparisons to global markets.

	Trust in L'Oréal after influencer promotions	Perceived honesty of influencers	Relatability of Indian influencers vs. global	Transparency of sponsorship	Trust when micro-influencers recommend products	Trust when influencers show product results	Trust in L'Oréal vs. competitor	Trust in the impact of Indian vs. global content
N	150	150	150	150	150	150	150	150
Mean	1.91	2.18	2.19	2.39	2.07	2.07	1.97	2.09
Median	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
Mode	2	2	2	2	2	2	1	2
Std. Deviation	.695	.913	.865	1.198	.994	.946	.965	.736
Range	2	3	3	4	4	4	4	4

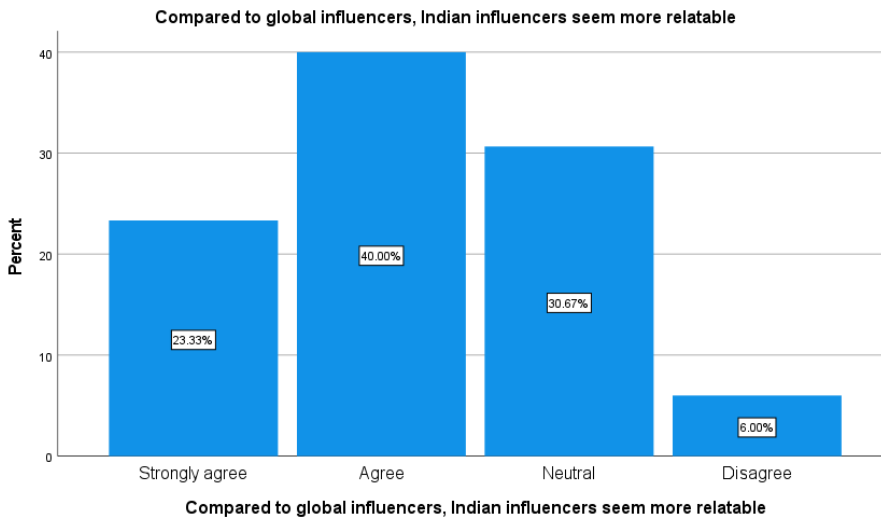
Table 1 shows high consumer trust in L'Oréal India influenced by beauty influencer marketing, supporting Objective 1's focus on analysing and comparing this impact to worldwide markets. The mean ratings for all trust markers on a 5-point Likert scale (with 1 signifying "strongly agree") show that respondents generally believe that influencer-driven promotions build brand trust. L'Oréal's influencer-led campaign trust has one of the lowest mean ratings ($M = 1.91$), indicating great confidence. Compared to global influencers, Indian influencers' perceived honesty ($M = 2.18$) and relatability ($M = 2.19$) resonate strongly with local audiences, suggesting cultural alignment as a trust driver. Sponsorship transparency had a somewhat higher mean ($M = 2.39$) and larger range (4), suggesting that consumers are sceptical about sponsorship disclosure. Visual demonstrations of product results strengthen micro-influencers' confidence ($M = 2.07$). Comparing L'Oréal to competitors ($M = 1.97$) shows its superior trust status. Though sponsorship transparency varies more, trust assessments are consistent with moderate standard deviations. These results show that Indian consumers trust influencer-driven messaging, with Indian influencers performing comparably to or even better than global counterparts in fostering brand trust, fulfilling Objective 1 by linking influencer credibility and relatability to consumer perceptions of L'Oréal's authenticity and trustworthiness in a culturally relevant context.



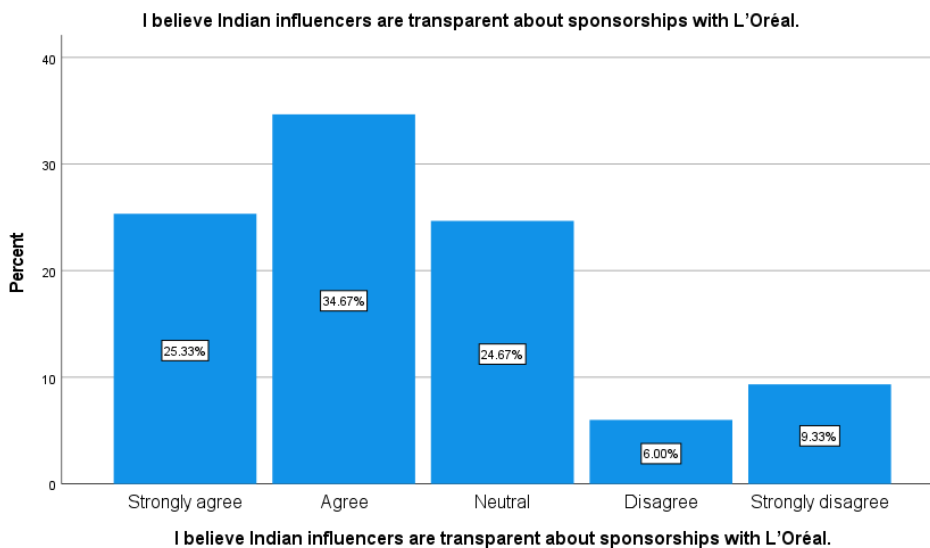
“I trust L’Oréal India more after seeing influencer promotions,” reveals that a majority of respondents either strongly agreed (28.7%) or agreed (51.3%), with a combined 80% expressing increased trust in L’Oréal India following influencer marketing campaigns. This indicates that influencer promotions are strongly associated with improved consumer trust. Such a high proportion of positive responses demonstrating that influencer content significantly enhances L’Oréal India’s brand credibility in the eyes of consumers.



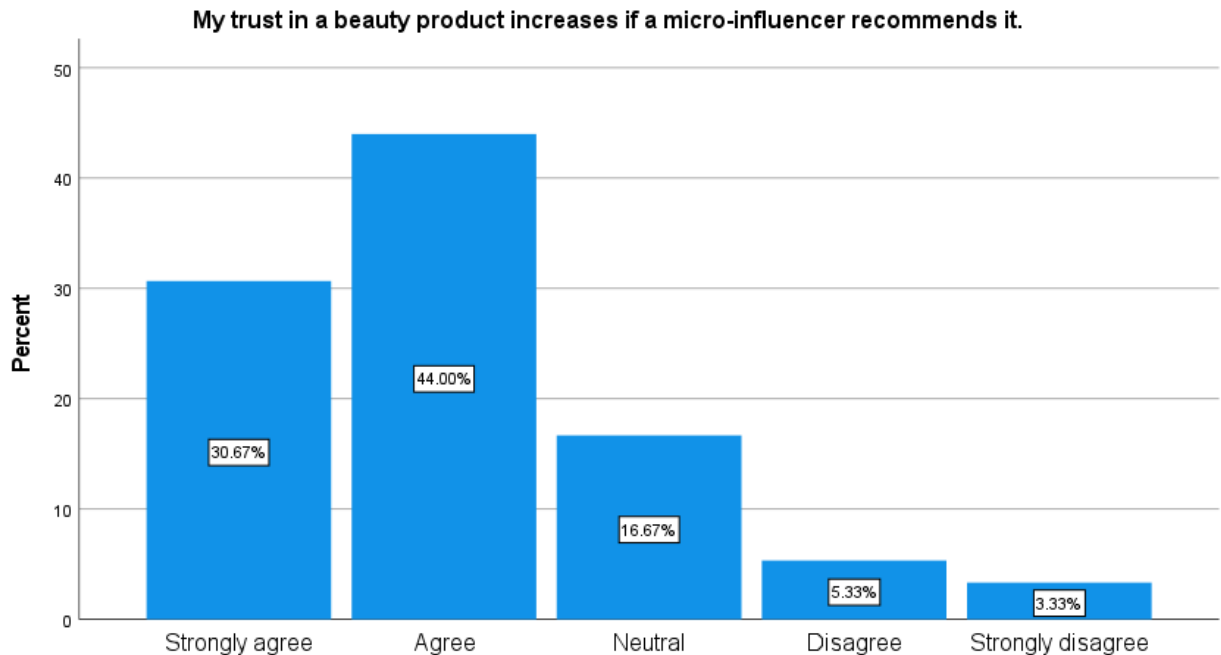
“Influencers who promote L’Oréal appear genuine and honest,” shows that 68% of respondents either strongly agreed or agreed, while only 10% disagreed. This suggests that perceptions of influencer authenticity positively influence trust in L’Oréal India. Consumers’ trust in influencer authenticity appears to directly transfer to the brand, reinforcing influencer marketing as a trust-building tool.



“Compared to global influencers, Indian influencers seem more relatable,” highlights that 63.3% of participants agreed or strongly agreed, while only 6% disagreed. This relatability strengthens L’Oréal’s ability to build trust through localized campaigns, emphasizing cultural alignment. This finding showing that influencer marketing tailored to regional preferences enhances trust more effectively than global influencer strategies.

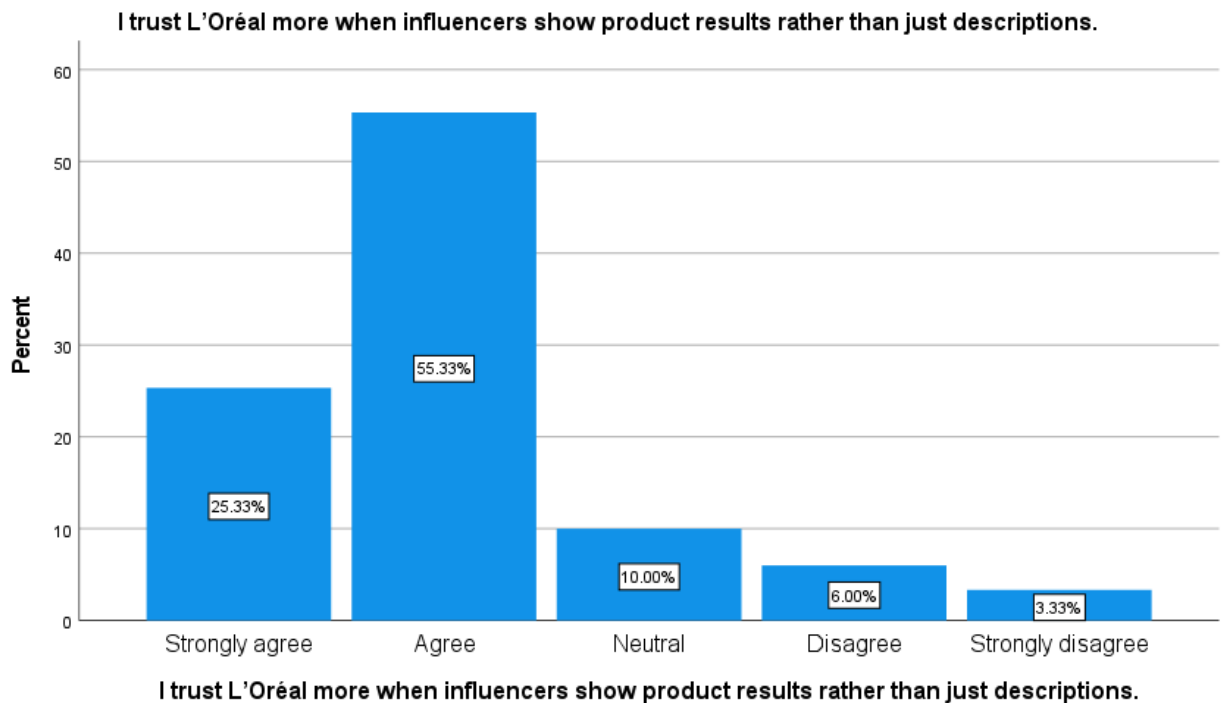


“I believe Indian influencers are transparent about sponsorships with L’Oréal,” shows that 60% agreed or strongly agreed, although 15.3% disagreed or strongly disagreed. This mixed response suggests that transparency plays a critical role in trust-building. While most respondents perceive Indian influencers as transparent, some skepticism persists, highlighting that improving sponsorship disclosures could further strengthen brand trust.



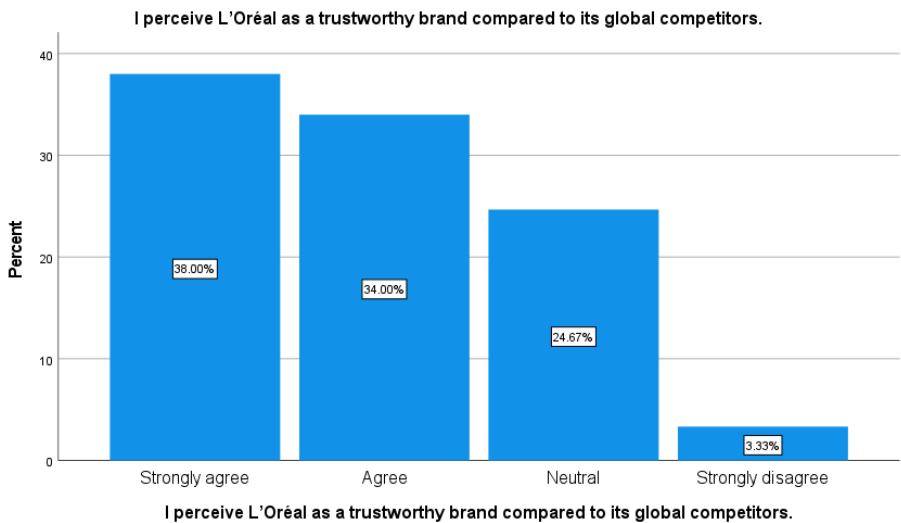
My trust in a beauty product increases if a micro-influencer recommends it.

“My trust in a beauty product increases if a micro-influencer recommends it,” reveals that 74.7% of respondents agreed or strongly agreed, emphasizing that micro-influencers hold significant power in shaping trust perceptions. It demonstrates that niche influencers are highly effective in boosting brand trust compared to general campaigns.

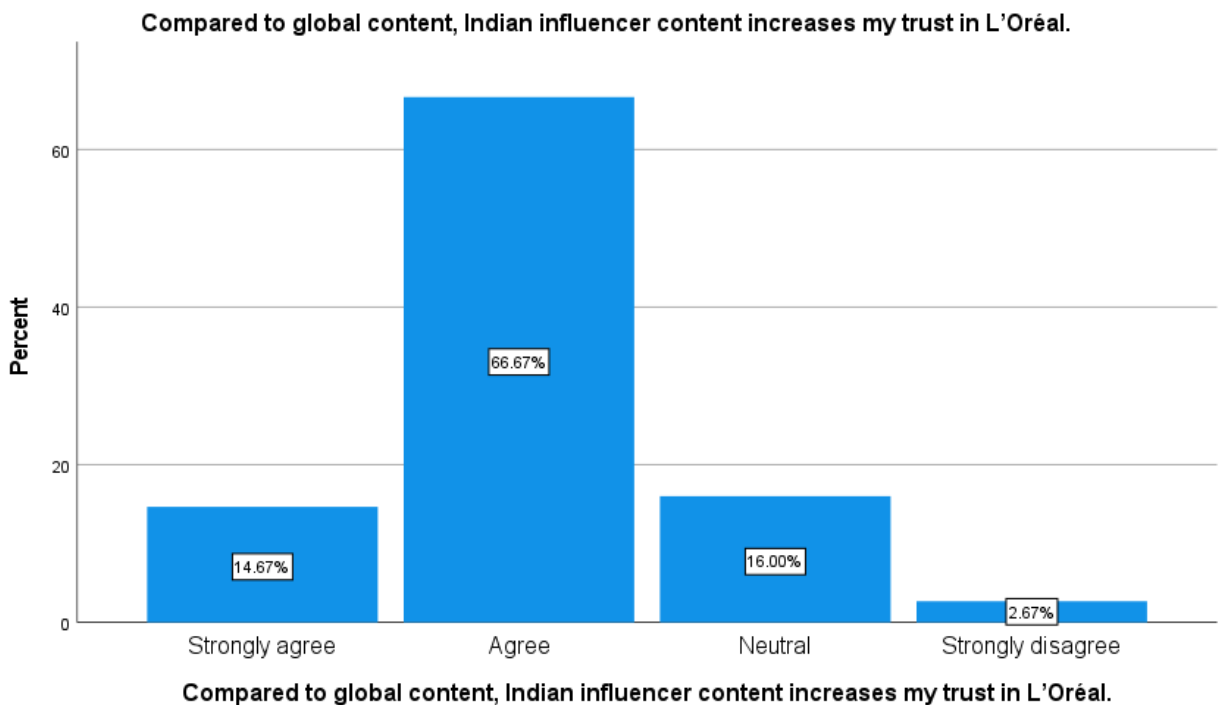


“I trust L’Oréal more when influencers show product results rather than just descriptions,” indicates overwhelming trust when influencers provide tangible evidence of product effectiveness.

