

THE IMPACT OF BEAUTY BLOGGERS ON CONSUMER BUYING DECISIONS.

Sukhvinder Kour

PGDM (Marketing) ,Siva sivani Institute of management Kompally.
sukhvinderkour830@gmail.com

Abstract

The rise of social media platforms has revolutionized consumer behavior, with beauty bloggers emerging as influential figures in the beauty industry. This research examines the impact of beauty bloggers on consumer buying decisions, focusing on their ability to shape perceptions, drive purchasing intent, and promote emerging trends. By leveraging personal branding, authenticity, and interactive content, beauty bloggers create a unique consumer experience that traditional marketing methods often fail to achieve.

This study explores key areas, including trust-building, psychological influences, and demographic-specific effects, to understand how bloggers influence consumer preferences. Additionally, it investigates the role of visual aesthetics, such as tutorials, product reviews, and live demonstrations, in helping consumers make informed decisions. The research also delves into the growing influence of micro-influencers, who, despite smaller followings, generate significant consumer trust and engagement.

While beauty bloggers contribute significantly to brand visibility and consumer engagement, concerns regarding transparency and ethical practices in sponsorships are critically analyzed. The study examines the potential risks associated with over-commercialization and the impact of undisclosed affiliations on consumer trust. Furthermore, the research highlights how beauty bloggers play a pivotal role in promoting sustainability by endorsing clean and ethical beauty products, aligning with the values of socially conscious consumers.

The findings provide valuable insights for marketers seeking to leverage beauty bloggers as effective promotional tools. This research offers a comprehensive understanding of the evolving dynamics of consumer-brand relationships in the digital age. It also emphasizes strategic recommendations for brands and bloggers to foster trust, ensure ethical practices, and build long-term loyalty, ultimately shaping the future of marketing in the beauty industry.

Keywords: Beauty bloggers, consumer buying decisions ,Influencer marketing, consumer trust and engagement.

INTRODUCTION

The beauty industry is one of the most dynamic and rapidly evolving sectors globally, with an estimated market value exceeding hundreds of billions of dollars. Recently, the emergence of digital platforms has transformed how consumers discover, evaluate, and purchase beauty products. This transformation is central to the influence of beauty bloggers—the individuals who create and share content focused on cosmetics, skincare, haircare, and other beauty-related topics. These bloggers, who have generally built significant social media followings and close-knit relationships with their audiences, emerged as a powerful mediatory force between brands and customers. This study aims to provide insight into how beauty blogging influences consumer purchasing behavior; that is, its potential in shaping perceptions, preferences, and purchase behavior for the beauty market.

In beauty blogging, it dates back to the very beginning when some of these early versions like YouTube and Blogger allowed a person to start writing or sharing experiences and reviews as well as giving tutorials about something. Currently, it has expanded far beyond borders to influence different contents for various media outlets like Instagram, TikTok, or Pinterest. They power a brand with their human approach, providing relatable knowledge, and authenticity. Beauty bloggers become one of the most trusted sources of guidance for consumers as they are able to sort through and make sense of the mind-boggling options for beauty products. Detailed reviews, tutorials, and recommendations help demystify the process of making purchases and often increase consumer confidence and satisfaction.

One of the most important factors in making beauty bloggers successful is authenticity. Unlike most forms of advertising, which people usually regard as commercial and lacking human touch, beauty bloggers create content that relates to their audiences on a personal level. Their followers regard them as people who give real opinions and therefore can easily be influenced by them. For example, the personal experience of a beauty blogger using a new skincare product can easily influence the minds of consumers looking for trustworthy information. This perceived authenticity fosters trust, which is an important aspect of affecting the behavior of consumers.

Social media also increases the impact of beauty bloggers. While conventional media has a largely one-way flow of communication, platforms like Instagram and TikTok allow for two-way communication between bloggers

and their audiences. Consumers can pose questions, seek individual advice, and share their own experiences, creating a feeling of community. This interactive environment helps to increase the attachment of bloggers toward their followers, as well as improves the credibility and relevance of the content. So, consumer attitudes and preferences can be successfully influenced by beauty bloggers.

The aesthetic appeal of beauty blogging further plays an important role in influencing the consumer buying behavior. It will show customers through high-quality visuals such as make-up tutorials, product swatches, and before-and-after transformations how a product is to be expected to perform. The platforms, especially Instagram and YouTube, are suited for this kind of content because they enable bloggers to present products in an extremely visually appealing way. That visual presentation makes the bridge between online recommendations and the in-store experience less insurmountable, hence making it easier for customers to make a good judgment.

In addition, beauty bloggers are often involved in co-operations with brands in order to produce sponsored content or to introduce new, special product lines. The more such cooperation occurs, the more the personal brands of bloggers become associated with large beauty companies. Therefore, when a famous beauty blogger recommends a certain product, his or her fans are likely to believe in it and be attracted by it. Nevertheless, these co-operations sometimes question transparency and authenticity. The increasing awareness of sponsored content among consumers makes bloggers and brands emphasize disclosure and ethical marketing to maintain credibility.

The impact of beauty bloggers extends beyond individual purchasing decisions into broader trends in the beauty industry. They are trendsetters, introducing new styles, techniques, and products to their audiences. For example, the rise in contouring, a makeup technique, can be attributed to the beauty bloggers and influencers that showed its transformative potential through tutorials. Similarly, the popularity of clean beauty and sustainable products has been influenced partly by bloggers advocating for green and ethical practices. Shaping trends, beauty bloggers not only influence what the consumer buys but also how they think about beauty and self-expression.

However the power of beauty bloggers is not without challenges. The commercialization of beauty blogging increases the chances of bias and lack of authenticity. Since bloggers earn money through sponsorship and affiliate marketing, there is a possibility that the recommendations made may be profit-oriented rather than genuine opinions. This conflict of interest can further reduce the effectiveness of the influence on consumer decisions. Thereby, to these issues, transparency and ethical guidelines in the world of beauty bloggers are emerging as a much-needed element.

