

Consumer Perception on Influencer Marketing Efforts of Brands in the Beauty and Cosmetics Industry

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Abstract — *The study targets to address the gaps in insufficient research on the shift from traditional marketing trends and current marketing trends in the Philippines, specifically influencer marketing on various digital media platforms present today. For the benefit of cosmetic companies, marketing agencies, and future researchers as a basis for future campaigns or research in line with influencer marketing, this research aims to determine significant factors affecting the perception (purchase intention and recommendation) of consumers in the beauty and cosmetics industry, specifically the following: sponsorship disclosure labels, platforms used, type of post, and credibility of influencers. Following a descriptive-correlational approach, a pool of two hundred twenty-six (226) respondents were surveyed. A Structural Equation Model (SEM) was used to measure their perception towards influencer marketing along with their overall sentiments towards the identified factors. The results of the study revealed that type of post plays a major factor in perception towards and interest in brands. Aside from the type of post, the influencers themselves play a major role in determining the purchase intention and recommendation that respondents have towards brands. However, for type of post and sponsorship disclosure labels, results show that these do not have a significance on the perceptions of consumers in terms of purchase intention and recommendation.*

Keywords — *social media, influencer marketing, influencer system, consumer perception*

I. INTRODUCTION

The growth and development of social media platforms have encouraged businesses to seek innovative ways of promoting products and services, adapting modern marketing strategies to reach a wider range of consumers. According to the 2021 Statista Report on the number of Internet users, this market grew to a total of 73.91 million users in the Philippines. In conjunction, according to Statista 2019 and 2020, the amount of time being spent on social media went up from 142 minutes to 145 minutes per day. This increase signals an opportunity to shift marketing strategies towards utilizing social media influencers as drivers for business growth. Nowadays, influencer marketing has become rampant online due to brands and companies utilizing this kind of marketing for advertisements and engagements since the growing ubiquity of social media and social media platforms (De Grutolla, 2019).

Transcending norms of conventional and strategic marketing, influencer marketing increases the competitiveness of brands locally and globally. According to research by the Digital Marketing Institute (2018), 22% of marketers believe influencer marketing is the fastest growing online customer acquisition approach. Influencer marketing as a method of advertising connects companies, brands, and services to online personas with whom target audiences are familiar and engage on a regular basis. Bloggers can now provide frequent updates to their followers on things they use or advocate via social media channels (e.g., Facebook, Twitter, Instagram, and YouTube). Advertisers are now tapping influencers as an effective means to reach their target audience more genuinely and organically. Even in the best of times, delivering a marketing message to clients is difficult.

In this case, the Philippines' continuous rise of influencer marketing is beginning to have an impact on companies and other businesses. As a result, influencer marketing is becoming a more important aspect of marketing campaigns across the country, with objective-based influencer marketing gaining popularity. Today, the best and low-cost way in attracting customers is to promote brands on social media by creating fascinating and

interactive campaigns. It is through these methods that new opportunities and possibilities open for businesses to create and maintain relationships with their customers. Despite Filipinos being known to be risk-averse, these individuals depend on product reviews, word-of-mouth, and advertising all done by influencers before purchasing a brand or product wherein said influencers can create a face and a personality for the product which greatly impacts businesses or brands.

In the existing literature, as of writing, there is insufficient research between the transition of traditional advertising trends and the current advertising trends in the Philippines, specifically Influencer Marketing on the different digital media platforms being used. It is necessary to address this gap to strengthen the credibility of Influencer Marketing as an effective marketing tool that would be beneficial to brands and businesses. With that, the objective of this study is to determine whether there is a relationship between the campaign's factors (e.g., type of campaign, sponsorship disclosures, etc.) to the perceptions of the consumers in the beauty and cosmetics industry.

II. LITERATURE REVIEW

Influencer Marketing

The process of paying people to promote a product or service on social media is known as influencer marketing (Campbell & Farrell, 2020). It's also known as the process of identifying, engaging, and promoting people that create interactions with a brand or company's customers (Glucksman, 2017). Its activities are often paired with other marketing communications activities, with content marketing and media or publicity-related activities standing out (Coll & Micó, 2019). The diverse set of characteristics among the available talent is perhaps the most fascinating and complex aspect of influencer marketing (Campbell & Farrell, 2020). The word "influencer" refers to individuals who have the ability to affect the behavior of their followers on social media. Influencers in this sense are non-celebrity micro-influencers therefore, the individual is not a celebrity but a content creator who is regarded as trustworthy, and brands employ this individual to promote product and brand recognition due to their familiarity and authenticity through their organic approach in advertising products (De Veirman et al, 2017). Persuasion is a symbolic technique by which a communicator attempts to influence the attitudes and behaviors of others, and it is a phrase that is closely related to influencer marketing (Perloff, 2014) which makes it a successful strategy in capturing interest. The power to influence public opinion is critical in identifying prominent bloggers Khan & Saima (2020). The term 'sway' supports the notion that influence has a greater impact on pre-existing thoughts and opinions, which companies may be big or small, or even local brands take leverage into Influencer Marketing. Khan et al. (2017) recognizes the importance of bloggers in marketing campaigns that aim to create sales, such as influencer marketing (Fill, 2011). Influencer marketing has made a breakthrough in digital marketing due to these qualities.