With 80.6% agreeing or strongly agreeing, this highlights that visual proof of results is a key driver of consumer confidence, it illustrating that authentic, result-driven content increases brand credibility.



“I perceive L'Oréal as a trustworthy brand compared to its global competitors,” shows that 72% of respondents view L'Oréal India as more trustworthy than its competitors. This suggests that influencer strategies are not only enhancing trust but also strengthening competitive positioning. This finding proving influencer-driven trust extends beyond the brand to its market perception.



“Compared to global content, Indian influencer content increases my trust in L’Oréal,” demonstrates that 81.4% of participants agreed or strongly agreed. This reinforces the impact of localized influencer campaigns on brand trust, it illustrating that Indian-focused influencer content is more effective in building consumer confidence than generic global messaging.

Objective 2: To assess how influencer-generated content affects purchase intentions for L’Oréal products in India relative to global consumer behaviour.

Influencer-generated content significantly influences L’Oréal product purchase intentions in India, while the evidence reveals differing levels of impact across dimensions (see table 2). The low mean score of 1.24 for purchase after witnessing Indian influencer advertisements implies that influencer endorsements encourage immediate purchases, especially when material resonates with local audiences. The low standard deviation (0.429) indicates consistent respondent conduct. Influencer material generates interest, but without engagement or trust-building, it may not lead to fast purchases. As worldwide trends emphasise value-driven content, content type has a higher mean of 2.34, showing consumers are more discriminating and receptive to certain formats like tutorials or reviews.

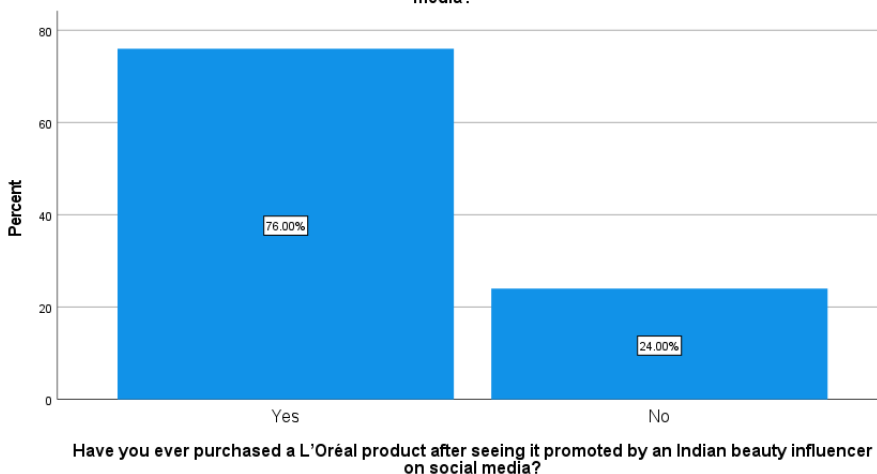
Table 2: Influencer-generated content affects purchase intentions for L’Oréal products in India relative to global consumer behaviour.

	Purchase after seeing Indian influencer promotion	Likelihood of purchase	Most of influencer content type	Time taken to purchase after exposure	Impact of multiple influencer recommendations	Influence of promotion considerations	Indian influencers vs. global influencers in purchase impact	Frequency of comparing Indian vs. global content
N	150	150	150	150	150	150	150	150
Mean	1.24	2.04	2.34	2.24	1.93	1.85	2.24	1.96
Median	1.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
Mode	1	2	2	1 ^a	2	2	2	2
Std. Deviation	.429	.713	1.146	1.288	.924	.775	1.041	.926

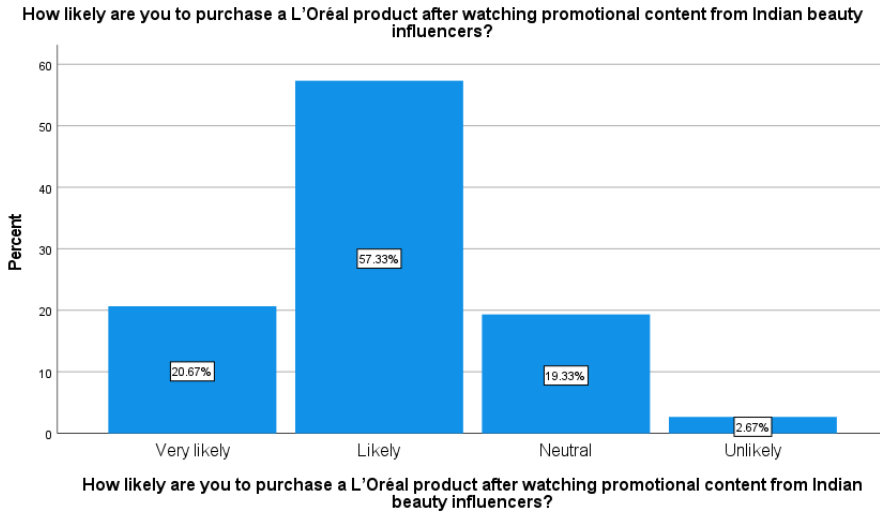
Range	1	3	4	4	4	3	4	3
-------	---	---	---	---	---	---	---	---

The mean of 2.24 for time taken to purchase indicates intelligent decision-making and price sensitivity, whereas the mean of 1.93 for numerous recommendations emphasises the importance of repeated exposure in consolidating purchase intentions. L'Oréal's competitive positioning is strengthened by promotions (mean 1.85). To be competitive, culturally tailored ads are needed. Consumers actively benchmark both Indian and global influencer content (mean 2.24). A consistent behavioural tendency across respondents is confirmed by the tight ranges and moderate standard deviations, decreasing bias. These results meet Objective 2 by showing that Indian consumers respond significantly to relatable, recurring influencer-driven marketing but critically evaluate purchases, especially when comparing Indian versus global content. This assist L'Oréal's objective to maximise purchase conversions with real, localised advertising and multinational brand messaging.

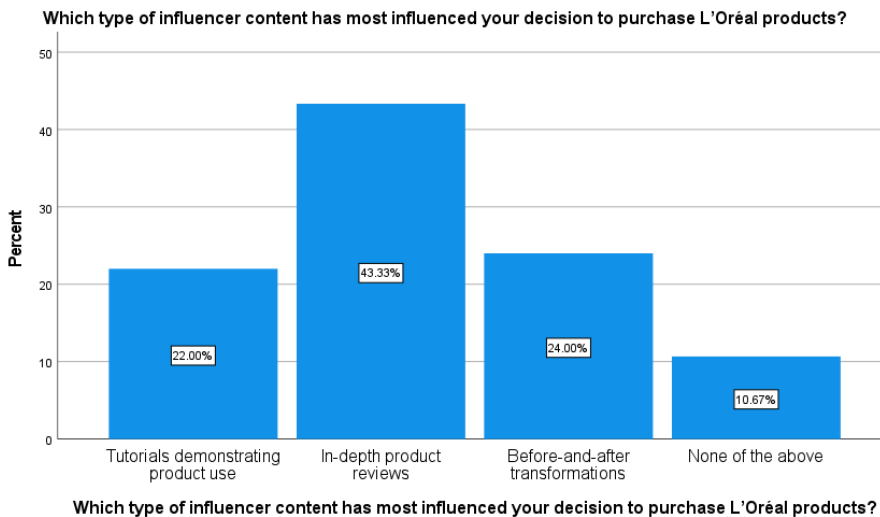
Have you ever purchased a L'Oréal product after seeing it promoted by an Indian beauty influencer on social media?



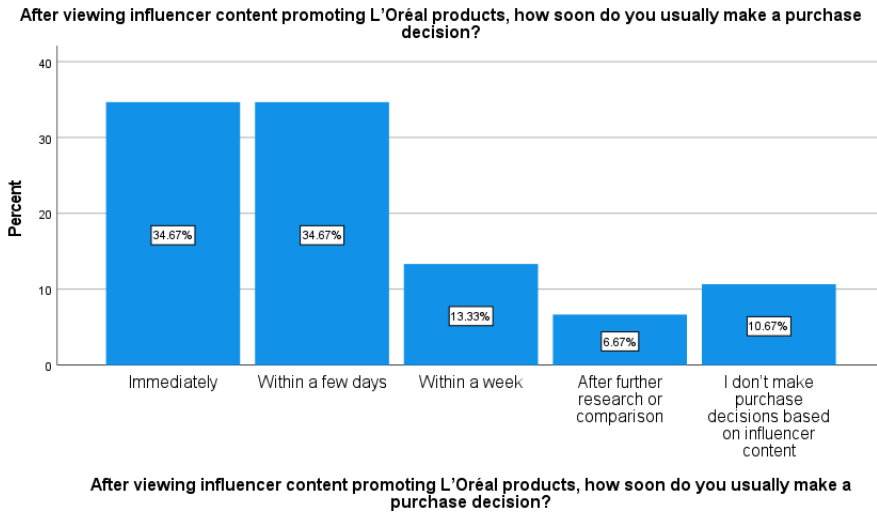
The figure shows that 76% of respondents have purchased L'Oréal products after exposure to Indian influencer promotions, while only 24% have not. This demonstrates a strong purchase influence, highlighting the significant role Indian beauty influencers play in shaping consumer buying behaviour. The high conversion rate suggests that influencer-driven campaigns are a key driver of sales in India, aligning with global trends where influencer marketing has proven effective in influencing purchase decisions.



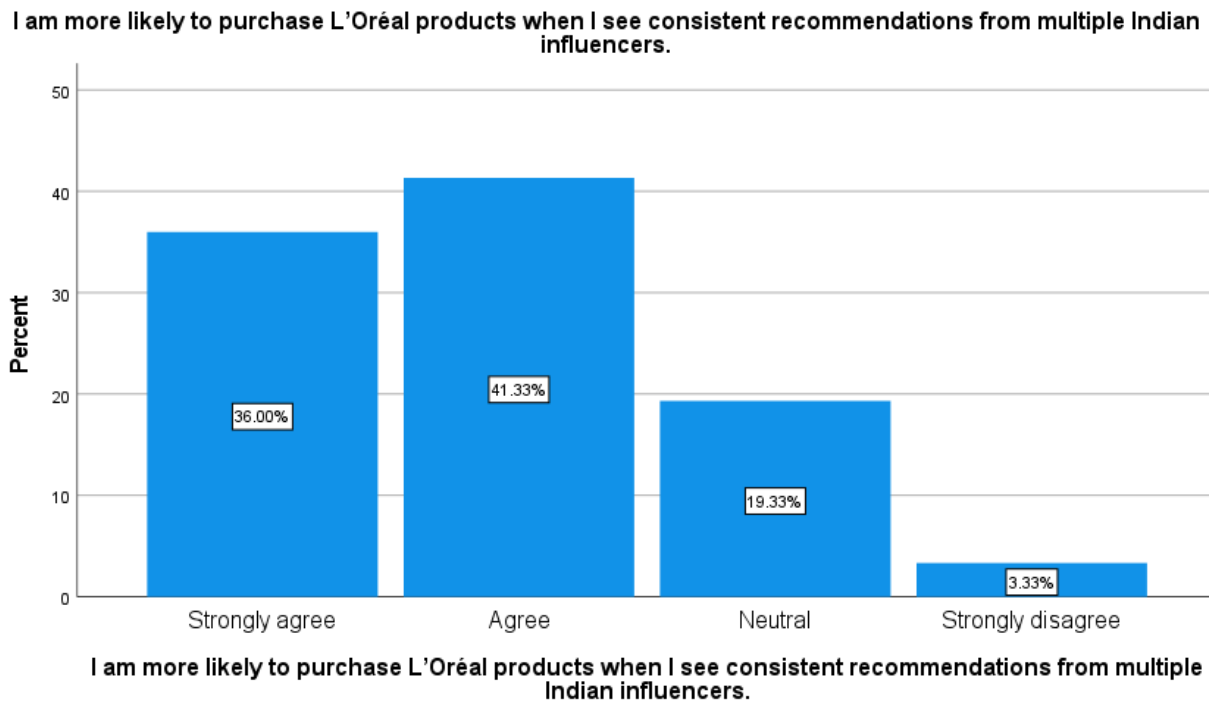
A combined 78% of respondents reported being “very likely” (20.7%) or “likely” (57.3%) to purchase after influencer exposure, while only 2.7% indicated being unlikely. This high level of purchase intent reinforces the effectiveness of influencer-generated content in building trust and interest, mirroring international findings where influencers increase perceived product credibility and purchase intent.



In-depth product reviews emerged as the most influential content type (43.3%), followed by before-and-after transformations (24%) and tutorials (22%). This indicates that consumers prefer detailed, evidence-based content over superficial promotion, reflecting a desire for authenticity and proof of product performance, which aligns with global consumer preferences for credible and demonstrative influencer marketing.

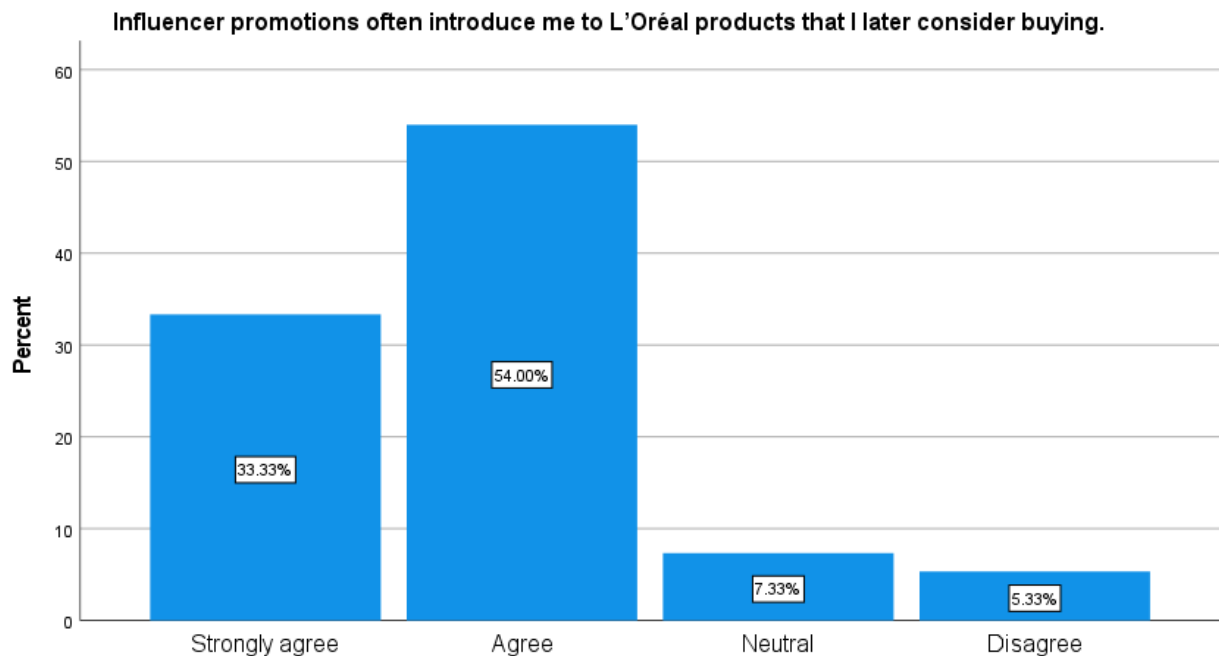


Immediate and near-immediate purchases dominate, with 34.7% buying instantly and another 34.7% within a few days. Only 6.7% conduct further research, and 10.7% remain unaffected. These results indicate that influencer content has a strong and almost immediate effect on consumer decision-making, suggesting that strategic timing of campaigns could accelerate sales cycles in India, similar to global fast-purchase behaviours driven by social proof.