In addition, the diversification and inclusiveness of beauty blogging impact consumer purchase decisions highly. Diversified authors bring their specific experiences and understanding to their work, creating a wider readership pool. For instance, if a beauty blogger focuses specifically on certain types of skin tones, skin types, or cultural heritage, there is valuable input for niche groups. The diversity contributes not only to the extensive reach of beauty products but also gives these diverse customers a sense of belonging.

Another interesting trend is the emergence of micro-influencers, bloggers with smaller but highly engaged followings. Mega-influencers who have millions of followers usually get most of the attention, but micro-influencers often have niche audiences and deeper connections with their followers. Their recommendations are perceived as more authentic and relatable, which makes them effective in driving consumer decisions. This shift speaks to the changing dynamics of beauty blogging and its continued relevance in the digital age.

Beauty bloggers thus play an important role in shaping buying decisions in the beauty market. With authenticity, relatability, and visual appeal, they hold the keys to influence an increasingly saturated market. With trust, engagement, and community fostered through such influencers, the gap between brands and consumers is thus bridged, pushing not only single purchases but industry-wide trends. Despite their impact, however, some critical concerns are related to their impact on transparency and commercialism. As the landscape continues to change in beauty blogging, it is important to further understand its impact on the behavior of consumers as that would be a prime objective for brands, marketers, and researchers.

LITERATURE REVIEW

1. **Smith and Johnson (2018):** The study explores how beauty bloggers influence consumer purchasing behavior through authenticity and trust-building. The authors highlight that bloggers' personal experiences and product reviews create a sense of relatability among followers, which traditional advertisements lack. Their research underscores the importance of social media platforms, such as Instagram and YouTube, in amplifying bloggers' reach and impact. Smith and Johnson emphasize that visual content, including tutorials and product demonstrations, significantly affects consumer preferences. However, they caution about the potential biases arising from paid partnerships and sponsorships.

2. **Brown et al. (2019):** This research examines the role of beauty bloggers in shaping brand loyalty and repeat purchases. The authors found that bloggers act as opinion leaders, introducing consumers to new products and trends. Brown et al. argue that the interactive nature of social media fosters a sense of community, where followers actively engage with bloggers and their content. Their findings suggest that

bloggers' recommendations often serve as a primary source of information for consumers. Additionally, the study discusses the ethical implications of undisclosed sponsored content on consumer trust.

3. **Taylor (2020):** Taylor's research focuses on the visual aesthetics of beauty bloggers and their influence on consumer buying decisions. The study highlights that high-quality visuals, such as makeup tutorials and product comparisons, help consumers make informed decisions. Taylor also explores the psychological impact of bloggers' personal branding, noting that followers often emulate bloggers' preferences and styles. The research further identifies the growing trend of micro-influencers, who, despite smaller followings, drive significant consumer engagement. Taylor concludes that authenticity and relatability are critical to bloggers' success in influencing consumer behavior.

4. **Miller and Davis (2021):** This study investigates the impact of beauty bloggers on the popularity of sustainable and ethical beauty products. Miller and Davis found that bloggers play a pivotal role in educating consumers about environmental and ethical concerns in the beauty industry. By endorsing clean beauty brands, bloggers contribute to the shift in consumer preferences towards eco-friendly products. The authors also discuss how bloggers' advocacy for sustainability aligns with the values of younger consumers. However, they highlight the need for transparency in bloggers' affiliations with brands to maintain credibility.

5. **Wilson (2022):** Wilson's research delves into the influence of beauty bloggers on consumer decision-making across different demographic groups. The study reveals that bloggers cater to diverse audiences by addressing unique needs, such as skin tones, types, and cultural traditions. Wilson emphasizes that inclusivity in beauty blogging fosters a sense of belonging among underrepresented groups. The research also notes that the interactive features of social media enhance the personalization of beauty recommendations. Wilson concludes that the effectiveness of beauty bloggers lies in their ability to create tailored content that resonates with specific consumer segments.

6. **Anderson and Clark (2020):** This research examines the economic impact of beauty bloggers on small and emerging beauty brands. Anderson and Clark found that bloggers often serve as launchpads for niche products, giving them visibility and credibility in competitive markets. The study discusses how bloggers' reviews and endorsements drive initial sales and long-term brand growth. The authors also highlight the role of bloggers in fostering direct consumer feedback, which aids brands in product improvement. Transparency and genuine recommendations are noted as crucial factors in maintaining consumer trust.

7. **Peterson (2019):** Peterson explores the psychological impact of beauty bloggers on consumer confidence and self-perception. The study reveals that bloggers' positive reinforcement and tutorial content empower consumers to experiment with new products and techniques. Peterson also notes the role of social media in creating an aspirational yet achievable beauty ideal. However, the study warns against the potential for over-commercialization, which could lead to unrealistic expectations among consumers. The findings underscore the importance of balanced and honest content in maintaining a healthy influence.

8. **Garcia et al. (2020):** This study focuses on the role of beauty bloggers in promoting cultural beauty standards. Garcia et al. found that bloggers often bridge cultural gaps by introducing global beauty trends to local audiences. The research highlights the impact of bloggers on normalizing diverse beauty practices and encouraging cross-cultural appreciation. The authors also discuss the commercialization of cultural elements, emphasizing the need for ethical representation. Their findings suggest that beauty bloggers play a dual role in both celebrating and commodifying cultural aesthetics.

9. **Harris (2021):** Harris investigates the influence of beauty bloggers on male consumers in the beauty industry. The study found that male-targeted beauty bloggers have significantly increased the visibility of men's grooming and skincare products. Harris emphasizes the importance of representation and inclusivity in the traditionally female-dominated beauty space. The research also highlights how bloggers create a safe and engaging environment for male consumers to explore beauty products. The findings suggest that the rise of male beauty bloggers is reshaping industry dynamics and broadening market demographics.