However, evidence from existing literature demonstrates that the success of influencer marketing depends on several factors. These variables vary from difficult-to-quantify parameters like quality of content to highly quantifiable metrics like page views/engagements and/or search engine ranking (Glucksman, 2017). Moreover, because of the enormous reach of influencer marketing, finding and selecting the correct influencers can be difficult for marketers (De Veirman et. al, 2017). Another problem is that customers can choose which influencers to follow and only allow a limited number of influencers to impact their decisions (Hsu et. al, 2013).

Sponsorship Disclosure Labels and Consumer Perceptions

Marketing campaigns involve using sponsorship disclosure labels to implicitly or explicitly label posts as such. These labels guide customers to determine advertisements, which may trigger consumers' knowledge of persuasion (Van Dam & Van Reijmersdal, 2020; Kim et. al, 2021). This model pitches that personal knowledge on persuasion and the identification of persuasion tactics can be developed by people. Thus, once these efforts are noticed, consumers interpret, evaluate, and respond to the persuasion by using this knowledge (Christandl & Muller, 2019; Stubb & Colliander, 2019). On the other hand, Carr & Hayes (2014) demonstrated that an impartial disclosure in a campaign would result in a decrease in perceptions of credibility than a post with a detailed disclosure. Disclosure information alone was shown to have no effect on the brand attitude and purchase intentions to the generated product reviews. Moreover, the positive effect of impartiality disclosures on the source and product-review credibility is that adding a brief note such as "this post is not sponsored" reduces consumer suspicion (Stubb & Colliander, 2018). Lastly, another negative effect attributed to a sponsorship disclosure would be the Influencer Enhancement Effect. The latter factor disappeared due to the disclosure, and thus its effect did not ensue on consumers who encountered the post. However, when disclosure was not included, the positive effect of an influencer's narrative only occurred at that point (Muller & Christandl, 2019; De Cicco et. al, 2019). Stubb & Colliander (2019) revealed that impartial product posts are less likely to be perceived as advertising than sponsored posts without sponsorship information, generating higher source and message credibility.

Additionally, participants' brand attitudes and purchase intentions are reduced when directed to a product page instead of a start page when being simultaneously exposed to an impartial disclosure. However, when exposed to

micro-influencers who disclose such labels, consumers have higher levels of purchase intention than when exposed to macro-influencers who do not disclose such labels (Kay, et. al, 2020). Moreover, influencer posts with a sponsorship disclosure (vs. no disclosure) have triggered consumers' conceptual persuasion knowledge. This caused a decrease in electronic word-of-mouth (eWOM), an increase in persuasion attitudinal understanding, and reduced intention to purchase the endorsed product (Lou, et. al, 2020).

H1: Sponsorship disclosures do not affect consumer perceptions.

Platform Used and Consumer Perceptions

Social media platforms have evolved into a significant marketing medium nowadays. These networks became a common way for marketers to accomplish the objectives that relationship marketing has to offer and eventually, increase the value of one's brand (Arora & Sanni, 2019; Ibrahim et. al, 2020; Kumar et. al, 2020). Influencer marketing has been distinguished as an affordable, modern type of celebrity endorsement (Hall, 2015). In this sense, brands who employ social media influencers have built a name within their specific domain. Therefore, the brands that sponsor influencers who are relevant to their field of expertise, are likely letting their customers believe the influencers' opinions. According to MediaKix (2019), influencer marketing has utilized these top social media platforms: Instagram, YouTube, Blogs, Twitter, and Facebook. These platforms have affected the lives of social media users through their influence. These applications have been used as an advertising medium to reach a better target audience through influencers (Belanche et. al, 2019). Moreover, social media applications are utilized by businesses among industries because like Instagram's features this enables these brands to create visual content for their audience. (Burke, 2019). Consumers have accepted this kind of promotion as it engages them to "co-present" with the brand and product being advertised. It gives them the entitlement of sharing privileged information with their friends and family (Chen, 2018). The success of these marketing efforts comes from the activity that confirms, strengthens and reinforces a user's identity through these brands (Lampe et. al, 2011; Papacharissi & Mendelson 2011; Bazarova et. al, 2013). Thus, the beauty and cosmetic industry could benefit from these social media platforms. Specifically, by targeting the emotions and sales response of women (Hassan, 2014). Results of a study conducted that Instagram users aged 18 to 34 years old revealed that in order to increase consumer purchase intention, there must be the presence of source attractiveness, expertise, and trustworthiness. (Weismuller, et. al, 2020). Moreover, conducted through SEM, traditional advertising and social media have a significant importance in the brand attitude of customers towards a company. With its positive impact on brand attitude, this thus has an effect with regards to purchase intentions. (Abzari, et. al, 2014).