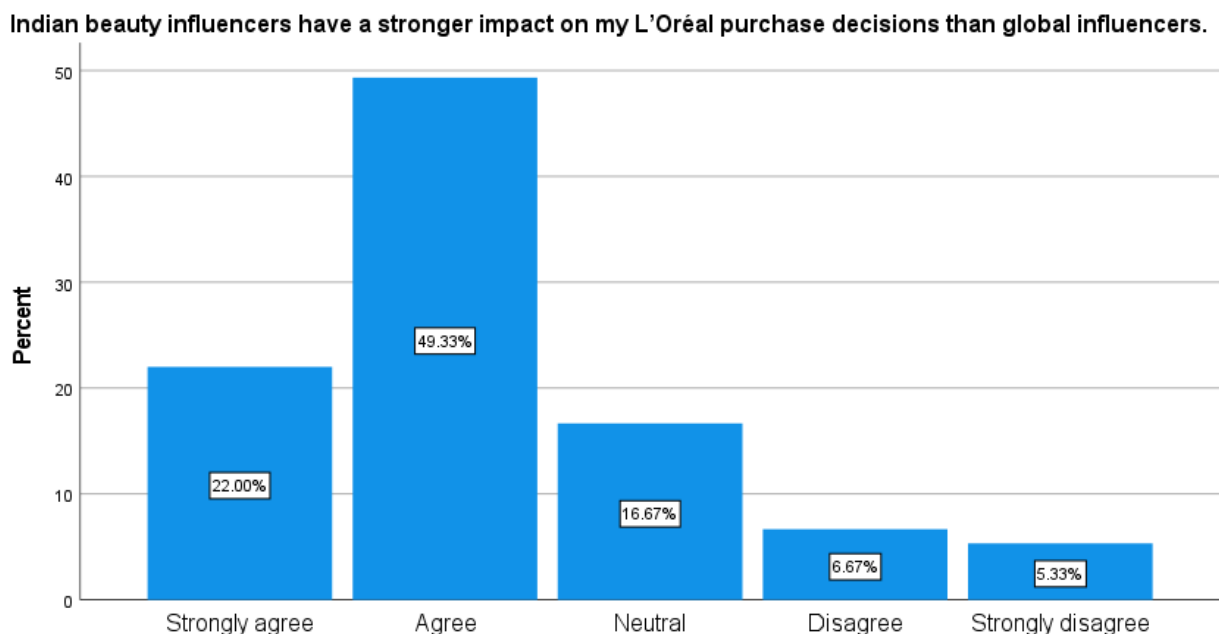
A total of 77.3% of respondents either “strongly agree” (36%) or “agree” (41.3%), showing that repeated endorsements from multiple influencers create a network effect that reinforces trust and brand credibility. This demonstrates how Indian consumers respond positively to influencer

consistency, echoing international marketing strategies that leverage multiple endorsements to amplify product legitimacy.



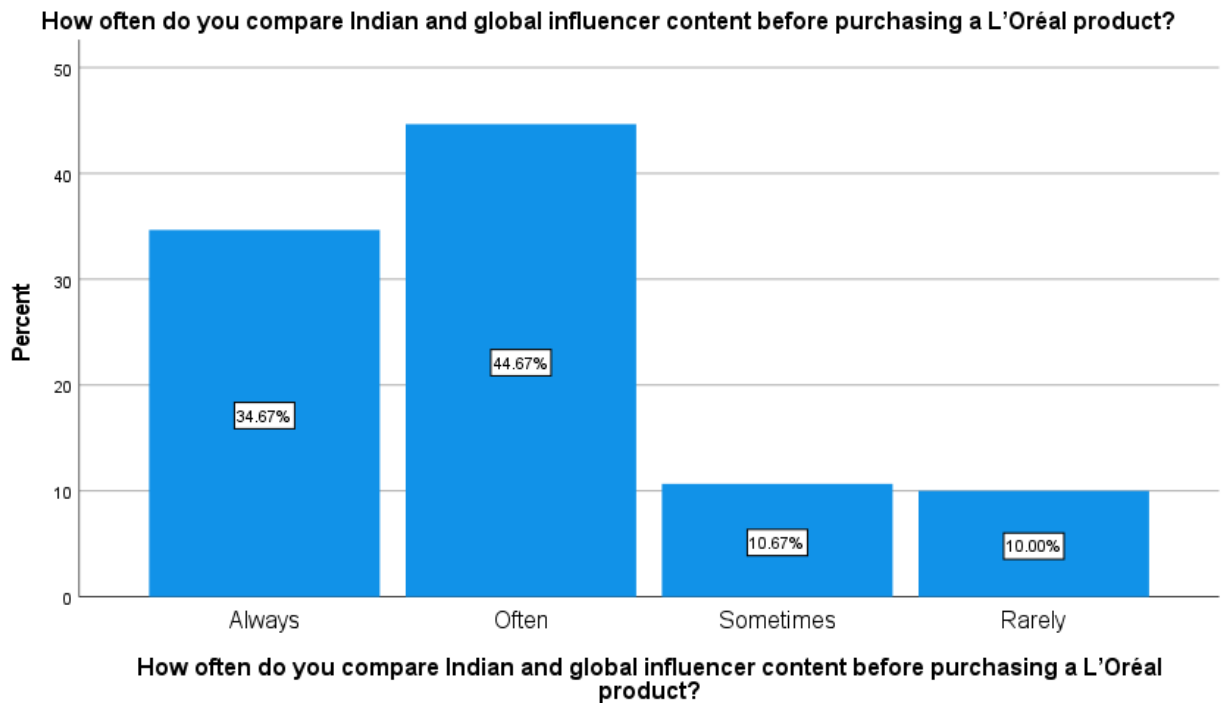
Influencer promotions often introduce me to L'Oréal products that I later consider buying.

An overwhelming 87.3% of participants agree or strongly agree that influencer promotions introduce them to products they later consider purchasing. This confirms that influencers are a key discovery channel, shaping consumer awareness and purchase consideration, a finding consistent with global studies on influencer-driven product discovery.



Indian beauty influencers have a stronger impact on my L'Oréal purchase decisions than global influencers.

A combined 71.3% of respondents agree or strongly agree with this statement, suggesting that local influencers resonate more deeply with Indian audiences than global influencers. This reflects cultural relatability and trust factors, showing that Indian consumers prioritize regional voices over international ones when making purchase decisions.



A large majority of respondents compare both perspectives, with 34.7% always and 44.7% often doing so. This indicates that while Indian influencers have a stronger impact, consumers still value global content for validation and cross-referencing, suggesting that a hybrid marketing strategy incorporating both Indian and global influencers could strengthen L'Oréal's positioning in India.

Objective 3: To evaluate how influencer marketing influences brand loyalty toward L'Oréal in India and how this compares with loyalty trends in other countries.

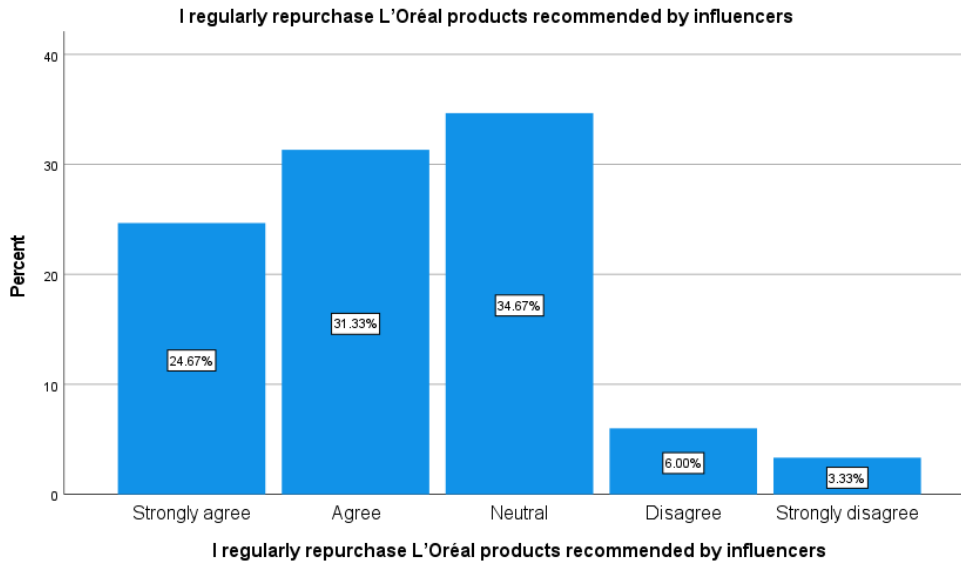
Influencer marketing moderately affects L'Oréal consumer loyalty in India, with some nuanced differences from worldwide loyalty trends. The mean scores across most variables, including repurchase behaviour ($M = 2.32$, $SD = 1.019$) and loyalty tied to influencers ($M = 2.33$, $SD = 1.208$), suggest that influencer campaigns positively affect loyalty, but not uniformly. Influencer storytelling ($M = 2.25$) and influencer campaigns ($M = 2.13$) create emotional connections and a sense of community in Indian consumers, but moderate switching behaviour scores ($M = 2.16$), indicate that this emotional pull does not always translate into unwavering loyalty. Interestingly, L'Oréal India loyalty is slightly lower than global competitors ($M = 2.13$) and global loyalty-

building strategies (M = 1.80), indicating that while influencer marketing maintains visibility and repurchase interest, consumers remain open to alternatives if campaigns lose relevance.

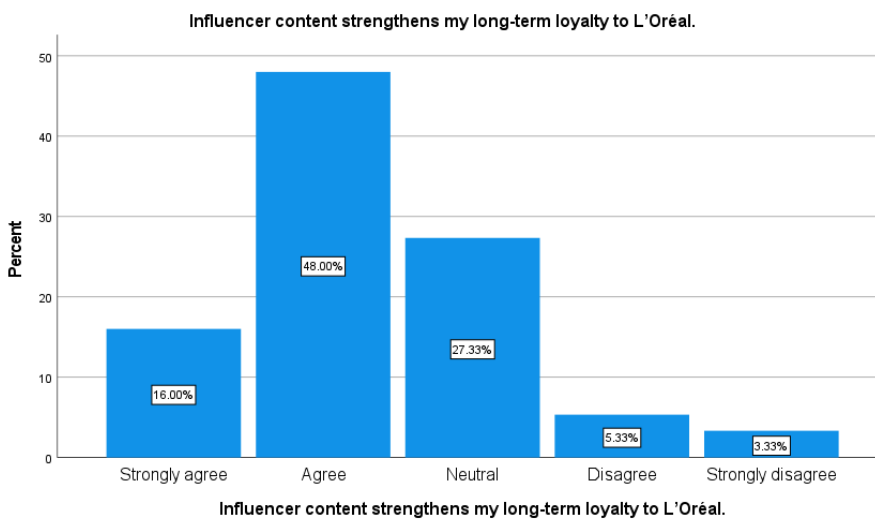
Table 3: Influencer marketing influences brand loyalty toward L'Oréal in India and how this compares with loyalty trends in other countries.

	Repurchase behaviour	Impact of influencer content on loyalty	Emotional connection via influencers stories	Loyalty tied to influencers	Loyalty to L'Oréal India vs. global brands	Switching behaviour if influencers stop promoting	Sense of community from influencer campaigns	Comparison of Indian vs. global loyalty-building strategies
N	150	150	150	150	150	150	150	150
Mean	2.32	2.32	2.25	2.33	2.13	2.16	2.13	1.80
Median	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
Mode	3	2	2	2	2	3	2	2
Std. Deviation	1.019	.922	.889	1.208	.902	.963	.985	.733
Range	4	4	4	4	3	3	4	3

These findings support Objective 3 by showing that influencer marketing shapes loyalty behaviours, but content consistency, storytelling quality, and perceived authenticity, especially in India, condition this loyalty.

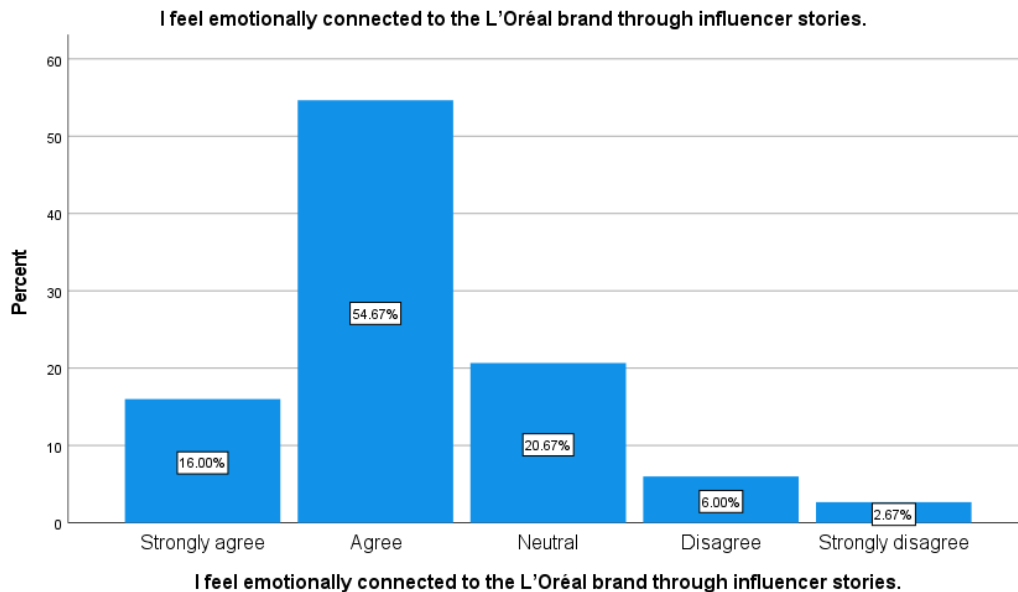


A combined 56% of respondents either strongly agree or agree that they repurchase L'Oréal products recommended by influencers, while 34.7% remain neutral. This indicates that influencer recommendations significantly influence repeat purchases, a core element of brand loyalty. While some neutrality exists, the majority trend suggests that influencer-driven engagement contributes to sustaining long-term purchasing behaviour. In comparison to global loyalty patterns, this reflects a similar trend where influencer marketing is not just a promotional tool but a driver of repeat buying behaviour.



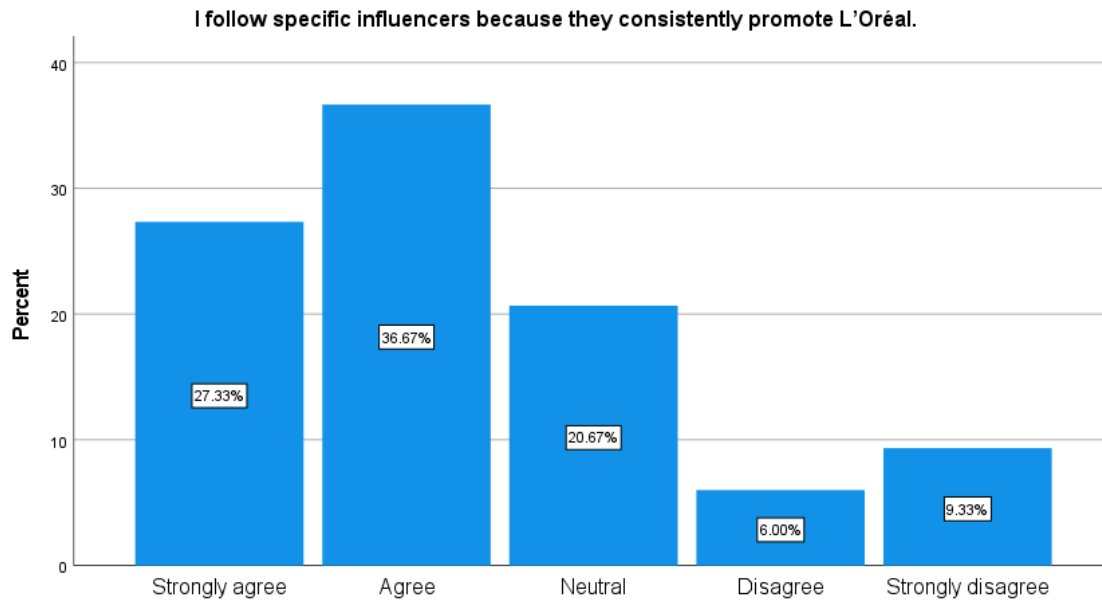
With 64% of participants agreeing or strongly agreeing, influencer content is shown to actively contribute to building lasting brand loyalty for L'Oréal in India. A smaller proportion of 27.3% remains neutral, while only 8.6% disagreed. This highlights that influencer-driven campaigns are effective not just in creating immediate conversions but in fostering emotional and habitual ties to

the brand. This aligns with global findings where influencers create sustained brand affinity, showing L'Oréal India's strategy is consistent with international loyalty-building techniques.



