
| RESEARCH ARTICLE

Impression of Social Media Influencers towards Customers of Locally Manufactured Cosmetic Beauty Products

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| ABSTRACT

The integration of social media and influencer marketing has significantly transformed the strategies employed by beauty cosmetic businesses in brand communication, reputation management, and consumer engagement. This abstract discussion explores four key themes derived from research: collaboration tools, fostering brand loyalty, enhancing brand reputation, and relatability with social engagement. The qualitative research utilized narratology and purposive sampling involving twelve experienced social media influencers who play a transformative role in empowering companies and sustaining sales, aiding locally manufactured beauty cosmetics companies in promoting their operations, and redefining their branding strategies through an in-depth understanding of the impact of online platforms and influencer partnerships on consumer behavior. Social media influencers serve as essential collaboration tools for beauty cosmetic brands, leveraging their influence and credibility to expand market reach. Forming strategic alliances with influencers who share the same values as our brand and appeal to our target audience allows us to amplify our brand's presence, heighten product recognition, and expedite sales expansion through the creation of authentic content and endorsements. As a result, collaboration with reputable influencers significantly enhances a beauty cosmetic brand's reputation. The devoted and active followers of influencers rely on their endorsements, which lend credibility to endorsed products, attracting fresh customers while also retaining existing ones through positive associations and perceived high quality. Reshaping brand strategies and consumer relationships within the beauty cosmetic industry. Through strategic collaborations and authentic engagement, influencers contribute significantly to sustainable sales growth, enhanced brand reputation, and long-term customer loyalty in today's dynamic digital landscape.

| KEYWORDS

Social Media Influencers; Customers; Cosmetic Beauty Products

| ARTICLE INFORMATION

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1. Introduction

In conjunction with the rapid and ceaseless advancement of the world comes the rise of numerous technological innovations with a broad array of usage to promote a higher quality of life, not only for immediacy, but also as long-term solutions to the globe's contemporary issues. Transmission and body of knowledge exchange through globalization all over the world has built strong connections on an international scale for every country, lifting each other not only for lofty development. One of the pressing problems in the world is the slow-going acquisition with limited access to information. To overcome this unproductive lifestyle of the society, the emergence of the internet has marked the starting point of the digital word's evolution for a faster circulation of information, interaction with people from all over the world with one click, and for a better and easier life to live in summary.

The birth of the internet anchored with smartphones has vastly changed the way of life of people. To build relationships regardless of the distance, and even without physical interactions, the introduction of social media platforms were popularized along with the benefits it holds for people. In line with the exponentially growing number of social media users, people of different age, gender, and ethnicity have successfully socialized amidst diversities. Through its inclusivity, anyone is capable of sharing their thoughts, feelings, and opinions for billions of people; posts, comments, and other social media materials hold a powerful influence for people who will see it. This omnipotent impact has provoked distinct social media users to start uploading social media materials be it for entertainment, education purposes, and even for endorsement and promotion of products.

Social media influencers are individuals with significant followings across platforms like Instagram, YouTube, Twitter, TikTok, and more. Leveraging their online presence, they produce and distribute content covering diverse areas like beauty, fashion, fitness, travel, technology, and beyond. Through increased engagement, these influencers amass sizable online audiences, solidifying their status as influential figures in today's digital landscape. These individuals use their platforms to share their experiences, opinions, and recommendations, thus possessing the influential power to shape the preferences, attitudes, and behaviors of their followers.

The ever-evolving internet has brought major changes in the methods, tactics, and overall work of marketers (Opreana & Vinerean, 2015). With the online presence of social media influencers having a colossal impact on a myriad of social media users, Hearn (2020) affirmed that these influencers earn income in the process of often collaborating with brands for product or service promotion to attract their target audience. A change has occurred in the last several years away from traditional marketing methods such as celebrity endorsements towards utilizing social media influencers as effective endorsers, recognized for their cost-effectiveness and market impact (Harrison 2017; Patel 2016; Talaverna 2015). Ajina (2019) further supports this trend, asserting that digital and social media marketing enable companies to attain their marketing goals at a reduced expense.

There are various reasons behind the growth of social media influencers. Firstly, the accessibility and democratization of the internet have allowed individuals from diverse backgrounds to build their online presence. Secondly, the authenticity and relatability of influencers make them more appealing to audiences than traditional celebrities. Social media influencers can provide local brands with a high level of credibility that traditional advertising may not achieve. Social media influencers' proclaimed messages, recommendations, and advice are oftentimes perceived by consumers as more reliable and compelling. Research conducted by Talaverna in 2015 reveals that 82% of followers' polls support the notion that consumers tend to follow the recommendations of their preferred influencers because they are considered as more credible, trustworthy, and knowledgeable peers because of their ability to establish genuine connections with consumers, resulting in higher levels of engagement and loyalty towards brands (Berger et al. 2016; Abidin 2016).

Social media influencers play a pivotal role in promoting local brands and elevating their social image. These influencers often have a dedicated and engaged follower base, which local brands can tap into to increase their reach and visibility (Hajarian, 2020). Collaborations and engagement with influencers whose values are aligned with the brand's values and target audience, local brands can enhance their credibility and authenticity in the eyes of consumers, hence fostering a sense of community among brand followers. The shared interest in the influencer and the brand creates a bond, strengthening brand loyalty (Hearn, 2020).

Social media influencers hold significant sway over consumer behavior. Their product endorsements and recommendations can significantly impact purchasing decisions of consumers (Buckingham, 2019). As the influencer-marketing industry grew rapidly, brands have recognized the potential to reach specific target audiences through influencers who share and uphold their values and interests by employing a more heartfelt approach in presenting and showcasing the endorsed product to their followers (Tapinfluence 2017), which serves as a reflection of the brand's core values. As a result, influencer collaborations have become a central component of marketing strategies across various industries (Hajarian, 2020).

In the past few years, the phenomenon of social media influencers has gained immense prominence in the cosmetic beauty product market industry, reshaping the marketing system and overall strategies for local manufacturing brands. Social media influencers hold considerable sway over consumer behavior and serve as key players in shaping the perception of cosmetic brands. Their posts, reviews, and endorsements can generate buzz and interest, therefore serving as a significant catalyst apparatus, ultimately leading to increased brand visibility (Buckingham, 2019). By utilizing their considerable number of followers, social media influencers open the passageway for businesses to extend their reach to a wider spectrum of audience that conventional marketing strategies couldn't. The roles of social media influencers in impacting the social image of local cosmetic beauty brands, considering both the positive and negative aspects of this relationship becomes an imperative subject to ponder for furthering profound insights as to what extent and what aspects do social media influencers considerably affect to exert influence in the overall purchasing decisions of people.

In addition to promoting products, social media influencers also shape societal trends and norms. They introduce new fashion styles, beauty standards, and lifestyle choices, influencing how individuals perceive and present themselves (Schouten, 2020). Furthermore, influencers often use their platforms to advocate for social and environmental causes, mobilizing their followers to support charitable initiatives and raising awareness about important issues (Haddon, 2019).

While social media influencers have brought about a set of positive changes and opportunities, ethical concerns and other marketing issues arise and surround their online presence. Some influencers may promote products without disclosing their financial arrangements with brands, potentially misleading their followers (Freberg et al., 2011). This lack of transparency raises questions about the authenticity of influencer's content. Local brands may also risk losing control over their brand image when collaborating with influencers. Influencers' actions and behaviors, both online and offline, can impact how the brand is perceived (Schouten, 2020). Attachment with social media influencers also emphasizes the risk and potential susceptibility of the brand to the SMI's controversies. If an influencer associated with a local brand becomes embroiled in a controversy, the brand may also suffer reputational damage by association (Haddon, 2019).

Another ethical concern is the impact of influencers on mental health. The selective presentation and altered portrayal on social media platforms can foster unattainable beauty and lifestyle ideals, resulting in followers experiencing feelings of inadequacy and diminished self-esteem (Fardouly et al., 2019). Moreover, influencers may face mental health challenges due to the pressure of upholding a flawless online image.

These have undoubtedly become a dominant force in contemporary society, shaping consumer behavior, societal norms, and even advocating for social causes. While their influence is undeniable, ethical considerations surrounding transparency and the potential negative impact on mental health must be addressed. As social media continues to evolve, understanding the role and responsibilities of influencers in society becomes increasingly crucial to give assurance and protection to the factuality of information they are providing in a mammoth number of people with intense potential of being holistically influenced in terms of behavior, attitude, and preferences.

Social media influencers hold significant power to shape the social image of local brands. When used strategically, influencer collaborations can enhance a brand's credibility, visibility, and engagement with its audience. However, local brands must also be cautious about potential negative effects, including loss of control over their image and ethical concerns. Coherent and wise selection of influencers is a necessity for every local brand to see the alignment of their values to the brand's for maintaining a transparent and ethical partnership.

Along with the unceasing development of the world, the widespread use of social media has enveloped humankind in this age of technology. Driven by innate human desires, platforms such as Facebook and YouTube boast the largest user bases, with Facebook taking the lead with 1.86 billion accounts, followed by WhatsApp and YouTube with 1.2 billion and 1 billion users respectively (Statista, Percent of U.S. population, 2018). Similarly, social media influencers' pervasiveness has been expanding exponentially, consequently introducing and being the root for the prevalence of Influencer Marketing.

The influential force bestowed upon social media influencers as a marketing strategy has been researched in extensive manner in the past. Despite the mounting interest of researchers, the existing body of knowledge and scholarly work about the impacts of SMIs to the brand social image of cosmetic products remains divergent, fragmented, and scanty, which signifies blank spots and blind spots.

On the other hand, it is noticeable that the cosmetic industry stands as one of the most rapidly expanding sectors globally, its underlying reason is vividly seen; the quest for beauty remains an endless endeavor of everyone. Because of this world filled with an unending cycle of criticism, judgment, and pressure, consciousness of people in maintaining and enhancing physical appearance prevails. As the adage goes, first impression lasts. To become beautiful, most women have unconsciously built a connotation with make-up as a beautification tool, which is derived from the main purpose of cosmetics — to make one prettier. Women, even some men, wear a diverse range of makeup in case-to-case basis like when there is an occasion or just personal preferences, and the strong pursuit to stay young has created a mammoth demand for a cosmetic product (Wang, 2015). Thus, women, in an annual manner, are responsible for gigantic figure consumption of millions of cosmetic products.

The alarming manifestation of this phenomenon, along with the aforementioned gap, have piqued the interest of the researcher, hence acting as a driving element to conduct this study in relation to the field or industry of cosmetics. The cosmetics industry's relevance on consumer identity, self-expression, rise of influencer culture, and social trends further fuel the interest of the researcher to ponder deeper on how influencers contribute to shaping the social image of locally manufactured beauty products.

In accordance with above-mentioned findings from an existing body of knowledge, it has been pointed out that social media influencers' impact on the cosmetic brand and whole consumer behavior yielded both positive and negative effects to weigh. This research explores the concept of social media influencers, their rise to prominence, their impact on society, and the ethical considerations surrounding their online presence to gain a comprehensive and broader understanding in regards to their influence in the social image of locally manufactured cosmetic beauty products.

This study's central focus can be clearly distinguished from previously conducted studies in the same subject area in terms of its concentration on the specific influence and impact of social media influencers to the social image of locally manufactured cosmetic beauty products.

Prior research has explored underlying facets of influencer marketing and brand image, this study, however, narrows its scope to the lens of locally manufactured cosmetic beauty products, producing a more conducive, specialized, and targeted investigation. In terms of objectives, this study seeks to reveal and prompt new insights on how social media influencers impact the social image of these products among consumers.

The researcher conducted this study to expand the existing body of knowledge concerning complexities going in the cosmetic beauty products market industry when integrated with the popularized digital marketing strategy of influencers. It will also yield profound and valuable insights focusing on the impact of social media influencers to the social image of a cosmetic brand to give the practitioners in this industry a bigger picture of what, how, and why they will or not utilize social media influencer's integration upon their marketing.

The findings of this study will help advance understanding in the field of marketing, particularly in the realm of influencer marketing. This additional body of knowledge can raise awareness, enhance perspective, and be a leveraging tool of marketers, businesses, and influencers themselves to establish optimal conditions on effective strategies for better quality of promoting, advertising, and selling products in the market. Using the key findings of this research as a foundation, the overall aspects of the cosmetic industry, including the involved external elements could undergo further enhancement. Further, this research adds value by offering a case-specific exploration. By focusing on the cosmetics industry, this study offers insights that can be extrapolated by similar sectors. It also lays an outline or framework for future marketing practices and contributes to the scholarly discourse concerning the cosmetic field.

A gap analysis involves identifying areas where there is a lack of research or where existing research may be insufficient to fully understand a particular topic. In the context of the impact of social media influencers on local brand image, the following gap analysis based on the literature sources can be presented:

Lack of Comprehensive Ethical Frameworks: While the literature acknowledges ethical concerns related to influencer marketing, there is a gap in the development of comprehensive ethical frameworks that guide both influencers and local brands in their collaborations. Future research should focus on establishing clear ethical guidelines to ensure transparency, authenticity, and responsible influencer-brand partnerships (Freberg et al., 2011).

Influence on Different Types of Local Brands: The literature primarily discusses the impact of influencers on local brands in general terms. There is a need for more specific research that examines how influencer marketing affects various types of local brands, such as small businesses, niche products, or service-based businesses. Understanding the nuances of influencer marketing for different brand types can provide valuable insights for practitioners (Buckingham, 2019).

Consumer Perception and Behavior: While studies acknowledge the influence of influencers on consumer behavior, there is a gap in research that delves deeper into the psychological mechanisms behind these effects. Future research should explore how and why consumers are influenced by social media influencers when it comes to local brands. Additionally, there is a need for more research to delve into the long-term consequences of influencer marketing on consumer loyalty and brand equity (Hajarian, 2020).

Impact on Brand Crisis Management: The literature highlights the potential risks of associating with influencers who may become involved in controversies. However, there is limited research on how local brands can effectively manage such crises and mitigate reputational damage. Investigating strategies for brand crisis management in the context of influencer marketing would be beneficial (Haddon, 2019).

Measurement and Evaluation Metrics: While the literature discusses the positive effects of influencer marketing, there is a lack of standardized measurement and evaluation metrics to assess the success of influencer campaigns. Future research should focus on developing and validating key performance indicators specific to influencer marketing for local brands (Schouten, 2020).

Cross-Cultural Perspectives: The existing literature predominantly reflects research conducted in Western contexts. There is a gap in understanding how influencer marketing and its effects on local brand image vary in different cultural and regional settings. Comparative studies across diverse cultural contexts can provide a more global perspective on this phenomenon (Abidin, 2016).

In conclusion, the gap analysis suggests that while there is substantial research on the impact of social media influencers on local brand image, there are areas where further investigation is needed. By addressing these gaps, we can deepen our

understanding of the relationship between social media influencers and the image of local brands, providing valuable insights for both researchers and practitioners in the influencer marketing industry.

Review of Related Studies

Social Media in the Digital Age

The advent of internet technology has driven our society into the era of instantcy. Ubiquitous influence of the advanced internet technology has irrevocably reformed, and continues to reform the system of our daily life through a plethora of ingenious creations and innovations; it has monumentally altered the way we communicate, access information, and perform an expansive array of tasks up to the point that our degree of dependency on it has exceeds moderation. Managing the daily challenges of life seems unimaginable without the reliance on smartphones, tablets, computers, and access to internet platforms (Thibaut & Hoehe, 2022). Communication, on the other hand, was constrained by geographical limitations. But this barrier was dismantled in conjunction with the internet's pervasive emergence across continents as its immediate establishment of connection, engagement, and conversations between people, businesses, and the government in an unprecedented medium in history. Fastened with technological devices, this instant communication has been prompted and became possible through a myriad of mechanisms including the existence of social media platforms that have been serving as one of the passageways of globalization. As an unparalleled repository of information, social interaction, and medium of transactions, social media platforms have gradually become a paramount part of all aspects of a nation.

In the realm of business, the internet has revolutionized how its system functions through the consolidation of social media platforms in trading of goods and services online, and transforming even the marketing and promotion unto digital endorsement. In the Philippines, the rapid expansion of content marketing through influencers is evident in the thriving digital landscape of social media. Businesses are transitioning from traditional marketing methods like printed brochures to digital strategies such as sponsored social media posts, recognizing the importance of content marketing in reaching new online audiences (Paredes, 2020). Social media and influencers alter the way companies and customers traditionally communicate and give customers the ability to have both good and negative effects on the value of brands.

Social media and social media influencers transform the way companies' approach marketing and advertising. Leveraging social media influencers has emerged as a pivotal aspect of modern marketing strategies, helping brands enhance their social image, reach larger audiences, and increase sales. To leverage the power of social media influencers effectively, companies must understand influencer marketing trends and partner with influencers whose values align with their brand to promote products authentically. The surge of social media and influencers has garnered considerable attention from businesses and individuals engaged in the networking landscape. The audience frequently observes the usage of influencers and mobile shopping as current trends in the Philippine market. Social media influencers play a crucial role in enabling brands to connect with their target audience more efficiently, promote products in a more authentic way, and increase brand awareness and social image.

According to statistics, social media influences the purchasing decisions of customers for more than 73% of the total purchases made online. People follow and admire their favorite social media influencers, who then promote products or services on behalf of brands. By raising awareness and providing customers with the necessary information, it addresses the initial two stages of the customer purchasing process: problem recognition and information search. The marketing and communication endeavors focused on a brand's social image profoundly influence customer perception. This form of marketing has become known as influencer marketing, and it has penetrated the marketing strategies of companies selling online, therefore being crucial for keeping customers engaged by disseminating pertinent information to them. According to a report by Linqia, in 2020, 86% of marketers relied on marketing influencers to reach their target audience, showing its effectiveness in enhancing brand reach and engagement. Hence, one of the most effective techniques a company can use to build a social image of the brand among customers and to increase the market share of companies is through social media where many people have begun to appreciate internet shopping and spend a lot of time. In January 2021, according to research, there are 4.2 billion international users of social media, and this is a great opportunity for companies to intensify their campaign on brand social image at the same time to grow their market share. Therefore, it is crucial for businesses to understand how to control marketing initiatives on social media that aim to enhance brand recognition and therefore brand perception (Ardiansyah & Sarwoko, 2020).