H2: Influencer marketing campaign platforms do not have a direct influence on consumer perceptions.

Type of Post and Consumer Perceptions

Brands associate their marketing campaign with the type of post they utilize to understand how their audience reacts to it. It is vital to consider that social media interaction has a significant effect on campaign strategy and advertising to understand campaign efficacy among the different groups of audiences in the new media environment (Hair et. al, 2017). Early evidence indicates that the use of shareable content integrated into influencer marketing can result in an enhancement in audience engagement and campaign reach (Ashley & Tuten, 2015; Vallone et. al, 2016). Content with over 2 million tweets has discovered that a tweet with a photo incorporated received an increase 35% in retweets, 28% increase on video, and an increase of 17% on the use of hashtags in retweet activity (Rogers, 2014). Additionally, contents such as popular memes and subjects proved that there is an increased engagement in the campaigns associated with them. Wherein, harnessing popular content memes and content creators also proves as an effective strategy in order to improve campaign reach and engagement (Kotsygina et. al, 2020). Since social media is congested with people from different backgrounds, the use of social media influencers and their posts about updates and product recommendations for marketing collateral became an efficient means. (De Veirman et. al, 2017; Freberg et. al, 2011). According to Lu & Chang (2014) consumers have highly positive thoughts towards sponsored suggested posts, when products endorsed in blog posts have high brand awareness which eventually enhances purchase intention because consumer engagement is closely associated with purchase intention. Moreover, results from a partial least square path modeling results show that information value of influencer-generated content, an influencer's attractiveness, trustworthiness, and similarity of influencers and followers, have a positive impact on influencer brand postings. Hence, there is an effect of brand awareness and willingness to buy (Lou & Yuan, 2019). Additionally, the image and the text in the post can have an influence on source credibility and perception of the product, as well as the possibility of a product being purchased (McGloin & Nowak, 2014). Moreover, the attractiveness of a post created is the most important factor that has a relative effect on the purchase intention of a consumer (Gayathri & Anwar, 2021). Because for the majority of people who consume media, electronic word-of-mouth (eWOM) provides information about products and service experiences, but it is especially useful because it is hardly available from manufacturers-controlled sources. In turn, eWOM has a significant effect on the readers' attitudes, behaviors and

intentions (Reichelt et. al, 2014). Therefore, the frequency of announcements and recommendations done by influencers positively impacts consumers' attention, as the consumers periodically buy products recommended by the influencer, and even recommend the products to their loved ones (Bognar et. al, 2019).

H3: The type of post used does not have a major impact on the consumer's perceptions.

Credibility of Influencers and Consumer Perceptions

Perloff (2014) narrated that credibility is a communication variable that communicators strive to improve in order to increase their audience's influence wherein expertise, trustworthiness, and goodwill are all characteristics of credibility (Saxena, 2011; Khan and Saima, 2020). On another note, Scott (2015) reiterated that brands that use influencers to create social media PR content may bypass the media and interact directly with their customers through an influential third party because influencers are the 'trusted voices' of the public (Carter, 2016). This is because consumers tend to follow the opinions of influencers as they are considered as sources of information and may help consumers decide which decisions to partake in (Planchard et. al, 2016). Their high legitimacy and authenticity making these endorsements result in greater customer acceptance of the message (De Vries et. al, 2012). The persuasiveness of a communicator or message source is influenced by their credibility. In light of the above points, when an audience has a good impression of the influencer they follow, a bond or a special relationship is established between them (Karouw et. al, 2019). In other words, when communication becomes increasingly reliable, it becomes more convincing; meanwhile when credibility is poor, it becomes less persuasive (Al-Darraj et. al, 2020). It has been discovered that a consumer's trust and loyalty to an influencer has a positive effect on sales and long-term relationships between the influencer's followers and the brand being promoted (Sudha & Sheena, 2017). And thus, an influencer's credibility has an effect on the consumer perception of the brand being endorsed in terms of purchase intention. Lee and Koo (2012) claim that consumers trust their peers more than companies, and they are more inclined to use the information offered by their peers to evaluate products/services before making a purchase choice. Wherein peers here mean individuals or influencers they relate to. It was discovered that perceived attractiveness, trustworthiness, and credibility have a direct significant effect on the consumer's purchase intention (Rebelo, 2017; Khan & Saima, 2020; Sokolova & Kefi, 2020). In connection to this, the greater the persuasive power and credibility of the influencer, the greater the individual's intention of purchasing the recommended brands (Rebelo, 2017; Jimenez-Castillo & Fernandez, 2019). Hence, marketers can reinforce these claims in gaining a better understanding of an influencer's credibility toward its purchase intention. When it comes to consumers recommending the products they bought due to the endorser, Brands, when investing in influencer marketing campaigns, get positive returns in the form of recommendations (Jimenez-Castillo & Fernandez, 2019).