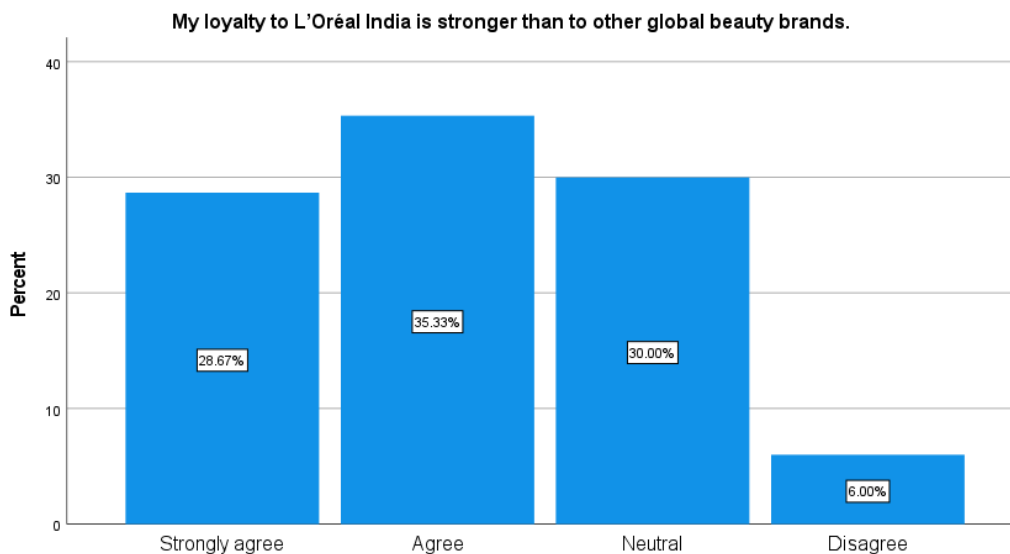
A striking 70.7% of respondents reported feeling emotionally connected to L'Oréal through influencer narratives, reinforcing the role of storytelling in strengthening emotional bonds and loyalty. The emotional resonance of content helps humanise the brand, fostering a sense of trust and attachment. Globally, emotional marketing through influencers is recognised as a strong loyalty driver, suggesting that L'Oréal's influencer strategy in India is effectively leveraging this universal principle.

+44 736-644-7810



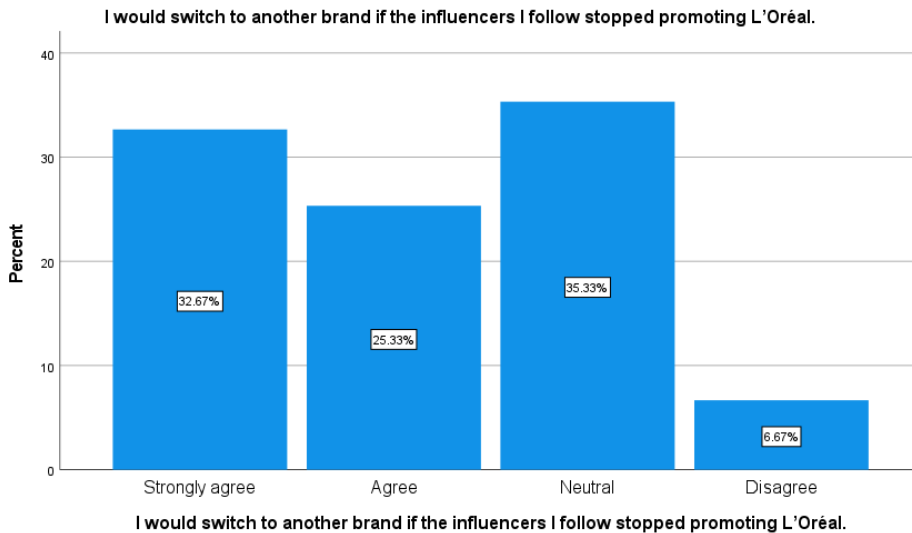
I follow specific influencers because they consistently promote L'Oréal.

Here, 64% of respondents agree or strongly agree that they follow influencers due to their consistent association with L'Oréal, showing that influencer-brand alignment encourages loyalty not only to the influencer but also to the brand. This symbiotic relationship increases brand visibility and reinforces consistent messaging, strengthening loyalty in a way that parallels global influencer-brand strategies where long-term partnerships foster deeper brand affinity.

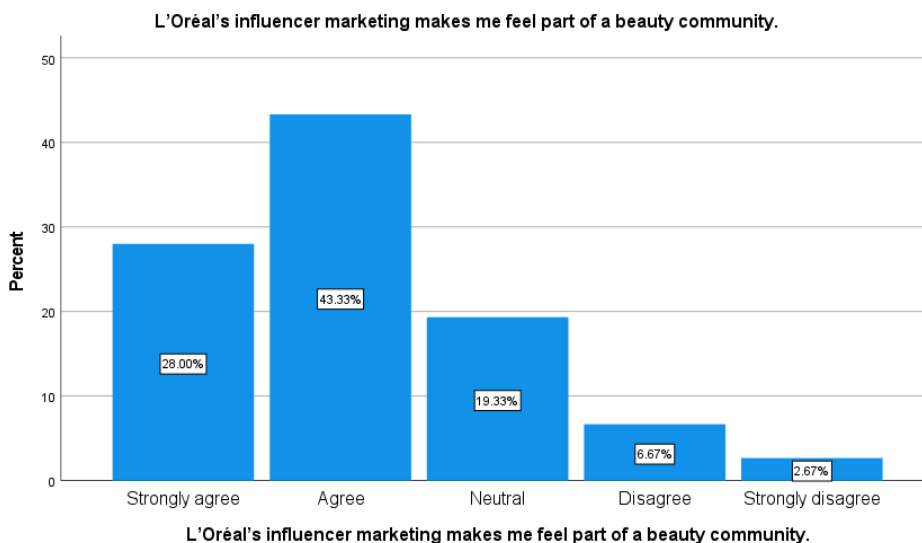


My loyalty to L'Oréal India is stronger than to other global beauty brands.

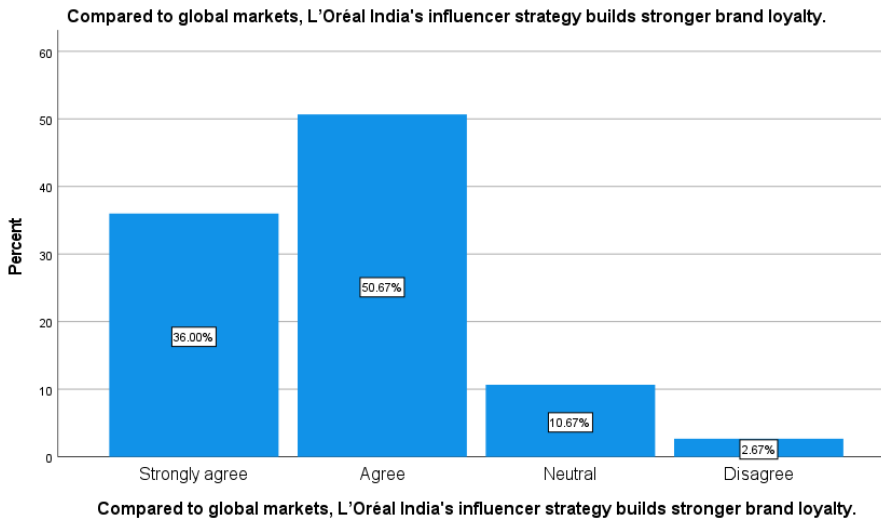
A combined 64% of participants claim stronger loyalty to L'Oréal India over global competitors, while 30% remain neutral. This demonstrates that L'Oréal has successfully differentiated itself in the Indian market, leveraging localised influencer marketing to deepen brand preference. This contrasts with loyalty trends in global markets, where competition is often more fragmented, highlighting India as a particularly promising market for influencer-driven brand affinity.



A noteworthy 58% of respondents admitted they would consider switching brands if influencers ceased promoting L'Oréal, illustrating the heavy reliance on influencer advocacy for loyalty maintenance. This suggests that while influencers drive loyalty, it may be influencer-centric rather than brand-centric loyalty. Compared to global markets, this signals that L'Oréal India's loyalty may be more influencer-dependent, presenting both a strength (influencer power) and a vulnerability (brand loyalty tied closely to personalities).



A strong 71.3% of respondents feel a sense of belonging to a beauty community through L'Oréal's influencer campaigns. This indicates that influencer marketing is not only transactional but also builds a brand community, a key loyalty factor. Globally, brands with community-driven influencer strategies often see higher customer retention, demonstrating that L'Oréal India is successfully leveraging this emotional loyalty strategy to strengthen its market position.



A staggering 86.7% of participants agreed or strongly agreed that L'Oréal India's influencer approach is surpassing worldwide loyalty initiatives. This shows that localised, culturally resonant influencer material has a larger impact on Indian consumers, making India a standout market for influencer-led brand-building.

Objective 3 shows that influencer marketing strongly but conditionally shapes L'Oréal India brand loyalty. Positive engagement, repurchasing, and emotional connection influence loyalty, yet 58% may transfer brands without influencer assistance. Comparatively, L'Oréal India's strategy is effective, with 86.7% saying relatable narrative and regular relationships promote loyalty. Moderate means and neutrality levels show allegiance is not absolute, emphasising authenticity, quality content, and continuous influencer involvement.

4.6 Analysis, Evaluation and Discussions

4.6.1 Objective 1: Beauty Influencers' Impact on Consumer Trust in L'Oréal India

Objective 1 shows that beauty influencers boost L'Oréal India customer trust, with localised campaigns performing better than global ones. The low mean scores for trust-related measures ($M = 1.91\text{--}2.39$) suggest that influencer-driven promotions favourably shape trust perceptions, with 80% of respondents saying influencer endorsements boosted their trust in L'Oréal. This supports previous research showing influencer credibility is a major factor in customer confidence because trustworthiness, competence, and authenticity produce a halo effect that benefits connected brands. This study found that Indian influencers were more relatable than global ones (63.3% agreement), supporting Biswas et al. (2009)'s finding that cultural familiarity boosts brand trust and authenticity.

With 15.3% of respondents doubting sponsorship disclosure transparency, scepticism was moderate. Disclosure enhances honesty, but overly commercial messaging may harm authenticity if done poorly (Cooley & Parks-Yancy, 2019). The slightly higher range in sponsorship trust ($SD = 1.198$) emphasises the need to balance regulatory transparency and emotionally engaging narrative-driven material. According to the “Elaboration Likelihood Model” (El Hedhli & Zourrig, 2023), narrative and emotional engagement build trust more than rational persuasion. Influencer-endorsed products gained trust from 74.7% of respondents, particularly micro-influencers. Bull (2022) and Fabeil et al. (2025) agree that micro-influencers' specific expertise and perceived genuineness build parasocial ties with audiences, giving them more trust than macro-influencers. The substantial agreement (80.6%) that visual product results increase trust validates previous findings that tangible product efficacy boosts consumer confidence (Delbaere et al., 2021). These findings demonstrate that authenticity, relatability, and perceived skill are crucial to influencer-driven trust, not celebrity status.

Localised material is trusted by 81.4% of respondents, making L'Oréal India's influencer strategy more effective than global ads. This validates Cayla et al. (2025) and Chu (2025) findings that localised storytelling and culturally integrated material can increase emotional resonance and differentiate businesses in diverse markets. By using relatable Indian influencers, L'Oréal boosts trust in its advertising and competitive positioning, with 72% of respondents rating it higher than competitors.

It showing that influencer credibility, relatability, and real interaction drive brand trust in the Indian beauty market. L'Oréal India's influencer efforts are successful, but long-term trust requires openness and preventing influencer fatigue (Das, 2023).

4.6.2 Objective 2: Influencer-Generated Content and Purchase Intentions

For Objective 2, influencer-generated content has a strong but context-dependent effect on L'Oréal product purchase intentions in India, aligning with worldwide consumer behaviour trends. The low mean score for purchases after exposure to Indian influencer promotions ($M = 1.24$, $SD = 0.429$) shows that localised influencer endorsements are deeply persuasive, with minimal variation among respondents, showing a shared trust in culturally relevant information. According to Gupta et al. (2025), Indian consumers respond well to influencer campaigns that use regional authenticity and relatability to sell cosmetics. According to Jha et al. (2025), Indian customers value genuine, culturally relevant influences while making purchases.

The studies also show that content type influences purchasing intent. Consumers prefer detailed and demonstrative content like reviews and tutorials ($M = 2.34$), supporting global studies by Filieri et al. (2023) and Isibor et al. (2025) that found perceived sincerity and informative content persuade better than aspirational or aesthetic posts. According to Jun and Yi (2020), influencer engagement and transparency increase influencer-brand equity and purchase propensity. Influencer credibility accelerates decision-making cycles, as 69.4% of buyers made quick or near-instant purchases after influencer exposure, aligning with global social proof-driven fast-purchase behaviour (Hu, 2024).

The network effect of repeated exposure—77.3% of respondents feel that endorsements from various influencers increase product trust—is another important finding. Hassan et al. (2021) agree that influencer credibility and consistency boost cosmetic product acceptance, especially among millennials and Gen Z. The significant influence of promotional efforts ($M = 1.85$) supports Ganeshkumar et al. (2023), who argue that cross-cultural marketing strategies combining influencer endorsements with targeted promotions can increase brand competitiveness in heterogeneous markets like India.

Although Indian influencers are more impactful than global ones (71.3% agreement), the frequent comparison of Indian and global content (79.4%) shows a dual validation process. This supports Hadikusumo's (2025) claim that culturally tailored marketing work best with global brand storylines to build confidence, as Indian consumers trust local influencers but also look to global endorsements for reassurance. This hybrid approach can boost L'Oréal's positioning by blending cultural relatability and worldwide status.

These data show that influencer-generated content drives purchase intention in India, especially when marketing emphasise authenticity, repeated exposure, and value. Indian consumers respond well to local influencer marketing, but they critically analyse content, often evaluating it against global voices, suggesting L'Oréal's strategy should combine localised narrative and global brand messaging. Research highlights the significance of transparency, interactivity, and authenticity in digital customer engagement (Grey, 2025; Hajdas & Kłeczek, 2021).

4.6.3 Objective 3: Influence of Influencer Marketing on Brand Loyalty Toward L'Oréal in India Compared to Global Trends

Objective 3 found that influencer marketing strongly but conditionally affects L'Oréal brand loyalty in India. Despite repurchasing influencer-endorsed products ($M = 2.32$) and building emotional ties through influencer narratives ($M = 2.25$), 58% said they might transfer brands if influencer support decreased. According to Miranda (2025), influencer-driven loyalty generally comes from parasocial ties rather than intrinsic brand attachment, suggesting that loyalty may be tightly related to influencers' personal branding rather than the brand alone.

With 86.7% of respondents saying L'Oréal India's influencer strategy is better than global efforts, influencer marketing builds loyalty. Localised influencer efforts in India were effective owing to cultural resonance and relatability, according to Maity (2024). The emotional engagement of Indian consumers with influencer storytelling and sense of belonging to a brand community (71.3%) supports previous results that emotional tales humanise businesses and build trust (Kapitan et al., 2022; Nazara, 2025). Kim & Kim (2021) and Liu et al. (2025) emphasise that authenticity and credibility are essential for loyalty, while moderate methods and neutrality in replies indicate selective participation.