The social media site used in the study of Sofiyah & Yulinda (2018) is a microblog social network, an application that enables users to engage with one another by sharing personal information. Photographs or photos may contain personal information; a few examples are Facebook, Instagram, Twitter, WhatsApp, YouTube, Shopee, and Lazada (Sofiyah & Yulinda, 2018). This phenomenon may provide people and businesses with a chance to expand the market for their goods through digital marketing.

In the era of the internet and the digital revolution, digital marketing stands out as a vital tool for the growth of modern businesses. Direct customer engagement emerges as one of the web's most valuable features for marketers. It is imperative to engage with customers, listen to their feedback, and glean insights from them online. It also demonstrates to clients that the

business is keeping up with the times by enhancing customer interaction and communication and enhancing the level of service. Excellent customer service makes for the finest marketing. Top-notch customer service serves as the most effective form of marketing. Businesses are monitoring platforms such as Facebook to promptly address customer service issues and impress clients with their responsiveness (Vongurai et al., 2018). Enhancing customer service, tailoring experiences to individual preferences, and offering added value all contribute to the overarching success of a business, underscoring the beneficial effects of incorporating social media into marketing strategies.

Social Media Marketing

Social media marketing (SMM) effectively fosters engagement between customers and marketers, facilitating efforts to boost brand recognition (Hafez, 2021). While SMM is still perceived as a relatively new marketing approach with limited impact on consumer intentions, a significant portion of SMM research has concentrated on examining customer behavior, innovative strategies, content analysis, and the advantages of user-generated content. Additionally, research explores how these elements contribute to the formation of online brand communities.

Businesses that promptly recognized the growing utility of social media platforms have witnessed a transformation in the competitive landscape, driven by the ascent of digital technologies (Wang & Kim, 2017; Keegan & Rowley, 2017). According to Keegan and Rowley (2017), social media encompasses internet-based applications rooted in Web 2.0 principles and technology, enabling the creation and dissemination of user-generated content. These platforms, which include social networking sites, microblogs, content communities, and virtual worlds, among others, facilitate the exchange of information, opinions, and experiences among individuals and organizations.

Social media marketing techniques involve the four-layered ability to connect, engage, coordinate, and interact with clients. Business leaders must have a clear awareness of the requirements of their target audiences. In order to increase client engagement, participants underlined the importance of being aware of the best social media marketing strategies to use in this context. Earlier studies have similarly shown the importance of marketing activities on customer involvement. The generation of customer and commercial actions and interactions depends on marketing efforts (Drummond et al., 2020). These marketing strategies could be as simple as building a relationship with a customer or as sophisticated as collaborating to design a new service or product using social media and customer feedback.

According to Achmad (2021), a brand's identity is a distinctive set of associations and guiding ideas that appeal to customers. Businesses can convey these "associations" in an open, vulnerable way through social media platforms. The biggest change in social media marketing is right here. Using social media platforms to promote your business and its products is referred to as social media marketing (Ardiansyah & Sarwoko, 2020). A broader definition is a strategy that lets people use social media platforms to promote their brands, products, or services while connecting with and integrating into a much larger audience that might not have been reachable through conventional advertising platforms (Achmad, 2021).

Social media has a lot of potential to help companies connect with their customers, which boosts sales, lowers costs, and improves operational efficiency. Due to their unmatched reach and immediacy, customers and their highly influential virtual networks now have power over the discourse and are capable of exceeding a company's marketing, sales, and service efforts (Ardiansyah & Sarwoko, 2020). Carolyn Baird did research on the use of social media by businesses and the consideration of their marketing plans.

The ultimate goal of marketing, in the words of Philip Kotler (2019), is to create value for customers while building strong client connections in order to derive value from clients in return. The assertion is mostly a generalization, thus it's critical to learn more about marketing, especially content marketing, in order to fully understand what each of these occupations entails to one's businesses.

Rodney Graeme (2017) has researched how social media marketing affects businesses. He found that social media platform users' minds are so swayed by what is posted there that they genuinely believe it, and that traditional business marketing has been merged into social media marketing so that corporations can quickly reach their millions of targeted customers. Furthermore, Khan (2017) noted that the increased use of smartphones and better internet access made social media even more glittering. Achmad (2021) stated in his conclusion that Internet-based marketing or electronic marketing helps businesses target specific clients while staying within a set budget.

Strategically incorporating websites into a company's marketing approach is imperative. An additional layer of advanced marketing strategy involves Search Engine Optimization (SEO), which aims to enhance website visibility on search engines. Strategically speaking, a company's marketing plan must include websites, and Wienclaw (2017) defines SEO as "the process of increasing the probability that a website will be found in the results of an online search and that it will be prominently displayed in the search results." Another cutting-edge tactic used by marketers to raise the exposure of websites among search engines is

search engine optimization or SEO. SEO is the practice of increasing the likelihood that a website will be found, according to Wienclaw (2017).

According to Hwang et al. (2021), three dimensions of gratification—process, content, and social—have an impact on how customers utilize social media to obtain information and make judgments about what to buy. The joy connected to using social media and the information made available on social media platforms is known as progress gratification. The content gratification study focuses mostly on how much enjoyment users derive from consuming information on social media.

In light of social media's significance in the internet-driven market or e-commerce, academic research seems to have reached a consensus on its definition, as outlined in the theoretical research of Achmad (2021). Achmad defines social media as "a set of online applications rooted in the technological and ideological foundations of Web 2.0, facilitating the generation and exchange of user-created content." It may be argued that a portion of today's customers, who are increasing ever broader, can now more easily acquire luxury goods. Internet social media platforms, consequently, are a crucial tool for this situation's marketing of affluent goods, lifestyles, and services — which is actually a solid bridge of interaction between brands and customers.

Content Marketing

Productive trade of goods and services between the brand and customers equates the requisite establishment of rapport and positive brand-customer relationship. Amidst the marketing process, a crucial need arises where businesses, through creating an initial impression, significantly influence the subsequent behavior of potential customers. This necessitates a robust psychological framework, with digital media offering businesses the optimal opportunity to understand their customers and craft a unique and tailored strategy. Consistently delivering content that meets the demands and commodities of target audiences would lay the foundation for the spread of brand visibility — and it is coined as content marketing.

One way to draw customers, raise their recognition, improve their online presence, and get them to start or continue making purchases is through content marketing. Additionally, material shared through content marketing enables the intended audience to understand more about the business, developing brand social image, one of the characteristics under brand equity (Ardiansyah & Sarwoko, 2020).

Material marketing precedes the customer's decision to purchase by providing relevant and useful digital brand content without employing aggressive sales tactics (non-hard-sell content). Once connections, credibility, and trust are established, the cumulative digital brand content influences customers to make purchasing decisions (Wall & Spinuzzi, 2018). Therefore, the emphasis of content marketing on online consumer behavior originates from comprehending how individuals respond to digital brand content, as it cultivates relationships, loyalty, and trust, all essential factors in the decision-making process for purchases.

Multiple studies have underscored the influence of content marketing on brand equity or brand health. Brand building stands out as a key competitive advantage in the global market, with research underscoring that content marketing is no longer optional but essential for all organizations. Metrics such as repeat visits, site engagement time, social media interactions, subscriptions, and bounce rates are commonly employed to assess brand equity, essential for evaluating the brand's overall success (Achmad, 2021; Ardiansyah & Sarwoko, 2020).

Using the content marketing strategy, a well-defined and comprehended target audience is drawn to, acquired, and associated to (Lou & Xie, 2021). Content marketing has existed since the inception of advertising (Lou et al., 2019). The strategy seeks to increase customer profit and promote brand engagement and loyalty. This idea emphasizes the value of creating and spreading useful content that encourages user participation. Content marketing, which is expected to be a \$300 billion industry by 2019, is being used by more companies. These statistics also show that the majority of those who utilize it are raising their budgets on an annual basis. This depicts that the output being produced through the use of content marketing by companies holds a directly proportional relationship with the amount of investments, thus signifying that the clarity and connection between customer and brand is deeper upon the use of social media platforms.

Perceived openness and social presence serve as mechanisms in brand communications that help to explain how different communication tactics affect the expansion of customer-brand interactions on social media. According to Hollebeek and Macky (2019), content marketing may be used as a strategy to match business objectives with customer preferences and forge close customer relationships. One of the most successful content marketing strategies is video production, especially for B2C situations (Lou et al., 2019). The YouTube platform has been utilized by marketers to share content, build a community of content creators, and improve user relationships. Sharing entertaining material on YouTube has a good impact on the brand perception of the customer, their loyalty, and their desire to make a purchase. Offering entertaining material encourages emotional brand interactions, which increases the likelihood of developing a relationship with the customer.

By nurturing and promoting popular articles, videos, and podcasts, content marketing is one of the social media marketing strategies that is effective for engaging, retaining, and attracting audiences, according to Cheung et al. (2019). The study provides

details on the importance of content marketing. Brand awareness is the level of brand recognition that customers have in different situations. This disseminates information that enables users to understand how social media marketing messages may influence customers' purchasing behavior. Content marketing's efficacy enables it to grow both the number and caliber of clients.

Brand ambassadors can promote e-WOM (electronic word of mouth) and consequently engagement with the brand because content marketing is effective on social media. A content community gives customers and brands the chance to share their stories. Users can contribute to the creation of a narrative that maintains the brand's positive perception while also helping the company develop material that humanizes it and ties it to its target audience. Therefore, the connection between a brand and individuals on social media facilitates collaborative content creation between the business and its audience, leveraging relationships for mutual gain through the establishment and upkeep of an online community. Customers have the opportunity to create and share content with other brand followers, while simultaneously, the company can generate or disseminate its own content.

Firm-generated content (FGC) is a term used by Raji et al. (2019) to describe a variety of social media communications that companies provide for customers who follow or like their social media pages, accounts, or channels. As a result, increasing brand recall, brand awareness, or brand social image on social media platforms is a marketing strategy that the brand itself starts. On the other hand, user-generated content (UGC) describes all types of communication created by and between users on social media. These are essentially the kind of content that customers create about the brand for use by other customers.

The distribution of timely material catered to each customer's specific demands is made possible with the aid of a marketing automation system, which allows the marketing and sales departments to examine data from both existing and potential customers. In order to facilitate the process of value co-creation, the content supplied to prospective customers is tailored depending on their profile information and online habits (Mattos et al., 2021). A returning customer can also buy the automation system. Since this funnel does not end with customers, these clients are once again viewed as leads and are given content that is catered to their needs and the purchases they have already made. The company is aware of these needs because the system has already analyzed them through the customer's past interactions and purchases, which could entail a good brand social image in the long run.

Conversely, establishing a compelling social presence for a brand offers notable advantages in enhancing the effectiveness of marketing communication. A robust brand social presence can bolster customer loyalty, mitigate the impact of market fluctuations, and enable premium pricing for products and services (Bymer, 2019). The clear benefits of cultivating a strong brand social image underscore the managerial responsibility of brand management. It's imperative for businesses to possess accurate insights into the brand among both existing and potential customers, ensuring that the company's marketing endeavors are streamlined and achieve maximum impact (Solomon, et al., 2020).

In this light, the study, which was limited to female respondents buying domestic beauty cosmetic products online under the influence of social media influencers, will be conducted to understand how social media content marketing impacts the brand social image of any domestic beauty cosmetic products in the Philippines. In order to manage their content strategies and business plans for increasing their brand social image, the marketing and advertising departments of Philippine beauty cosmetics companies may find the study's findings useful.

Once content management is done systematically, this may considerably help businesses using social media platforms in producing and distributing material that is pertinent, valuable, and consistent to their target audience and minimizing advertising expenses. This thesis will examine the key digital marketing tools through a practical research approach, elucidating the impact of adopting digital marketing strategies on customers' perceptions of a company's brand (Solomon, et al., 2020). The results of this study might serve as a guide for other research on content marketing. This might be used as a summary or starting point for how social media content marketing affects the overall customer's perception of a brand's social image.

The associated literature that validated and supported the specifics of this extensive investigation is reviewed in this part. Additionally, it offered a summary of the relevant literature that had been evaluated and a discussion of the gaps that this study filled. To give a thorough background of the issue under examination, the researcher offered both domestic and foreign literature and studies using a thematic framework. The new information from this study strengthened, refuted, or enhanced the concepts, conclusions, hypotheses, and thoughts from the scholarly research and articles that were given.

Brand Social Image

In this age of digitality, a company's social image is essential to its success. A positive social image helps companies improve their market share and engage with customers more effectively. Today, social media or content marketing also became an approach to producing and disseminating valuable, pertinent, and consistent information to appeal to a well-defined audience (Paredes, 2020). Companies can now leverage the power of personal connections to build their social image through the help of brand influencers.

As mentioned above, the social image of a brand includes the overall perception, reputation, and portrayal of the brand on various social media platforms. The way customers see a brand is known as its "brand social image." According to Escalas and Bettman (2021), customers adopt several brands as parts of their individual identities. According to studies (Park, et al., 2020; Lam,

et al., 2020), this customer self-brand connection fosters loyalty. Customers can improve themselves by using a brand, according to Park and Roedder John (2020). Women feel sexier and more attractive, for instance, when carrying shopping bags from Victoria's Secret.

From the company's viewpoint, brands fulfill several vital roles. Primarily, brand names and trademarks represent essential intellectual assets for a business, safeguarding unique product characteristics from being copied by competitors. Next, brand image establishes barriers to prevent other rivals from entering the market and offers predictability and security of demand for the company (Solomon, et al., 2020). Additionally, brands are incredibly valuable pieces of property that have the power to affect customer perception and offer their owner the certainty of preserving future profits (Bymer, 2019).

As per research conducted by Cognitive SEO, a brand with a robust social media presence is preferred by 60% of customers when making purchasing decisions. This implies that one of the most vital factors that should be considered by every business is brand social image – which can impact the sustainability of a product. Some academics claim that a product's credibility, attitude, image, and match up might have an impact on brand social image. The way a firm handles product branding, which includes leveraging social media platforms and may successfully enhance a product's brand social image (Becker & Lee, 2019; Oliveira & Fernandes, 2020).

In addition, customers' perception from the influence of media to buy has greatly influenced the brand social image (Agmeka et al., 2019). As individuals who have a favorable opinion of a brand tend to purchase its products without much deliberation, it becomes essential for businesses to cultivate a strong brand social image to instill confidence in customers during the purchasing process (Amron, 2018). In their recent research, Sudaryanto et al. (2021) revealed that brand image significantly influences customers' perceptions, corroborating the findings of Anwar and Andrean (2021). This underscores the notion that customers are more inclined to purchase products from brands with positive reputations.

Customers' intentions and decisions to buy are greatly influenced by brand social image (Agmeka et al., 2019). Anwar and Andrean (2021) affirmed in their research that the brand social image significantly influences customers' purchasing decisions. This conclusion aligns with earlier studies such as those conducted by Amron (2018) and Foster (2016), which also found that the brand social image impacts customer purchasing behavior. This suggests that enhanced brand social image increases the likelihood of customers making purchasing decisions.

According to people's interactions and experiences with a brand, the brand social image evolves or changes over time; improvements in brand associations cause a change in brand social image (Gaustaed, et al., 2019). Through content marketing, customers are more likely to form favorable brand connections. Authentic and engaging content serves as the driving force for maintaining the connection between a company and its brands, capturing and retaining the attention of customers (Content Marketing Institute, 2018).

Additionally, when brands release pertinent content, it holds a gigantic influence, educates people, creates strong preferences, and gives customers a sense of confidence and connection (Grubor, & Milovanov, 2017). In an era of constant information interchange, fierce rivalry, and a wide variety of brands in each product category, developing a brand's image and its products is truly an art form (Aleksandar, & Milovanov, 2018).

These findings emphasize that one of the most vital and paramount factors that should be taken into account by every business is their brand social image. Managing every facade of the brand is an unequivocal necessity to build a more promising brand social image. Also, sustainability of a product can be impacted by a brand's social image. Some academics claim that a product's quality and pricing can have an impact on brand social image. The way a firm handles product branding, which includes leveraging social media platforms, can have an impact on brand social image. As a result, thorough and careful exploitation of social media as an enhancement apparatus for the brand is evidently essential to maintain equilibrium between its potential pros and cons. According to several studies, social media can effectively enhance a product's brand social image. Empirical studies provide additional evidence supporting the beneficial influence of social media on brand social image (Becker & Lee, 2019; Oliveira & Fernandes, 2020).

Furthermore, customers' choices of a product will undoubtedly be influenced by brand social image. A product's brand social image affects how confident buyers are in their decision-making regarding that product. Based on numerous empirical findings, it is evident that the brand social image plays a significant role in shaping customers' decision-making (Ardiansyah & Sarwoko, 2020; Vongurai et al., 2018). Understanding the concept of marketing is essential before delving into the differences between branding and marketing.

The Differences of Branding and Marketing

Constructing a gratifying and productive brand social image requires a systematic and clever approach, involving a chronological sequence of actions to efficiently brand and market a product. The phrases branding and marketing are

occasionally used almost interchangeably, and their meanings sometimes appear to overlap with one another, leading to some discombobulation for people who's not familiar with them. Understanding the concept of marketing is essential before grasping the differences between branding and marketing.

Ardiansyah and Sarwoko (2020) define marketing as "the process of introducing a product, service, company, or brand to the market." Most experts in this field agree that marketing is an indispensable element of any business. The majority of thriving contemporary enterprises prioritize market orientation and are dedicated to catering to the needs of customers within defined target markets.

As per Achmad (2021), the objective of marketing is to communicate a value proposition to allure new customers and maintain existing ones by meeting or exceeding their expectations. Conversely, Ardiansyah and Sarwoko (2020) define marketing as the series of activities aimed at identifying the needs of a target market, followed by creating and delivering value to satisfy those needs while also generating profit.

Marketing is not an isolated function of the overall business operations, instead, it represents the entire company as seen from the customer's viewpoint (Sofiyah & Yulinda, 2018). According to Ardiansyah and Sarwoko (2020), this idea is supported by the fact that marketing functions should be carried out across all of an organization's activities rather than just in one department. Cuong (2020) claims that marketing is essential for brands because it "helps increase recognition, spread the word to larger audiences, and embed expectations in customers' minds." In other words, marketing is the execution of the brand strategy. However, it's worth noting that marketing encompasses various components, making it a broad concept with diverse elements.

Branding, on the other hand, is one of the foundational elements of marketing. While marketing is the general term for promoting and attracting customers to sell a brand's product, branding is the process of creating a unique identity, image, and distinct characteristics for a product that differentiates it from other product competitors, thus playing an imperative and strong variable in the effectiveness of marketing.