H4: The credibility of influencers does not have a significant effect on the perceptions of consumers.

Influencer Marketing and Consumer Perceptions

Consumer perceptions encompass the customer's awareness, opinions, and insights directed towards a certain business. From known advertising controversies, it can be inferred that two critical factors in successful advertising are targeting practices and messaging strategies. From this, the results indicated that the perceptions of consumers were a part of the behavior of participants' idealism and relativism and that ethical norms are often violated by advertising (Drumwright & Kamal, 2015). With regards to advertising being a factor affecting consumer perceptions, influencer marketing specifically affected the consumer perceptions of a brand's athlete endorser's image. Results indicated that from the campaign's appeal to the endorsing athlete, a spill-over effect existed (Kunkel et. al, 2018). Consumer perceptions were still observed from the effect of social media communications, but this was divided into three factors. Consumer perceptions observed were renamed as brand attitude in their hypothesis and are in regard to the impact on the brand's equity, consumer's social media content, and purchase intentions. Findings indicated that with regards to both brand attitude and brand equity of the consumers, social media had a positive influence. However, firm-created social media communication only had an effect on brand attitude. Meanwhile, with regards to purchase intention, brand attitude and equity both had a significant influence on this factor (Schivinski & Dabrowski, 2016).

CONCEPTUAL FRAMEWORK

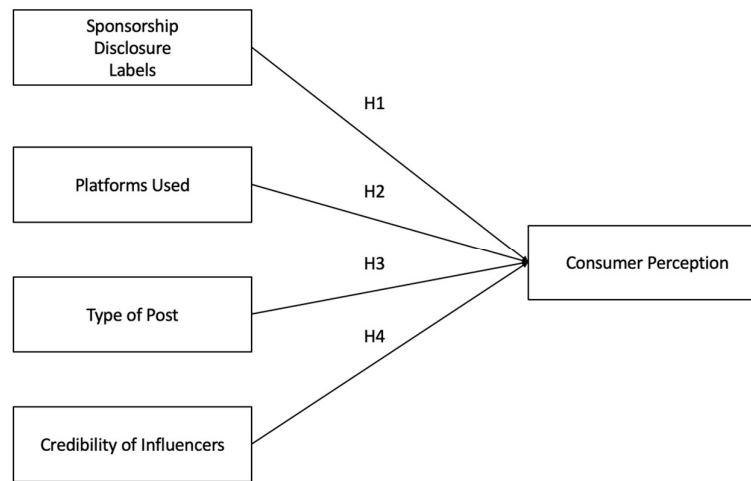


Figure 1
The Conceptual Framework

The proposed conceptual model identified the variables affecting consumer perceptions on influencer marketing. This model depicts the relationship of specific elements of influencer marketing campaigns as the independent variable and consumer perception as the dependent variable. These elements include sponsorship disclosure labels, platforms used, the type of post, and the credibility of influencers, all seen in an influencer campaign. With this, the researchers will determine if it has a certain effect on the perception of the consumers when it comes to the beauty and cosmetics industry. In an influencer marketing campaign, there are multiple elements that come together to form a successful execution. These elements include the following: (1) sponsorship disclosure labels, wherein a campaign is either implicitly or explicitly labeled by captions like “in paid partnership with,”. (2) The platforms used, pertains to what or where the campaign is posted such as Facebook, Twitter, Instagram or YouTube, wherein aforementioned platforms are being utilized for promotional purposes. (3) The type of post pertains to the content used to enhance campaign effectiveness. And the (4) credibility of an influencer is the level of trust consumers have in order to connect and be persuaded by said influencers. The independent variables have arrows that point to the dependent variable to show the relationship between these variables. This shows that factors such as sponsorship disclosure labels, the platforms used, the type of post, and the credibility of influencers affect consumer perceptions.