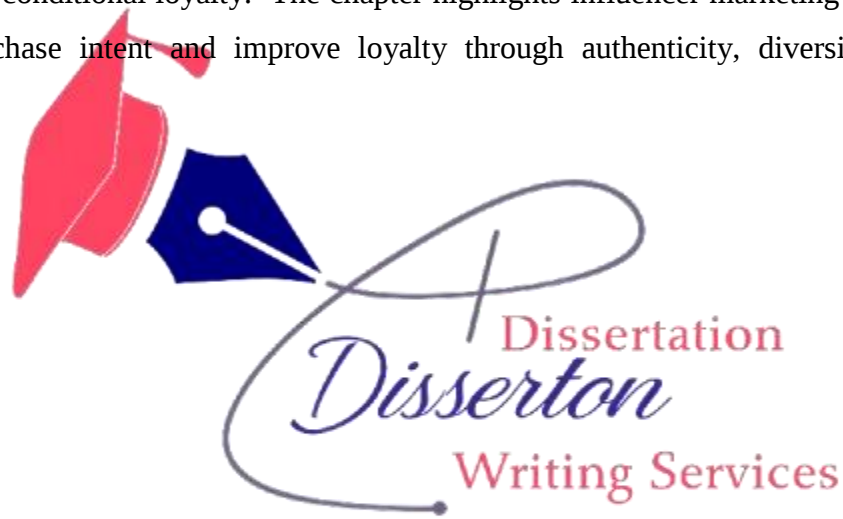
Studies show that authentic and consistent influencer content increases consumer retention worldwide (Miranda, 2025; Lefebvre & Cowart, 2022). This analysis supports such findings but finds Indian loyalty patterns less stable than global standards ($M = 1.80$ for global strategy comparison). The extremely competitive Indian beauty sector, where social trends and micro-influencers influence customers, may explain this (Kaushik & Ahuja, 2023; Lashari, 2025). Thus, L'Oréal India successfully uses influencers to build community and loyalty, but its reliance on influencer advocacy introduces risk: brand loyalty may quickly erode if influencers' relevance or credibility declines, emphasising the need for diversified engagement strategies and authentic brand storytelling.

These findings demonstrate that influencer marketing in India builds loyalty but requires credibility, brand alignment, and cultural resonance. This confirms Kukreja's (2025) claim that influencer collaborations must maximise brand equity through long-term partnerships and content authenticity. Continuing to localise advertising, foster community-driven participation, and lessen influencer dependency might provide L'Oréal a competitive edge in India and beyond.

4.7 Chapter Summary

Chapter 4 examined how influencer marketing affects customer trust, purchasing intentions, and brand loyalty towards L'Oréal India. Strong internal consistency ($\alpha > 0.87$) and sampling adequacy

(KMO = 0.812) were validated by reliability tests, while descriptive analysis revealed a digitally active sample of 150 female respondents aged 18-34, predominant on Instagram. Objective 1 indicated that influencer material increases confidence, especially for micro-influencers and authentic product demonstrations, with low mean scores ($M = 1.91-2.39$), but sponsorship transparency remains a concern. Objective 2 found that 76% of respondents bought products after influencer exposure, driven by tutorials, reviews, and before-and-after content, supported by worldwide standards. Objective 3 showed great emotional engagement and loyalty (86.7% ranking India's strategy as superior globally) driven by relatable storytelling and regular collaborations, yet 58% of respondents may transfer companies if influencer support fell, demonstrating conditional loyalty. The chapter highlights influencer marketing's ability to build trust and purchase intent and improve loyalty through authenticity, diversity, and cultural relevance.



+44 736-644-7810

Chapter 5

Conclusion and Recommendation

5.1 Summary

The study explored how influencer trust and content methods effect L'Oréal India customer interaction, brand loyalty, influencer-generated content type, and consumer purchase intentions. A quantitative analysis was conducted to inform beauty and personal care companies, where influencer marketing dominates. In the survey-based study, 150 Instagram-active young women aged 18–55+ participated. This demographic data supports the platform's beauty and lifestyle promotion and influencer-driven engagement.

Chapter 1 contextualised the rapid expansion of SMIM in India's beauty and personal care sector and L'Oréal's growing reliance on influencers to drive market growth. This study quantified how influencer marketing affects customer trust, purchase intention, and brand loyalty, comparing global methods. The chapter used Source Credibility Theory and the Elaboration Likelihood Model (ELM) to examine how credibility, authenticity, and peer-like communication methods affect customer opinions. Trust was a key mediator between influencer content and consumer decisions in these frameworks. Despite India's digitally engaged and culturally diversified market, the chapter found few quantitative, India-specific studies on influencer-driven buying behaviour and loyalty creation. The research was designed to help marketers create trust-based influencer marketing for Indian customers. Chapter 1 introduced the research aims, questions, importance, methodology outline, and dissertation structure, tying academic theory to strategic brand marketing applications.

Chapter 2 critically analysed worldwide and Indian studies on SMIM and its effects on beauty and personal care consumer trust, purchase intention, and brand loyalty. Micro- and nano-influencers increase engagement through relatability and authenticity, but over-commercialization risks “influencer fatigue” and trust loss, especially in culturally varied markets like India. The chapter used Source Credibility Theory, Elaboration Likelihood Model (ELM), and Relationship Marketing Theory to explain how expertise, attractiveness, and trustworthiness influence persuasion through central and peripheral processing routes and how long-term influencer–

consumer relationships foster emotional loyalty. Research showed that Indian consumers, particularly Gen Z and millennials, prefer culturally aligned, language-specific content over aspirational Western-style influencer campaigns, leading brands like L'Oréal to adopt a “glocalised” influencer model. The chapter found that most studies on influencer marketing's long-term effects on trust and loyalty in India's beauty sector are Western-centric, qualitative, or exploratory, despite the global growth of influencer-driven commerce. This disparity makes the present study useful for global firms negotiating India's digitally empowered, trust-sensitive customer landscape.

Chapter 3 described the methodology used to study influencer marketing's effects on customer trust, brand loyalty, and purchase decisions. The study used positivism and logical reasoning to examine hypotheses based on Source Credibility Theory and the ELM. A stratified random sample of 150 Indian consumers aged 18–55 who follow beauty influencers was used for a quantitative, cross-sectional survey. A systematic Instagram and Facebook questionnaire collected demographics, influencer exposure, trust, buying intentions, and loyalty. Descriptive statistics, Cronbach's alpha for reliability, factor analysis for construct validity, and regression testing to uncover predictive correlations between influencer attributes and customer answers were performed in SPSS version 27. Operationalising trust, credibility, and loyalty into quantitative metrics supported theoretical soundness and allowed empirical testing of marketing theories in India's unique cultural and digital ecology. In practice, the design assured that marketing strategies would be based on data on which influencer traits best engage and retain consumers. Informed permission, anonymity, GDPR compliance, and digital security were strictly followed, boosting credibility and replicability. This chapter provides a transparent and strong research design, making Chapter 4's findings theoretically relevant and practically usable for influencer marketing in emerging countries.

Chapter 4 offers the study's findings on beauty influencers' effects on L'Oréal India consumers' trust, purchasing intentions, and brand loyalty. The chapter introduces L'Oréal Paris and confirms data dependability and validity, with strong internal consistency (Cronbach's $\alpha > 0.87$) and adequate sampling (KMO = 0.812). Descriptive statistics suggest that all 150 respondents were female, predominantly 18–34, and favoured Instagram for beauty material. Objective 1 analysis shows that influencer marketing builds customer confidence, especially through relatable Indian influencers, micro-influencers, and visual demonstrations, however sponsorship transparency is

questioned. Objective 2 shows that detailed influencer-generated material like reviews, lessons, and transformations strongly influence purchase intentions. Objective 3 shows that influencer campaigns increase brand loyalty and community participation, although loyalty depends on influencer support. The chapter quantifies influencer marketing's impact on L'Oréal India's consumer perceptions, buying behaviour, and loyalty.

5.2 Conclusions

This study examined how influencer-generated content type affects customer purchase intentions and brand loyalty. The findings provide a detailed knowledge of how influencer marketing affects consumer decision-making and clearly address the research objectives.

Objective 1 found that influencer marketing boosts customer confidence in L'Oréal India, with low mean scores ($M = 1.91-2.39$) indicating high agreement that influencer promotions boost brand credibility. Micro-influencers and authentic product demonstrations built trust, whereas Indian influencers were more relatable than global ones. Sponsorship transparency was moderately sceptical, requiring balanced messaging.

Objective 2 showed that 76% of respondents bought after seeing influencer material. Content like product evaluations, lessons, and before-and-after makeovers was most persuasive. Repetition and promotional tactics work, as Indian consumers compare local campaigns to worldwide influencer material. This dual validation reveals potential hybrid marketing techniques combining cultural relevance and international brand positioning.

Objective 3 found that influencer marketing boosts emotional involvement and loyalty to L'Oréal India, with 86.7% of respondents ranking India's strategy as better than worldwide efforts. Emotional storytelling, community-building, and regular influencer-brand collaborations drove loyalty. Influencer-driven loyalty is conditional, and 58% of respondents were likely to leave brands if influencer support decreased, highlighting the need for methods that avoid overdependence on specific personalities.

According to the study, influencer marketing helps L'Oréal India create trust and increase buy intentions. Localised narrative and diverse interaction might help L'Oréal improve its influencer tactics, as loyalty depends on authenticity, influencer reputation, and cultural resonance.

5.3 Recommendations

Prioritise authentic, informative content: Use detailed reviews, pre–after transformations, and step-by-step tutorials to boost trust, demonstrate product performance, and reduce buyer hesitation. Combine short-form videos like reels with substantive content to enhance engagement.

Focus on cultural relevance over follower count: Choose influencers who reflect local culture, values, and beauty preferences to increase relatability and trust. Micro-influencers are effective for niche audiences, providing credible, cost-efficient endorsements.

Integrate influencer marketing into loyalty strategies: Launch influencer-specific products, build social media brand communities, and reward repeat purchases to strengthen long-term engagement. Ensure campaigns move beyond awareness to foster emotional connections and sustained loyalty.

Adopt a holistic approach: Combine authenticity, culturally aligned influencers, and structured loyalty initiatives to maximise ROI and build enduring consumer relationships in competitive digital markets.

5.4 Limitations

The study has several limitations. The 150 participants sample size is sufficient for exploratory study, however India's beauty consumer market is diverse by area, income, and culture. Convenience sampling limited generalisability because respondents were mostly young, urban, and digitally active. The study also only examined L'Oréal India, which may not represent other beauty companies with different positioning or influencer initiatives. Participants may exaggerate trust or purchase intentions in self-reported surveys, which boosts social desirability bias. Larger research is needed to confirm trends due to statistical limitations including non-significant Chi-square results.

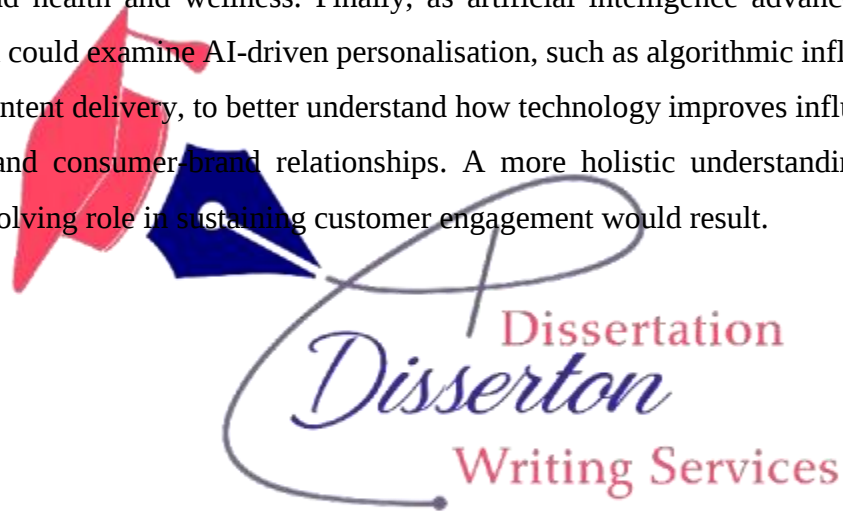
5.5 Future Work

These findings suggest expanding breadth and methodological rigour in future research. Increasing the sample size and using stratified sampling can help comprehend India's diversified beauty market from rural, semi-urban, and metropolitan perspectives. Diversity would reveal cultural, regional, and socioeconomic distinctions in influencer trust and purchase behaviour. Older

consumers may have different levels of trust, engagement, and brand loyalty than younger consumers, hence generational differences in influencer content responses are important.

Methodological advances are another important future direction. Experimental or longitudinal research designs could alleviate the constraints of self-reported survey data by revealing how influencer-driven marketing affects purchasing decisions and customer retention over time. Eye-tracking, clickstream analytics, and social media engagement data can reveal which content types attract attention and increase buy intent.

Future studies should also compare influencer trust, content type, and loyalty in beauty to fashion, technology, and health and wellness. Finally, as artificial intelligence advances in marketing, future research could examine AI-driven personalisation, such as algorithmic influencer matching and tailored content delivery, to better understand how technology improves influencer campaign effectiveness and consumer-brand relationships. A more holistic understanding of influencer marketing's evolving role in sustaining customer engagement would result.



+44 736-644-7810

References

- A ROSS, D., G SMITH, P. & H MORROW, R. 2015. Ethical considerations. *Field Trials of Health Interventions, 3rd edition*. Oxford University Press.
- AGBETOBA, A.-A. 2025. The role of short social media video content in brand engagement.
- ALFARRAJ, O., ALALWAN, A. A., OBEIDAT, Z. M., BAABDULLAH, A., ALDMOUR, R. & AL-HADDAD, S. 2021. Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31, 355-374.
- ALI, I. M. 2024. A guide for positivist research paradigm: From philosophy to methodology. *Ideology Journal*, 9.
- BAKRI, Z. F. 2023. Analyzing the influence of digital marketing strategies on business performance in the beauty industry: a comprehensive analysis of social media engagement and influencer collaborations. *Journal on Economics, Management and Business Technology*, 2, 37-48.
- BENNETT, N. 2024. *B2B influencer marketing: work with creators to generate authentic and effective marketing*, Kogan Page Publishers.
- BHATNAGR, P. 2025. Virtual influencers on Instagram: a text mining study of consumer sentiments in China. *Journal of Modelling in Management*.
- BISWAS, S., HUSSAIN, M. & O'DONNELL, K. 2009. Celebrity endorsements in advertisements and consumer perceptions: A cross-cultural study. *Journal of global marketing*, 22, 121-137.
- BRAUN, V., CLARKE, V., BOULTON, E., DAVEY, L. & MCEVOY, C. 2021. The online survey as a qualitative research tool. *International journal of social research methodology*, 24, 641-654.
- BULL, J. 2022. Authenticity, Commodification of the Self, and Micro-Influencers: An in-depth analysis into the online identity construction of South African micro-influencers within the Western Cape.
- CARVER, R. H. & NASH, J. G. 2012. *Doing data analysis with SPSS version 18*, Brooks/Cole Cengage Learning.
- CAYLA, J., BHATNAGAR, K., NANARPUZHA, R. & DEY, S. 2025. From social feeds to market fields: How influencer stories drive market innovation. *International Journal of Research in Marketing*.
- CHAKOLA, A. 2022. *The Impact of Social Media Influencer on the Buying Behaviour of Gen Z in India*. Dublin, National College of Ireland.
- CHU, N. H. 2025. A Comparative Analysis on Dove's Localised Advertising in North America vs. South Asia.
- COOLEY, D. & PARKS-YANCY, R. 2019. The effect of social media on perceived information credibility and decision making. *Journal of Internet Commerce*, 18, 249-269.
- CVETKOVIC-VEGA, A., MAGUIÑA, J. L., SOTO, A., LAMA-VALDIVIA, J. & CORREA LÓPEZ, L. 2021. Cross-sectional studies. *Revista de la Facultad de Medicina Humana*, 21, 164-170.
- DAS, S. 2023. *Change in Influencer's Influence: Are we Heading into a World Plagued With Influencer Fatigue?*, MICA (Mudra Institute of Communications, Ahmedabad)(India).
- DELBAERE, M., MICHAEL, B. & PHILLIPS, B. J. 2021. Social media influencers: A route to brand engagement for their followers. *Psychology & Marketing*, 38, 101-112.
- DEWAELE, J.-M. 2018. Online questionnaires. *The Palgrave handbook of applied linguistics research methodology*. Springer.