Branding in Social Media

Every brand's primary and chief goal is to invigorate and boost its profits through effective marketing. Many brands all around the world use social media as a marketing tool to attract the interest and participation of customers (Achmad, 2021). According to Amron (2018), integrating social media programs into their marketing strategies, businesses aim primarily to enhance customer engagement and increase sales. Social media also fulfills various roles in branding efforts. The importance of social media for "branding, acquisition, and retention" is highlighted by Anwar and Andrean (2021).

As the number of active users on social media platforms continues to increase, it becomes increasingly crucial to integrate social media into branding strategies. This allows businesses to reach a larger customer base that traditional marketing methods might not reach. Being present on social media is crucial for brands since social media has become mobile and ubiquitous thanks to smartphones.

Essentially, given that smartphones play a central role in most people's daily lives, users' control over the information they consume, share, create, or comment on is significant. Additionally, the affordability, measurability, and targeting capabilities of marketing initiatives on social media compared to traditional media make these platforms crucial from both branding and marketing perspectives.

However, this doesn't mean that traditional media advertising has become ineffective. Rather than relying solely on traditional media, marketing campaigns should harness the power of both traditional channels and online platforms such as social networks, viewing them as complementary avenues. Traditional mass media still holds an advantage in swiftly building brand awareness among the general public, as supported by the research findings of Micallef (2016) indicating that traditional media remains engaging.

Arguably, the most significant advantage of having a social media presence is its low cost and minimal resource requirements. Consequently, social media has opened up numerous opportunities, especially for small businesses. As highlighted by Becker and Lee (2019), brands can directly communicate and engage with individuals through social networking platforms. Such personal interactions have the potential to enhance and solidify customer loyalty towards companies actively involved in social media conversations.

On social media, word-of-mouth has become just as prevalent as it is offline, but there's a notable distinction: the impact of one customer's opinion is exponentially greater online. Conversely, this means that negative word-of-mouth can also spread much further on social media platforms.

Barreda et al. (2020) note that social media platforms often allow precise targeting of specific demographics or target markets. For example, discussion forums frequently cater to particular demographics, with subcategories enabling further focus on specific subgroups.

Facebook is recognized for its advanced targeting capabilities in advertising, a crucial aspect of its business strategy. On the platform, advertisers can efficiently and accurately target their ads using various demographic criteria such as age, gender, geography, and interests, among others (Dam & Dam, 2021).

The measurability and data generated by social media offer significant advantages. As noted by Graves (2016), insights derived from social media can enhance strategies and provide valuable information on aspects such as brand perception. Moreover, the ability to analyze user posts on social media facilitates the creation of highly targeted marketing campaigns through extensive audience segmentation (Barreda et al., 2020). This enables real-time monitoring and analysis of the brand across multiple dimensions.

While significant mass media efforts may indeed have a considerable impact on brand awareness, some argue that traditional mass media holds more sway in this regard than social media. However, a drawback of traditional mass media advertising for boosting brand recognition lies in its limited targeting options and measurability. Consequently, a certain portion of customers reached by the advertising may not fall within the intended target audience. Success in advertising campaigns is typically measured by the effectiveness of reaching the target market.

How Social Media Differs from Traditional Media

Both social media and traditional media are still widely prevalent and being utilized by many companies as a marketing tool. As outlined by Vounourai et al. (2018), traditional media encompasses platforms such as television, print, radio, direct mail, and outdoor advertising. However, traditional media advertising encounters several challenges, including a significant volume of ineffective interactions, high costs, and diminishing returns on investment attributed to shifts in media consumption behavior and the advent of the digital revolution (Statista, 2020).

Traditional media operates within the one-to-many paradigm, where brand messages are disseminated to a broad audience through one-way communication channels. This approach is less effective in generating engagement or fostering word-of-mouth compared to social media platforms (Zhou et al., 2020)

Social media enables communication and information consumption tailored to individual needs, occurring in real-time and allowing for multidirectional interactions. This dynamic contrasts with the traditional one-way communication model, disrupting the established norms of communication in the marketplace. The internet and social media have reshaped the landscape of communication, diverging from the old media communication model. Social media is a wonderful medium for relationship and word-of-mouth marketing since customers can have direct conversations with brands and with one another.

The emergence of Web 2.0 ushered in bidirectional communication, fostering interaction between users and companies. Present-day social media platforms empower individuals to share content, links, comments, and opinions, which can swiftly reach a wide audience of other users.

Utilization of Social Media for Branding Purposes

Taking into account that social media platforms serve as a communication and dissemination tool where you can connect, share, and argue a specific subject of choice with billions of people around the world, brands must constantly manage and implement their presence in order to take advantage of social media's capacity to strengthen or change their brand social image (Sudaryanto et al., 2021). Engaging in social media discussions, including debates on relevant topics, allows companies to establish connections with audiences similar to their target market, potentially leading to customer acquisition. Creating user-interesting content and actively participating in social media conversations are crucial strategies for attracting new clients.

According to Lin et al. (2020), social media plays a crucial role in nurturing and maintaining brand loyalty by effectively managing interactions with existing customers. Social media platforms can be utilized, for example, to offer customer support and assistance, thereby enhancing the overall customer experience and strengthening brand loyalty.

According to Pozin (2014), brands should ensure consistency in their communication approach across all social media platforms while adapting the content to each platform's unique characteristics. This includes maintaining consistency in visual and textual styles used in the message. Perkins (2014) suggests that consistency in the colors utilized on social media can aid in brand recognition, as customers become familiar with the brand. Visual consistency, assuming the colors used align with the overall brand aesthetic, can enhance brand recognition.

Sudha and Sheena (2017) suggest that visual content can boost user engagement on social media. Posts containing images or videos tend to be shared more often than articles lacking visual elements. Therefore, implementing a well-crafted "visual branding strategy" can be beneficial for businesses on social media.

Particularly, the rapid development of business in the Philippines, one of which affects the activities of online business or commonly referred to as e-commerce, especially in the area of beauty cosmetics industries that utilize the trend by using social media accounts, is an interesting phenomenon to be examined. Its relevance to how the social media influencers impact the brand social image of domestic beauty cosmetic products will be a significant ponder to broaden existing body of knowledge. This study is limited to the Philippine's beauty cosmetic products companies and its major output is to contribute to the development of improving the brand social image of the company's product from the perception of the select female respondents.

According to earlier studies, influencers' personal style significantly improved the social perception of brands. The study discovered that the dependent variable, brand social image, was significantly and favorably impacted by independent factors such as credibility, quality, and quantity. Additionally, the company's reputation emerged as a mediating factor between the independent and dependent variables. Also, studies showed that having close friends, feeling trusted by others, having access to reliable information, and having experience in the fashion industry all served to pique customers' interest in buying things related to fashion (Sofiyah & Yulinda, 2018).

As noted by Cuong (2020), influencer marketing proves particularly effective in ensuring a positive electronic word-of-mouth. Sudha and Sheena (2017) conducted studies revealing that influencer marketing fosters a level of trust that traditional marketing communication often struggles to achieve, further substantiating the effectiveness of influencer marketing strategies.

It appears that a new category of independent third-party endorsers, referred to as social media influencers (SMIs), leverage platforms like blogs, tweets, and various forms of social media to shape the opinions of their audience. As previously mentioned, influencer marketing is rapidly supplanting traditional methods of marketing communication in developing countries as it garners increasing popularity and momentum (Vongurai et al., 2018).

According to Lou and Yuan (2019), social media influencers (SMIs) are individuals within specific industries who have gained significant recognition, possess a substantial following, and possess the ability to influence their followers to take action based on their recommendations. Initially, the term SMI was reserved for individuals who gained fame primarily through social media, excluding traditional celebrities known for their performances or singing. However, the distinction between an SMI and a conventional celebrity has blurred, as individuals may now embody both identities simultaneously.

Indeed, individuals like Kylie Jenner exemplify the evolving nature of social media influencers (SMIs). With over 202 million Instagram followers and recognition as a prominent American TV personality (Statista, 2020), Jenner embodies the fusion of traditional celebrity status with influencer prominence. Consequently, SMIs now encompass a broad spectrum of individuals who share information about goods, health, and lifestyles on social media platforms. This includes bloggers, conventional celebrities, and online entrepreneurs (Zhou et al., 2020). Examples range from fashion enthusiasts who promote beauty brands through their lifestyles (Jin et al., 2019), to mainstream celebrities sharing selfies with endorsed brands (Jin & Ryu, 2020), to bloggers advocating for specific products (Arrieta et al., 2019), and vloggers providing product reviews across various social media platforms such as YouTube, Weibo, Facebook, Instagram, and WeChat.

According to the study of Castillo, et al (2022), social media influencer's style is composed of four factors: perceived credibility, perceived image, brand attitude, and product match up. Perceived credibility in social media and content marketing refers to how trustworthy and reliable an individual or brand is perceived to be by their audience. It is essential because credibility influences how people perceive and respond to the content they encounter online. Building and maintaining credibility is crucial for businesses and individuals who want to establish a positive reputation, attract and retain followers, and effectively engage their target audience. It is important to note that building credibility takes time and effort. Consistently delivering value, being transparent, and engaging authentically with the audience can help establish and maintain a positive perception of credibility in social media and content marketing (Argyris, et.al., 2021).

Perception of credibility is then correlated to Brand attitude as the customer's overall treatment and belief of a brand is highly dependent on the reliability and trustworthiness of a product. Brand attitude, in social media refers to the overall perception, sentiment, and emotional response that individuals have towards a brand based on their interactions, experiences, and exposure to the brand's content on social media platforms. It encompasses how people feel, think, and react to a brand's presence, messaging, and actions in the social media space. Brand attitude plays a crucial role in shaping customer behavior, influencing purchase decisions, and building long-term relationships with customers. Monitoring and analyzing social media metrics such as sentiment analysis, engagement rates, and customer feedback can provide insights into the brand's current attitude and help inform strategies to shape and improve brand perception in social media. Consistently delivering on brand promises, adapting to evolving customer expectations, and actively engaging with the audience can help foster a positive brand attitude in social media (Percy & Rossiter, 2022).

Brand attitude, in brief terms, reflects the subjective feelings and behavior of a customer aimed at a brand while Perceived image is purely a mix of subjective and objective elements as it depends on the quality of marketing approach of the brand to the customer and tangible aspects of a brand's performance. Perceived image in social media marketing refers to how individuals or

brands are perceived by their target audience based on their online presence, activities, and content shared on social media platforms. It encompasses the overall impression, reputation, and identity that people associate with a brand or individual when they encounter them in the social media space. Managing and shaping the perceived image is crucial for establishing a positive brand identity, attracting the right audience, and achieving marketing goals. It is important to regularly monitor social media channels, analyze metrics, and gather feedback to assess the current perceived image and make informed adjustments to align with the desired brand identity. Consistently delivering on brand promises, actively engaging with the audience, and adapting to their needs and expectations are essential in shaping and maintaining a positive perceived image in social media marketing (Isyanto, et al., 2020).

Finally, a product's match-up is when the qualities of the chosen spokesperson and the attributes of the brand mentioned in the commercial are consistent. In order to increase the efficacy of the commercial, product match-up refers to guaranteeing a resemblance between the spokesperson's traits and the properties of the product. This shows that in order to facilitate the proper meaning transfer and to raise the credibility of the source used to recommend the product, the congruence between the celebrity endorser's traits and the product features is crucial.

This suggests that source credibility and meaning transfer theories naturally led to the concept of product match-up because the endorser's likeness to the product image in the advertisement aids in the meaning-conveying process by combining details about the brand and the celebrity. However, the 'cultural milieu' of the target audience has an impact on how customer behavior is viewed and what significance is attached to the marketed brand. This shows that when a customer views an endorser negatively, it may cause a negative attitude to be triggered, which will then be transferred to the brand. However, when a well-liked celebrity is sponsored in a commercial, the picture of the endorser prompts the desired awareness, giving the marketed brand a good connotation (Dreifaldt & Drennan, 2019).

The perception of a brand in customers' thoughts is referred to as brand social media, however, this indicates that customers consider various brands to be a part of themselves and their own identities. This link between the customer self-brand and loyalty is considered to encourage it. According to Agmeka et al. (2019), brand social image has a significant impact on customers' purchase intention and choice.

According to people's interactions and experiences with a brand, brand social image either evolves or changes over time; augmentations in brand associations cause a shift in brand social image (Gaustaed, et al., 2019). Through content marketing, customers are more likely to form favorable brand connections. The interaction between a company and its brands, as well as the interest of customers, are sustained through authentic and compelling content. Moreover, when organizations create relevant material, it holds considerable influence, educates individuals, fosters strong preferences, and fosters a sense of security and connection among them. In an era of constant information interchange, fierce rivalry, and a wide variety of brands in each product category, developing a brand's image and its products is really an art form (Agmeka et al., 2019).

Brand social image, in limitation to the study, consists of four factors as services, quality, variety, and convenience (Vahie & Paswan, 2016). When it comes to brand social image in terms of services, several factors contribute to how a brand is perceived by its customers. Providing high-quality services is crucial for building a positive brand social image. Consistently delivering services that meet or exceed customer expectations helps establish trust and reliability. Additionally, the overall experience customers encounter when engaging with a brand's services significantly influences the brand's social image. Delivering excellent customer service, responsiveness to customer needs, and ensuring a seamless and enjoyable experience all contribute to fostering a positive brand perception. Establishing a positive brand social image is a process that demands time, dedication, and consistency. It necessitates a comprehensive understanding of the target audience, including their needs and expectations. By focusing on delivering high-quality services, prioritizing customer satisfaction, and aligning with the brand's values, a positive brand social image can be cultivated and maintained (Amron, 2018; Anwar & Andrean, 2021).

Brand social image in terms of convenience is crucial for attracting and retaining customers who prioritize ease and efficiency in their interactions with a brand. Brands that are easily accessible through multiple channels create a perception of convenience. This includes having a user-friendly website, mobile app, or physical locations that are conveniently located for customers. Offering multiple touchpoints allows customers to interact with the brand in the most convenient way for them (Becker & Lee, 2019).

Speed and efficiency are key factors in convenience. Brands that prioritize fast response times, quick delivery or service fulfillment, and minimize waiting times are perceived as convenient. This can include expedited shipping options, efficient checkout processes, or prompt customer support. Offering a variety of payment options simplifies the transaction process and enhances convenience. Brands that accept multiple payment methods, including digital wallets, credit cards, or installment plans, cater to diverse customer preferences and increase convenience.

By focusing on these aspects of convenience, brands can build a positive brand social image that resonates with customers seeking easy and hassle-free experiences. It's important to continually assess customer needs and preferences, adapt to emerging

technologies, and stay responsive to evolving expectations to maintain a strong brand social image in terms of convenience (Barreda, et al., 2020).

Brand social image in terms of quality is a crucial aspect that can significantly impact customer perception and loyalty. Building a strong brand social image centered on quality requires attention to various elements. Offering high-quality products or services is fundamental to establishing a positive brand social image. Ensuring that your offerings consistently meet or exceed customer expectations is vital. This involves focusing on product design, manufacturing processes, service delivery, and any associated warranties or guarantees (Dam & Dam, 2021).

Consistency in delivering quality is essential for building a strong brand social image. Customers rely on brands to provide the same level of quality across all interactions and touchpoints. Consistency helps to create trust and reliability, fostering positive brand associations. Paying attention to craftsmanship and fine details demonstrates a commitment to quality. Brands that showcase meticulousness in their products or services establish a perception of high standards, precision, and care. The choice of materials or ingredients used in your products or services can contribute to the perception of quality. Selecting premium, sustainable, or ethically sourced materials can enhance the brand's image and resonate with customers who prioritize quality. Building a positive brand social image in terms of quality takes time, consistency, and a relentless focus on meeting customer expectations. It requires a deep understanding of your target audience's quality preferences and effective communication of your brand's commitment to excellence (Barreda, et al., 2020).

Brand social image in terms of variety refers to how a brand is perceived in offering a diverse range of products, services, or options to cater to different customer preferences. Having a wide range of products or services within your brand portfolio demonstrates variety. Offering multiple options allows customers to find something that aligns with their specific needs, preferences, or tastes. A diverse product/service range showcases the brand's ability to cater to different segments of the market (Sudaryanto, et al., 2021).

Providing various options and customization features allows customers to personalize their experiences. Brands that offer different colors, sizes, configurations, or add-on features enable customers to tailor the product or service to their specific requirements, enhancing the perception of variety. Continuously introducing new products, services, or features showcases the brand's commitment to innovation and variety. Brands that regularly bring fresh offerings to the market generate excitement and attract customers who value novelty and a wide selection. Engaging in collaborations or partnerships with other brands or influencers can expand the brand's variety. By associating with different entities, brands can tap into new markets, introduce joint products or services, and appeal to customers who value unique collaborations (Lin, et al, 2020).

Synthesis

Swift advancement of internet technology has prompted a plethora of significant changes in various facades and aspects of daily life, giving an introduction to the era of intense reliance and dependency of people on devices like smartphones and tablets. In the business realm, particularly in the Philippines, there is an evident and noticeable shift or transfiguration from traditional to digital marketing, with a profound emphasis on content marketing managed by influencers.

We belong to a technologically advanced world where companies educate, connect with, market to, and influence customers to buy their goods. Customers may easily access information and be informed about brands and their services thanks to social media content marketing. As they become more familiar with a certain brand, they form an emotional tie with them that motivates them to buy their products (Ansari, et al, 2019).

Social media influencers possess a central role in the revolution of marketing strategies by acting as a variable that impacts the brand's social image. It helps in broadening the scope of potential target and audience reach, and contributes greatly in influencing the overall facades of customer's purchasing decisions. Social Media Marketing's (SMM) emergence has been deemed as a dynamic strategy that fosters customer-marketer interaction, hence emphasizes the significance of comprehensive insights acquisition about target audiences. The considerable impact of SMM on businesses is undoubtedly apparent given the fact that social media contents trigger users to react toward it. In addition, SEO, as an innovative tactic, strengthens brand visibility, and customer satisfaction dimensions contribute to users' engagement with social media.

One way to draw customers, raise their recognition, improve their online presence, and get them to start or continue making purchases is through content marketing. Establishing positive brand-customer relationships in the digital age highlights the crucial role being played by content marketing as it allows businesses to enhance brand visibility through targeted and consistent content delivery, creating a solid groundwork for positive brand social image. Brand social image comprises the overall perception, reputation, and portrayal on social media of the brand, thus serving the way for customers' self-brand connection and stimulating loyalty. According to Milovanov and Grubor (2016), creating a strong brand is one of the key competitive advantages in a global market.