RESEARCH FRAMEWORK

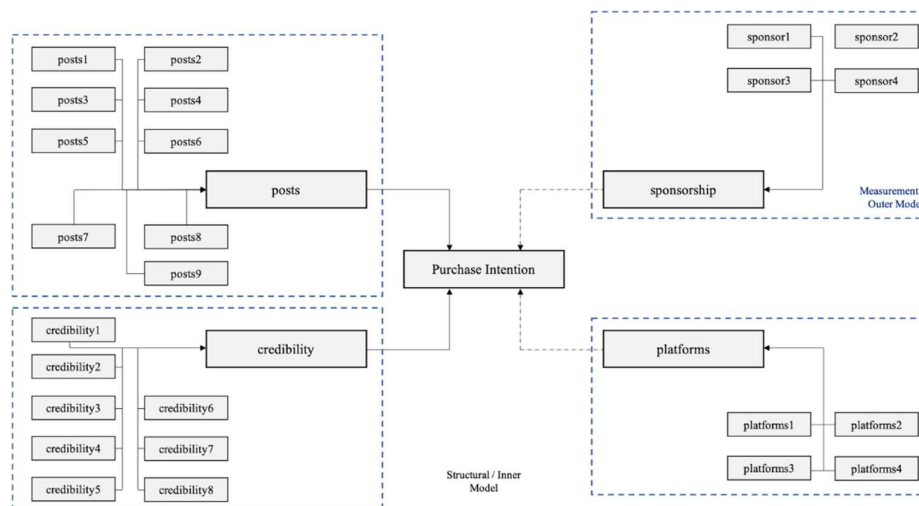


Figure 2
The Emerging Model on Purchase Intention

Shown above is the Emerging Model of the correlation between sponsorship disclosure labels, platforms used, type of post, and credibility of influencers purchase intentions of consumers with regards to the beauty and cosmetic industry brands. This model was based on the results of our study which utilizes the Structural Equation Model.

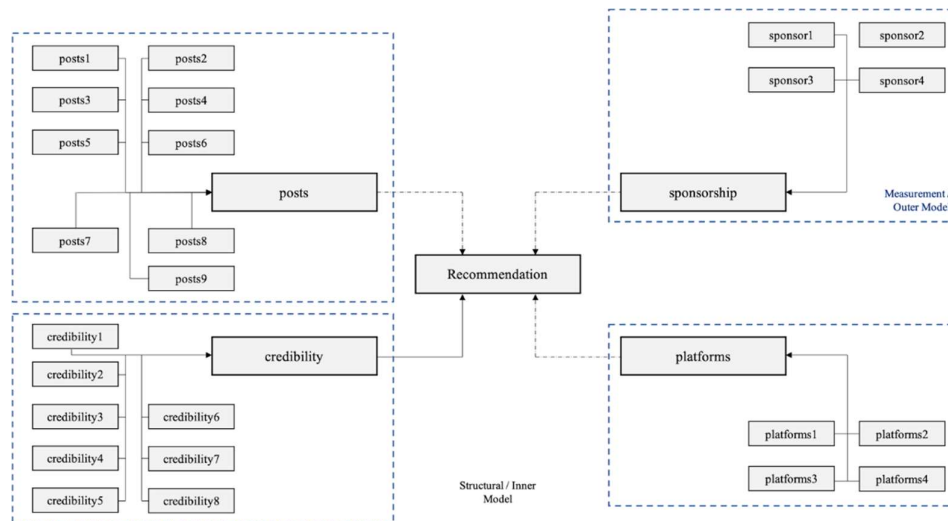


Figure 3
The Emerging Models on Recommendation

Shown above is the Emerging Model of the correlation between sponsorship disclosure labels, platforms used, type of post, and credibility of influencers on brand recommendation by consumers with regards to the beauty and cosmetics industry. This model was based on the results of our study which utilizes the Structural Equation Model

III. METHOD

A quantitative method with a descriptive-correlational approach was used to estimate - if they exist - the direction and significance of the relationship among factors used. A survey questionnaire was created, with the first part revolving around items regarding the respondent's profile, followed by a section containing sentiments which the respondents are to rate on a 4-point Likert scale. This was used in the hopes of providing non-neutral feedback among the respondents and suggests that they choose a side. Moreover, the use of a 4-point Likert scale is best used for recording the opinions of respondents towards a product/service to which they have already experienced. The questionnaire framework was drawn from the previous literature, the variables, and significant research topics. Questions cover sponsorship disclosure, platforms used, type of post, and credibility of the influencer. Prior to distribution, this research tool underwent content validity by a practitioner who is an expert in the topic's field of study, an academician from the same field, and a statistician, to assess each question's relevance. The study also underwent reliability and validity checks on a pilot sample of 20 respondents. With a reliability average of 83%, the survey was then deployed through Google Forms. The sample size targeted, computed through the Raosoft calculator, was one hundred and ninety-five (195), for a margin of error of seven percent (7%) and a ninety-five percent (95%) confidence level. The survey used the stratified sampling method. Stratified sampling is where a random sample is taken from each subgroup after the population is divided into strata (or subgroups). A subgroup is a natural set of items wherein they may be based on gender, locale, occupation and the like. When there is a lot of variation within a population, stratified sampling is often used. Its aim is to ensure that every stratum is adequately represented. Thus, this survey was then distributed to two hundred twenty-six (226) male and female respondents aged 18 to 34 years old residing in key cities in the Philippines. The key cities in the Philippines based on population are Quezon City, Manila City, Davao City, Caloocan City, and Cebu City. These respondents must have the capacity to fully understand social media, use social media, and have the ability to perform purchases. After conducting data gathering, the research utilized the Structural Equation Model or SEM model to determine the results of the study. This type of test took the researchers' set of questions about relationships among variables of interest and determined the magnitude of the direct impact of independent variables towards the dependent variables of the study. This study utilized the lavaan package available in the R software. The lavaan package provided basic structural equation modelling facilities in R, including the ability to observe variable models. Lavaan, an acronym for latent variable analysis, provides a collection of tools that can