- DOGRA, K. 2019. The impact of influencer marketing on brand loyalty towards luxury cosmetics brands: Comparison of Generation Z and Millennial. *Modul University*.
- DZREKE, S. S. & DZREKE, M. S. E. 2022. The Influencer Equity Equation: Analyzing Influencer Marketing's Effect on Brand Equity via the Perspectives of Authenticity, Credibility, and Engagement.
- EL HEDHLI, K. & ZOURRIG, H. 2023. Dual routes or a one-way to persuasion? The elaboration likelihood model versus the unimodel. *Journal of Marketing Communications*, 29, 433-454.
- FABEIL, N. F., USMAN, Z., WIJAYA, R. E., MAULIYAH, N. I. & SIDDIQUI, B. 2025. From likes to loyalty: a netnographic study on trust-building in influencer-audience interactions on social media. *Global Advances in Business Studies*, 4, 14-25.
- FADELE, A. A. & ROCHA, A. 2025. Quantitative Research Measurements Classifications. *The Art and Science of Quantitative Research*. Springer.
- FIFE, S. T. & GOSSNER, J. D. 2024. Deductive qualitative analysis: Evaluating, expanding, and refining theory. *International Journal of Qualitative Methods*, 23, 16094069241244856.
- FILIERI, R., ACIKGOZ, F., LI, C. & ALGUEZAUI, S. 2023. Influencers' "organic" persuasion through electronic word of mouth: A case of sincerity over brains and beauty. *Psychology & Marketing*, 40, 347-364.
- GANESHKUMAR, M., SENTHILKUMAR, S., SUBATHRA, K. & JINU, R. T. 2023. Cross-cultural Influencer Marketing: A Comparative Study. *Global Journal of Management and Sustainability (MAS)* [ISSN: 2583-4460], 2, 42-51.
- GREEN, R. M. 2019. Ethical considerations. *Principles of Regenerative Medicine*. Elsevier.
- GREY, D. 2025. *Navigating Transparency in the Digital Age: An In-Depth Study of Disclosure Practices in Influencer Marketing on Social Media*. Syracuse University.
- GUL, Y. E. 2023. A theoretical perspective on survey method from quantitative research methods. *Universum: психология и образование*, 64-68.
- GUPTA, N., PRUSTY, R., DASH, S., DEBASISH, S. S. & HOSSAIN, M. H. 2025. A Study on Impact of Social Media Influencers on Impulse Buying of Branded Cosmetic Products in India. *Sustainable Economy Models in the Age of Industry 5.0*. Springer.
- GUSTAVSSON, A.-S., SULEMAN NASIR, A. & ISHONOVA, S. 2018. Towards a world of influencers: Exploring the relationship building dimensions of Influencer Marketing.
- HADIKUSUMO, R. A. 2025. Value and Culture Based Marketing: The Key to Employee and Consumer Engagement in Indonesia. *Side: Scientific Development Journal*, 2, 42-50.
- HAJDAS, M. & KŁECZEK, R. 2021. The real purpose of purpose-driven branding: consumer empowerment and social transformations. *Journal of Brand Management*, 28, 359-373.
- HAQUE, M. S. 2022. Inductive and/or deductive research designs. *Principles of social research methodology*. Springer.
- HARIS, A. 2025. Consumer Behavior Shifts in Digital Age: Impact on Brand Loyalty. *Advances: Jurnal Ekonomi & Bisnis*, 3, 38-51.
- HASAN, N., RANA, R. U., CHOWDHURY, S., DOLA, A. J. & RONY, M. K. K. 2021. Ethical considerations in research. *Journal of Nursing Research, Patient Safety and Practise (JNRPS)* 2799-1210, 1, 1-4.
- HASSAN, S. H., TEO, S. Z., RAMAYAH, T. & AL-KUMAIM, N. H. 2021. The credibility of social media beauty gurus in young millennials' cosmetic product choice. *Plos one*, 16, e0249286.
- HOSSAN, D., DATO'MANSOR, Z. & JAHARUDDIN, N. S. 2023. Research population and sampling in quantitative study. *International Journal of Business and Technopreneurship (IJBT)*, 13, 209-222.

- HU, X. 2024. *Presenting Global Brands with Celebrity Endorsement through Impression Management and Storytelling Techniques: A Case Study of 12 Brand Archetypes in Personal Care Product Category*. Bangkok University.
- ILIĆ, M. The analysis of electronic commerce in the SPSS software package version 26. Sinteza 2024-International Scientific Conference on Information Technology, Computer Science, and Data Science, 2024. Singidunum University, 103-111.
- IQBAL, A. 2023. Investigating the Influence of Trust, Attractiveness, Perceived Expertise, and Perceived Credibility on Attitude Toward the Influencer: The Mediating Role of Attitude Toward the Influencer and Moderating Role and Perceived Risks. *KASBIT Business Journal*, 16.
- ISIBOR, N. J., ATTIPOE, V., OYEYIPO, I., AYODEJI, D. C., APIYO, B. & ALONGE, E. 2025. Analyzing successful content marketing strategies that enhance online engagement and sales for digital brands. *International Journal of Advanced Multidisciplinary Research and Studies*, 5, 842-851.
- JHA, D. A. K., RANA, P., UPADHYAY, P. & SINGH, P. 2025. The Impact of Influencer Authenticity on Consumer Behaviour. *Sunil and Singh, Prof. Mansi, The Impact of Influencer Authenticity on Consumer Behaviour (January 17, 2025)*.
- JUN, S. & YI, J. 2020. What makes followers loyal? The role of influencer interactivity in building influencer brand equity. *Journal of Product & Brand Management*, 29, 803-814.
- JUNAID, M. 2024. Virtual influencers and marketing: consumer perceptions, barriers, and strategic development.
- KANTONEN, E. 2025. The impact of influencer marketing on consumer purchasing decisions.
- KAPITAN, S., VAN ESCH, P., SOMA, V. & KIETZMANN, J. 2022. Influencer marketing and authenticity in content creation. *Australasian Marketing Journal*, 30, 342-351.
- KARUPIAH, P. 2022. *Positivism. Principles of social research methodology*. Springer.
- KAUR, N. & CHANDRA, A. 2025. The Impact of Influencer Marketing on Consumer Purchasing Decisions in The Cosmetic Industry.
- KAUSHIK, S. & AHUJA, V. Cultural Influence Meets Digital Retail: Indian Knowledge Systems in the Online Women's Apparel Market for Gen Y and Gen Z. *Indian Knowledge System and the Present Competitive Business Scenario*, 95.
- KHAN, S. 2023. The role of digital influencer credibility on purchase intention and the mediating effect of customer trust and engagement. *Global Journal for Management and Administrative Sciences*, 4, 19-45.
- KIM, D. Y. 2020. Examining the underlying mechanism of influencer-follower relationships on social media: an integrated application of the source credibility and attractiveness models.
- KIM, D. Y. & KIM, H.-Y. 2021. Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223-232.
- KONG, H. & FANG, H. 2024. Research on the effectiveness of virtual endorsers: A study based on the match-up hypothesis and source credibility model. *Sustainability*, 16, 1761.
- KUKREJA, T. Measuring the Impact of Social Media Influencer Collaborations on Brand Trust and Consumer Loyalty.
- KUMAR, S. & UJIRE, D. 2024. Inductive and deductive approaches to qualitative research. *International Journal of Multidisciplinary Educational Research*, 13, 58-63.
- LASHARI, N. A. 2025. *Exploring the impact of instagram influencers and influencer-product congruence on perceived value and purchase intentions for hedonic cosmetic products*. Vilniaus universitetas.
- LEE, C.-H., CHEN, C.-W., CHEN, W.-K. & LIN, K.-H. 2021. Analyzing the effect of social support and customer engagement on stickiness and repurchase intention in social

- commerce: A trust transfer perspective. *Journal of Electronic Commerce Research*, 22, 363-381.
- LEFEBVRE, S. & COWART, K. 2022. An investigation of influencer body enhancement and brand endorsement. *Journal of Services Marketing*, 36, 59-72.
- LIU, Y., WANG, X. & CHEN, Y. 2025. Does Inconsistency Between Influencer-Generated and User-Generated Content Hurt Brands? The Role of Perceived Content Credibility. *Psychology & Marketing*.
- MAHLAKAARTO, E. K. & SUANSE, Y. 2024. How Women's Consumer Identity is Shaped by Social Media and Influencers in the Beauty and Lifestyle Industry?
- MAITY, A. 2024. Impact of Localized Influencers on Purchase Intentions: A Study of Indian Gen Z Consumers.
- MARETHA, C. 2023. Positivism in philosophical studies. *Journal of Innovation in Teaching and Instructional Media*, 3, 124-138.
- MIRANDA, M. M. 2025. *Investigating the Impact of Influencer Marketing on Long-Term Brand Perception and Consumer Loyalty*. Dublin Business School.
- MISHRA, A. & MAITY, M. 2021. Influence of parents, peers, and media on adolescents' consumer knowledge, attitudes, and purchase behavior: A meta-analysis. *Journal of Consumer Behaviour*, 20, 1675-1689.
- MORAES, R. R., CORREA, M. B., DANERIS, Â., QUEIROZ, A. B., LOPES, J. P., LIMA, G. S., CENCI, M. S., D'AVILA, O. P., PANNUTI, C. M. & PEREIRA-CENCI, T. 2021. Email vs. Instagram recruitment strategies for online survey research. *Brazilian Dental Journal*, 32, 67-77.
- NAZARA, D. S., NUGRAHANINGSIH, H. & ABDILLAH, F. 2025. The Future of Influencer Marketing: Trust, Authenticity, and Consumer Behavior in the Social Media Age. *Jurnal Informatika Ekonomi Bisnis*, 345-349.
- NEGI, M. 2023. Consumer Behaviour for Ayurvedic Over the Counter Medicines in the state of Himachal Pradesh.
- NGUYEN, T. D., SHIH, M.-H., SRIVASTAVA, D., TIRTHAPURA, S. & XU, B. 2021. Stratified random sampling from streaming and stored data. *Distributed and Parallel Databases*, 39, 665-710.
- ODOARDI, V. 2019. Driving brand growth in the chinese beauty industry through licensing agreements: L'Oréal and the Armani case study.
- OKONKWO, I. & NAMKOISSE, E. 2023. The role of influencer marketing in building authentic brand relationships online. *Journal of Digital Marketing and Communication*, 3, 81-90.
- OLOGUNEBI, J., TAIWO, E. O. & ALLI, K. 2024. Digital Consumer Behavior in E-commerce: A Study of Amazon and Temu's Customer Purchase Decision-Making Processes in the UK and the USA. Available at SSRN 5071874.
- PALMATIER, R. & STEINHOFF, L. 2019. *Relationship marketing in the digital age*, Routledge.
- PARK, H. H. 2022. Change in brand attitude depending on fashion film type: the psychological mechanisms by engagement and consumer fantasy proneness. *Asia Pacific Journal of Marketing and Logistics*, 34, 1101-1122.
- PARK, Y. S., KONGE, L. & ARTINO JR, A. R. 2020. The positivism paradigm of research. *Academic medicine*, 95, 690-694.
- PARK, Y. W. & HONG, P. 2024. Beauty Reimagined: Navigating the Cosmetic Industry's Digital Transformation. *Cosmetics marketing strategy in the era of the digital ecosystem: Revolutionizing beauty in the new market frontier*. Springer.

- RAHAYU, N. I., MUKTIARNI, M. & HIDAYAT, Y. 2024. An application of statistical testing: A guide to basic parametric statistics in educational research using SPSS. *ASEAN Journal of Science and Engineering*, 4, 569-582.
- REN, L., LEE, S. K. & CHUN, S. 2023. The effects of influencer type, regulatory focus, and perceived authenticity on consumers' purchase intention. *International Journal of Consumer Studies*, 47, 1241-1255.
- RICHTER, V. & YE, Z. 2024. Influencers' Instagram imaginaries as a global phenomenon: Negotiating precarious interdependencies on followers, the platform environment, and commercial expectations. *Convergence*, 30, 642-658.
- SEGOVA, A. 2020. *Consumer responses to influencer marketing on Instagram*, University of Technology Sydney (Australia).
- SHANKAR, R. 2024. Generation Z versus Millennial purchase intentions: A comparative study based on social media marketing strategies in India with respect to the fashion and beauty industry. *Multidisciplinary Reviews*, 7, 2024127-2024127.
- SHARMA, A. B. 2024. Content Creation in Transition: Analyzing YouTube, YouTube Shorts, and Facebook's Influence on Content Creators Amidst and Beyond COVID-19.
- SIN, P. T. 2024. *Brand Trust and Brand Loyalty of L'Oreal Paris Cosmetic Products (Phyu Thant Sin, 2024)*. MERAL Portal.
- SIVAKAMI, R. & THAPA, P. 2025. Influencer Scale in Marketing: Examining the Impact of Mega, Macro, Micro, and Nano Influencers on Brand Loyalty and Engagement in the Indian Merchandise Market. *Asian Journal of Management*, 16, 94-100.
- SUNDAR, S. S. 2008. *The MAIN model: A heuristic approach to understanding technology effects on credibility*, MacArthur Foundation Digital Media and Learning Initiative Cambridge, MA.
- TALREJA, M. & CHATURVEDI, V. 2023. The Impact of Social Media Advertising Content Formats on Consumer Engagement: A Study on Instagram.
- TIIRI, E. 2024. Emotional Marketing through Storytelling: Building Brand Loyalty Across the Customer Journey.
- TIWARI, A., KUMAR, A., KANT, R. & JAISWAL, D. 2024. Impact of fashion influencers on consumers' purchase intentions: theory of planned behaviour and mediation of attitude. *Journal of Fashion Marketing and Management: An International Journal*, 28, 209-225.
- YAGÜEZ LORENZO, E. & RODRÍGUEZ ROMO, A. 2020. Evolving Social Insights from E-Listening to E-Seeing: The L'Oréal Case. *aDResearch ESIC: International Journal of Communication Research/Revista Internacional de Investigación en Comunicación*, 23.
- ZHANG, Y., HE, J. & LI, J. 2025. The role of flow experience in virtual influencer marketing: insights into aesthetic, entertainment and parasocial influences on purchase intention. *Journal of Fashion Marketing and Management: An International Journal*.

Appendix

Consent form



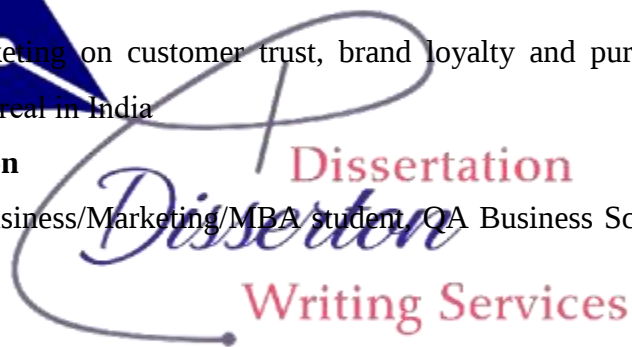
CONSENT FORM

Title of research project:

The effect of influencer marketing on customer trust, brand loyalty and purchase behaviour towards foreign brand like L'Oreal in India

Researcher Name and Position

Usman-, MSc International Business/Marketing/MBA student, QA Business School, University of Ulster.



Please
initial box

+44 736-644-7810	
1. 1) I confirm that I have read and understood the information sheet for the above study and have had the opportunity to ask questions.	✓
0. 2) I understand that my participation is voluntary and that I am free to withdraw at any time without giving a reason.	✓
0. 3) I agree to take part in the study. 0.	✓

Please tick box

Yes No

4) I agree to participate in this Interview/Focus Group/Survey.

5) I agree to the use of anonymised quotes (if any) in publications.

Participant Name	
Signature	
Date	

Researcher Name	Usman
Signature	Usman
Date	31 July, 2025

Questionnaire

Section A: Demographic Information

Q1. What is your gender?

- Male
- Female

Q2. What is your age group?

- Under 18
- 18–24
- 25–34
- 35–44
- 45–54
- 55 and above

Q3. What is your current country of residence?

- India
- Other

Dissertation
Dissertation
Writing Services

+44 736-644-7810

Q4. What is your occupation?

- Student
- Employed
- Self-employed
- Unemployed

Q5. What is your average monthly spending on beauty/personal care products?

- Less than ₹500
- ₹500–₹1,000
- ₹1,001–₹2,000
- More than ₹2,000

Q6. Which platform do you mostly use for beauty content?

- Instagram
- YouTube
- TikTok
- Facebook

Section B: Consumer Trust – Influencer Impact

Q7. I trust L'Oréal India more after seeing influencer promotions.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q8. Influencers who promote L'Oréal appear genuine and honest.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q9. Compared to global influencers, Indian influencers seem more relatable.

