

# Chapter 14

## Product and Pixels: Influence of Social Media Influencers on Marketing, Branding, Brand Trust, and Consumer Engagement

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### **ABSTRACT**

*The subject is how Instagram influencers shape consumers' impressions of skin-care companies. The study uses quantitative and qualitative interviews to examine how influencers affect customer engagement, brand trust, and purchase choices. Important conclusions show that visual content, social media platform strategy, and trust and authenticity are essential to influencer marketing success. Establishing trust requires authenticity and openness, with micro-influencers being especially powerful. Influencer material gains more excellent traction thanks to visually captivating formats and the algorithms of social media sites like Instagram. The study concludes that firms should build genuine, long-term relationships with influencers to optimize the efficacy of their marketing initiatives and ultimately raise brand awareness, trustworthiness, and consumer engagement in the skincare sector. This study also discusses the various influential factors affecting the market, such as*

DOI: 10.4018/979-8-3693-8222-6.ch014

## **INTRODUCTION**

Social media provides an essential communication platform that facilitates the interaction between the people in the society. Due to this, people will be affected by others' opinions and can influence them. Among them, some have the power to shape other people's views. They are called opinion leaders or thought leaders (Bamakan et al., 2019). Influencers inside social media platforms are the opinion leaders who hold unprecedented sway over purchasing decisions. Every aesthetic reel and post influences the views in one way or another. The urge to recreate this lifestyle exhibited by such social media is an ongoing trend among teenagers. These influencers and their audience widely accept the beauty industry. A few variables directly impact the marketing practices and promotional initiatives detailed below.

### **The Instagram Influencers & Marketing**

The influencers are not advertising the brands or their products. They include the products as part of their daily routine and show them to their audience who are the audience Brands have many approaches to marketing through social media. They approach influencers to promote their products, most of whom are chargeable. Brands pay a certain amount to show their product on a particular influencer page. Through this, the product will easily reach the targeted audience. Skincare and cosmetics brands make paid reviews (PR) collab with beauty influencers. Visuals play a significant role in influencing people; skin transformation videos, including before and after clips, are highly in the market for getting viewers' trust. Influencers utilize this visual effect to leverage this medium to create a realistic transformation. Because of these elements, skincare has become an inevitable part of increasing consumer expectations. Reviews are the first source of opinion a consumer looks for before purchasing a product; review videos of social media influencers can help brands sell their products much better. Furthermore, the Instagram algorithm is an essential factor that quickly gives brands more visibility to their targeted audience. On Instagram, a feature allows advertisements to be shown in the app. All of this helps the brands reach the targeted audience. It provides a suitable place for reacting to the audience's queries through Q&As and polls. This type of personal interaction strengthens the influencer's relationship with their audience and increases the purchasing behavior by making them trust. Instagram influencers are people who know what they do on social media. Even though they are not professional dermatologists

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