be used to understand a wide variety of latent variable models, which in this study, focuses on structural equation modeling with continuous observed variables (Rosseel, 2012).

IV. RESULT AND DISCUSSION

RESEARCH RESULTS

The study utilized N = 226 respondents, with females making up a dominant proportion of 76%. The sample was also predominantly young, with 137, or about 60%, belonging to the 18 to 21-year-old age group. This is followed by about 30% in the 22-to-25-year age group. The rest of the respondents are divided between the 26 to 29 years and the 30 to 34 years groups. Below is Table 1 presenting the frequency distributions of demographic indicators sex and age, along with the respondents' overall purchase behaviour as indicated by their frequency to purchase and to recommend brands to their friends and relatives.

Table 1: Frequency of responses for the demographic indicators

Question		Count
Sex	Female	171
	Male	55
Age	18-21	137
	22-25	70
	26-29	10
	30-34	9
Frequency to recommend brands	All of the time	13
	Never	14
	Often	39
	Rarely	65
	Sometimes	95
Frequency of purchasing	Annually	23
	Every Six (6) Months	87
	Once a Month	75
	Twice a Month	35
	Weekly	6

Purchasing frequency appears to be on an average level for the respondents, with the majority admitting to purchasing only between once every six months to once a month (72% of the total respondent pool). Respondents purchasing any more or less frequent than these two middle options tend to be rare among the respondents. On a similar note, respondents also appear to be generally average in their behavior of recommending brands to their friends and relatives. A total of 95 respondents admitted to recommending brands only sometimes, while 65 admitted to doing so rarely. Beyond this, only 39 respondents admitted to recommending brands often, and only 13 did so all of the time. Finally, 14 respondents admitted to never giving any recommendations.

Analysis of a Structural Equations Model

The study utilized SEM through the lavaan package available in the R software (Rosseel, 2012) to perform the confirmatory factor analysis of the four latent variables identified in our conceptual framework: sponsorship disclosure (sponsorship), platform reliability (platforms), types of posts (posts), and influencer credibility (credibility). Shown in Table 1 are the factor loadings and significance of the factor analysis stage (CFA).

Table 2: Factor loadings for latent variables in the confirmatory factor analysis stage

Latent Variable	Item	Loading	Std. Err	P-Value
Sponsorship	1	1.000		
	2	-0.388	0.481	0.419

	3	4.407	1.288	0.001
	4	4.208	1.211	0.001
Platforms	1	1.000		
	2	1.306	0.205	0.001
	3	1.016	0.167	0.001
	4	0.732	0.158	0.001
Posts	1	1.000		
	2	1.305	0.241	0.001
	3	1.356	0.245	0.001
	4	1.475	0.257	0.001
	5	1.375	0.268	0.001
	6	1.280	0.224	0.001
	7	1.331	0.254	0.001
	8	1.308	0.25	0.001
	9	1.048	0.223	0.001
Credibility	1	1.000		
	2	0.821	0.074	0.001
	3	0.876	0.087	0.001
	4	0.529	0.069	0.001
	5	0.814	0.097	0.001
	6	0.708	0.071	0.001
	7	0.945	0.09	0.001
	8	0.758	0.069	0.001

The loadings on each latent variable (sponsorship, platforms, posts, and credibility) were determined to be significant for all items in each section. The exception on this is sponsorship disclosures, which exhibited a low negative loading for the sponsorship latent variable in item #2 (Sponsorship disclosure labels do not matter when I view an influencer's campaign). This shows that the item is not substantially correlated with the rest of the sponsorship measurements and that it is likely not relevant in predicting respondents' overall perceptions of sponsorship disclosure labels, at least for this data.