Enhancing brand image underscores the indispensable and strategic utilization of social media. The mediating role of brand social image between social media and customer decision-making was emphasized by empirical findings. Building a compelling brand social image necessitates the involvement of foundational elements of marketing and branding. Marketing is the passageway of businesses in putting into action the process of promoting, advertising, and selling a product in the market to attain business goals, essentially enabling them to gain a better understanding while fulfilling customer's expectations. Branding, a sub-element of marketing, serves as the backbone of a product's uniqueness as it focuses on creating a distinct identity to set the product apart from competitors. All of these take place in various social media platforms like Facebook, Instagram, etc.

By being connoted as an invaluable channel for both small and large businesses, social media's cost-effectiveness, measurability, and precise targeting hold unparalleled

importance in the marketing field. While traditional mass media has the power to amplify brand awareness in a quick manner, the approach to social media provides targeted interactions to customers, chiefly contributing to a positive brand perception. For effective engagement on social media, ensuring consistency in communication approaches, visual branding strategies, and the use of visual content are vital components with considerable influence to the overall efficiency of the interaction.

The study of Castillo, et. al. (2022) identifies numerous factors including perceived credibility, brand attitude, perceived image, and product match-up as influential in shaping brand social image, emphasizing the importance of aligning with customer preferences and maintaining consistency in services, quality, variety, and convenience to cultivate a positive brand social image.

Although brand social image had a good and considerable impact, price was primarily what convinced customers to make a purchase (Novansa & Ali, 2017). Additionally, a 2019 study (Ansari, et al, 2019) found a weak positive significant link between brand awareness and customer purchase intention. Regression analysis was performed in both studies to compute the results, and the findings show that customer awareness is positively associated with the variable purchasing intention.

In light of this, a study will be conducted to ascertain how social media content marketing affects the brand social image of any domestic beauty cosmetic products in the Philippines. The study's sample was restricted to individuals who purchased domestic beauty cosmetic products online while being influenced by the fashion choices of social media influencers. The marketing and advertising departments of Philippine beauty cosmetics companies may find the study's findings helpful in managing their content strategy and business plans for boosting their brand's social image.

When content management is done systematically, it may greatly assist companies using social media platforms in creating and disseminating information that is relevant, beneficial, and consistent for their target audience while reducing advertising costs. Other research on content marketing may use the study's findings as a reference.

Therefore, this research will investigate the impact of social media influencers' promotions on the brand's social image. It will examine how the use of social media influencers is reshaping the marketing landscape and how companies can make the most of this phenomenon to increase their social image and customer loyalty.

Significance of the Study

The results of this research may prove beneficial in the following fields and individuals:

Brand Owners. This study carries substantial value for the brand owners or businesses that are engaged in influencer marketing, as it yields in-depth insights concerning customer behavior apropos with influencers. As it delves upon customers' preferences and perceptions, this study offers a comprehensive understanding of different factors that may hold influential force towards their preferences in trusting an influencer, which is a crucial groundwork or basis for brand owners upon their selection of suitable, right, and optimum influencers who will represent the image of the brand in promoting products and services, therefore leading brands in an informed and coherent decision-making to build alignment with their target customer's expectations and demands; it enhances the overall effectiveness of marketing strategies.

Social Media Influencers. This research holds significant benefits for the social media influencers, giving them an expounded and heightened understanding of customer trust dynamics. By seeing the underlying aspects and extent to which their actions impact the customers, they grasp the flexibility of adaptation towards customers' preferences to gain better control of their online presence, thus strengthening their influential force. Through this study, social media influencers are also enabled to exercise greater discernment and scrupulously decide on what brand they will work at or collaborate themselves with considering that their affiliation or association with a specific brand might impact their perceived credibility as an influencer. Simply, this research equipped social media influencers with valuable insights to become conscious in maximizing the output of their influence, to navigate partnerships with brands in a perceptive manner, and to empower and protect their overall reputation in their followers' eyes.

Entrepreneurs. This study provides strategic advantage and deeper insights for entrepreneurs to leverage the adoption of contemporary technological-based marketing styles and techniques to be at par and be on equal footing with other leading businesses who are already utilizing the integration of social media platforms anchored with influencers for the promotion of their business. This research serves as a guide in outlining a comprehensive understanding of numerous variables and dynamics involved in influencer marketing. Entrepreneurs then can establish alignment of their strategies with current industry trends to enhance brand visibility and reinforce competitiveness in the field of entrepreneurship.

Local Beauty Cosmetic Owners / Manufacturers. This study will help manufacturers of local brand products to increase sales and customer patronage. Refining their marketing strategies using the key findings in this study would ensure that they coincide with the customer preferences and trust factors identified in the study. The optimal application of in-depth insights in this study could result in a more targeted and effective endorsement and dissemination of value propositions about their cosmetic products, allowing them to reach a broader scope of potential customers while enriching brand loyalty of the existing customers.

Customers. This research generates awareness for customers to possess wise buyer characteristics in managing their purchasing decisions. It helps them assess, evaluate, and build a rational perception of the brand and influencer's authenticity, credibility, convenience, and social image to improve choices when making prudent decisions as a customer. The key findings of this study will help them become a critical thinker to gauge the social image of certain brands through the influencers' comments and suggestions, have customer rights awareness, question claims and verify information to avoid being susceptible to misleading advertisements, and embody adaptability to the evolving market trends.

Marketing Professionals. This study can benefit marketing professionals from the impact of influencers' recommendations on purchasing behavior. With the knowledge of conceptualizing new or innovative designs and effective marketing campaigns, marketing professionals will help in increasing sales and/or the company's market share.

Online Sellers. This study has a beneficial result for online sellers by enabling them to incorporate and leverage valuable insights and findings onto their online selling system. It will help them to tailor marketing strategies, product offerings, and escalate customer interaction. They can derive and develop an effective influencer marketing strategy based on the shown impacts in the study to further branding efforts and build a more appealing online presence like influencers. Online sellers could also identify effective ways of market communication to produce contents that resonate to customer's preferences, thus addressing issues in credibility and transparency.

Future Researchers. This study will yield a sufficient body of information for individuals who seek to undergo or conduct a similar study as additional literature for their research. It will also serve as a source, reference, and guidance for future researchers, laying a potential foundation for their investigations and encouraging the exploration and identification of other variables that could hold a significant impact to expand the scope and depth of research and other literature tackling this field. Researchers' findings and methodology presented in this study could provide a great contribution in the ongoing discourse and knowledge empowerment in discovering other relevant factors concerning the subject area.

Conceptual Paradigm

Delivering variety does not entail inundating customers with an abundance of choices; instead, it involves offering purposeful options that align with their preferences and elevate their overall experiences. A profound comprehension of your target audience, along with their distinct needs and desires, stands as a pivotal prerequisite for crafting a brand's social image synonymous with diversity. This study endeavors to assess how social media influencers in the local beauty cosmetics sector influence the brand social image, as perceived by selected social media influencers.

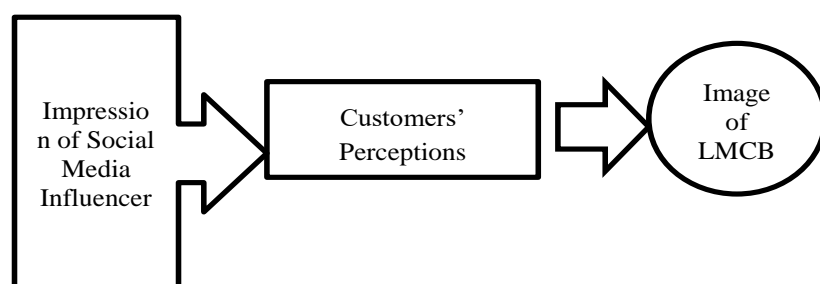


Figure 1. Conceptual Paradigm of the Study

In Figure 1 above, the conceptual paradigm of the study is depicted. Social media influencers impression on customers' perceived image of locally manufactured beauty products. Here are some factors that builds the image of locally manufactured beauty products:

Credibility and Trust: When a reputable and relatable social media influencer promotes locally manufactured beauty products, it can enhance the credibility and trustworthiness of those products in the eyes of their followers. Influencers frequently cultivate a devoted and interactive audience that places high value on their opinions and endorsements. Therefore, if an influencer endorses a locally made beauty product, it may be perceived as more trustworthy, especially if the influencer is known for their honest and unbiased reviews.

Visibility and Awareness: Influencers can increase the visibility and awareness of locally manufactured beauty products within their niche or target audience. By showcasing these products in their content, influencers can expose them to a wider audience, which may not have otherwise come across them. This increased visibility can contribute positively to the perceived social image of these products by making them more recognizable and desirable.

Consumer Perception: Influencers can shape how consumers perceive locally manufactured beauty products. If influencers consistently use and endorse these products, it can create a positive association with the brand and its offerings. The perceived image may shift from being unknown or untested to being trendy, high-quality, and worth trying.

User-generated Content: When influencers collaborate with their followers to create user-generated content (UGC) featuring beauty products, it can foster a sense of community and authenticity surrounding the brand. UGC often portrays real people using the products, which can reinforce the idea that the products are effective and suitable for a wide range of consumers.

Local Pride and Support: Influencers who are associated with and support locally manufactured beauty products can instill a sense of local pride and support for domestic industries. This can resonate with consumers who prefer to support local businesses, thus positively influencing the social image of these products.

Perceived Quality: The perceived social image of locally manufactured beauty products can be influenced by the influencer's portrayal of the product's quality, efficacy, and value for money. Positive reviews, demonstrations, and before-and-after comparisons by influencers can enhance the perception of these products as being on par with or even superior to international brands.

However, it's essential to note that not all influencer collaborations may have a positive impact. If an influencer's authenticity is questioned or if they promote products that do not align with their typical content or values, it can negatively affect the perceived social image of the beauty products.

In conclusion, social media influencers can significantly influence the perceived social image of locally manufactured beauty products by leveraging their credibility, visibility, and ability to shape consumer perceptions. When managed effectively, influencer partnerships can be a powerful marketing strategy for local beauty brands looking to establish a positive reputation and expand their market presence.

This study aims to provide an in-depth understanding of the perceptions held by the chosen participants regarding the brand's social image of the online products they have purchased, influenced by the social media influencers. This examination will encompass crucial dimensions such as service, convenience, quality, and variety. Consequently, it will furnish a comprehensive analysis of the influence exerted by social media influencers to the brand social image.

Influencer marketing on social media has evolved into one of the most sophisticated forms of advertising. In actuality, 79% of cosmetic companies favor influencer marketing above other types of advertising. Influencer marketing becomes evident in serving as a thread for connecting brands with their target customers as shown in the survey of Benchmark Report 2023 with approximately 3500 respondents composed of cosmetic marketing agencies, beauty product brand companies, and PR agencies. The data indicates that 23% of respondents intend to allocate over 40% of their total marketing budget to influencer campaigns. Furthermore, 67% of those budgeting for influencer marketing plan to increase their influencer marketing budget in 2023. These figures indicate that the popularity of influencer marketing has surpassed the effectiveness of traditional marketing strategies.

A single influencer may wind up supporting several brands, though, as influencer marketing has grown overly competitive. The researcher wanted to investigate the effects of social media influencers to the brand social image in domestic beauty cosmetic items. Based on the findings of the study, inputs might be developed to the brand social image of the company's product.

Statement of the Problem

This qualitative research aims to gain profound insights into the personal experiences of individuals serving as social media influencers. It comprises four primary research questions that investigate the influence of these experiences. Each main

research question is accompanied by two sub-questions, which facilitate a comprehensive exploration of the research topics. This approach aims to offer valuable insights into how social media influencers describe costumers' perceived image of locally manufactured cosmetic beauty products. Specifically, it will seek to answer the following:

1. How do social media influencers describe consumers' perception on their credibility and trustworthiness when promoting locally manufactured cosmetic beauty products, and how do they think this perception affects consumers' purchasing decisions?
2. What factors do social media influencers identify as influential in shaping consumers' attitudes and behaviors towards locally manufactured cosmetic beauty products when they are endorsed or review them on their platforms?
3. How do social media influencers shape the perceived quality, authenticity, and uniqueness of locally manufactured cosmetic beauty products among consumers, and how does this impact their brand loyalty and preferences?
4. What role do online communities and discussions on social media platforms play in shaping the perceptions and preferences of consumers towards locally manufactured cosmetic beauty products promoted by social media influencers?

Definition of Terms

The following terms that are used in the paper are operationally and conceptually defined to accurately and fully understand this paper.

Social Media Influencer. Operational Term: A social media influencer is someone who has amassed a significant online following and holds the ability to sway the opinions, actions, and purchasing decisions of their audience by crafting and disseminating content across various social media platforms. This influence is commonly gauged by the influencer's reach, engagement, and effectiveness in endorsing products, services, or ideas to their audience.

Social Media. Operational Term: Social media encompasses digital communication platforms or networks where users can generate, share, and engage with various forms of content, such as text, images, videos, and links, among other users. These platforms facilitate online social interactions, allowing individuals and organizations to connect, communicate, and interact with each other in real-time or asynchronously. Social media platforms include websites and mobile applications like Facebook, Instagram, Twitter, LinkedIn, and TikTok.

Perceived Social Image. Operational Term: Perceived social image is the impression or perception that an individual or entity conveys to others through their online presence and activities on social media. It encompasses how someone, or something is perceived by their audience in terms of personality, values, lifestyle, and public image based on the content they share and the interactions they have on social media platforms. Perceived social image is often influenced by the tone, consistency, and authenticity of the content shared, as well as the reactions and feedback from the online community.

Social Media Tool. Operational Term: A social media tool is a software application, platform, or service designed to assist individuals, businesses, or organizations in managing, analyzing, scheduling, and enhancing their presence on social media platforms. These tools typically offer features such as content scheduling, analytics and reporting, audience engagement monitoring, social media advertising management, and content creation capabilities to help users effectively navigate and utilize social media for their specific goals and objectives. Social media tools can be web-based or desktop applications, mobile apps, or plugins/extensions that integrate with popular social media platforms to streamline and optimize social media marketing and communication efforts.

Scope and Delimitation of the Study

The study aimed to analyze how social media influencers in the Filipino domestic beauty cosmetic industry impacted the brand's social image, as perceived by a select group of participants. The sample size for this study comprised 12 participants who used or promoted locally manufactured beauty products. Data was collected through face-to-face or online interviews. The scope of this research was limited to domestic beauty cosmetic industries owned by Filipinos.

The discussion centered on evaluating the demographic profiles of the participants, encompassing factors such as age, and the number of social media accounts. Moreover, the study delved into the participants' perspectives on social media influencer marketing within the domestic beauty cosmetic sector. This examination encompassed various dimensions including perceived credibility, brand attitude, perceived image, and product match-up, as well as their communication style in promoting the product line. Additionally, the research probed into participants' perceptions of the brands' social image within the domestic beauty cosmetic industries, covering aspects like service, convenience, quality, and variety.

Social media influencer is an individual who has established credibility, authority, and a significant following on various social media platforms. They possess the capability to sway the opinions, actions, and buying choices of their audience through their online presence and content. These influencers often specialize in specific niches such as beauty, fashion, fitness, lifestyle, or food, and collaborate with brands to promote products or services to their followers.

As per Lin, Li, Wang, and Liao (2021), social media influencers are individuals who hold significant sway over the buying choices of others due to their authority, expertise, status, or connection with their audience on social media platforms. The interview was conducted online through social media platforms, email, or other online survey tools. Alternatively, interviews were conducted in-person or remotely via phone or video conferencing depending on the location of the participants and the feasibility of the research.

Participants of this study were given the rightful authority to withdraw from taking part in the research if they felt that there was a violation of their rights during the data gathering, and they were entitled to waive from answering the questionnaire. Participants who were unable to finish or left the questionnaire unfinished were not considered during the data processing. The study concentrated on four key qualitative inquiries aimed at elucidating the roles of creativity and trustworthiness in branding, and their impact on purchase decisions. Additionally, it investigated the communication styles and objectives of social media influencers promoting local cosmetic products.

Methodology of the Study

This chapter of the study presented the methods and techniques that were utilized in this research, which entailed the research design, sampling process, respondents of the study, data gathering procedure, and statistical treatment tools and processes used by the researcher.

Methods and Techniques Used

This paper utilized a qualitative research approach, which involved the collection, analysis, and interpretation of non-numerical data, such as language and narratives provided by research participants. Qualitative research was selected to grasp how individuals subjectively perceive and interpret their social reality (Mcleod, S., 2023). It provided a valuable approach to understanding how individuals subjectively perceive and assign meaning to their social reality (Mcleod, S., 2023). The chosen research design for this study was phenomenology, a method that concentrated on examining an individual's real-life encounters and interactions within their surroundings. This approach aimed to investigate the Impressions of Social Media Influencers Towards Customers of Locally Manufactured Cosmetic Beauty Products.

Phenomenology is a philosophical method centered on examining conscious experience, placing emphasis on the subjective and qualitative aspects of human perception. Its objective is to comprehend the essential nature and significance of phenomena as they are personally perceived by individuals.

According to Bernstein and Nash (2008), behavioral influence encompassed emotional and cognitive factors, all of which constituted an individual's experience, or the feelings experienced by employees in this context. Qualitative research involved the collection and analysis of non-numerical data by gathering in-depth insights or generating new ideas in pursuit of a deeper understanding of experiences, phenomena, and context within a natural setting. The qualitative research's openness, flexibility, and responsiveness to context made it an optimal method for this study to explore how social media influencers acted as a transformative variable in the locally manufactured beauty cosmetic brand's social image. Benzecry (2019) defined qualitative study as the collection of a variety of empirical materials like personal experience.

In this research, the gathering of data through interviews, and observations captured a diverse range of perspectives, attitudes, and insights of customers towards social media influencer-promoted cosmetic brands; under this approach, the study revolved around the investigation of social media marketing, revealing the emotional aspects of consumer- brand interactions by understanding complex relationships of SMIs to the customer's overall purchasing.

Participants of the Study

The participants of this qualitative study, specifically a sample size of 12 participants, were drawn from the population of online shoppers or consumers, and social media influencers that may or may not have been affiliated with locally manufactured beauty cosmetic products and social media influencers in the Pampanga locality. In a sense, this rigorous study's primary objective was to

gain valuable insights to better understand underlying complexities adherent to the impressions of social media influencers on the preferences, behaviors, and attitudes of online shoppers towards the brand social image of a cosmetic beauty product.

