



A study on the Role of Social Media Influencers in Driving Innovation in Beauty Product Startups

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Abstract: Modern marketing practices have transformed due to Social media influencers particularly in the beauty industry where consumer preferences shift rapidly. This research investigates how social media influencers drive innovation in beauty product startups, emphasizing their impact on shaping customer purchase decisions and building brand loyalty. By utilizing the trust and extensive audience of Influencers, beauty startups draft creative and innovative marketing strategies that enhance their competitive position and establish a more prominent presence in the market; Beauty startups strengthen their market standing.

Google Form survey is utilized to gather responses from individuals who engage with beauty products and follow social media influencers. The study aims to uncover how influencer-driven strategies promote the growth of beauty startups through innovative campaigns and enhanced customer engagement. The findings offer valuable insights for aspiring entrepreneurs, marketing professionals, and students interested in the relationship between social media, innovation, and the beauty business.

Keywords: social media influencers, Beauty product startups, Marketing innovation.

1. Introduction

In recent years, social media influencers have emerged as powerful forces in shaping consumer behavior and brand strategies. With the rapid growth of platforms like Instagram, TikTok, and YouTube, influencers have become key players in promoting products, engaging audiences, and driving trends. In the beauty industry,

where being creative and earning trust is very important, new beauty brands are using influencers more and more to stand out from their competitors and connect with their customers better. This study looks at how social media influencers are helping beauty product startups grow and innovate. Innovation here doesn't just mean creating new products—it also includes new ways of marketing, engaging with customers, and telling the brand's story. By using influencers' trust and large audiences, beauty startups can introduce new products. The beauty industry has undergone remarkable changes in the past decade, largely due to the growth of social media platforms like Instagram, TikTok, and YouTube. These platforms have become a hub for influencers—individuals with significant followings and expertise—to engage directly with their audiences. Unlike traditional marketing methods that depend on mass media, influencer marketing enables brands to connect with their audience in a more personal and relatable way.

For beauty startups, staying innovative is critical to competing in a market dominated by established brands. With limited resources, these startups increasingly collaborate with social media influencers to differentiate themselves and remain competitive. Influencers go beyond simply promoting products; they actively shape consumer opinions by producing engaging content such as tutorials, product reviews, and brand partnerships. Their ability to set trends and captivate audiences has made them an integral part of the marketing efforts of beauty startups.

In addition, modern consumers look for more than just a product—they value authenticity, storytelling, and trust. Influencers help startups meet these expectations by presenting products in creative and relatable formats. This approach allows beauty startups to build a strong brand identity, foster customer loyalty, and increase sales by leveraging the credibility and extensive reach of influencers. This evolving dynamic has created a unique blend of social media, innovation, and marketing, reshaping how beauty startups operate and thrive.

This research focuses on the role of social media influencers in driving innovation within beauty product startups. It explores how influencer-led marketing strategies impact customer purchase decisions and enhance brand loyalty. By studying this relationship, the research aims to highlight the potential of influencer-driven approaches to foster innovation and drive success in a highly competitive industry.

2. Review of Literature

Nursansiw, D. A. (2024) Nursansiw, D. A. (2024) studied how social media influencers impact consumer behavior within the digital world. The study reviews existing research to identify key factors that contribute to an influencer's effectiveness, such as credibility, content type, social media platform, and audience engagement. The findings highlight the importance of understanding the role of influencers in shaping consumer choices and provide valuable insights for brands and businesses to develop effective marketing strategies.

Radhi et al. (2024) the authors examined factors influencing consumer purchasing decisions in the beauty and personal care sector, focusing on cognitive, emotional, social, and hedonic influences. Using a sample of 385 women and quantitative analysis via SPSS, they found that social experiences had the strongest impact on decision-making ($\beta_1 = 0.715$), followed by hedonic ($\beta_4 = 0.221$), affective ($\beta_3 = 0.117$), and cognitive experiences ($\beta_2 = -0.088$). The study underscores the importance of adapting marketing strategies to align with consumer preferences, boosting customer satisfaction and loyalty. It also highlights the influence of cultural and social factors, such as religious beliefs and societal norms, on consumer attitudes toward beauty and personal care products in the Middle East, offering valuable insights for marketers targeting local consumer behaviors.

Pandey, Pandey, and Soni (2023) examine how social media platforms have helped new businesses in India increase their visibility and reach. Their study underscores the importance of social media in digital marketing, as it allows entrepreneurs to enhance brand awareness and engage with a broader audience. The research highlights the role of social media as a key marketing tool for start-ups, demonstrating that its use directly contributes to improving market access and promoting business growth. The authors conclude that the expanding capabilities of social media present significant opportunities for start-ups to grow and succeed in competitive markets.