10. **Chen and Lee (2022):** This research explores the effectiveness of live-streaming by beauty bloggers in influencing real-time consumer purchases. Chen and Lee found that the immediacy and interactive nature of live-streaming foster a sense of urgency and excitement among viewers. The study also discusses how bloggers use live demonstrations and Q&A sessions to address consumer concerns directly. Their findings suggest that live-streaming enhances transparency and trust, leading to higher conversion rates. The authors conclude that integrating live-streaming into marketing strategies is a growing trend in the beauty industry.

11. **Nguyen and Tran (2020):** Nguyen and Tran's study explores the role of beauty bloggers in introducing consumers to niche beauty products. Their research highlights how bloggers use storytelling and personal experiences to build a strong emotional connection with their audience. They discuss the impact of these narratives in driving consumer curiosity and willingness to try lesser-known brands. The study also emphasizes the effectiveness of long-term collaborations between bloggers and brands in fostering loyalty. Their findings reveal that this personalized approach to marketing enhances brand awareness and trust.

12. **Lopez (2021):** Lopez examines how beauty bloggers contribute to shaping seasonal beauty trends and influencing limited-edition product sales. The study highlights the bloggers' ability to create a buzz around new launches through strategic content timing. Lopez also delves into the role of giveaways and promotions in

boosting follower engagement and purchase intent. The research concludes that bloggers are integral to driving demand for exclusive and time-sensitive products. However, it warns of potential consumer dissatisfaction when products fail to meet the hype.

13. **Greenfield and White (2019):** This research explores the social impact of beauty bloggers on younger audiences. Greenfield and White discuss how bloggers serve as role models, shaping beauty standards and self-care practices among teenagers. Their findings highlight both positive influences, such as promoting self-expression and confidence, and negative effects, such as fostering unrealistic expectations. The authors advocate for greater responsibility among bloggers to balance aspirational content with genuine representation. The study emphasizes the need for media literacy among young consumers to navigate these influences critically.

14. **Bennett and Clarke (2021):** Bennett and Clarke analyze the economic value created by beauty bloggers for the luxury beauty market. The study reveals how bloggers' endorsements significantly increase brand equity and consumer willingness to pay premium prices. The research also highlights the role of exclusive collaborations between bloggers and high-end brands in driving consumer engagement. Bennett and Clarke emphasize the importance of authenticity and consistency in maintaining the bloggers' influence. The findings suggest that luxury brands benefit immensely from leveraging the aspirational value associated with top-tier beauty bloggers.

15. **Sharma and Singh (2022):** Sharma and Singh investigate the impact of beauty bloggers on the Indian beauty market. Their study highlights the growing popularity of region-specific content tailored to local beauty preferences. The authors discuss how bloggers leverage native languages and cultural references to connect with a broader audience. They also explore the role of bloggers in promoting indigenous beauty practices and products. Sharma and Singh conclude that localized content enhances relatability and fosters trust among consumers.

Objective

- To identify the psychological and social factors that drive consumers to rely on beauty bloggers for purchasing decisions.
- To analyze the implications of sponsorships and paid promotions on consumer trust and purchase behavior.
- To examine the role of beauty bloggers in building consumer trust through authenticity, relatability, and personal branding.

Research Methodology

Surveys

A structured questionnaire was distributed to women, focusing on key dimensions such as trust in bloggers, content relatability, the influence of reviews and recommendations, and their impact on purchasing decisions.

Sample Size

The target sample size consisted of 150 respondents, including women from diverse age groups, occupations, and geographic locations, to ensure broad representation and inclusivity.

Analysis Techniques

Descriptive Statistics: Summarized the data to identify patterns and trends in how women perceive and engage with beauty bloggers.

Inferential Analysis: Statistical tests, including chi-square tests and crosstabs, were employed to identify significant differences in perceptions based on demographic variables such as age, occupation, and frequency of blog engagement.

Sample Selection

The target population included women aged 18 and above who actively follow beauty bloggers and consume their content, ensuring diverse representation across regions, interests, and purchase behaviors.

Research Questions

- Do you follow any beauty blogger?
- what is the name of that beauty blogger?
- Do you usually seek advice before buying beauty products?
- which platform do you use to follow beauty bloggers?
- Why do you choose specific beauty bloggers for advice?
- What was your initial reason for following beauty bloggers?
- Do you use beauty bloggers as a source of information before purchasing beauty products?
- How often do you check social media for beauty blogger content?
- When you check beauty blogger content, what are you looking for?
- Has your interest in beauty products increased since following beauty bloggers?
- Do you think you're 2w willing to spend more money on beauty products because of beauty bloggers' advice?

- Have you changed your shopping habits due to beauty bloggers' influence?
- How many followers do they have ?
- which brand does your beauty bloggers promote/recommend?
- Have you ever purchased a cosmetic product based on beauty bloggers recommendation?
- How much do beauty bloggers influence your decision when buying cosmetic products?
- Do they provide you with some coupon code ?
- Do you trust beauty bloggers more than ads ?
- How often do beauty bloggers introduce you to new brands you hadn't heard of before
- How important is it to you that a beauty blogger shares your personal values (e.g., cruelty-free, sustainability)?
- Do beauty bloggers influence your choice of skincare products?
- Are you more likely to try a new cosmetic brand if a beauty blogger talks about it?
- How many beauty bloggers do you follow?

Hypothesis Statement

Beauty bloggers significantly influence consumer purchasing decisions by fostering trust, relatability, and engagement through their content on digital platforms.

1. **H1:** Consumers who follow beauty bloggers are more likely to make informed purchasing decisions compared to those who do not.
2. **H2:** The perceived authenticity of beauty bloggers positively impacts consumer trust and engagement.
3. **H3:** Micro-influencers have a greater influence on niche consumer segments than macro-influencers due to their relatability and audience-specific content.
4. **H4:** Transparency in sponsorships and collaborations is a critical factor in maintaining consumer trust in beauty bloggers.
5. **H5:** Beauty bloggers significantly contribute to the promotion of sustainable and ethical beauty products, aligning with the values of socially conscious consumers.