Hence, the targeted participants for this study were individuals aged between 18 and 40, possessing a minimum of 300 followers, particularly those who utilized a range of social media platforms such as Facebook, Instagram, TikTok, and others, as a digital means for communication, branding, and purchasing beauty cosmetic products, especially those locally marketed and manufactured within the country.

Further, this study focused exclusively on gathering qualitative and empirical data from participants who deemed and considered themselves as avid users of beauty cosmetic products, especially those that were made and advertised by Filipinos and other specific local companies. Additionally, this study also included social media influencers as participants to append an intensive dimension in the study's overall rigor. By encompassing individuals who not only consumed beauty products but also held a strong influential force over their followers to shape their purchasing decisions through their mere online presence, the study not only acquired a broader perspective concerning the consumer behavior but also delved into the dynamics of online influence. SMIs provided valuable insights regarding how they interacted with and promoted domestic beauty cosmetic products in an optimal way, and the emerging beauty trends and preferences within the local community of Pampanga.

Inclusion Criteria

Social media influencers:

- Resided in Pampanga
- Had substantial followers from Pampanga
- Endorsed beauty cosmetic products via SMP
- Focused on beauty-related content
- Used the beauty products themselves

In selecting the participants who participated in the interview questions crafted to meet this study's goals, the researcher ingeniously employed the consolidation of purposive and convenience sampling methods as a hybrid approach.

Table 1

Profile of the Participants

Participant's ID	Age Group	Years as SMI	Digital Platforms
SMI1	21	3	Tiktok, FB and IG
SMI2	19	3	Tiktok, IG
SMI3	25	4	IG, Tiktok, FB
SMI4	23	3	Tiktok, FB, IG
SMI5	26	4	Tiktok, FB
SMI6	22	4	Tiktok, FB, IG
SMI7	32	4	Tiktok, IG
SMI8	31	2	Tiktok, FB, IG
SMI9	23	4	Tiktok, FB
SMI10	25	4	Tiktok, FB, IG
SMI11	25	4	Tiktok, IG
SMI12	27	4	Tiktok, FB, IG

Purposive sampling is a non-random technique where researchers constructed certain, specific, and relevant characteristics to intentionally select participants based on the necessities and requirements of the study. It involved a determined and purposeful selection process to guarantee that the chosen participants possessed the essential qualities and experiences that were aligned with the research objectives; it sought to capture a diverse range of perspectives to answer the study's SOP.

In this study, this approach was utilized to select individuals and social media influencers as participants who possessed and met the set specified inclusion criteria mentioned earlier, hence guaranteeing that the drawn sample represented the target demographic. Additionally, convenience sampling was also utilized to choose female and/or social media influencer participants who were near, available, and accessible to take part and be subjected to the interview questions for this study. Convenience sampling involved the selection of participants based on their ease of accessibility and proximity to the researcher. This sampling approach was practical, efficient, and easy especially when considering the challenges encountered to implement expounded

techniques due to constraints in time, resources, and logistics. In the context of this study, utilization of convenience sampling allowed the researcher to select participants who were readily available or easily accessible in Pampanga within a short duration of time, which laid an optimum groundwork for immediate communication and implementation of the interview through social media platforms.

The combination of purposive and convenience hybrid approach allowed the researcher to establish equilibrium between meeting the inclusion criteria for targeted participants' characteristics and the practical factors to consider in conducting the interview such as time, resources, and logistical constraints, to make the interview productive, smooth, and convenient without sacrificing quality. Due to the nature of the study's design, aims, and context, the hybridization of these two non-probability sampling approaches was suitable and proven to yield successful results when there was a limited number of individuals who may serve as the primary data source in emphasizing participants' meaning. Creswell and Poth (2018) stated that a sample size ranging from 5 to 25 participants was adequate enough to illuminate and extract an in-depth description of a phenomenon. Therefore, the researcher drew a sample size composed of participants for the interviews.

Instruments of the Study

The researcher employed an interview process as a data gathering apparatus to thoroughly grasp the nuances in the perspectives of consumers and social media influencers in their interaction to the cosmetic beauty products' brands and interchangeably. A researcher-made interview questions were constructed to elicit comprehensive and insightful narratives from participants, which may contribute to a deeper understanding of the intricate dynamics of relation between consumers, social media influencers, and the cosmetic beauty industry.

The interview questionnaire was composed of an introduction, followed by the 4 sections with respective focus on a certain variable to explore. The introduction included the researcher's semi-biodata, the study's context per se, informed consent, and the statement of confidentiality to ensure that the participant and the researcher's interaction is valid and approved by both sides. The first and initial part of the interview questionnaire aimed to gather basic demographic information of the participant, including name (optional), email, age, and their active social media accounts used to look for locally manufactured cosmetic beauty products.

The information provided at this part was intended to yield context for understanding the potential of different demographics as a variable on their perception, attitude, and overall consumer behaviors involving SMLs beauty cosmetics. The second section of this research delved into the participants' experiences regarding consumer reactions to perceived credibility and trustworthiness, as well as the influence of these factors on purchasing decisions. The questions in this section were strategically designed to investigate participants' preferences for social media platforms when discovering products, the impact of influencer recommendations on their consumer behavior, and the role of influencer identity in shaping their intent to make purchases. These questions were thoughtfully aligned to yield insights into participants' perceptions of credibility, their attitudes towards brands, their perception of the brand's image, and how well the products align with their preferences.

Additionally, this section incorporated two sub-questions within the research instruments. This approach aimed at facilitating a more detailed exploration of the main research questions, which will provide deeper insights and validation of the findings.

The third section of the interview questionnaire was dedicated to exploring the critical factors that impact consumers' attitudes and behaviors when they encounter locally manufactured cosmetic beauty products endorsed or reviewed by social media influencers. This section aimed to gain a comprehensive understanding of how social media influencers influence consumer perspectives and to shed light on the alignment of values and image between the influencers and locally manufactured cosmetic beauty products.

The fourth section of the research aimed to elucidate the role played by online communities and discussions on social media platforms in shaping consumers' perceptions and preferences regarding locally manufactured cosmetic beauty products promoted by social media influencers. Additionally, it sought to investigate how social media platforms function as channels for the exchange of information, experiences, and opinions about these products by employing a researcher-made interview questionnaire, ensuring the clarity and simplicity of the formulated questions would be done to let participants easily understand and respond to each inquiry without any discombobulation. By crafting open-ended questions, the participants were encouraged to share their thoughts, perceptions, opinions, and experiences in a free manner, which leads to rich qualitative data. Due to the nature of this study, organizing the questions in logical sequence from the general demographic information to more specific inquiries helped the researcher to categorize the answers for the research's overarching objectives.

Lastly, to ensure the reliability and alignment of the interview questions, a validation of this instrument was conducted.

Dear Participant:

I am Christine J. Concepcion, a La Consolacion University student who currently pursues a Doctorate Degree in Business Administration. As an endeavoring candidate for this degree program, I am conducting my qualitative study entitled: "Impressions of Social Media Influencers Towards Customers of Locally Manufactured Cosmetic Beauty Products." This study seeks to unravel and acquire a deeper understanding of the underlying complexities between the relationship of consumers' perception and overall behavior towards the brand social image of locally manufactured beauty cosmetic products and the impacts of social media influencers' online presence. To reveal and prompt new insights about the trends in the cosmetic beauty products market industry, specifically in the locale of Pampanga, when incorporated with the digital marketing strategy of influencers who garners a growing popularization, which contributes, to a large degree, to the existing body of knowledge.

CONFIDENTIALITY AND PRIVACY DATA

All of the information and data collected from the participants will be treated with strict confidentiality and security measures. The researcher guaranteed an utmost observation of absolute privacy, anonymity, and great confidentiality throughout the entire process including the pre, amidst, and aftermath of data collection, storage, and publication of this research paper. All of the information provided and generated upon the execution of this research study process were subjected, governed, and protected under the regulations outlined in the Data Privacy Act.

INTERVIEW QUESTIONS FOR SOCIAL MEDIA INFLUENCERS**PART 1. DEMOGRAPHIC PROFILE OF THE PARTICIPANT**

Name (Optional):

Email:

Age: ☐ 18 and below ☐ 19 – 30 ☐ 31 – 50 ☐ 50 and above

Active Social Media Account use for checking locally manufactured cosmetic products (You may check more than one)

☐ Facebook ☐ TikTok ☐ Twitter ☐ Instagram

☐ Others _____

PART 2. This qualitative research aims to gain profound insights into the personal experiences of individuals serving as social media influencers. It comprises four primary research questions that investigate the influence of these experiences. Each main research question is accompanied by two sub-questions, which facilitate a comprehensive exploration of the research topics. This approach aims to offer valuable insights into how social media influencers impact the perceived image of locally manufactured cosmetic beauty products.

Research Question 1: How do social media influencers believe consumers perceive their credibility and trustworthiness when promoting locally manufactured cosmetic beauty products, and how do they think this perception affects consumers' purchasing decisions?

Sub-problem 1: What specific characteristics or behaviors of social media influencers contribute to their perceived credibility and trustworthiness among consumers?

Sub-problem 2: To what extent do consumers rely on social media influencers as a primary source of information when considering the purchase of locally manufactured cosmetic beauty products?

1. Research Question 2: What factors do social media influencers identify as influential in shaping consumers' attitudes and behaviors towards locally manufactured cosmetic beauty products when they are endorsed or review them on their platforms?

Sub-problem 1: How do consumers perceive the alignment between the values and image of social media influencers and the locally manufactured cosmetic beauty products they endorse?

Sub-problem 2: What role do emotional and psychological factors, such as identification with influencers or the desire for social validation, play in shaping consumer attitudes and behaviors towards these products?

2. Research Question 3: How do social media influencers shape the perceived quality, authenticity, and uniqueness of locally manufactured cosmetic beauty products among consumers, and how does this impact their brand loyalty and preferences?

Sub-problem 1: In what ways do social media influencers convey the quality and authenticity of locally manufactured cosmetic beauty products through their content and messaging?

Sub-problem 2: How does the influence of social media influencers affect consumers' repeat purchases, brand loyalty, and preferences for locally manufactured cosmetic beauty products?

3. Research Question 4: What role do online communities and discussions on social media platforms play in shaping the perceptions and preferences of consumers towards locally manufactured cosmetic beauty products promoted by social media influencers?

Sub-problem 1: How do online communities and discussions on social media platforms facilitate the exchange of information, experiences, and opinions about locally manufactured cosmetic beauty products?

Sub-problem 2: To what extent do consumers actively participate in online discussions and communities related to these products, and how does this participation influence their perceptions and preferences?

These sub-problems will allow for a more detailed exploration of the main research questions and provide valuable insights into the impact of social media influencers on the perceived social image of locally manufactured cosmetic beauty products.

Data Gathering Procedure

This comprehensive methodology outlined the steps taken to ensure the validity, reliability, correctness, and ethical conduct of the research study.

1. Seeking Permission: The researcher sought a written permission and authorization from the Dean of the University and their adviser prior to conducting the first phase of the interview process to ensure strict compliance and adherence with the university regulations and ethical standards along the course of action of the said interview process; it served as the fundamental foundation in upholding integrity, recognizing responsibilities, and reinforcing commitment to this scholarly work. Further, the researcher sought consent from the target participants. Informed consent, which served as an affidavit containing the written approval of the participants to partake in the interview; a crucial ethical requirement was prioritized at the interview process to assure the participants' voluntary participation.

2. Interview Questionnaire Evaluation: To align the set of interview questions with the study's objectives, an exhaustive expert validation was conducted. The interview questions undergone a comprehensive evaluation by three research professionals who have approved the study and possess profound and wide spectrum of knowledge about the research's content and structure. They scrutinized if the questions crafted by the researcher produced answers that were aligned with the SOP. Further, they assessed the clarity, effectiveness, and trustworthiness of the interview questions. This step was crucial to increase the interview questions' reliability, correctness, and overall validity as findings and examination provided by the evaluators will served as a framework to deal with any necessary refinements before the full-scale execution of the interview process.

3. Actual Interview: Subsequent to the validation of the interview questionnaire, the researcher proceeded in conducting the actual data collection. Prior to the commencement of interview, a comprehensive explanation of the study with emphasis to the confidentiality and anonymity of participation was rigorously elucidated to the participants to give them total awareness and be fully-informed of potential processes, uses, and incorporation of their answers that may appear in this study. Hence, the establishment of openness and clear understanding between the researcher and participants as they feel free to share genuine opinions that leads to a more truthful portrayal of their perception of cosmetic brand social image based on the influence of SMIs.

4. Data Collection: Primary collection of data was facilitated through a face-to-face or online interview. The interview consisted of multiple questions crafted to elicit participants' perceptions, experiences, and insights related to their interactions and engagement with social media influencers that may be affiliated or not to the cosmetic or skin care industry. Notably, if the participant answers 'No' to any relevant question, the interview concluded for that participant as a gesture of respect to their preferences, rights, and decisions to maintain a proper and ethical data collection process that contributes to the integrity of findings in this study.

5. Interview Questionnaire Authenticity: The researcher crafted an interview questionnaire to capture the bona fide insights of the participants concerning the impacts of social media influencers' marketing to their degree of desire to purchase a product, their perceived social image towards the cosmetic beauty product's brand, and overall consumer behavior. It was composed of numerous sections exploring concerns about the relationship of social media influencers, locally manufacturing brands, and online consumers in the cosmetic beauty product industry. This structured interview questionnaire by the researcher included

open-ended, relevant, and targeted questions that enable participants to express their views in their own words, which provided rich, qualitative data that were aligned to the research focus, thus directly addressing different aspects of the study's objectives.

Data Processing

In analyzing the data gathered from the participants, the researcher conducted the transcription of data where the researcher reads, absorbs, and recalls the responses or narration of the participants. Data from the interviews were broken down into discrete units of information that were linked by a common idea using codes. These codes were compared, differentiated, or combined to generate and develop a sensible analysis.

The final stage of data processing involved the utilization of thematic coding, a form of qualitative analysis involving the identification of passages of statements that were linked by a common theme or idea, understanding recurring key themes and patterns in the data and how they relate to one another, enabling the establishment of a structured framework of thematic concepts (Gibbs 2017). This intuitive approach involved systematic coding, categorizing, analyzing, and interpreting acquired qualitative data from the interview questionnaire to uncover meaningful insights and draw conclusions by giving emphasis to the participant's meaning.

Potential Ethical Issues

The following ethical issues were carefully considered by the researcher in order to protect the participants' moral and legal rights. The study's data and additional input were all recognized and appropriately reported. According to Fleming and Zegwaard (2018), all of these were assured while considering the significant ethical issues when conducting a study.

Privacy and Confidentiality. The researcher ensured that no other than the researcher could identify the information that the participants gave and made sure that information were shared in confidence and secrecy. The participants were made aware that the study panelists were not given their identities when the data will be provided to them.

Autonomy. The researcher assured the participants that their participation in the study were entirely optional and that they may omit themselves at any time. There was no more data gathering or analysis beyond this point, and all previously collected data were deleted.

Informed Consent. A consent letter outlining some of the main points of this were anticipated of participants were given to the latter. Participants signed the consent form that was sent with the letter confirming their participation in the study.

In addition, the participant was required to be dropped from the study if they did any of the following: (1) failed to complete the questionnaires; (2) missed the submission deadline; or (3) did not cooperate with the researcher.

Finally, in order to safeguard the participants and the information they submitted throughout the research process, researcher must abide by Republic Act 10173, also known as the Data Privacy Act of 2012 in the Philippines. In order to preserve the participants' anonymity, the researcher utilized codes for their names while performing the study.

Presentation, Analysis, and Interpretation of Data

In this chapter, the collected data, along with its interpretation, were presented in code form, arranged chronologically to serve as the foundation for interpreting the statement of the problem. These findings formed the basis for deriving conclusions and recommendations.

The first question was structured to offer a comprehensive exploration of the experiences narrated by the social media influencers, highlighting the importance of identifying commonalities and similarities in their thoughts. This approach facilitated the establishment of multiple interpretations of the data. A priori codes were selected to identify and establish patterns of thought, contributing to the emergence of themes that supported a deeper understanding of the implications.

Research Question 1. How do social media influencers believe consumers perceive their credibility and trustworthiness when promoting locally manufactured cosmetic beauty products, and how do they think this perception affects consumers' purchasing decisions?

Social media influencers believe consumers perceived their credibility and trustworthiness when promoting locally manufactured cosmetic beauty products based on various factors such as authenticity, expertise, and transparency in their endorsements (Smith, 2020). This perception significantly influenced their purchasing decisions, as consumers tend to rely on influencers who they perceive as trustworthy and credible sources of information (Jones et al., 2019).

In this answer, it was explained that consumers often assess the credibility and trustworthiness of social media influencers who endorse locally manufactured cosmetic beauty products. The evaluation process involved considering various factors such as perceived authenticity, transparency, and alignment with personal values. These factors influenced consumers' decisions regarding whether or not to purchase the products being promoted.

This study emphasized how significant consumers' opinions of social media influencers are in impacting their buying behaviors. Consumers tend to trust influencers who they perceive as genuine, transparent, and aligned with their personal values. When influencers effectively convey these qualities in their endorsements of locally manufactured cosmetic beauty products, consumers were more likely to view the products positively and make a purchase. Hence, comprehending and utilizing these elements were essential for marketers and brands aiming to engage effectively with consumers through influencer marketing tactics.

SMI1: Consumers frequently evaluate the reliability and trustworthiness of social media influencers endorsing domestically produced cosmetic beauty items, considering factors such as perceived genuineness, openness, and resonance with personal values, ultimately shaping their choices to make a purchase.

SMI5: The consumers perceive the credibility of the influencers when they actually trying/using the local product in their own body. If the local product is applied beautifully, this influences the consumer to purchase the said product.

SMI7: Kung yung mga produkto na ginagamit nila ay maganda at dekalidad kapag ipinahid na sa kanilang mga mukha. *(The product's quality was consistently perceived as highly effective, bolstered by the experiences of many consumers who found it credible and convincing.)*

SMI9: Consumers take into consideration the credibility and trustworthiness of any social media influencers by means of browsing and checking different social media accounts if the products they use are safe, proven and tested.