- Strongly agree
- Agree
- Neutral

Dissertation
Dissertation
Writing Services
+44 736-644-7810

- Disagree
- Strongly disagree

Q10. I believe Indian influencers are transparent about sponsorships with L'Oréal.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q11. My trust in a beauty product increases if a micro-influencer recommends it.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q12. I trust L'Oréal more when influencers show product results rather than just descriptions.

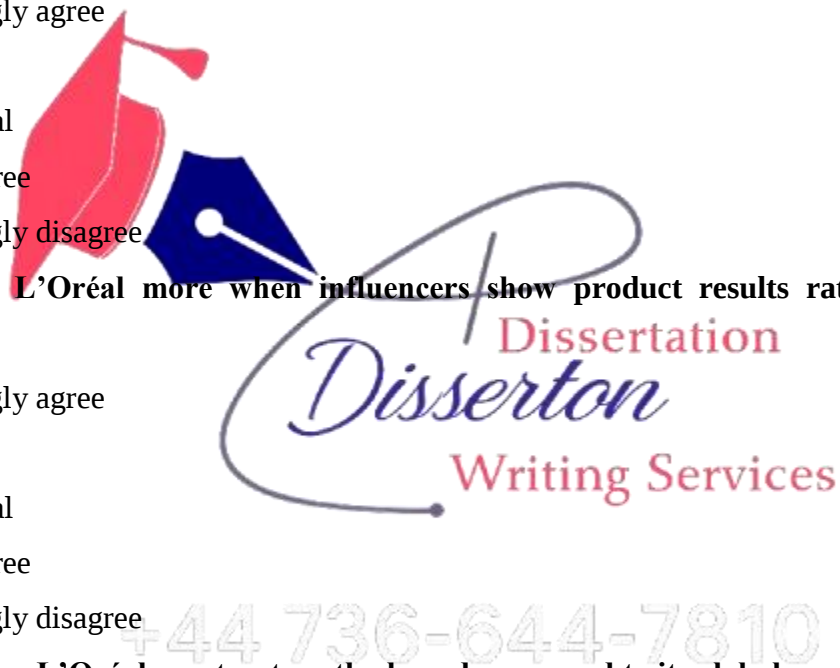
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q13. I perceive L'Oréal as a trustworthy brand compared to its global competitors.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q14. Compared to global content, Indian influencer content increases my trust in L'Oréal.

- Strongly agree
- Agree
- Neutral
- Disagree



- Strongly disagree

Section C: Purchase Intentions – Influencer Content

Q15. Have you ever purchased a L'Oréal product after seeing it promoted by an Indian beauty influencer on social media?

- Yes
- No

Q16. How likely are you to purchase a L'Oréal product after watching promotional content from Indian beauty influencers?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

Q17. Which type of influencer content has most influenced your decision to purchase L'Oréal products?

- Tutorials demonstrating product use
- In-depth product reviews
- Before-and-after transformations
- Reels/Short-form content showcasing results
- None of the above

Q18. After viewing influencer content promoting L'Oréal products, how soon do you usually make a purchase decision?

- Immediately
- Within a few days
- Within a week
- After further research or comparison
- I don't make purchase decisions based on influencer content

Q19. I am more likely to purchase L'Oréal products when I see consistent recommendations from multiple Indian influencers.

- Strongly agree
- Agree
- Neutral



- Disagree
- Strongly disagree

Q20. Influencer promotions often introduce me to L'Oréal products that I later consider buying.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q21. Indian beauty influencers have a stronger impact on my L'Oréal purchase decisions than global influencers.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q22. How often do you compare Indian and global influencer content before purchasing a L'Oréal product?

- Always
- Often
- Sometimes
- Rarely
- Never

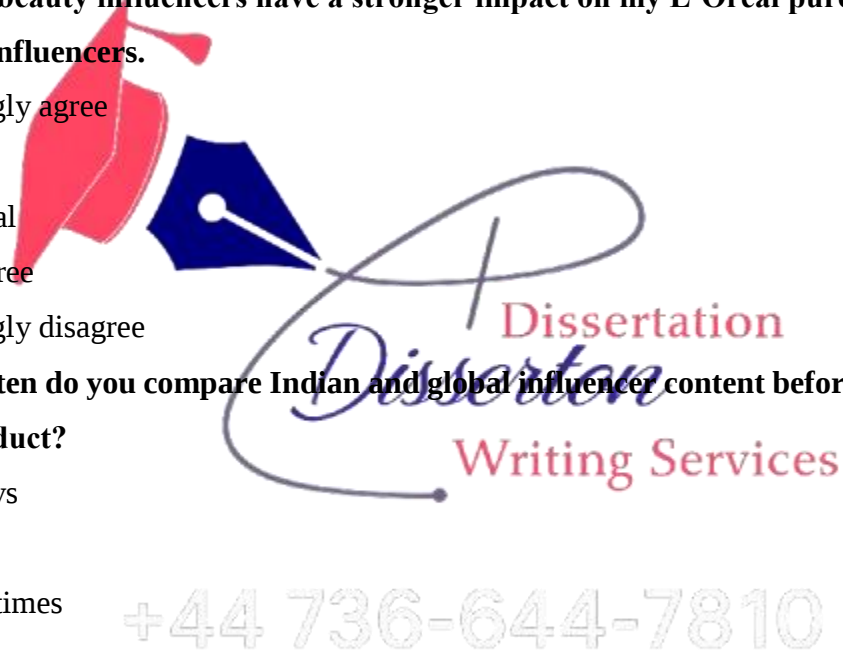
Section D: Brand Loyalty – Influencer Effect

Q23. I regularly repurchase L'Oréal products recommended by influencers.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q24. Influencer content strengthens my long-term loyalty to L'Oréal.

- Strongly agree



- Agree
- Neutral
- Disagree
- Strongly disagree

Q25. I feel emotionally connected to the L'Oréal brand through influencer stories.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q26. I follow specific influencers because they consistently promote L'Oréal.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q27. My loyalty to L'Oréal India is stronger than to other global beauty brands.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q28. I would switch to another brand if the influencers I follow stopped promoting L'Oréal.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Q29. L'Oréal's influencer marketing makes me feel part of a beauty community.

- Strongly agree
- Agree



- Neutral
- Disagree
- Strongly disagree

Q30. Compared to global markets, L'Oréal India's influencer strategy builds stronger brand loyalty.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Questionnaire Link

<https://forms.gle/Up3qdTslLPbTmzw88>

Ethical form Link



+44 736-644-7810

Ulster @ QAHE

Ethical Approval Form

Dissertations / Projects involving Human Participants

READ THE FOLLOWING INFORMATION CAREFULLY

This Ethical Approval Form must be completed by all students intending to undertake research as part of their Ulster University Masters course. This form specifically focuses on students on the following Masters courses:

- MSc International Business
- MSc Human Resource Management
- MSc Health Promotion and Public Health

This Ethical Approval Form must be completed by all students and submitted by the end of the following modules which precede the start of their Dissertation where the research will be undertaken:

- International Business Research Methods
- Management Research for HR Practice
- Project Planning and Public Health Practice

Before starting to complete the Ethical Approval Form, reference should be made to the Ulster University Guidance on Ethical Standards for Research involving Human Participants:

- https://www.ulster.ac.uk/data/assets/pdf_file/0003/331878/Policy-Human-Research-V5.pdf

When filing up the Ethical Approval Form ensure you provide all information that each question requires:

- Questions shown with a red * are compulsory and must be answered;
- Questions without a red * can be answered once information is made available;
- The last section (*Supervisor's Section*) should be left blank for the supervisor to fill.

Once the Ethical Approval Form is filled out:

- click on **"Submit"**
- click on the 3 horizontal dots (. . .) at the top right of your browser screen and select 'Print response' and print the form as a *pdf file*.
- click on **"Save my response"** so that you can edit it later to make changes if you need to update it or your supervisor asks you to;

At the start of your Dissertation / Project, email the pdf of your Ethical Approved Form to your assigned supervisor who will review it before any research / fieldwork is carried out, irrespective of this being primary or secondary, to:

- evaluate the potential impact of the research on the intended human participants, and

either

- approve and sign the Ethical Approval Form, email it back to you to upload on Turnitin, and then start collecting data,

or

- reject the Ethical Approval Form, ask you to modify specific sections, and then re-evaluate it until it gets approved so that you may start collecting data.

Once the Ethical Approval Form is *approved* by the supervisor:

- submit the approved form on Turnitin by the end of week 4;
- drag and drop the approved form in the Appendix of your Dissertation / Project.

The Dissertation / Project will not be marked if the Ethical Approval Form has not been:

- approved by the supervisor;
- submitted on Turnitin by the end of week 4;
- included in the Appendix of your Dissertation / Project.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

Student and Course Details

+44 736-644-7810

3. Student's Ulster email address *

1. Student's Name and Surname *

Usman Naseer Chaudhry

2. Student's Ulster University ID *

- Begins with B00 followed by 6 numbers.
- It can be found on your CAS letter or BlackBoard.

B01001942

- Do NOT include your personal / private email address

Chaudhry-UN@ulster.ac.uk

4. Course Studied: *

- 
- ☒ MSc International Business
- ☐ MSc International Business with Advanced Practice
- ☐ MSc International Business with Data Analytics
- ☐ MSc International Business with Data Analytics with Advanced Practice
- ☐ MSc International Business with Human Resource Management
- ☐ MSc International Business with Human Resource Management with Advanced Practice
- ☐ MSc Human Resource Management
- ☐ MSc Human Resource Management with Advanced Practice
- ☐ MSc Health Promotion and Public Health

5. Year of Study *

- This is the academic year when you started your course

☐ 2022 / 23

☐ 2023 / 24

☒ 2024 / 25

☐ 2025 / 26

☐ 2026 / 27



+44 736-644-7810

6. Attendance *

☒ Full Time

☐ Part Time

Research Details

7. Title of your Dissertation / Project: *

- An indicative but close to the specific topic researched title would suffice at this stage.

The effect of influencer marketing on customer trust, brand loyalty and purchase behaviour towards foreign brand like L'Oreal in India.

8. Name of Supervisor:

- This will be communicated to you at the start of your Dissertation / Project.
- You will have to return to the Ethical Approval Form at the start of your Dissertation / Project to enter the name of your Supervisor.
- Once you submit the Ethical Approval Form you will be given the opportunity to save a link which will allow you to return to the form and update it.

Mihir Kumar Das



+44 736-644-7810

9. Dissertation / Project Type *

☐ Undergraduate (UG - BA / BSc / BEng / etc)

☒ Postgraduate (PG - MA / MSc / MEng / etc)



+44 736-644-7810

10. Summary of Proposed Research *

Provide short answers (1-2 sentences per bullet point) for the following:

- What is your research all about?
- Which company and/or industry will the research focus on?
- What is the issue you intend to investigate?
- What is the international business aspect you intend to focus on?
- How will you be collecting your primary data?
- How will the data collected be analysed?
- What form will your recommendations take?
- Who will benefit from the outcomes / recommendations from your research and how?

What is your research all about?

This research explores how social media influencer marketing affects consumer trust, purchase intention, and brand loyalty toward L'Oréal in India's beauty sector.

Which company and/or industry will the research focus on?

The study focuses on the beauty and personal care industry, specifically on the Indian operations of the multinational brand L'Oréal.

What is the issue you intend to investigate?

The study investigates whether influencer marketing fosters genuine customer trust and long-term loyalty or only drives short-term purchase intentions in India's digital beauty market.

What is the international business aspect you intend to focus on?

It focuses on how a foreign brand like L'Oréal adapts influencer marketing strategies to fit the cultural and consumer dynamics of an emerging economy like India.

How will you be collecting your primary data?

Primary data will be collected through a structured online questionnaire distributed among Indian consumers who follow beauty influencers.

How will the data collected be analysed?

The data will be analysed using descriptive statistics, correlation, regression, and mediation analysis through SPSS to examine relationships between variables.

What form will your recommendations take?

Recommendations will include strategic guidelines for foreign brands to optimise influencer partnerships, enhance trust-building, and promote long-term customer loyalty in India.

Who will benefit from the outcomes / recommendations from your research and how?

L'Oréal and other international beauty brands will benefit by gaining insights to refine their influencer marketing strategies, while academics will gain evidence-based understanding of trust-building in cross-cultural digital marketing.

11. Start Date of Primary Research

- On which date do you intend to **start collecting primary data** for your dissertation / project?
- This is NOT the start date of your dissertation / project.

7/15/2025



12. End Date of Primary Research

- On which date do you intend to **stop collecting primary data** for your dissertation / project?
- This is NOT the submission date of your dissertation / project.

7/26/2025



13. Does your Proposed Research involve **Deception** of Participants? *

- i.e. have participants been 'deceived' or 'lied to' into participating in the research study?

☐ Yes

☒ No

14. Does your Proposed Research involve **Inducements** to Participate? *

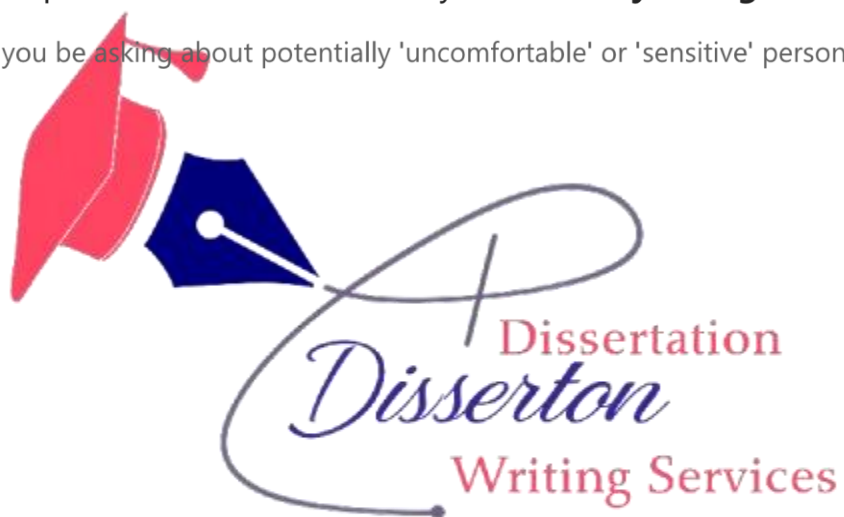
- i.e. have participants been offered a 'prize' for agreeing to participate in the study?

☐ Yes

☒ No

15. Does your Proposed Research involve any Possible **Psychological Stress**? *

- i.e. will you be asking about potentially 'uncomfortable' or 'sensitive' personal issues?



+44 736-644-7810

☐ Yes

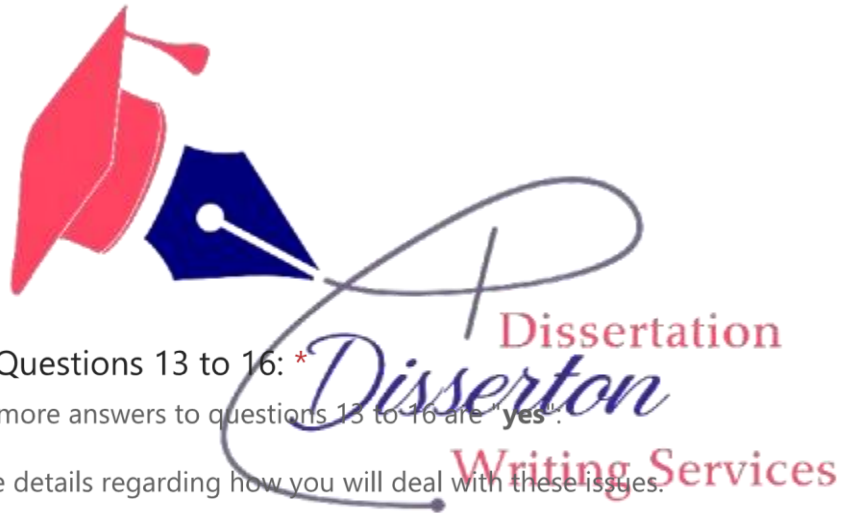
☒ No

16. Does your Proposed Research involve any other **special circumstances**? *

i.e. will you be asking about medical records, involvement in crime, or other similar?

☐ Yes

☒ No



17. Regarding Questions 13 to 16: *

If any one or more answers to questions 13 to 16 are "yes":

- Provide details regarding how you will deal with these issues.

If all your answers to questions 13 to 16 are "no":

- Enter N/A below.