Aminova and Marchi (2021) examine how innovation impacts startup success, finding a positive link between strategies like new products, markets, and patents, and business growth. They also identify that factors such as investment, industry, company size, and the founders' and employees' education levels enhance startup performance. However, incubators did not appear to have a measurable effect on startup outcomes. The study underscores the critical role of innovation in startup sustainability and calls for further research into the influence of incubators on startup performance.

Kumar et al. (2020) explored how social media influencers affect consumer behavior and brand loyalty. Their mixed-methods research, which included surveys and interviews with people following influencers on platforms like Instagram and YouTube, found that influencers significantly impact purchasing decisions, especially among younger people who view them as authentic and trustworthy. This trust plays a crucial role in shaping consumer purchasing behavior. Additionally, influencers help strengthen brand loyalty by creating a sense of community and maintaining engagement, which traditional marketing often lacks. The study suggests that brands can enhance customer retention and loyalty by partnering with influencers, creating meaningful connections with their audience. This research provides valuable insights for marketers seeking to build lasting customer relationships through influencer collaborations.

3. Research Gap Analysis

In influencer marketing research, there are several gaps that need attention. First, more studies are needed on how influencer marketing affects different age groups, cultures, and social media platforms. There is also limited understanding of the long-term impact of influencer collaborations on brand loyalty and the effectiveness of newer trends like virtual influencers. Additionally, the influence of cultural factors on influencer marketing success is underexplored. Finally, more research is needed on how social media contributes to startup growth and how combining influencer marketing with traditional ads can enhance business performance and ROI.

3.1 Objectives

- To analyze the extent to which social media influencers contribute to innovative marketing strategies in beauty product startups.
- To assess the impact of influencer-led innovation on customer purchase intentions and brand loyalty in beauty startups.

4. Methodology

The study uses both primary and secondary data. Primary data was collected through a Google Forms survey distributed to 60 undergraduate students in Mumbai, classified by age (less than 18 years, 18–24 years, 25–30 years, 31–35 years) and gender. The survey included both closed-ended (Likert scale, multiple choice) and open-ended questions on demographics and the influence of social media influencers on beauty product choices. The survey link was shared via email and social media, with 50 complete responses collected. Participants were informed of the survey's purpose and consented voluntarily, ensuring confidentiality of their personal information. Secondary data was gathered from research papers, journals, articles, reports, and websites.

5. Analysis

Table 5.1 Gender

Responses	Frequency	Percentage(%)
Male	22	44
Female	28	56
Total	50	100

The table 5.1 shows the gender of the respondents which shows 22 (44 %) are male and 56 (56%) are female which indicates that the majority of the respondents for the research were Females.

Table 5.2 Age of the respondents

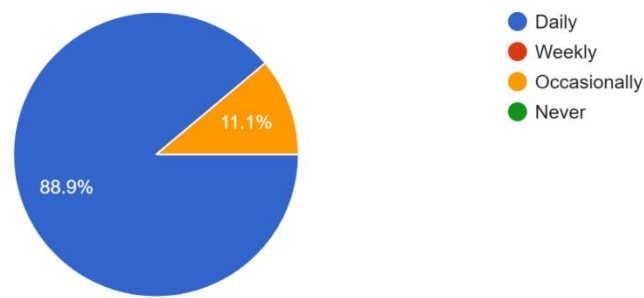
Responses	Frequency	Percentage(%)
less than 18 years	8	16.00
18–24 years	33	66.00
25–30 years	6	12.00
31–35 years	3	6.00
Total	50	100

Table 5.3 Occupation

Responses	Percentage (%)
Student	72.2
Employed (Professional/Employee)	27.8
Self-Employed	Nil
Unemployed	Nil
Other	Nil
Total	100

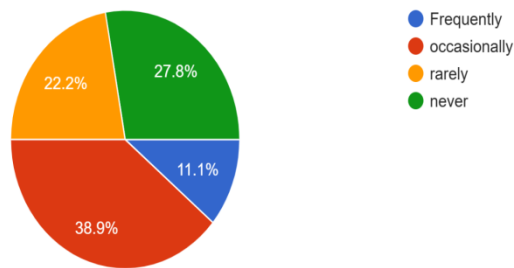
How often do you use social media platforms like Instagram, YouTube, or TikTok?

Table 5.4



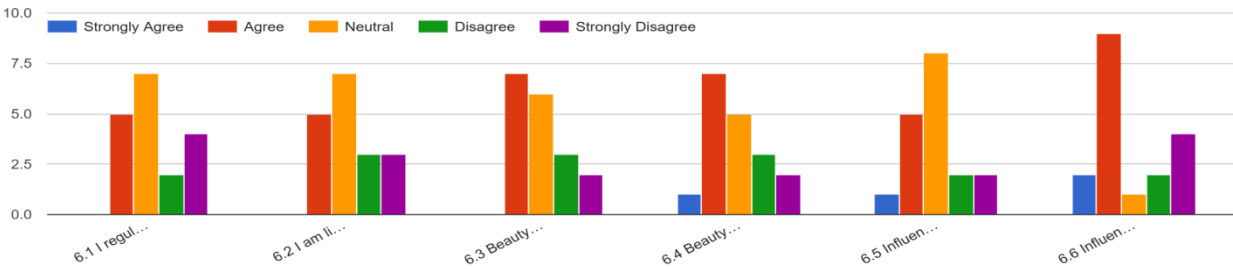
To what extent do you follow beauty Influencers on social media?