For frequency to purchase and frequency to recommend, the standard SEM methodology was modified by integrating a logistic-type regression at the structural equation level. This is because the target-dependent variables are measured at a categorical level rather than the scale level that normal SEM requires. The contribution is listed in the estimate (Est) column, and the associated odds ratio is listed in the OR column wherein an effect is considered symbolic when the associated p-value is less than (or very close) to the study's goal significance of 0.10. In table 2 and table 3 the researchers have marked a significant effect with an asterisk to simplify reading.

Table 3

Estimates of logistic regression analysis on frequency to recommend brands

	Est	OR	Std. Err.	p-value
Intercept	-2.338		0.492	0.000
Sponsorship Disclosure	-0.383	0.682	1.394	0.783
Platforms	0.442	1.556	0.447	0.323
Types of Posts	0.214	1.239	0.935	0.819
Credibility*	1.778	5.915	0.539	0.001

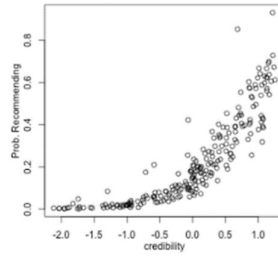


Figure 4

Scatterplots of fitted probability to recommend brands and associated variables with significant estimates (due to credibility, type of post, and sponsorship disclosure)

Table 2 summarizes the findings of this study regarding the dependent variable of frequency to recommend brands. Based on the results, only credibility (OR = 5.915; p-value = 0.124) appears to have a meaningful effect on the likelihood of recommendation among the latent factors leading to the rejection of hypothesis 4: The credibility of influencers do not influence the consumer perceptions. This is characterized by a positive estimate, meaning when respondents discover that the influencer has more credibility with the particular product/brand, they are more inclined to recommend it. Moreover, the upwards slope in the probability of recommending with higher levels of credibility assessed by the respondent is visualized in Figure 4.

On the other hand, the results for sponsorship disclosure (OR = 0.682; p-value = 0.783), platforms (OR = 1.556; p-value = 0.323), and types of posts (OR = 0.214; p-value = 0.819) indicate that there is no significance between these factors when it comes to recommending brands. Thus, H1, H2 ,and H3 are supported.

Table 4

Estimates of logistic regression analysis on frequency to purchase brands

	Est	OR	Std. Err.	p-value
Intercept	-1.166		0.384	0.002
Sponsorship Disclosure	0.720	2.055	1.367	0.598
Platforms	-0.130	0.878	0.427	0.761
Types of Posts*	-1.465	0.231	0.874	0.094
Credibility*	1.419	4.132	0.474	0.003

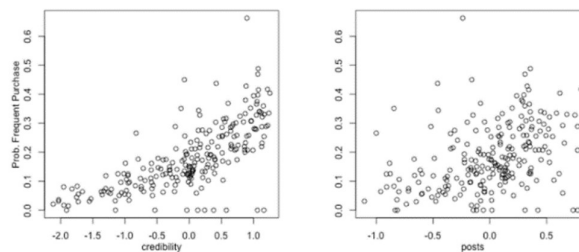


Figure 5

Scatterplots of fitted probability to purchase from brands and associated variables with significant estimates.

Table 3 summarizes the results for frequency to purchase from brands that show that the more conflicted a respondent is about the types of posts that are reliable on social media platforms (OR = 0.231; p-value = 0.094), the lower their likelihood of actually purchasing a brand they find online. Wherein figure 5 depicts this, however,

the spread is not particularly pronounced. This curve is significantly more obvious for the relationship with credibility (OR = 4.132; p-value = 0.003) leading to the rejection of hypothesis 3: The type of post used does not have a major impact on the consumer's perceptions, and hypothesis 4: The credibility of influencers does not influence the perceptions of consumers.

However, findings for the sponsorship disclosure label (OR = 2.055; p-value = 0.598) and platforms used (OR = 0.878; p-value = 0.761) indicate that there is no significance between these factors to the frequency to purchase of consumers towards brands in the beauty and cosmetics industry. Therefore, accepting the H1, and H2 of this study.

DISCUSSION

The result of the study contradicts most of the previous research on the significance of sponsorship disclosure labels towards purchase intention, therefore accepting H1. A study showed that if disclosures were not included in a post this had a positive effect on the influencer's narrative towards consumers (Muller & Christandl, 2019; De Cicco et. al, 2019). However, Kay et. al, (2020) contradict the level of significance because as depicted by the results, and thus sponsorship disclosures lead to a significant impact towards purchase intention on influencer campaigns. Overall, these previous studies present that sponsorship disclosure labels directly influence the intentions of consumers when purchasing, while the present findings are the opposite. However, amidst the latter studies, one study supports our findings wherein disclosure information alone had no influence towards purchase intention and brand attitude.