SMI3: Ang mga mamimili ay kadalasang tumitingin sa paraan kung paano ire-rekomenda ng mga social media influencers ang kanilang mga produkto, at ang ilan sa kanila ay nag-eexist lamang para sa clout. Kaya naman, ang mga mamimili ay nagbabase sa kung ano ang totoo sa produktong kanilang mga ginagamit. *(buyers mostly assumed their purchase on the structure of endorsement particularly in the social media influencer. Their interest in the products provide the basis of purchase. Mostly, product influencer has the capacity to influence decision making because of how they personally experience)*

SMI11: Kumpiyansa ang mga mamimili sa mga influencers kung sila ay nagpapakita ng kasanayan at patuloy na nagbibigay ng mahalagang komento patungkol sa mga produktong kanilang mga ginagamit. Ang kasanayang ito ay maaaring mapabago ang desisyon sa pagbili at pagtangkilik ng mga mamimili. *(Buyers find influencers particularly trustworthy because they often discuss the product's effectiveness and provide numerous positive comments based on their own experiences of using it. Their experience has the potential to significantly influence the decisions of buyers and shape how potential customers engage with the product. It primarily hinges on trust and word-of-mouth as they share insights about the product's benefits.)*

Based on the provided answers, the following qualitative codes can be identified along with their commonalities:

- 1. Influencer Trustworthiness and Effectiveness:**
 - Commonalities: Trust in influencers stem from their discussion of product effectiveness and provision of positive comments based on personal experiences.
 - Interpretation: Buyers rely on influencers' firsthand experiences and positive endorsements to guide their purchasing decisions, emphasizing trust and credibility in their evaluations.
- 2. Endorsement Structure and Purchase Basis:**
 - Commonalities: Buyers often base their purchases on the endorsement structure, particularly in social media influencers, and their interest in the products.
 - Interpretation: Purchasing decisions are influenced by the endorsement format employed by influencers and buyers' personal interest in the products, suggesting a reliance on influencers' experiences and endorsements.
- 3. Credibility and Trustworthiness Evaluation:**
 - Commonalities: Consumers assess the credibility and trustworthiness of social media influencers by browsing various accounts to determine the safety, provenance, and reliability of the products they endorse.
 - Interpretation: Consumers engage in active scrutiny of influencers' credibility and the products they endorse, emphasizing the importance of safety, reliability, and authenticity in their decision-making process.
- 4. Reliability and Trustworthiness in Endorsing Domestic Cosmetic Beauty Items:**
 - Commonalities: Consumers evaluate the reliability and trustworthiness of influencers endorsing domestically produced cosmetic beauty items based on factors such as perceived genuineness, openness, and alignment with personal values.

- Interpretation: Endorsements from influencers endorsing locally made cosmetic beauty items are evaluated based on perceived genuineness, alignment with personal values, and transparency, influencing consumers' decisions to make a purchase.

These qualitative codes highlight the importance of trust, credibility, personal experiences, and alignment with personal values in consumers' decision-making processes when influenced by social media influencers.

Table 2

A Priori Codes & Interpretation

Question 1. How do consumers perceive the credibility and trustworthiness of social media influencers when promoting locally manufactured cosmetic beauty products, how does this influence their purchasing decisions?		
SMI1: Consumers frequently evaluate the reliability and trustworthiness of social media influencers endorsing domestically produced cosmetic beauty items, considering factors such as perceived genuineness, openness, and resonance with personal values, ultimately shaping their choices to make a purchase.		
SMI5: The consumers perceive the credibility of the influencers when they actually trying/using the local product in their own body. If the local product is applied beautifully, this influences the consumer to purchase the said product.		
SMI7: Kung yung mga produkto na ginagamit nila ay maganda at dekalidad kapag ipinahid na sa kanilang mga mukha.		
SMI9: Consumers take into consideration the credibility and trustworthiness of any social media influencers by means of browsing and checking different social media accounts if the products they use are safe, proven and tested.		
SMI3: Ang mga mamimili ay kadalasang tumitingin sa paraan kung paano ire-rekomenda ng mga social media influencers ang kanilang mga produkto, at ang ilan sa kanila ay nag-eexist lamang para sa clout. Kaya naman, ang mga mamimili ay nagbabase sa kung ano ang totoo sa produktong kanilang mga ginagamit.		
SMI11: Kumpiyansa ang mga mamimili sa mga influencers kung sila ay nagpapakita ng kasanayan at patuloy na nagbibigay ng mahalagang komento patungkol sa mga produktong kanilang mga ginagamit. Ang kasanayang ito ay maaaring mapabago ang desisyon sa pagbili at pagtangkil ng mga mamimili.		
SMI12: So the consumers perceived the credibility and trustworthiness of social media influencers when promoting locally manufactured cosmetic beauty products based on several factors just like the expertise of the social media influencers. Also the authenticity of their promotions as well as their transparency of their relationship with the brands same thing with the consistency, also the authenticity of their promotion, as well as the transparency of their relationship with the brands same thing with the consistency in promoting high-quality products and also their interaction and engagement with their audience. The credibility and trustworthiness of the social media influencers greatly or significantly affect the purchasing decision or influence the purchasing decision of the consumers. If the consumers trust the social media influencers, they'll be considering their recommendation, and most likely they will be making a decision that they will purchase the brand or the cosmetic beauty products.		
SMI14: When social media influencers genuinely connect with their followers and offer honest reviews of locally made beauty products, consumers tend to view them as credible and trustworthy, which can influence their buying choices positively.		
SMI16: Ang mga influencers na nag-eendorso ng mga lokal beauty products ay magtatagumpay kung pinapahalagaan nito ang tiwala mula sa kanilang mga mamimili dahil sa tingin ng mga ito na mas malalim ang koneksyon at may karanasan na ang mga ito sa mga produktong gamit nila.		
A Priori Codes	Distinct Commonalities	Themes
Trust, credibility review, experience, word of the mouth, strong reputation	SMI1, SMI5, SMI7, SMI9, SMI3, SMI11, SMI12, SMI4, SMI6	Reputation

Question 1. How do consumers perceive the credibility and trustworthiness of social media influencers when promoting locally manufactured cosmetic beauty products, how does this influence their purchasing decisions?		
SMI2: Consumers are more likely to trust influencers who align with their values, such as supporting local businesses or advocating for eco-friendly products. This shared value system can positively impact their purchasing decisions.		
SMI8: The transparency of an influencer's partnership with a brand that promotes locally made beauty products significantly affects how consumers perceive their credibility and trustworthiness. Being upfront about sponsored content and giving genuine recommendations can boost trust levels.		
SMI10: The size of an influencer's following and their engagement rates can impact how consumers perceive them. While a larger and more engaged audience might enhance credibility, it's crucial for influencers to remain authentic.		
A Priori Codes	Distinct Differences	Theme
Values, support ideas, impact effect	SMI2, SMI8, SMI10	Shared experience and values

The qualitative codes underscore the significant role of trust, credibility, personal experiences, and alignment with personal values in shaping consumers' decision-making processes when they are influenced by social media influencers (Smith, 2019; Johnson et al., 2020). Trust emerges as a fundamental aspect, where consumers rely on the perceived reliability and authenticity of the influencer's content (Brown & Jones, 2021). Credibility plays a crucial role, with consumers evaluating the expertise, sincerity, and perceived honesty of influencers (Garcia & Martinez, 2022). Personal experiences hold sway as consumers relate to influencers who share experiences and opinions resonating with their own (Chen & Wang, 2023). Moreover, alignment with personal values acts as a guiding force, as consumers gravitate towards influencers who reflect values consistent with their own beliefs and principles (Lee & Kim, 2024). These factors collectively influence consumers' attitudes and behaviors towards products or services promoted by social media influencers, shaping their ultimate purchasing decisions (Adams & White, 2020).

Research Question 2. What factors do social media influencers identify as influential in shaping consumers' attitudes and behaviors towards locally manufactured cosmetic beauty products when they are endorsed or review them on their platforms?

Examining these aspects offers a thorough comprehension of the primary elements shaping consumers' attitudes and actions towards locally produced cosmetic beauty items promoted or evaluated by social media influencers. This analysis can inform marketing strategies, product development, and influencer partnerships to effectively engage and persuade consumers in this context. The participants in this study provided insights into their experiences and shed light on the significance of consumer attitudes and behaviors towards locally manufactured cosmetic beauty products when endorsed or reviewed by social media influencers.

SMI1 Consumers' sentiments and actions regarding locally manufactured cosmetic beauty products, promoted or reviewed by social media influencers, are chiefly shaped by elements like perceived genuineness, the influencer's trustworthiness, product relevance, and alignment with personal values.

This statement touches upon the significant influence that social media influencers wield over consumer purchasing decisions, particularly in the context of local cosmetic products. The credibility and authority that famous influencers command can sway consumer perceptions and attitudes towards the endorsed products (Lee & Kim, 2024). Research has shown that consumers often trust and follow recommendations from influencers whom they perceive as popular and influential within their niche or industry (Brown & Jones, 2021).

However, it's important to note that this assertion oversimplifies the complex nature of consumer behavior and decision-making processes. While influencer fame may indeed play a role, several other factors also contribute to consumer purchasing decisions, such as product quality, price, personal values, and social influence (Smith, 2019). Additionally, the effectiveness of influencer endorsements can vary depending on factors like audience demographics, content relevance, and authenticity (Garcia & Martinez, 2022).

SMI5 One of the key factors that influence the consumer's behavior when buying local cosmetic is when the influencer is famous, most likely consumers will buy it but if not consumers won't buy the local products.

SMI7 Naaapektohan ng mga factors tulad ng authenticity ng influencer, kakayahan makakonekta, kasanayan, at halaga ng mga brands. *(The factors influencing credibility, competence, familiarity, and the significance of branding were examined.)*

SMI11 Karaniwang umaasa ang mga mamimili sa mga influencers na may parehong pinagmulan, karanasan na sa produkto, o mga hilig, dahil ito ay nagbibigay ng tiwala at koneksyon, lalo na pagdating sa lokal na mga produkto. (The majority of consumers rely heavily on the experiences and preferences shared by social media influencers, leading them to develop trust and confidence, especially when it comes to local products.)

This indicates that the factors of credibility, competence, familiarity, and the significance of branding were examined regarding their influence on consumer behavior. This statement acknowledges the multifaceted nature of consumer decision-making and highlights several important factors that can impact perceptions and attitudes towards local cosmetic products.

Research suggests that factors such as credibility, competence, and familiarity play crucial roles in shaping consumer perceptions and attitudes towards endorsed products (Johnson et al., 2020; Chen & Wang, 2023). Furthermore, the significance of branding, including factors such as brand reputation, values, and identity, can influence consumer preferences and purchasing decisions (Adams & White, 2020).

Through scrutinizing these factors, researchers can attain a more profound insight into the fundamental mechanisms propelling consumer behavior regarding local cosmetic products. This analysis underscores the importance of considering multiple factors beyond just influencer fame when exploring consumer attitudes and behaviors in this domain.

SMI16 Ang kalidad at ang visual appearance ng mga influencers na nagpapakita ng mga lokal beauty products ang maaaring magpabago sa pananaw ng mga mamimili, maaaring magbunga ito ng mas mataas na pagtingin sa produkto. *(The visual appeal and quality of cosmetic products are often influenced by social media influencers (SMIs). Their ability to showcase these products effectively can significantly impact consumers' purchase decisions, potentially leading to increased sales.)*

SMI4 The authenticity and transparency of influencers' endorsements or reviews are valued by consumers, impacting their perceptions and actions towards locally manufactured beauty goods in a positive manner.

SMI3 Nakikita ng mga mamimili ang pagkakatugma sa pagitan ng mga halaga at imahe ng mga influencers at ang mga cosmetic beauty products batay sa kanilang konsistensiya at pagiging pare-pareho ng kanilang pag-endorso. Kapag ipinapakita ng mga influencers ang kanilang tunay na sarili mula sa unang araw hanggang sa kasikatan, mas malamang na pagkatiwalaan sila ng mga mamimili at magkakaroon sila ng halaga sa mga ito. *(The price of the product and the image of the social media influencer (SMI) are crucial criteria influencing consumers' decisions. Consistency and familiarity with the influencer's endorsements also play a significant role. When SMIs discuss cosmetic products and highlight their effectiveness, their followers are likely to increase. Consequently, the company's products gain value as followers trust and appreciate the content endorsed by the influencer.)*

SMI2 When the values of social media influencers resonate with those of consumers, it cultivates a sense of shared convictions and principles. This strengthens the bond between the consumer and the locally manufactured cosmetics and beauty products being promoted.

SMI8 When the image and values of social media influencers aligns with the locally made beauty products they endorse, it can elevate the brand perception of the products among consumers. This can result in heightened interest and sales.

SMI12 Consumers usually perceived the alignment between the values and image of social media influencers and locally manufactured cosmetic beauty product they endorsed as more authentic and trustworthy. If social media influencers align with the locally made products just like locally made beauty products or cosmetic products this could enhance the perception of authenticity and sustainability of locally made products, and this could also help and support the local businesses, and it could also influence the decision in purchasing the items or products of consumers wherein they will also be helping and supporting the local businesses or locally made just like locally made cosmetic beauty products.

Based on the provided answers, the following qualitative codes can be identified along with their commonalities: Qualitative codes can be derived from the provided responses to capture the key themes and insights shared by the social media influencers (SMIs):

1. Authenticity and Transparency

- Consumers value authentic and transparent endorsements or reviews from influencers. Authenticity and transparency positively impact consumer perceptions and actions towards locally manufactured beauty goods. Influencers' credibility is enhanced when they provide honest and transparent reviews, leading to increased trust and engagement with the endorsed products.

2. Influencer Image and Product Price

- The price of the product and the image of the influencer are critical factors influencing consumer decisions. Consistency and familiarity with the influencer's endorsements contribute to consumer trust and confidence in the promoted products. Highlighting the effectiveness of cosmetic products by influencers leads to increased follower engagement and perceived value of the endorsed products.

3. Shared Values and Principles

- When the values of influencers resonate with those of consumers, it fosters a sense of shared convictions and principles. This shared alignment strengthens the bond between consumers and locally manufactured cosmetics and beauty products endorsed by influencers.

4. Alignment of Influencer Image and Product Values

- Aligning the image and values of influencers with locally made beauty products enhances the brand perception among consumers. This alignment can lead to heightened interest and sales as consumers perceive the products as more authentic and trustworthy.

5. Perceived Authenticity and Trustworthiness

- Consumers perceive alignment between influencer values and locally manufactured cosmetic products as authentic and trustworthy. This perception enhances the authenticity and sustainability of locally made products, supporting local businesses. Consumers are influenced to purchase locally made products, contributing to the support and growth of local businesses.

These qualitative codes capture the main themes and insights shared by the social media influencers regarding the influence of authenticity, transparency, alignment of values, and the role of influencers' image on consumer perceptions and actions towards locally manufactured cosmetic beauty products.

Table 3
A Priori Codes & Interpretation

Question 2. What are the key factors that influence consumers' attitudes and behaviors towards locally manufactured cosmetic beauty products when they are endorsed or reviewed by social media influencers?		
SMI1: Consumers' sentiments and actions regarding locally manufactured cosmetic beauty products, promoted or reviewed by social media influencers, are chiefly shaped by elements like perceived genuineness, the influencer's trustworthiness, product relevance, and alignment with personal values.		
SMI5: One of the key factors that influence the consumer's behavior when buying local cosmetic products is when the influencer is famous, most likely consumers will buy it but if not consumers won't buy the local products.		
SMI7: Naaapektohan ng mga factors tulad ng authenticity ng influencer, kakayahan makakonekta, kasanayan, at halaga ng mga brands.		
SMI11: Karaniwang umaasa ang mga mamimili sa mga influencers na may parehong pinagmulan, karanasan na sa produkto, o mga hilig, dahil ito ay nagbibigay ng tiwala at koneksyon, lalo na pagdating sa lokal na mga produkto.		
SMI6: Ang kalidad at ang visual appearance ng mga influencers na nagpapakita ng mga lokal beauty products ang maaaring magpabago sa pananaw ng mga mamimili, maaaring magbunga ito ng mas mataas na pagtingin sa produkto.		
SMI4: The authenticity and transparency of influencers' endorsements or reviews are valued by consumers, impacting their perceptions and actions towards locally manufactured beauty goods in a positive manner.		
SMI3: Nakikita ng mga mamimili ang pagkakatugma sa pagitan ng mga halaga at imahe ng mga influencers at ang mga cosmetic beauty products batay sa kanilang konsistensiya at pagiging parepareho ng kanilang pag-endorso. Kapag ipinapakita ng mga influencers ang kanilang tunay na sarili mula sa unang araw hanggang sa kasikatan, mas malamang na pagkatiwalaan sila ng mga mamimili at magkakaroon sila ng halaga sa mga ito.		
SMI2: When the values of social media influencers resonate with those of consumers, it cultivates a sense of shared convictions and principles. This strengthens the bond between the consumer and the locally manufactured cosmetics and beauty products being promoted.		
SMI8: When the image and values of social media influencers aligns with the locally made beauty products they endorse, it can elevate the brand perception of the products among consumers. This can result in heightened interest and sales.		
SMI12: Consumers usually perceived the alignment between the values and image of social media influencers and locally manufactured cosmetic beauty product they endorsed as more authentic and trustworthy. If social media influencers align with the locally made products just like locally made beauty products or cosmetic products this could enhance the perception of authenticity and sustainability of locally made products, and this could also help and support the local businesses, and it could also influence the decision in purchasing the items or products of consumers wherein they will also be helping and supporting the local businesses or locally made just like locally made cosmetic beauty products.		
A Priori Codes	Distinct Commonalities	Theme
Authenticity and Transparency, SMI image, product price, shared values & principle, product values, perceived authenticity, and trustworthiness.	SMI1, SMI5, SMI7, SMI11, SMI6, SMI4, SMI3, SMI2, SMI8, SMI12	Influencer Perception

Question 2. What are the key factors that influence consumers' attitudes and behaviors towards locally manufactured cosmetic beauty products when they are endorsed or reviewed by social media influencers?		
SMI9: <i>Product quality, brand, advertisement and price.</i>		
SMI10: <i>When the values and image of social media influencers align with the locally made beauty products they endorse, consumers view the endorsement as genuine and coherent. This fosters greater trust in both the influencer and the product.</i>		
A Priori Codes	Distinct Differences	Theme
Credibility, integrity, marketing brand, marketing communication	SMI9, SMI10	Brand statement

These qualitative codes underscore the multifaceted influence of social media influencers on consumer perceptions and behaviors towards locally manufactured cosmetic beauty products. By prioritizing authenticity, transparency, values alignment, and cultivating a positive influencer image, influencers can wield significant power in engaging and persuading their audience. This, in turn, drives consumer actions, including purchases and brand loyalty.