N/A

18. Please indicate who will the likely participants involved in the research be: *

- Click all that apply

☐ Professionals (in general)

☐ Professionals (industry/company specific)

☐ Retirees (in general)

☐ Retirees (industry/company specific)

☐ Children (under 18 years old)

☒ Adults

☐ The Elderly

☐ Vulnerable Groups

☐ People with a learning disability

☐ People from Ethnic or other Minorities

☐ Other



+44 736-644-7810

☐ Other

19. Please provide details of the likely participants involved in the research as identified in Question 18: *

The participants will be Indian adults aged 18 and above who use social media and follow beauty influencers. They will primarily be from urban areas and have experience engaging with online beauty content or purchasing personal care products.

20. You are expected to undertake **Primary Research**. How will data be collected? *

- Click all that apply

☒ Questionnaire (Online)

☐ Questionnaire (Face-to-Face)

☐ Interviews (Online)

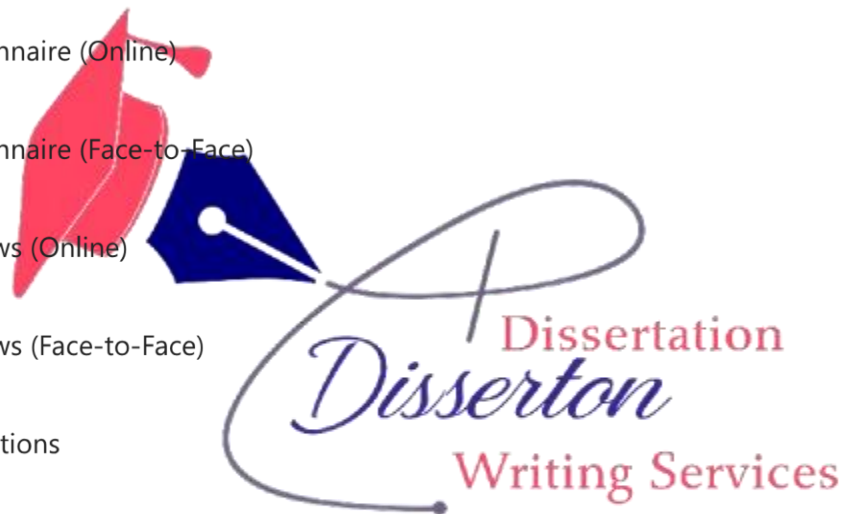
☐ Interviews (Face-to-Face)

☐ Observations

☐ Focus Groups

☐ Field Research

+44 736-644-7810



21. Regarding the primary research method indicated in Question 20 for the collection of primary data for the proposed research: *

- Provide details and justification for the method selected.
- Include sample questions for the questionnaire/interview routines.

A structured questionnaire will be used as the primary research method. This approach is suitable for gathering quantifiable data from a large sample efficiently. Questionnaires are cost-effective, time-efficient, and ideal for studying behavioural patterns across a broad audience. Given the study's focus on digital engagement, an online questionnaire also ensures accessibility and relevance for tech-savvy Indian consumers.

How often do you engage with beauty influencers on social media?

Never / Rarely / Sometimes / Often / Very Often

To what extent do you trust product recommendations made by beauty influencers?

Not at all / Slightly / Moderately / Very / Completely

I have purchased a L'Oréal product after seeing it promoted by an influencer.

Strongly Disagree to Strongly Agree (Likert scale)

The influencer seemed honest and genuine in their endorsement.

Strongly Disagree to Strongly Agree

I intend to continue buying L'Oréal products in the future.

Strongly Disagree to Strongly Agree



22. When undertaking primary research, **Informed Consent** of all Participants must be obtained before any participant enters the research and **NO** participant should be engaged or approached to take part in the research without obtaining their informed consent first. All participants must be '**informed**' of the purpose behind the research using an Information Sheet, either on paper or online, and must '**consent**' prior to participating in the research. *

- Indicate below how will informed consent be obtained.
- Click all that apply.

- If informed consent does not need to be obtained, click on the 'other' option below and provide justification why this may be so.

Questionnaire: Information on the research will be provided to the participants at the top

- ☒ of the questionnaire and the first question will ask the participants to confirm or reject consenting prior to answering any of the questions.

Interview: Information on the research will be provided to the interviewees using an

- ☐ Information Sheet and the standard Consent Form will be used which every interviewee will have to sign prior to the start of the interview.

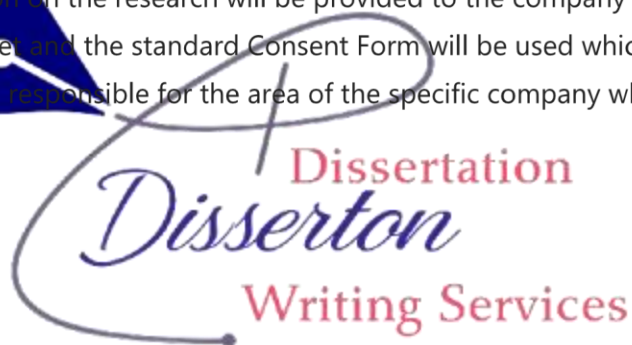
Focus Groups: Information on the research will be provided to the members of the focus

- ☐ group using an Information Sheet and the standard Consent Form will be used which every member of the Focus Group will have to sign prior to the start of the discussion.

Observations: Information on the research will be provided to the company manager(s)

- ☐ using an Information Sheet and the standard Consent Form will be used which has to be signed by the manager(s) responsible for the area of the specific company where the observation will be done.

- ☐ Other



+44 736-644-7810

Confidentiality of Data

23. Have steps been taken to ensure Confidentiality of Data? *

☒ Yes

☐ No

24. What steps will be taken to ensure confidentiality of data collected? *

- Rationale for anonymity and data storage, etc
- Click all that apply

☒ Participants will remain anonymous.

☒ All data collected will be stored in a password protected folder in my laptop.

☒ All data collected will be destroyed not later than 12 months after the research is completed.

☐ Other

+44 736-644-7810

25. **Declaration by the Student:** *

I confirm that:

- I have provided the above information honestly and to the best of my ability.
- I have read and understood the Research Ethical Guidelines and agree to abide by them in conducting my dissertation / business project.
- I understand the importance of adhering to the Research Ethical Guidelines and I am aware of the penalties for breaching them.
- I agree to notify my academic supervisor if there is a change to my dissertations / project and/or further ethical approval is needed.
- I confirm that I will share all details of data received from respondents with my supervisor who will ensure this will not be shared further.
- I will report all data and findings in a responsible way.
- I will refrain from plagiarism, deception or the fabrication or falsification of results or any other action that could be interpreted as research misconduct.

To the best of my knowledge, I confirm that:

- There is no risk to any participants.
- There is no risk to me.
- There is no risk to the institution or QA in terms of liability or reputation.

☒ I Confirm

☐ I decline

+44 736-644-7810

26. Date the Ethical Approval form was completed or updated by the Student

7/14/2025



Supervisor's Section - Review and Decision
(DO NOT FILL IF YOU ARE A STUDENT)

- This section must be filled only by the supervisor or the Dissertations' / Business Projects' Coordinator

27. Supervisor's Name:

Enter your answer Dr Mihir

28. Decision and Declaration from Supervisor:

I confirm that:

- I have reviewed the above information provided by the student
- I have discussed my evaluation of the contents of the Ethical Approval Form with the student
- I have reached the following decision on the ethical direction of the student's dissertation / Business Project:

☒ Approved

☐ Updates / clarification required

☐ Rejected



29. Date the Ethical Approval Form was approved by the Supervisor:

Please input date (M/d/yyyy) 16 July 2025



+44 736-644-7810

SPSS Sheet

usman.sav [DataSet1] - IBM SPSS Statistics Data Editor

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	VAR00001	Numeric	8	0	Gender	(1, Male)...	None	8	Right	Nominal	Input
2	VAR00002	Numeric	8	0	Age	(1, Under 18)...	None	8	Right	Nominal	Input
3	VAR00003	Numeric	8	0	Country	(1, India)...	None	8	Right	Nominal	Input
4	VAR00004	Numeric	8	0	Occupation	(1, Student)...	None	8	Right	Nominal	Input
5	VAR00005	Numeric	8	0	Monthly Spending	(1, Less than ₹500)...	None	8	Right	Nominal	Input
6	VAR00006	Numeric	8	0	Platform Used	(1, Instagram)...	None	8	Right	Nominal	Input
7	VAR00007	Numeric	8	0	Trust in L'Oréal after influencer promotions	(1, Strongly agree)...	None	8	Right	Nominal	Input
8	VAR00008	Numeric	8	0	Perceived honesty of influencers	(1, Strongly agree)...	None	8	Right	Nominal	Input
9	VAR00009	Numeric	8	0	Relatability of Indian influencers vs. global	(1, Strongly agree)...	None	8	Right	Nominal	Input
10	VAR00010	Numeric	8	0	Transparency of sponsorships	(1, Strongly agree)...	None	8	Right	Nominal	Input
11	VAR00011	Numeric	8	0	Trust when micro-influencers recommend products	(1, Strongly agree)...	None	8	Right	Nominal	Input
12	VAR00012	Numeric	8	0	Trust when influencers show product results	(1, Strongly agree)...	None	8	Right	Nominal	Input
13	VAR00013	Numeric	8	0	Trust in L'Oréal vs. competitors	(1, Strongly agree)...	None	8	Right	Nominal	Input
14	VAR00014	Numeric	8	0	Trust the impact of Indian vs. global content	(1, Strongly agree)...	None	8	Right	Nominal	Input
15	VAR00015	Numeric	8	0	Purchase after seeing Indian influencer promotion	(1, Yes)...	None	8	Right	Nominal	Input
16	VAR00016	Numeric	8	0	Likelihood of purchase	(1, Very likely)...	None	8	Right	Nominal	Input
17	VAR00017	Numeric	8	0	Most influential content type	(1, Tutorials demonstrating product use)...	None	8	Right	Nominal	Input
18	VAR00018	Numeric	8	0	Time taken to purchase after exposure	(1, Immediately)...	None	8	Right	Nominal	Input
19	VAR00019	Numeric	8	0	Impact of multiple influencer recommendations	(1, Strongly agree)...	None	8	Right	Nominal	Input
20	VAR00020	Numeric	8	0	Influence of promotions on consideration	(1, Strongly agree)...	None	8	Right	Nominal	Input
21	VAR00021	Numeric	8	0	Indian influencers vs. global influencers in purchase impact	(1, Strongly agree)...	None	8	Right	Nominal	Input
22	VAR00022	Numeric	8	0	Frequency of comparing Indian vs. global content	(1, Always)...	None	8	Right	Nominal	Input
23	VAR00023	Numeric	8	0	Repurchase behaviour	(1, Strongly agree)...	None	8	Right	Nominal	Input
24	VAR00024	Numeric	8	0	Impact of influencer content on loyalty	(1, Strongly agree)...	None	8	Right	Nominal	Input
25	VAR00025	Numeric	8	0	Emotional connection via influencer stories	(1, Strongly agree)...	None	8	Right	Nominal	Input
26	VAR00026	Numeric	8	0	Loyalty tied to influencers	(1, Strongly agree)...	None	8	Right	Nominal	Input
27	VAR00027	Numeric	8	0	Loyalty to L'Oréal India vs. global brands	(1, Strongly agree)...	None	8	Right	Nominal	Input
28	VAR00028	Numeric	8	0	Switching behaviour if influencers stop promoting	(1, Strongly agree)...	None	8	Right	Nominal	Input
29	VAR00029	Numeric	8	0	Sense of community from influencer campaigns	(1, Strongly agree)...	None	8	Right	Nominal	Input
30	VAR00030	Numeric	8	0	Comparison of Indian vs. global loyalty-building strategies	(1, Strongly agree)...	None	8	Right	Nominal	Input
31											
32											
33											
34											
35											
36											
37											
38											

Data View Variable View

IBM SPSS Statistics Processor is ready Unicode ON

usman.sav [DataSet1] - IBM SPSS Statistics Data Editor

FileEditViewDataTransformAnalyzeGraphsUtilitiesExtensionsWindowHelp

usman.sav [DataSet1] - IBM SPSS Statistics Data Editor

FileEditViewDataTransformAnalyzeGraphsUtilitiesExtensionsWindowHelp

Visible: 30 of 30 Variables

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	VAR00014	VAR00015	VAR00016	VAR00017	VAR00018	VAR00019	VAR00020	VAR00021	VAR00022	VAR00023	VAR00024	VAR00025	VAR00026	VAR00027	VAR00028	VAR00029	VAR00030	
117	1	3	2	1	3	1	3	4	4	5	4	2	2	3	2	2	5	4	3	2	5	1									
118	1	3	2	1	1	3	2	1	1	4	1	2	1	5	1	4	3	5	2	4	4	4									
119	1	3	2	2	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1									
120	1	2	2	1	3	3	1	2	3	2	1	4	3	2	1	3	3	1	1	2	3	2									
121	1	3	2	2	2	2	1	1	3	2	2	3	3	1	1	2	2	1	1	1	1	1									
122	1	5	1	3	2	2	2	3	3	5	5	5	5	2	1	2	3	2	1	1	2	1									
123	1	3	2	1	4	4	3	3	3	3	3	3	3	3	1	3	3	3	3	3	3	3									
124	1	3	1	2	3	2	2	2	1	2	1	1	1	2	1	2	2	2	1	2	2	2									
125	1	3	2	2	3	3	2	2	2	2	3	2	1	1	1	2	3	1	2	2	2	2									
126	1	3	2	1	3	1	2	2	2	2	2	2	1	2	1	2	1	3	2	2	2	2									
127	2	3	2	2	2	1	2	2	2	2	2	2	1	2	1	2	2	2	2	2	2	2									
128	1	5	2	2	1	1	2	4	3	3	3	1	3	3	2	3	5	5	3	3	3	4									
129	2	3	2	1	4	1	2	1	2	3	3	2	2	2	1	1	2	4	1	2	2	2									
130	1	3	2	3	4	3	1	2	2	1	2	2	2	2	1	1	1	1	1	1	1	1									
131	1	4	2	1	1	1	3	2	3	2	2	3	1	2	2	2	2	3	1	2	2	2									
132	1	3	2	2	3	1	1	2	2	3	1	2	2	2	1	2	1	2	1	2	2	2									
133	1	3	2	1	1	1	2	2	2	2	2	2	1	2	2	2	5	5	2	1	2	1									
134	1	2	2	1	2	3	2	2	3	1	2	2	2	2	1	2	2	2	2	2	2	4									
135	2	3	2	2	2	3	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1									
136	1	3	1	1	3	2	1	1	1	1	1	1	2	2	2	1	2	2	1	1	1	2									
137	1	3	1	1	2	1	3	3	2	2	2	2	2	2	2	3	2	1	3	2	3	1									
138	1	3	2	2	1	3	2	2	2	2	2	1	1	2	1	2	2	2	2	2	2	2									
139	1	2	2	1	1	2	3	4	3	4	1	1	1	1	1	1	1	1	1	1	1	1									
140	1	2	2	1	1	3	2	3	4	5	1	4	3	2	1	1	3	2	5	2	1	2									
141	1	2	1	1	1	2	1	2	1	3	2	1	3	2	1	2	3	2	3	2	3	4									
142	1	3	2	1	1	4	3	3	3	3	2	2	2	3	2	3	2	3	2	2	2	3									
143	2	3	2	2	2	1	2	2	2	2	2	2	1	2	1	2	2	2	2	2	2	3									
144	1	5	2	2	1	1	2	4	3	3	3	1	3	3	2	3	5	5	3	3	3	4									
145	2	3	2	1	4	1	2	1	2	3	3	2	2	2	1	1	2	4	1	2	2	2									
146	1	3	2	3	4	3	1	2	2	1	2	2	2	2	1	1	1	1	1	1	1	1									
147	1	4	2	1	1	1	3	2	3	2	2	3	1	2	2	2	3	1	2	2	2	2									
148	1	3	2	2	3	1	1	2	2	3	1	2	2	2	1	2	1	2	1	2	2	2									
149	1	3	2	1	1	1	2	2	2	2	2	2	1	2	2	2	5	5	2	1	2	1									
150	1	2	2	1	2	3	2	2	3	1	2	2	2	2	1	2	2	2	2	2	2	4									
151																															

Data ViewVariable View

IBM SPSS Statistics Processor is ready. Unicode ON

28°C Smoke12:28 AM8/5/2025



+44 736-644-7810