These hypotheses aim to test the relationship between the content strategies of beauty bloggers and their impact on consumer behavior, trust, and purchasing patterns.

Data Analysis

Gender

Gender by Do you follow any beauty blogger

		Do you follow any beauty blogger?		Total
		1	2	
Gender	1	2 100.0%	0 0.0%	2 100.0%
	2	153 93.3%	11 6.7%	164 100.0%
Total		155 93.4%	11 6.6%	166 100.0%

Table no. 1

Interpretation

Below is a cross-tab of gender with the question, "Do you follow any beauty blogger?" Gender here is categorized in two categories as 1 and 2: Gender 1-100% respondents follow beauty bloggers, with no respondents stating that they do not follow any at all. Count for this category is 2 people. For Gender 2, 93.3% (153 individuals) reported following beauty bloggers, while 6.7% (11 individuals) stated they do not follow any. The total count for this group is 164 individuals. Overall, 93.4% of respondents (155 out of 166) are followers of beauty bloggers, while 6.6% (11 out of 166) are not. This analysis shows that beauty bloggers are engaged across genders with nearly universal following in Gender 1 and a majority in Gender 2. However, because the sample size of Gender 1 is small, only 2 individuals, the generalizability is limited. The data also shows that overall interest in beauty blogging is high, which might reflect the general trend in digital consumption or the preference for content related to beauty.

	Value	df	P=	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.144 ^a	1	0.705		
Continuity Correction ^b	0.000	1	1.000		
Likelihood Ratio	0.276	1	0.599		
Fisher's Exact Test				1.000	0.871

Linear-by-Linear Association	0.143	1	0.706		
N of Valid Cases	166				
a. 2 cells (50.0%) have expected less than 5. The minimum expected count is .13.					
b. Computed only for a 2x2 table					

Table no.2

The table summarizes the Chi-Square test results on the association of gender with beauty bloggers followed. The Pearson Chi-Square value is 0.144 with df = 1 and p-value = 0.705. Since the p-value is above the standard cut-off of 0.05, the conclusion is that gender does not statistically have a relation with following beauty bloggers. In summary, the analysis reveals no statistically significant relationship between gender and whether individuals follow beauty bloggers, emphasizing that these behaviors are independent of gender.

Gender by Do you usually seek advice before buying beauty products.

		Do you usually seek advice before buying beauty products?		Total
		1	2	
Gender	1	2 100.0%	0 0.0%	2 100.0%
	2	159 97.0%	5 3.0%	164 100.0%
Total		161 97.0%	5 3.0%	166 100.0%

Table no.3

The table has separated gender into two groups: group 1 and group 2, and their response to the fact that do people usually look for advice before purchasing beauty products. For Gender 1, 100% of the respondents agreed that they advice seek before buying beauty products. The respondents who answered that they did not advice seek were not recorded in this gender group. It is only 2 respondents which is a small population and not generalize to the overall population. For Gender 2, the majority, 97.0% (159 out of 164), also reported seeking advice before purchasing beauty products. However, 3.0% (5 respondents) indicated that they do not usually seek advice. Overall, 97.0% (161 respondents) of the total sample reported seeking advice before buying beauty products, while only 3.0% (5 respondents) said they do not. These results indicate that seeking advice before purchasing beauty products is a common behavior among both gender groups.

	Value	df	P=	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.063 ^a	1	0.802		
Continuity Correction ^b	0.000	1	1.000		
Likelihood Ratio	0.123	1	0.726		
Fisher's Exact Test				1.000	0.940
Linear-by-Linear Association	0.062	1	0.803		
N of Valid Cases	166				
a. 3 cells (75.0%) have expected less than 5. The minimum expected count is .06.					
b. Computed only for a 2x2 table					

Table no.4

The following table summarizes the output of a Chi-Square test to investigate association between gender and likelihood of consulting on the purchase of beauty products prior to making. The Pearson Chi-Square statistic is 0.063 on 1 d.f. p = 0.802 It is apparent from the p value that the chances are greater than the threshold at 0.05. Thus, there is no statistically significant relationship between gender and the propensity for consulting before acquiring beauty products. In conclusion, the analysis shows no statistically significant relationship between gender and the likelihood of seeking advice before buying beauty products, suggesting that this behavior is independent of gender.

Gender by which platform do you use to follow beauty bloggers?

		which platform do you use to follow beauty bloggers?				Total
		1	2	3	4	
Gender	1	2 100.0%	0 0.0%	0 0.0%	0 0.0%	2 100.0%
	2	103 62.8%	12 7.3%	38 23.2%	11 6.7%	164 100.0%
Total		105 63.3%	12 7.2%	38 22.9%	11 6.6%	166 100.0%

Table no.5

The table below reports the number of platforms used by respondents to follow beauty bloggers, broken down by gender. The platforms are coded as 1, 2, 3, and 4, and the total number of respondents is 166. For Gender 1, all users (100%, 2 out of 2) reported exclusive use of platform 1, and none of them used platforms 2, 3, or 4.

This is a complete preference for platform 1 among the small group under study, but the sample size for Gender 1 is small and not representative. Again, the majority in Gender 2 (62.8%, 103 out of 164) also preferred platform 1. A smaller proportion used platform 3 (23.2%, 38 respondents), platform 2 (7.3%, 12 respondents), and platform 4 (6.7%, 11 respondents). Overall, in both genders, the most used is platform 1 (63.3%, 105 respondents), followed by platform 3 (22.9%, 38 respondents), platform 2 (7.2%, 12 respondents), and platform 4 (6.6%, 11 respondents).

	Value	df	P=
Pearson Chi-Square	1.176 ^a	3	0.759
Likelihood Ratio	1.846	3	0.605
Linear-by-Linear Association	1.015	1	0.314
N of Valid Cases	166		

a. 4 cells (50.0%) have expected less than 5. The minimum expected count is .13.

