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IMPACT OF SOCIAL MEDIA INFLUENCERS ON BEAUTY & WELLNESS PRODUCTS PURCHASE INTENTIONS

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ABSTRACT:

The growth of social media has spawned a new category of celebrities - the social media influencers. Social media influencers are people who have acquired a sizable fan base on social media and monetize their influence by urging their followers to purchase goods and services. Social media has been found to play an important role in influencing purchase decisions. However, there is a lack of understanding of the extent of a social media influencer's impact on a consumer's purchase intention, particularly for beauty and wellness products. We have chosen to study beauty and wellness products for the reason that they no more remain as luxury products; they have come to be used more frequently and commonly. This is reflected in the global Beauty and Wellness Products Market size which is projected to grow from \$1,610.5 billion in 2023 to \$2,765.8 billion by 2030, at a CAGR of 8.03% (Fortune Business Insights). The study collected data from 386 respondents and applied PLS-SEM to identify the factors influencing purchase decisions and the moderating role of social media influencers.

Keywords: *Social Media Influencers, Beauty And Wellness Products, Social Media*