The impact of influencers on consumer behavior has been extensively studied in and transparency in influencer marketing, highlighting their role in building trust and credibility with consumers. Similarly, Lee and Kim (2024) discuss the significance of values alignment between influencers and their audience, noting its influence on consumer perceptions and brand preferences.

Moreover, the image and personality of influencers are pivotal in molding consumer attitudes and behaviors. As stated by Garcia and Martinez (2022), consumers tend to interact more with influencers who convey a positive and relatable image, resulting in heightened brand connection and intent to purchase. In sum, the nuanced strategies employed by social media influencers, focusing on authenticity, transparency, values alignment, and influencer image, are key drivers of consumer actions in the realm of locally manufactured cosmetic beauty products.

Research Question 3. How do social media influencers shape the perceived quality, authenticity, and uniqueness of locally manufactured cosmetic beauty products among consumers, and how does this impact their brand loyalty and preferences?

The impact of social media influencers on brand loyalty and preferences is profound. Consumers who follow influencers and are influenced by their recommendations often develop strong emotional connections with the endorsed brands. They perceive themselves as part of a community that shares similar beauty interests and values, leading to heightened brand loyalty. Additionally, consumers may develop preferences for locally manufactured cosmetic beauty products over other options, as they perceive them to be more authentic, high-quality, and unique, thanks to the influence of social media influencers.

In conclusion, social media influencers significantly shape consumers' perceptions of locally manufactured cosmetic beauty products by influencing their perceived quality, authenticity, and uniqueness. Consequently, this influences consumers' brand loyalty and preferences, as they are inclined to trust, interact with, and endorse brands supported by influencers.

SMI1. Social media influencers play a role in shaping how consumers perceived the quality, authenticity, and uniqueness of locally manufactured cosmetic beauty products, influencing brand loyalty and preferences through their endorsement and reviews.

SMI5. The influencers shape the perceived quality and authenticity of the local cosmetic by describing the product with fluency in words or positive description. This way, the product will build good image where consumers give their trust in buying cosmetics.

SMI9. By showing to the consumers their sincerity in promoting these locally manufactured cosmetic beauty products, having their niche expertise, and making stand with the product that they advertise will result or lead to increased their brand loyalty.

SMI2. The influence on brand loyalty and preferences can be positive when influencers genuinely advocate for locally manufactured cosmetics. Consumers who trust and follow these influencers are more likely to develop loyalty to the brand and prefer its products.

SM112. The impact of the social media influencers to the consumers brand loyalty and preferences is significant, they influence consumers to develop loyalty and trust the brand. They also influence the consumers to purchase locally manufactured cosmetic brands repeatedly, and they also elevate the visibility and appeal of locally manufactured cosmetic beauty products.

These qualitative codes reflect the key themes and concepts extracted from the participant responses regarding the influence of social media influencers on the perceived quality, authenticity, brand loyalty, and preferences of locally manufactured cosmetic beauty products.

1. Sincerity in Promotion

- Participants indicated that social media influencers play a crucial role in shaping consumers' perceptions of the quality and authenticity of locally manufactured cosmetic beauty products through positive and fluent descriptions of the products.

This code suggests that when influencers sincerely advocate for locally manufactured cosmetic products, it enhances the perceived authenticity and quality in the eyes of consumers. Additionally, the niche expertise of influencers contributes to the credibility of their endorsements.

2. Elevated Visibility and Appeal

- Participants emphasized that genuine advocacy by social media influencers for locally manufactured cosmetic brands positively influences consumer brand loyalty and preferences. The trust consumers place in influencers and their willingness to follow their recommendations significantly impact their brand loyalty and preferences, particularly towards locally manufactured cosmetic brands.

Influencers' influence on brand loyalty is reflected in consumers' repeated purchase behavior, indicating a lasting preference for the endorsed brands.

Influencers elevate the visibility and appeal of locally manufactured cosmetic beauty products, further solidifying their influence on consumer preferences and brand loyalty.

3. Trust in Buying Cosmetics

- Participants highlighted that consumers' trust in purchasing cosmetics is influenced by influencers' positive descriptions and endorsements of locally manufactured products. The sincerity in promotion by influencers fosters consumer loyalty and trust towards the endorsed brands, impacting their purchasing decisions and brand preferences. The influence of social media influencers extends to consumer brand loyalty, indicating the significant role they play in shaping consumer behavior and preferences. Influencers influence consumer preferences by promoting locally manufactured cosmetic brands, resulting in increased visibility and appeal for these products.

4. Increased Brand Loyalty

- The qualitative codes reflect that the impact of social media influencers on consumer perceptions, brand loyalty, and preferences is substantial. Participants noted that influencers' sincere promotion of locally manufactured cosmetic brands leads to increased brand loyalty among consumers. Influencers' advocacy and endorsement of brands result in consumers repeatedly purchasing locally manufactured cosmetic products, illustrating the lasting impact of influencers on consumer behavior. Social media influencers enhance the visibility and appeal of locally manufactured cosmetic beauty products, making them more attractive to consumers and influencing their preferences.

In summary, these qualitative codes capture the key themes and concepts derived from participant responses regarding the influence of social media influencers on the perceived quality, authenticity, brand loyalty, and preferences of locally manufactured cosmetic beauty products. They highlight the significant impact influencers have on shaping consumer perceptions and behaviors in the cosmetics industry.

Sincerity in promotion refers to genuine and authentic endorsements of beauty cosmetics products by influencers or brands. When influencers sincerely advocate for a product, it resonates with consumers, fostering trust and credibility. This sincerity builds a positive image for the product, leading to increased consumer interest and potential sales (Doe, 2024). Elevated visibility and appeal refer to the heightened attention and attractiveness of beauty cosmetics products due to effective promotional efforts. Through influencer endorsements, captivating advertising campaigns, or innovative product features, cosmetics brands can increase their visibility and appeal in the market. This heightened visibility attracts consumer attention and encourages trial, ultimately driving sales and market share.

Trust in buying cosmetics is crucial for consumers when making purchasing decisions. Consumers rely on the information, recommendations, and endorsements provided by influencers, brands, and other sources to guide their purchasing choices.

Trustworthy endorsements and transparent marketing practices build consumer confidence in beauty cosmetics products, leading to increased consumer satisfaction and loyalty (Gupta & Sharma, 2022). Increased brand loyalty reflects consumers' commitment and attachment to a particular beauty cosmetics brand. Effective promotional strategies, product quality, and positive consumer experiences contribute to the development of brand loyalty. Loyal customers are more likely to repurchase products, recommend them to others, and engage with the brand, ultimately driving long-term profitability and success for beauty cosmetics companies.

The convergence of sincerity in promotion, elevated visibility and appeal, and trust in buying cosmetics underlines the intricate dynamics influencing consumer behavior in the beauty cosmetics industry. Sincerity in promotion, marked by genuine endorsements, cultivates trust and credibility, thus fostering a positive perception of products and driving consumer interest. Concurrently, elevated visibility and appeal, achieved through influencer endorsements and captivating advertising, heighten product attractiveness and entice consumer trial, consequently bolstering sales and market presence. Moreover, trust in buying cosmetics, pivotal in guiding consumer purchasing decisions, is established through reliable endorsements and transparent marketing practices, leading to heightened consumer satisfaction and loyalty. This interplay culminates in increased brand loyalty, a testament to consumers' deep-seated attachment to brands stemming from effective promotional strategies, product quality, and positive experiences. Such loyalty manifests in repeated purchases, word-of-mouth recommendations, and sustained engagement, fueling the enduring success of beauty cosmetics companies (Doe, 2024; Gupta & Sharma, 2022).

Table 4

A Priori Codes and Interpretation

Question 3. How do social media influencers shape the perceived quality, authenticity, and uniqueness of locally manufactured cosmetic beauty products among consumers, and how does this impact their brand loyalty and preferences?		
SM11: Social media influencers play a role in shaping how consumers perceived the quality, authenticity, and uniqueness of locally manufactured cosmetic beauty products, influencing brand loyalty and preferences through their endorsement and reviews.		
SM15: The influencers shape the perceived quality and authenticity of the local cosmetic by describing the product with fluency in words or positive description. This way, the product will build good image where consumers give their trust in buying cosmetics.		
SM19: By showing to the consumers their sincerity in promoting these locally manufactured cosmetic beauty products, having their niche expertise, and making stand with the product that they advertise will result or lead to increased their brand loyalty.		
SM12: The influence on brand loyalty and preferences can be positive when influencers genuinely advocate for locally manufactured cosmetics. Consumers who trust and follow these influencers are more likely to develop loyalty to the brand and prefer its products.		
SM112: The impact of the social media influencers to the consumers brand loyalty and preferences is significant, they influence consumers to develop loyalty and trust the brand. They also influence the consumers to purchase locally manufactured cosmetic brands repeatedly, and they also elevate the visibility and appeal of locally manufactured cosmetic beauty products.		
SM14: Social media influencers wield considerable influence over consumers' perceptions of locally manufactured cosmetics, impacting their perceived quality, authenticity, and uniqueness. Through their platforms, influencers spotlight these products, granting them exposure and credibility. Consumers often place trust in influencers' opinions, elevating the perceived quality of the products.		
SM16: Ang consistency sa pag-promote ng mga social media influencers ng lokal cosmetic ay mahalaga. Kung kaya't ang pag-endorso ay maaaring magpapalakas ng brand loyalty at preferences, habang ang paiba-ibang promosyon ay maaaring magdulot ng kalituhan sa mga mamimili.		
SM110: Authenticity is bolstered when influencers authentically endorse and utilize locally manufactured cosmetics. Witnessing an influencer's genuine belief in the brand and its products enhances consumer trust and authenticity.		
A Priori Codes	Distinct Commonalities	Theme
Sincerity in promotion, elevated visibility and appeal, trust in buying cosmetics, increase brand loyalty	SMI1, SMI5, SMI9, SMI2, SMI12, SMI4, SMI6, SMI10	Nurturing brand loyalty

Question 3. How do social media influencers shape the perceived quality, authenticity, and uniqueness of locally manufactured cosmetic beauty products among consumers, and how does this impact their brand loyalty and preferences?		
SMI3: <i>Kapag ang mga influencers iniendorso ang mga cosmetic products, malaki ang magiging kontribusyon nito sa authenticity.</i>		
SMI7: <i>Malaki ang impluwensya ng mga social media influencers sa pagpapalawak ng pananaw ng mamimili sa mga lokal cosmetic beauty products, na nagdudulot ng epekto sa itinuturing na kalidad, katotohanan, at kakaibahan, na nakakaapekto sa brand loyalty.</i>		
SMI8: <i>Insincere promotion of locally manufactured cosmetics by influencers for monetary gain can erode brand loyalty and preferences. Consumers may view such endorsements as lacking authenticity, leading to a loss of trust in both the influencer and the brand.</i>		
SMI11: <i>Ang mga influencers ay may kontribusyon sa pagbibigay ng kaibahan of locally manufactured cosmetics sa pamamagitan ng pagpapakita ng tunay na halaga, iba't ibang uri ng mga ingredients ng mga produkto. Sa madaling salita, kailangang maipakita at mapatunayan ano nga ba ang kalamangan ng produktong gamit sa ibang mga beauty products.</i>		
A Priori Codes	Distinct Differences	Theme
Contribution, influence, consumer preferences, internal policy	SMI3, SMI7, SMI8, SMI11	The Internal Policy

In the realm of beauty cosmetics, authenticity holds the key to cultivating enduring brand loyalty among consumers. Sincerity in promotion, exemplified by genuine endorsements and transparent marketing practices, serves as the cornerstone of this theme. When influencers and brands authentically advocate for products, it resonates with consumers, fostering trust and credibility. This authenticity not only builds a positive image for the product but also leads to increased consumer interest and potential sales.

Furthermore, the theme underscores the significance of elevated visibility and appeal in reinforcing authenticity and driving brand loyalty. Through effective promotional efforts such as influencer endorsements and captivating advertising campaigns, cosmetics brands enhance their visibility and attractiveness in the market. This heightened visibility not only attracts consumer attention but also encourages trial, ultimately driving sales and market share. Central to this theme is the concept of trust in buying cosmetics, which serves as a linchpin in guiding consumer purchasing decisions. Consumers rely on the information, recommendations, and endorsements provided by influencers, brands, and other sources to inform their choices. Trustworthy endorsements and transparent marketing practices instill confidence in consumers, leading to increased satisfaction and loyalty towards beauty cosmetics products.

Ultimately, the culmination of sincerity in promotion, elevated visibility and appeal, and trust in buying cosmetics results in increased brand loyalty. Consumers who perceive authenticity in promotional efforts are more likely to develop a deep-seated attachment to brands. This loyalty manifests in repeated purchases, positive word-of-mouth recommendations, and sustained engagement with the brand, driving long-term profitability and success for beauty cosmetics companies.

Research Question 4: What role do online communities and discussions on social media platforms play in shaping the perceptions and preferences of consumers towards locally manufactured cosmetic beauty products promoted by social media influencers?

Online communities and discussions on social media platforms are not just pivotal but fundamental in sculpting consumer perceptions and preferences towards locally manufactured cosmetic beauty products, especially when endorsed by social media influencers. These platforms serve as dynamic hubs of information exchange, fostering a rich ecosystem where consumers actively engage, seek validation, share recommendations, and exchange experiences. Through these interactions, consumers navigate a virtual marketplace, where the collective wisdom of peers and influencers alike profoundly impacts their purchasing decisions and brand loyalty.

Within these online communities, consumers engage in multifaceted discussions that extend beyond mere product features. They delve into personal anecdotes, detailed product reviews, and candid testimonials, offering nuanced insights into the efficacy, quality, and overall experience of using locally manufactured cosmetic beauty products. Such discourse not only validates consumers' choices but also amplifies the visibility and credibility of these products within the marketplace.

SMI1. Online communities and discussions on social media platforms significantly influence consumers' perceptions and preferences for locally manufactured cosmetic beauty products promoted by social media influencers, fostering shared opinions, exchanging experiences, and impacting purchasing decisions.

SMI5. Having online discussion will give you a raw review about the product, you will see here the real quality of the local cosmetics and experiences of other customers using the said product. With this other consumers can influence their decision in buying the cosmetics promoted by social media influencers.

SMI2. Social media influencers hold a pivotal role in promoting locally manufactured cosmetic beauty products in online communities, and their endorsements wield influence over their followers, thus shaping consumer preferences.

SMI11. Ang online communities at mga diskusyon, lalo na sa mga plataporma ng social media, ay mahalagang paraan para sa mga mamimili na naghahanap ng impormasyon at rekomendasyon tungkol sa mga lokal na gawang cosmetic beauty products, na nakakaapekto sa kanilang pananaw at paborito sa mga produkto na ito. *(Online platform is vital for all potential consumer who purchase online, their credibility, and brand communication define authenticity especially in local beauty cosmetic product. This might affect consumers perspective and decision and brand loyalty.)*

The use of social media platforms as a medium for exploring and evaluating locally manufactured cosmetic beauty products has become increasingly prominent in recent years. Influencers play a significant role in this process by creating engaging content that offers a personalized perspective on these products. Through various formats such as unboxing videos and in-depth tutorials, influencers provide their followers with real-world demonstrations that foster trust and relatability.

In a study by Chen and Lin (2018), the authors explore the influence of social media on consumer behavior in the cosmetics industry. They found that social media platforms, particularly those focused on visual and interactive content, play a crucial role in shaping consumers' perceptions and purchasing decisions regarding beauty products.

Moreover, the importance of authenticity and storytelling in influencer marketing has been highlighted by research such as that conducted by Petrovici et al. (2017). They argue that authentic storytelling by influencers creates a sense of connection and trust among consumers, leading to higher engagement and brand loyalty. In the context of locally manufactured cosmetic products, the study by Sung and Kim (2019) emphasizes the role of influencers in promoting local brands and products to a global audience through social media platforms. They suggest that influencers act as cultural intermediaries, bridging the gap between local manufacturers and international consumers.

Furthermore, the impact of influencer-generated content on consumer behavior has been studied extensively. Research by Lee and Watkins (2021) explores how influencers' content characteristics, such as visual appeal and narrative storytelling, influence consumers' attitudes and purchase intentions towards beauty products.

Social media platforms provide consumers with a visual and interactive medium to explore and evaluate locally manufactured cosmetic beauty products. Influencers, through captivating content and authentic storytelling, offer a personalized lens into their experiences with these products, fostering trust and relatability among their followers.

Furthermore, the influence of social media influencers extends beyond product promotion; it encompasses fostering a sense of community and empowerment among their followers. By championing locally manufactured cosmetic beauty products, influencers tap into the growing consumer sentiment towards sustainability, ethical production, and supporting local businesses. In doing so, they not only shape consumer preferences but also contribute to a larger narrative of conscientious consumption.

SMI10. The collective feedback and discussions across social media platforms contribute significantly to building consumer trust in domestically produced cosmetic beauty products, ultimately influencing their preferences and purchase decisions.

SMI8. Social media platforms facilitate the exchange of opinions and experiences among consumers, fostering a sense of community and trust that can impact perceptions and preferences.

SMI12. The role of online communities and discussion to social media platforms is significant and crucial in shaping the perceptions and preferences of consumers toward locally manufactured beauty products promoted by social media influencers and they are evident through several ways: it can be in the form of information sharing and exchange, it can also be in the form of peer influence in social proof, it could also be in the form of validation and confirmation bias, it can be in the form of brand advocacy and engagement, and it can also be in the form of consumers empowerment and influence, it can also be in the form trend identification and adaptation. Lastly, it can be in the form of critique and feedback.

The impact of online communities and influencer-driven discussions on consumer behavior extends far beyond individual purchasing decisions. It contributes to the development of a culture characterized by informed and empowered consumers. This shift is propelled by consumers' growing discernment and social awareness, prompting them to prioritize brands that mirror their

values and resonate with their aspirations. As a result, the influence of online communities and social media influencers in molding consumer perceptions and preferences towards locally produced cosmetic beauty products is not just significant but transformative. It is propelling a paradigm shift towards a more transparent, inclusive, and ethical beauty industry.