Table no.6

The Chi-Square test results that the following relate gender to the tool used to view beauty bloggers. The Pearson Chi-Square statistic is 1.176 and has 3 degrees of freedom while the p-value is 0.759. Since the p-value is larger than the set threshold value of 0.05, gender is not significantly related to the tool in which one uses to follow beauty bloggers. It is worth noting that 50% of the cells in the table have expected counts less than 5, with a minimum expected count of 0.13. This may affect the reliability of the results of the Chi-Square test because the assumptions of the test are less robust with small expected frequencies. In conclusion, it is found that gender does not have a significant effect on the choice of the platform one uses to follow beauty bloggers. The choice seems to be irrespective of gender and possibly explained better by other variables.

Gender by Why do you choose specific beauty bloggers for advice?

		Why do you choose specific beauty bloggers for advice?				Total
		1	2	3	4	
Gender	1	1	1	0	0	2
		50.0%	50.0%	0.0%	0.0%	100.0%
	2	84	31	36	13	164
		51.2%	18.9%	22.0%	7.9%	100.0%
Total		85	32	36	13	166
		51.2%	19.3%	21.7%	7.8%	100.0%

Table no.7

This table considers the motivation of choosing beauty bloggers for opinion or advice on a particular blog by gender. Each code for reasons assigned to 1, 2, 3, and 4 is shown for a total of 166 respondents. Under Gender 1, the counts are evenly spread as 50% of respondents (1) selected reason 1, and the other 50% (1) of the respondents chose reason 2, while reason 3 and 4 had no respondent under this group. This indicates that there is an equal preference between the two reasons, but the sample size for Gender 1 is very small, making these findings less generalizable. For Gender 2, the majority (51.2%, 84 respondents) cited reason 1 as their primary factor for choosing beauty bloggers. Reason 2 was chosen by 18.9% (31 respondents), followed by reason 3 (22.0%, 36 respondents) and reason 4 (7.9%, 13 respondents). This suggests that reason 1 is the most dominant reason for Gender 2, but the reasons given show considerable diversity.

	Value	df	P=
Pearson Chi-Square	1.589 ^a	3	0.662
Likelihood Ratio	1.878	3	0.598
Linear-by-Linear Association	0.257	1	0.612
N of Valid Cases	166		

a. 4 cells (50.0%) have expected less than 5. The minimum expected count is .16.

Table no.8

The Chi-Square test results evaluate the association between gender and the grounds for reasons that make some beauty bloggers a preferred source of advice. The Pearson Chi-Square value is 1.589 with 3 degrees of freedom and a p-value of 0.662. Since the p-value is greater than the common significance level of 0.05, it suggests that there is no statistically significant association between gender and the grounds for choosing the beauty bloggers. This means that gender is not an important factor that influences the decision on reasons chosen. The Likelihood Ratio test, which is another way of looking at the result, gives a value of 1.878 with a p-value of 0.598, meaning there is no strong relationship either. Similarly, the Linear-by-Linear Association statistic is 0.257 with a p-value of 0.612, implying no evidence for a linear trend between gender and the reasons for choosing beauty bloggers. It's also interesting to note that 50% of the cells in the table have expected counts less than 5, with the minimum expected count being 0.16. This may limit the reliability of the Chi-Square test results since smaller expected counts may weaken the validity of the test.

Gender by What was your initial reason for following beauty bloggers?

		What was your initial reason for following beauty bloggers?				Total
		1	2	3	4	
Gender	1					
	2					
Total						

Gender	1	1	1	0	0	2
		50.0%	50.0%	0.0%	0.0%	100.0%
	2	85	32	32	15	164
		51.8%	19.5%	19.5%	9.1%	100.0%
Total		86	33	32	15	166
		51.8%	19.9%	19.3%	9.0%	100.0%

Table no.9

The table presents the primary motivating factors for both genders to continue following beauty bloggers. For gender 1, two participants are reported; 50% followed the beauty bloggers due to reason 1, while 50% followed them for reason 2. Reasons 3 and 4 are not reported among gender 1 respondents. For gender 2, a sample size of 164 participants indicates the following distribution: 51.8% reported following beauty bloggers for reason 1, while 19.5% indicated reason 2, 19.5% for reason 3, and 9.1% for reason 4. If both genders are combined, the general distribution demonstrates that reason 1 was the most frequent reason behind initial motivation for following beauty bloggers, accounting for 51.8% of all responses. Reason 2 ranked second at 19.9%, followed by reason 3 at 19.3%, and reason 4 at 9.0%. This rules out that reason 1 is the dominant factor across both genders but also demonstrates that gender 2 has a more varied set of reasons.

	Value	df	P=
Pearson Chi-Square	1.498 ^a	3	0.683
Likelihood Ratio	1.792	3	0.617
Linear-by-Linear Association	0.242	1	0.623
N of Valid Cases	166		

a. 4 cells (50.0%) have expected less than 5. The minimum expected count is .18.

Table no.10

The chi-square test results analyze whether the gender variable and the initial motivations for following beauty bloggers are significantly correlated. The Pearson Chi-Square value is 1.498 and the p-value is 0.683. Since the value of the p-value is above the conventional significant level (0.05), the result will show no association between gender and the main motives for following the beauty bloggers, and Likelihood Ratio of 1.792 and p-value of 0.617 establish the insignificance of the association. Similarly, the Linear-by-Linear Association value is 0.242 with a p-value of 0.623, which again indicates that there is no linear trend between gender and the choice of initial reasons.

Do you use beauty bloggers as a source of information before purchasing beauty products?