This study also found that the platforms used have no influence with regards to the purchase intention and product recommendation of consumers towards products in the beauty and cosmetics industry which led to the acceptance of H2. However, this contradicts Weismuller et. al., (2020) that the source attractiveness of the platform and trustworthiness and expertise of the influencer significantly increase consumer purchase intention, which may also result in the recommendation of products. Moreover, with its positive impact on brand attitude, platforms used affect consumer's purchase intentions. (Abzari, et. al, 2014).

The present study confirmed that credibility affects consumer perceptions regarding the recommendation of products from the beauty and cosmetics industry. This is also true among previous studies (Rebelo, 2017; Jimenez-Castillo & Fernandez, 2019) that claimed that the stronger the digital influencer's persuasive power is (i.e., being viewed as a reliable source of information), the more likely that an individual will purchase the recommended brand. Moreover, the results revealed that when it comes to consumers recommending products they previously purchased because of an endorser, brands who invest in campaigns done by influencers have favorable results through recommendations (Jimenez-Castillo & Fernandez, 2019). Furthermore, once consumers follow an influencer that they can relate to, and also supports a brand that is fit for their normal style, perceptions of these consumers on the product tend to correspond with the influencer's endorsed brands which leads to encouraging recommendation to peers (De Vries et. al, 2012; Planchard et. al, 2016).

This study also determined that type of post does not affect the consumer's recommendation of products in the beauty and cosmetics industry that led to accepting H3. However, this contradicts a study by Bogner et. al (2019) that recommendations done by influencers positively impact consumers' attention as the consumers periodically buy products recommended by the influencer, and even recommend the products to their loved ones. On the other hand, the study's results showed that the type of post had a significant impact on consumers' intention to purchase.

Findings confirmed that type of post and credibility affects consumer perception when it comes to their purchase intention of products from the beauty and cosmetics industry. Wherein this validates previous studies that respondents are more likely to purchase from a brand if they believe that the influencers making the recommendations are trustworthy or have good credibility (Rebelo, 2017; Khan & Saima, 2020; Sokolova & Kefi, 2020). Furthermore, the result reaffirms the study by Lee and Koo (2012) which claimed that customers trust their peers more than standard advertisements and companies in general. Consumers would rather choose products/services that were recommended by their peers before making a purchase decision. In this context, peers refer to individuals or influencers with whom they interact and relate with, that is because consumers tend to follow the opinions of influencers as they are considered as sources of information and may help consumers decide which decisions to partake in (Planchard et. al, 2016). This signifies that when communication becomes increasingly reliable, it becomes more convincing; meanwhile when credibility is poor, it becomes less persuasive (Al-Darraj et. al, 2020). Which all affects the purchase intention of consumers towards brands in the beauty and cosmetics industry.

V. CONCLUSION

With the rampant practice of online shopping and digital marketing, brands, especially those in the Beauty and Cosmetics Industry leverage influencer marketing to increase their relationships with consumers. These types of campaigns are now applied on any social media channels present, making it one of the main strategies brands use to interact with their audience. These types of campaigns increase the competitiveness of their business, in terms of customer acquisition, retention, and even building brand equity. Therefore, it is beneficial to look into these kinds of campaigns and determine factors that have a substantial impact on consumers' purchasing intentions and recommendations.

In an influencer marketing campaign, consumers are wary of whether or not influencers hired are relevant and honest towards the brand's products, as well as the content they present. An influencer's credibility and type of posts generated have the capacity to make or break the target market's intention to purchase from the brand. Consumers are also influenced to recommend the products of these brands when presented with credible influencers in their marketing campaigns.

However, brands can be at ease when it comes to factors such as social media platforms used and sponsorship disclosure labels towards their influencer marketing campaigns. Consumers are not entirely triggered by these factors with regards to their purchase behavior and frequency of recommendations of products. It is therefore important that brands generate influencer marketing campaigns with key elements and factors that could strategically contribute to a positive consumer perception towards their business.

THEORETICAL IMPLICATIONS

This research lays the groundwork for further research into customer perceptions of brands' influencer marketing initiatives in the beauty and cosmetics industry. If the study is gender or age-sensitive and the like, further research can be done by considering mediating or intervening variables that may reveal a more in-depth relationship. Furthermore, the variables found in the study may not be sufficient; therefore, additional variables may be examined in the future.

MANAGERIAL IMPLICATIONS

The findings of this research give marketers the knowledge and opportunity to coordinate their influencer programs so that customers get the best results possible. In determining the factors, it is recommended that marketers must prioritize the ones that have a significant impact on consumer response towards their brands. If these practitioners consider these recommendations, the brands that they handle may have a competitive advantage in the digital marketing landscape.

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