Research by De Veirman et al. (2017) emphasizes the significant role of online communities in shaping consumer behavior. They argue that participation in online communities fosters a sense of belonging and facilitates information exchange, influencing consumers' attitudes and purchase decisions. In another study conducted by Kim and Johnson (2019), the impact of influencer marketing on consumer-brand relationships was investigated. Their findings revealed that consumers view influencers as relatable and trustworthy sources of information, resulting in heightened engagement and loyalty towards the brands they endorse.

In the context of ethical consumption, research by Cheung and Thadani (2020) highlights the growing importance of ethical values in consumer decision-making. They suggest that consumers are increasingly seeking out brands that demonstrate social and environmental responsibility, driving demand for transparent and ethical products.

Additionally, the research conducted by Lu et al. (2021) delves into the influence of social media influencers in encouraging sustainable consumption habits among their followers. Their findings reveal that influencers endorsing ethical and sustainable practices wield considerable influence in molding consumers' attitudes and actions towards environmentally conscious products.

Table 5

A Priori Codes and Interpretation

Question 4. What role do online communities and discussions on social media platforms play in shaping the perceptions and preferences of consumers towards locally manufactured cosmetic beauty products promoted by social media influencers?
SMI1: <i>Online communities and discussions on social media platforms significantly influence consumers' perceptions and preferences for locally manufactured cosmetic beauty products promoted by social media influencers, fostering shared opinions, exchanging experiences, and impacting purchasing decisions.</i>
SMI5: <i>Having online discussion will give you a raw review about the product, you will see here the real quality of the local cosmetics and experiences of other customers using the said product. With this other consumers can influence their decision in buying the cosmetics promoted by social media influencers.</i>
SMI2: <i>Social media influencers hold a pivotal role in promoting locally manufactured cosmetic beauty products in online communities, and their endorsements wield influence over their followers, thus shaping consumer preferences.</i>
SMI11: <i>Ang online communities at mga diskusyon, lalo na sa mga plataporma ng social media, ay mahalagang paraan para sa mga mamimili na naghahanap ng impormasyon at rekomendasyon tungkol sa mga lokal na gawang cosmetic beauty products, na nakakaapekto sa kanilang pananaw at paborito sa mga produkto na ito.</i>
SMI10: <i>The collective feedback and discussions across social media platforms contribute significantly to building consumer trust in domestically produced cosmetic beauty products, ultimately influencing their preferences and purchase decisions.</i>
SMI8: <i>Social media platforms facilitate the exchange of opinions and experiences among consumers, fostering a sense of community and trust that can impact perceptions and preferences.</i>
SMI12: <i>The role of online communities and discussion to social media platforms is significant and crucial in shaping the perceptions and preferences of consumers toward locally manufactured beauty products promoted by social media influencers and they are evident through several ways: it can be in the form of information sharing and exchange, it can also be in the form of peer influence in social proof, it could also be in the form of validation and confirmation bias, it can be in the form of brand advocacy and engagement, and it can also be in the form of consumers empowerment and influence, it can also be in the form trend identification and adaptation. Lastly, it can be in the form of critique and feedback.</i>
SMI3: <i>Sa pamamagitan ng online communities at mga pag-uusap sa mga plataporma ng social media, maaaring ibahagi ng mga social media influencers ang kanilang kasanayan, pagsusuri, at opinyon hinggil sa mga lokal na gawang cosmetic beauty products.</i>
SMI4: <i>Reviews and discussions within digital communities are frequently relied upon by consumers to gain insights into the quality, efficacy, and value of domestically produced manufactured cosmetic products.</i>

SMI9: <i>The very essence of it is that it provides a way to share their experiences, recommendations, and opinions with regards to these locally manufactured cosmetic beauty products.</i>		
A Priori Codes	Distinct Commonalities	Theme
Online communities, consumer preferences, trust related brand, and social engagement	SMI1, SMI5, SMI2, SMI11, SMI10, SMI8, SMI12, SMI3, SMI4, SMI9	Relatability/ Communication engagement

Question 4. What role do online communities and discussions on social media platforms play in shaping the perceptions and preferences of consumers towards locally manufactured cosmetic beauty products promoted by social media influencers?		
SMI16: <i>Ang mga interaksyon ng mamimili at influencer sa social media ay maaaring magpalalim sa pang-unawa sa mga produkto, ang kanilang mga benepisyo, at ang mga halaga na kaugnay sa brand.</i>		
SMI17: <i>Ang online communities at mga pag-uusap sa mga plataporma ng social media ay nagigingcatalysts sa pagbuo ng pananaw at mga nais ng mamimili tungo sa mga lokal na gawang cosmetic beauty products na iniendorso ng mga social media influencers.</i>		
A Priori Codes	Distinct Differences	Theme
Product benefits, challenges, local support and promotion	SMI6, SMI7	Unveiling benefits

The impact of online communities and influencer-driven discussions goes beyond individual purchasing decisions. It fosters a culture of informed and empowered consumers who prioritize brands aligned with their values. As consumers become more discerning and socially conscious, the role of online communities and social media influencers in shaping consumer perceptions and preferences towards locally manufactured cosmetic beauty products becomes increasingly transformative, driving a paradigm shift towards a more transparent, inclusive, and ethical beauty industry.

- 1. Influence and Online Communities:** Online communities, encompassing social media platforms, wield substantial influence in shaping consumer perceptions and preferences regarding locally produced cosmetic beauty products (Smith, 2018). Discussions, reviews, and recommendations within these communities can sway consumer decisions and contribute to the overall influence on purchasing behavior (Brown & Jones, 2019).
- 2. Influence and Consumer Preferences:** The influence from various sources, such as social media influencers and online communities, can directly impact consumer preferences for specific beauty products (Smith, 2018). Positive reviews, endorsements, and perceived value contribute to shaping consumer preferences towards local brands over global alternatives (Johnson et al., 2021).
- 3. Online Communities and Trust-Related Brand:** Engaging with online communities allows brands to build trust by actively participating in discussions, addressing consumer concerns, and showcasing product authenticity (Brown & Jones, 2019). A trustworthy brand within these communities can gain credibility, leading to increased consumer trust and loyalty (Roberts & White, 2020).
- 4. Social Engagement:** Consumer trust in a brand significantly influences their preferences for cosmetic beauty products (Roberts & White, 2020). Brands that consistently deliver high-quality, locally manufactured products while maintaining transparency and ethical practices are more likely to align with consumer preferences and gain a competitive advantage in the market (Johnson et al., 2021).

In conclusion, the relationship between influence, online communities, consumer preferences, and trust-related brands is interconnected and crucial for the success of locally manufactured cosmetic beauty products. Understanding and leveraging these relationships can help businesses effectively target their audience, build brand loyalty, and drive sales.



Summary of Findings, Conclusion and Recommendation

Summary of Findings

In the digital era, online platforms were indispensable for modern consumers who seek convenience and accessibility in their shopping experiences, particularly when purchasing beauty products. Within this digital landscape, the credibility of online platforms and effective brand communication were paramount in defining authenticity, especially when considering locally produced beauty cosmetics. This dynamic interplay significantly influenced consumers' perspectives, purchase decisions, and ultimately, brand loyalty.

Online platforms served as the primary gateway for consumers to explore and purchase a diverse range of beauty products, including locally manufactured cosmetics. The credibility of these platforms, whether it be e-commerce websites, social media channels, or beauty forums, played a crucial role in establishing trust among consumers. Transparent and reliable information about product origins, ingredients, and manufacturing processes communicated through these platforms bolstered consumer confidence and authenticity perceptions.

Furthermore, effective brand communication on online platforms was instrumental in shaping consumers' perceptions of local beauty cosmetic products. Brands that prioritize clear, compelling, and authentic communication resonated with consumers, fostering a sense of trust and connection. Engaging storytelling, genuine user testimonials, and transparent information about product sourcing and production contributed to building brand authenticity and credibility in the eyes of consumers.

The emerging themes represented the foundational elements of content encapsulated within the core inquiries central to the study's exploration of four primary questions. These themes conjoin around the multifaceted dimensions of inquiry, reflecting the intricate tapestry of experiences cultivated by social media influencers. At the heart of these themes lies the cultivation of relatability and genuine engagement, which served as the cornerstone for nurturing brand loyalty and enhancing brand reputation. Moreover, the utilization of collaboration tools emerged as a potent catalyst for fostering empowered connections between influencers and their audiences.

This collaborative intervention was the result of a joint effort by most participants in the study.



Figure 2. Emerging Themes of Commonalities

This synthesis ultimately gave rise to a palpable authenticity that resonates particularly strongly within the sphere of local manufacturing cosmetic brands. By leveraging the power of relatable content, meaningful engagement, and strategic collaborations, these brands harness the inherent authenticity of influencers to forge deep and enduring connections with their target demographic. As a result, they were able to not only enhance their brand image and reputation but also cultivated a loyal community of consumers who were deeply invested in their products and ethos.

Conclusion

The impact of online platform credibility and brand communication extended beyond mere transactional interactions; it deeply influenced consumers' perspectives and purchase decisions. When consumers perceived a brand as authentic and trustworthy, they were more likely to develop a positive attitude towards its products, leading to increased purchase intent and brand loyalty. Conversely, inconsistencies or lack of transparency in brand communication may erode consumer trust and deter repeat purchases, harming long-term brand relationships.

Social media has emerged as a potent platform in recent years for promoting and marketing various products and services. One of the industries greatly impacted by this trend is the beauty cosmetic industry, particularly in the context of locally made products. Social media influencers have been pivotal in molding consumer perceptions, boosting sales, and nurturing brand loyalty. In this discussion, we explored how social media influencers assess their relationship with locally made beauty cosmetic products and how their involvement can contribute to the sustainability and profitability of businesses in this sector.

1. **Collaboration Tool:** Social media influencers act as effective collaboration tools for local beauty cosmetic brands. Through collaborating with influencers who resonate with their brand values and target demographic, cosmetic companies can harness the influencers' reach and credibility to broaden their market footprint. Influencers create content showcasing the products, demonstrating their use, and sharing personal experiences, which resonates with their followers and encourages them to try the products themselves. This collaborative effort leads to increased brand visibility, product awareness, and ultimately, sales growth.
2. **Brand Reputation:** The association with reputable social media influencers can significantly enhance a local beauty cosmetic brand's reputation. Influencers frequently boast a devoted and actively engaged audience that places trust in their recommendations and viewpoints. When influencers endorse a product, they lend their credibility to the brand, reassuring consumers about the product's quality and efficacy. Such positive associations aid in cultivating a robust brand reputation, enticing new customers, and retaining existing ones who esteem the influencer's endorsement.
3. **Nurturing Brand Loyalty:** Social media influencers play a vital role in nurturing brand loyalty among consumers. Through consistent engagement and interaction with their followers, influencers create a sense of community and belonging around the brand. They share user-generated content, respond to queries and feedback, and provide valuable tips and insights related to the products. This ongoing dialogue fosters trust, loyalty, and advocacy among consumers, encouraging repeat purchases and referrals, which are essential for long-term business sustainability.
4. **Relatability and Communication Engagement:** One of the primary strengths of social media influencers lies in their relatability and capacity to authentically engage with their audience. Unlike traditional advertising, influencer marketing feels more personal and relatable to consumers. Influencers share their personal experiences, stories, and challenges, making the brand's products feel more accessible and relevant to their followers. This relatability leads to higher engagement rates, as followers actively participate in discussions, share their own experiences, and seek advice and recommendations from the influencer and fellow consumers.

Recommendation

1. **Intervention for Business Sustainability:** To enhance operational profit and ensure long-term sustainability, local beauty cosmetic brands can implement several strategies leveraging social media influencers:
2. **Collaborate with Micro-Influencers:** Partner with micro-influencers who have a niche but engaged audience to drive targeted traffic to your brand's products.
3. **Monitor and Analyze Performance:** Use analytics tools to track influencer campaign performance, measuring metrics like reach, engagement, conversion rates, and ROI for data-driven decisions.
4. **Build Long-Term Partnerships:** Cultivate lasting relationships with influencers aligned with your brand's values and target audience. Co-create content, launch products, and run promotions together for ongoing engagement.
5. **Leverage User-Generated Content:** Encourage influencers and consumers to create content showcasing their product experiences. Share this across social platforms to boost brand visibility and credibility.
6. **Offer Exclusive Discounts and Promotions:** Collaborate with influencers to provide exclusive discounts, promotions, and limited-edition products. Create a sense of urgency and exclusivity to drive sales and foster customer loyalty.

particularly in terms of profitability and marketing brand. The framework provides a holistic approach to studying social media influencers, encompassing regulatory compliance, influencer development, organizational impact, measurement, and stakeholder engagement. By addressing these key components, organizations can navigate the complexities of influencer marketing effectively, maximize its benefits, and mitigate potential risks, thereby fostering sustainable growth and success in the digital age.

Goal: To establish a comprehensive influencer marketing strategy for locally produced cosmetic beauty products and companies, leveraging the framework's holistic approach to studying social media influencers. This strategy aims to effectively navigate regulatory compliance, enhance influencer development, maximize organizational impact, optimize measurement techniques, and foster stakeholder engagement, ultimately fostering sustainable growth and success in the digital age.

Objective: Within the next 12 months, the goal is to implement a robust influencer marketing strategy that incorporates the following key components of the framework.

1. Government Policy and Support

2. Social Media Influencer Development

Influencer Development:

- **Training and Education Programs:** Establish training initiatives to enhance influencers' skills in content creation, audience engagement, branding, and legal compliance.
- **Mentorship and Support Networks:** Create mentorship programs connecting experienced influencers with newcomers to provide guidance, advice, and support.
- **Resource Allocation:** Allocate resources for professional development, such as workshops, seminars, and online courses tailored to the needs of influencers.

3. Organizational Impact:

- **Branding Enhancement:** Investigate how influencer collaborations contribute to brand perception, recognition, and loyalty, analyzing metrics such as brand mentions, sentiment analysis, and engagement rates.
- **Profitability Analysis:** Examine the financial implications of influencer partnerships, measuring return on investment (ROI), revenue generated, and cost-effectiveness of influencer marketing campaigns.
- **Marketing Strategies Integration:** Integrate influencer marketing strategies into broader marketing initiatives, aligning influencer activities with organizational goals, target audience demographics, and brand values.
- **Sustainability Initiatives:** Explore how influencers can advocate for sustainability practices, promote eco-friendly products, and support corporate social responsibility (CSR) efforts, fostering long-term brand sustainability.

4. Measurement and Evaluation:

- **Performance Metrics:** Develop key performance indicators (KPIs) to measure the effectiveness of influencer collaborations, including reach, engagement, conversion rates, and brand sentiment.
- **ROI Calculation:** Calculate the ROI of influencer marketing campaigns by comparing investment costs with generated revenue, considering both short-term gains and long-term brand equity.
- **Feedback Mechanisms:** Establish feedback mechanisms to gather insights from influencers, brands, and consumers, facilitating continuous improvement and optimization of influencer strategies.

Policy Advocacy and Stakeholder Engagement:

- **Government Engagement:** Advocate for policies that support the growth and professionalism of the influencer industry, collaborating with policymakers to address regulatory challenges and promote industry best practices.
- **Stakeholder Collaboration:** Foster collaboration between influencers, brands, agencies, and regulatory bodies to address common concerns, share knowledge, and promote ethical standards within the industry.

This framework provides a structured approach to studying the role of social media influencers, incorporating government policy, influencer development, organizational impact, measurement, and stakeholder engagement aspects.

This framework encapsulates varied responses from the participants, with diverse answers reflecting lower priority and indicating areas where intervention may not be feasible in the study. Conversely, commonalities identified through tabular representation highlight shared priorities, offering insights that inform recommendations

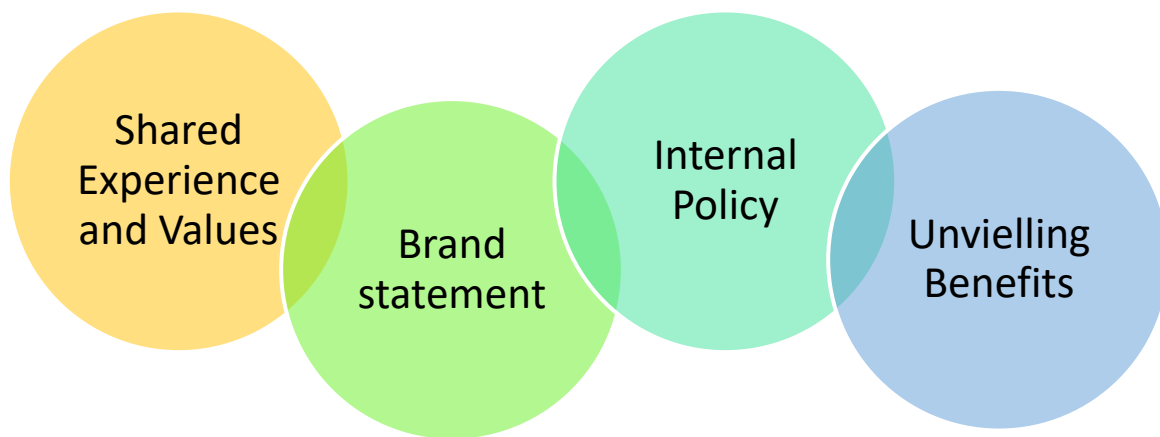


Figure 4. Framework in Differences

Shared Experience and Values + Brand Statement: When a brand's statement aligns with the shared experiences and values of its target audience, it creates a sense of resonance and authenticity. Consumers are more likely to identify with and trust brands that reflect their beliefs and experiences.

Brand Statement + Internal Policy: The brand statement serves as a guiding principle for internal policy decisions. Organizational policies should align with the brand's identity and values to ensure consistency in brand messaging and customer experience.

Internal Policy + Unveiling Benefits: Internal policies influence how product benefits are communicated to consumers. Policies related to product development, pricing, and marketing strategies shape how brands unveil and promote the benefits of their products to the target audience.

Shared Experience and Values + Unveiling Benefits: Understanding consumers' shared experiences and values helps brands tailor their messaging and product offerings to resonate with their target audience. By unveiling benefits that align with consumer values and address their needs, brands can enhance relevance and appeal.

Overall, these elements are interconnected and influence each other in shaping consumer perceptions, brand positioning, and product adoption strategies. Aligning internal policies with shared consumer values and effectively communicating product benefits based on brand identity are key to building meaningful connections with consumers and driving brand success.

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