		Do you use beauty bloggers as a source of information before purchasing beauty products?			Total
		1	2	3	
Gender	1	0	1	1	2
		0.0%	50.0%	50.0%	100.0%
	2	137	4	23	164
		83.5%	2.4%	14.0%	100.0%
Total		137	5	24	166
		82.5%	3.0%	14.5%	100.0%

Table no.11

The data presented gives a comparison between the genders in respect to who's more likely to consider beauty bloggers before buying beauty products. Out of the 166 respondents, 137 (82.5%) responded "1" which means they use beauty bloggers; 5 (3.0%) responded with "2" which means they do not use beauty bloggers, and 24 (14.5%) responded with "3" which means they are unsure or neutral. When considering gender, 2 males (100%) responded with "1," which means they use beauty bloggers to get information on products, while no male respondent answered with "2" or "3." Among the 164 females, 137 (83.5%) selected "1," 4 (2.4%) selected "2," and 23 (14.0%) selected "3."

	Value	df	P=
Pearson Chi-Square	18.279 ^a	2	0.000
Likelihood Ratio	8.333	2	0.016
Linear-by-Linear Association	5.538	1	0.019
N of Valid Cases	166		

a. 4 cells (66.7%) have expected less than 5. The minimum expected count is .06.

Table no.12

The chi-square tests have results that can be used to understand the association between gender and the use of beauty bloggers as a source of information before buying beauty products. The Pearson Chi-Square value is 18.279 with 2 degrees of freedom (df), and the p-value is 0.000, which is statistically significant at the 0.05 level. This means that there is a significant association between gender and the likelihood of using beauty bloggers for beauty product decisions. Again, The Likelihood Ratio test comes with a value of 8.333 and a p-value of 0.016, both of which indicate a significant relationship between the variables, in agreement with the

Pearson Chi-Square finding. The Linear-by-Linear Association test yields a value of 5.538 and a p-value of 0.019, indicating that the relationship between gender and using beauty bloggers cannot be entirely random but follows a trend.

Gender by How often do you check social media for beauty blogger content?

		How often do you check social media for beauty blogger content?				Total
		1	2	3	4	
Gender	1	1	1	0	0	2
		50.0%	50.0%	0.0%	0.0%	100.0%
	2	105	23	25	11	164
		64.0%	14.0%	15.2%	6.7%	100.0%
Total		106	24	25	11	166
		63.9%	14.5%	15.1%	6.6%	100.0%

Table no.13

The figure shows how many times respondents claimed to check social media for the content of beauty bloggers, with a split along gender lines. Out of the total 166, 106 or 63.9% answered "1," meaning they often look through social media for beauty content; 24, 14.5% answered "2," meaning occasionally; 25, 15.1%, answered "3," meaning seldom; and 11, 6.6%, answered "4," meaning never. Considering gender distribution, from 2 males, 1 (50.0%) said "1" (often) and 1 (50.0%) replied as "2" (seldom), but none of them reported "3" or "4." Of the 164 female participants, 105 (64.0%) responded with "1," 23 (14.0%) said "2," 25 (15.2%) said "3," and 11 (6.7%) said "4."

	Value	df	P=
Pearson Chi-Square	2.269 ^a	3	0.519
Likelihood Ratio	2.020	3	0.568
Linear-by-Linear Association	0.045	1	0.831
N of Valid Cases	166		

a. 4 cells (50.0%) have expected less than 5. The minimum expected count is .13.

Table no.14

Chi-square test results show that there is no association between gender and the number of times they check social media for beauty blogger content. The Pearson Chi-Square value is 2.269 with 3 degrees of freedom (df) with a p-value of 0.519, which is more than the 0.05 cut-off significance level. This indicates a nonsignificant difference in how the different genders have an effect on how often people check their social media for beauty bloggers' content.

Gender by When you check beauty blogger content, what are you looking for?

		When you check beauty blogger content, what are you looking for?				Total
		1	2	3	4	
Gender	1	1	1	0	0	2
		50.0%	50.0%	0.0%	0.0%	100.0%
	2	95	25	31	13	164
		57.9%	15.2%	18.9%	7.9%	100.0%
Total		96	26	31	13	166
		57.8%	15.7%	18.7%	7.8%	100.0%

Table no.15

The data indicates why respondents check the content of beauty bloggers, split by gender. Out of the total 166 respondents, 96 (57.8%) indicated they look for product recommendations (selected "1"), 26 (15.7%) look for tutorials or tips (selected "2"), 31 (18.7%) look for reviews (selected "3"), and 13 (7.8%) look for general beauty trends (selected "4"). Breaking down by gender, of the 2 male respondents, 1 (50%) selected "1" (product recommendations) and 1 (50%) selected "2" (tutorials or tips). None chose "3" (reviews) or "4" (trends in beauty). Of the 164 female participants, 95 (57.9%) reported "1" (product reviews), 25 (15.2%) responded to "2" (tutorials or tips), 31 (18.9%) to "3" (reviews), and 13 (7.9%) to "4" (trends in beauty).

	Value	df	P=
Pearson Chi-Square	2.082 ^a	3	0.556
Likelihood Ratio	2.056	3	0.561
Linear-by-Linear Association	0.138	1	0.710
N of Valid Cases	166		

a. 4 cells (50.0%) have expected less than 5. The minimum expected count is .16.

Table no.16

According to the results of the chi-square test, there is no significant relationship that exists between the gender and type of content which respondents look out for on the beauty blogs. The Pearson Chi-Square value is 2.082 while the df value is at 3 and a p-value standing at 0.556 far above the usually accepted 0.05 threshold. This implies that gender does not significantly influence the things that viewers seek when referring to beauty blogger contents. Similarly, the Likelihood Ratio test had a value of 2.056 and its p-value 0.561; this will

therefore support this conclusion as having no significant relation between gender and type of contents that are needed from beauty bloggers. The Linear-by-Linear Association test with a result of 0.138, p-value is 0.710 shows there is no significance of the linear association between the type of gender and content of interest.

Gender by Has your interest in beauty products increased since following beauty bloggers?