Table 5.5



Please indicate how much you agree with the following statement:

Table 5.6

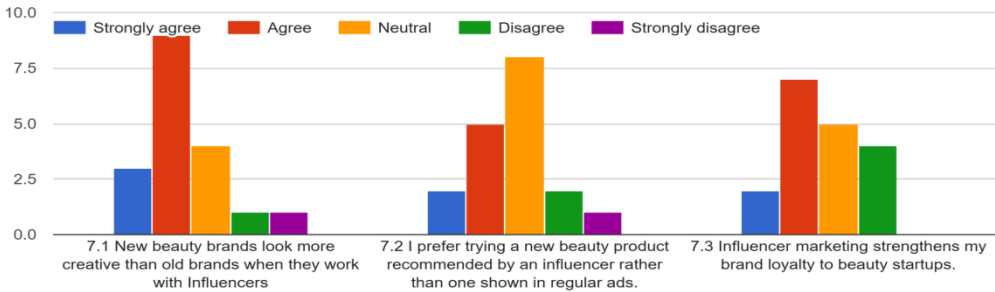


The results analysis shows all responses as neutral, indicating a lack of strong opinions, possibly due to low awareness, interest, or an unclear/questionable statement. This neutrality suggests the need for clearer or more specific questions and further investigation, such as qualitative analysis, to understand the reasons behind such responses and gather more meaningful insights.

Please indicate how much you agree with the following statement:

Table 5.7

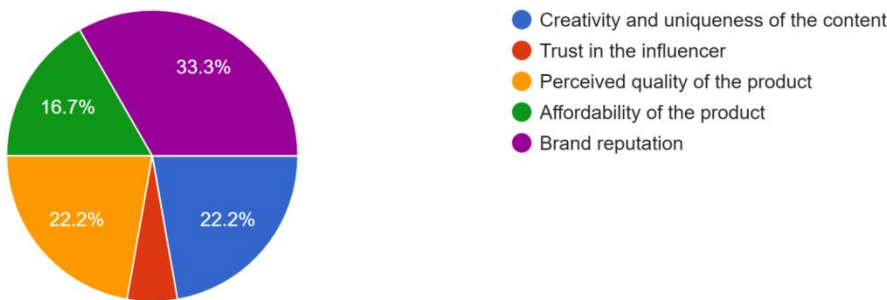
7. Please indicate how much you agree with the following statement:



The responses reveal that while influencers are seen as enhancing the creativity of new beauty brands, they do not strongly influence respondents' preference for trying new products or their brand loyalty. Result also highlights a lack of strong opinions, possibly indicating mixed perceptions about the effectiveness of influencer marketing beyond creativity. Further investigation into the factors influencing these opinions may provide deeper insights.

Factor most influences your decision to purchase a beauty product recommended by an Influencer

Table 5.8



The results show that brand reputation is the most influential factor (33.3%) in purchasing beauty products recommended by influencers. Creativity and uniqueness of content and perceived product quality follow at 22.2% each, while affordability influences 16.7%. Notably, trust in the influencer has the least impact at 5.6%, indicating that brand and product attributes outweigh influencer trust in driving purchase decisions.

6. Findings

The demographic analysis shows that the majority of respondents were female (56%), with males making up 44% of the sample. Regarding age distribution, most respondents (66%) were in the 18–24 years category, followed by 16% under 18 years, 12% aged 25–30 years, and 6% between 31–35 years. In terms of occupation, 72.2% of participants were students, while 27.8% were employed, with no respondents identifying as self-employed, unemployed, or belonging to other categories.

The Likert scale responses were largely neutral, reflecting a lack of strong opinions, possibly due to limited awareness, interest, or ambiguity in the questions. This suggests a need for clearer phrasing or further qualitative analysis to gain deeper insights. When examining factors influencing beauty product purchases, brand reputation was identified as the most significant factor (33.3%), followed by creativity and uniqueness of content and perceived product quality at 22.2% each. Affordability influenced 16.7% of participants, while trust in the influencer had the least impact (5.6%). This indicates that brand reputation and product attributes play a greater role in purchasing decisions than influencer trust.

7. Conclusion

The study reveals that brand reputation is the most influential factor in purchasing beauty products recommended by influencers, followed by creativity, product quality, and affordability. Despite neutral

responses overall, indicating a lack of strong opinions, the findings suggest that consumers prioritize the brand and product attributes over influencer trust. This highlights the importance for beauty startups to focus on building a strong brand presence and offering high-quality products rather than solely relying on influencer endorsements.

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