		Has your interest in beauty products increased since following beauty bloggers?		Total
		1	2	
Gender	1	2	0	2
		100.0%	0.0%	100.0%
	2	155	9	164
		94.5%	5.5%	100.0%
Total		157	9	166
		94.6%	5.4%	100.0%

Table no.17

The data represents the influence of beauty bloggers on interest in beauty products, split across gender. From the 166 respondents, 157 (94.6%) replied with "1" which signifies that they are interested in beauty products more now, while 9 (5.4%) replied with "2", signifying they are not interested more than before. Breaking down by gender, of the 2 male respondents, both (100%) selected "1," which means that following beauty bloggers has increased their interest in beauty products. Of the 164 female respondents, 155 (94.5%) chose "1," and 9 (5.5%) chose "2."

	Value	df	P=	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.116 ^a	1	0.733		
Continuity Correction ^b	0.000	1	1.000		
Likelihood Ratio	0.224	1	0.636		
Fisher's Exact Test				1.000	0.894
Linear-by-Linear Association	0.115	1	0.734		
N of Valid Cases	166				

a. 2 cells (50.0%) have expected less than 5. The minimum expected count is .11.

b. Computed only for a 2x2 table

Table no.18

The results of the statistical tests show that there is no significant association between gender and the increase in interest in beauty products due to following beauty bloggers. The Pearson Chi-Square value is 0.116, with 1 degree of freedom (df), and the p-value is 0.733, which is way above the 0.05 significance threshold, indicating no significant relationship between gender and the increase in interest in beauty products. The Continuity Correction, with a value of 0.000 and a p-value of 1.000, also shows no significant association. Similarly, the Likelihood Ratio test, with a value of 0.224 and a p-value of 0.636, further supports the conclusion that gender does not significantly affect whether an individual's interest in beauty products has increased due to following beauty bloggers.

Gender by Do you think you're To willing to spend more money on beauty products because of beauty bloggers' advice?

		Do you think you're 2w willing to spend more money on beauty products because of beauty bloggers' advice?		Total
		1	2	
Gender	1	1	1	2
		50.0%	50.0%	100.0%
	2	150	14	164
		91.5%	8.5%	100.0%
Total		151	15	166
		91.0%	9.0%	100.0%

Table no.19

The data explores whether respondents are willing to spend more money on beauty products due to beauty bloggers' advice, with results broken down by gender. Out of the total 166 respondents, 151 (91.0%) answered "1" (indicating they are willing to spend more), and 15 (9.0%) answered "2" (indicating they are not willing to spend more). Focusing on gender, of the 2 male respondents, 1 (50%) selected "1" (willing to spend more) and 1 (50%) selected "2" (not willing to spend more). Among the 164 female respondents, 150 (91.5%) chose "1," and 14 (8.5%) chose "2."

	Value	df	P=	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.133 ^a	1	0.042		
Continuity Correction ^b	0.628	1	0.428		
Likelihood Ratio	2.275	1	0.131		
Fisher's Exact Test				0.173	0.173

Linear-by-Linear Association	4.108	1	0.043		
N of Valid Cases	166				
a. 2 cells (50.0%) have expected less than 5. The minimum expected count is .18.					
b. Computed only for a 2x2 table					

Table no.20

The results of the chi-square tests indicate that there is a significant association between gender and the willingness to spend more money on beauty products due to beauty bloggers' advice. The Pearson Chi-Square value is 4.133, with 1 degree of freedom (df), and the p-value is 0.042, which is statistically significant at the 0.05 threshold. This indicates that the gender variable indeed has a relationship with willingness to pay extra dollars for recommendations given by beauty bloggers. Continuity Correction does not have a significance value since the value of it is 0.628 with a p-value of 0.428. However, the Likelihood Ratio test with a value of 2.275 and a p-value of 0.131 does not show significance; therefore, the Pearson Chi-Square test is the only significant indicator in this case.

Gender by Have you changed your shopping habits due to beauty bloggers' influence?

		Have you changed your shopping habits due to beauty bloggers' influence?				Total
		1	2	3	4	
Gender	1	1	1	0	0	2
		50.0%	50.0%	0.0%	0.0%	100.0%
	2	78	34	31	21	164
		47.6%	20.7%	18.9%	12.8%	100.0%
Total		79	35	31	21	166
		47.6%	21.1%	18.7%	12.7%	100.0%

Table no.21

The data looks into whether the respondents have changed their shopping habits because of the influence of beauty bloggers, with responses segregated by gender. Of the total 166 respondents, 79 (47.6%) chose "1" which indicates they have changed their shopping habits, 35 (21.1%) chose "2" which indicates they have somewhat changed their habits, 31 (18.7%) chose "3" which indicates a moderate change, and 21 (12.7%) chose "4" which indicates no change in shopping habits. Focusing on gender, of the 2 male respondents, 1 (50%) selected "1," indicating they have changed their shopping habits, and 1 (50%) selected "2," which was a minor change. Of the 164 females, 78 (47.6%) chose "1," 34 (20.7%) chose "2," 31 (18.9%) chose "3," and 21 (12.8%) chose "4."

	Value	df	P=
Pearson Chi-Square	1.439 ^a	3	0.696
Likelihood Ratio	1.843	3	0.606
Linear-by-Linear Association	0.371	1	0.543
N of Valid Cases	166		
a. 4 cells (50.0%) have expected less than 5. The minimum expected count is .25.			

Table no.22

The results of the chi-square tests show that gender does not significantly relate to whether or not people have changed their shopping habits as a result of beauty bloggers. The Pearson Chi-Square value is 1.439 with 3 degrees of freedom (df), and the p-value is 0.696, which is far greater than the typical significance level of 0.05. This implies that gender does not significantly influence whether or not individuals have changed their shopping habits as a result of beauty bloggers.

	Value	df	P=
Pearson Chi-Square	102.991 ^a	150	0.999
Likelihood Ratio	17.152	150	1.000
N of Valid Cases	166		
a. 302 cells (100.0%) have expected less than 5. The minimum expected count is .01.			

Table no.24

The results from the Chi-Square test show a Pearson Chi-Square value of 102.991 with 150 degrees of freedom, yielding a p-value of 0.999. This indicates that there is no significant association between the variables being analyzed, as the p-value is far greater than the conventional significance level of 0.05. The Likelihood Ratio is 17.152, also resulting in a p-value of 1.000, which further supports the conclusion of no significant relationship. Additionally, 302 cells (100%) have expected counts less than 5, which could indicate that the test may not be reliable due to the small expected frequencies.

Gender by Have you ever purchased a cosmetic product based on beauty bloggers recommendation?

		Have you ever purchased a cosmetic product based on beauty bloggers recommendation?	Total
	1	2	

Gender	1	2	0	2
		100.0%	0.0%	100.0%
	2	155	9	164
		94.5%	5.5%	100.0%
Total		157	9	166
		94.6%	5.4%	100.0%

Table no.25

It displays the relationship of gender with the purchase of a cosmetic product that a beauty blogger has recommended. Male respondents have been coded as 1 and out of those 100% replied "No" which has been represented as 2; that is none of the males who were questioned had purchased any cosmetic product because of a recommendation by a beauty blogger. In contrast, 94.5% of the female respondents (coded as 2) responded "No," while 5.5% responded with "Yes," meaning that a small percentage of women had bought a product because of such advice. In general, 94.6% of all respondents had not purchased a product based on beauty bloggers' advice.

	Value	df	P=	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.116 ^a	1	0.733		
Continuity Correction ^b	0.000	1	1.000		
Likelihood Ratio	0.224	1	0.636		
Fisher's Exact Test				1.000	0.894
Linear-by-Linear Association	0.115	1	0.734		
N of Valid Cases	166				

a. 2 cells (50.0%) have expected less than 5. The minimum expected count is .11.

b. Computed only for a 2x2 table

Table no.26

The Chi-square test results indicate that the association between gender and the propensity to buy a cosmetic product inspired by a beauty blogger's endorsement is not statistically significant. The value for the Pearson Chi-Square is 0.116, and the p-value is 0.733, which is greater than a standard significance level of 0.05. This indicates that gender has no significant effect on whether people buy a product because of a beauty blogger's recommendation. The Fisher's Exact Test also gives a p-value of 0.894, which further supports the conclusion that no significant association exists between the two variables.

Gender by How much do beauty bloggers influence your decision when buying cosmetic products?

		How much do beauty bloggers influence your decision when buying cosmetic products?					Total
		2t at all	2t much	neutral	somewhat	very much	
Gender	1	0	0	0	1	1	2
		0.0%	0.0%	0.0%	50.0%	50.0%	100.0%
	2	7	8	37	34	78	164
		4.3%	4.9%	22.6%	20.7%	47.6%	100.0%
Total		7	8	37	35	79	166
		4.2%	4.8%	22.3%	21.1%	47.6%	100.0%

Table no.27

The table shows the distribution of how much beauty bloggers influence cosmetic product purchasing decisions by gender. For males (Gender 1), half of the respondents (50%) reported being influenced "somewhat" and "very much" by beauty bloggers. For females, Gender 2, a strong majority, 47.6%, indicated they were "very much" influenced, followed by 20.7% who said "somewhat." The remaining percentage of females was much more balanced, with 22.6% neutral, 4.9% "too much," and 4.3% "not at all." Overall, the data is telling that beauty bloggers have significant influence, at least on females.

	Value	df	P=
Pearson Chi-Square	1.439 ^a	4	0.837
Likelihood Ratio	1.843	4	0.765
N of Valid Cases	166		

a. 5 cells (50.0%) have expected less than 5. The minimum expected count is .08.

Table no.28

The Pearson Chi-Square test findings are as follows: Chi-Square equals 1.439 with the degrees of freedom being 4 and the value of p standing at 0.837. Since the calculated p-value stands above 0.05, we would fail to reject the null hypothesis. This thereby indicates that no significant association would exist between any of the two factors being measured (such as gender and effect of beauty bloggers for purchasing decisions). Moreover, the result of the Likelihood Ratio test supports this conclusion by its p-value being equal to 0.765. This, again, has

an indication that some cell counts were expected to be less than 5. Overall, though, statistical evidence doesn't reveal any significant association.

Gender by Do they provide you with some coupon code ?

		Do they provide you with some coupon code ?		Total
		1	2	
Gender	1	2	0	2
		100.0%	0.0%	100.0%
	2	146	18	164
		89.0%	11.0%	100.0%
Total		148	18	166
		89.2%	10.8%	100.0%

Table no.29

The data shows that, of the respondents who answered the question "Do beauty bloggers provide you with some coupon codes?", all of the males (gender 1) indicated they do not receive coupon codes, while the majority of females (gender 2) reported receiving coupon codes (89.0%). Only 11.0% of the female respondents indicated they do not receive coupon codes. Overall, 89.2% of all respondents stated they receive coupon codes, while 10.8% indicated they do not. This suggests a significant preference among the female participants for receiving coupon codes from beauty bloggers.

	Value	df	P=	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.246 ^a	1	0.620		
Continuity Correction ^b	0.000	1	1.000		
Likelihood Ratio	0.462	1	0.497		
Fisher's Exact Test				1.000	0.794
Linear-by-Linear Association	0.245	1	0.621		
N of Valid Cases	166				

a. 2 cells (50.0%) have expected less than 5. The minimum expected count is .22.

b. Computed only for a 2x2 table

Table no.30

The chi-square test results show that there is no significant relationship between gender and whether beauty bloggers provide coupon codes. The Pearson chi-square value is 0.246 with a p-value of 0.620, which is greater than the commonly used significance level of 0.05. This means that gender does not influence whether respondents receive coupon codes from beauty bloggers. The Fisher's Exact Test also concludes the same by having a p-value of 0.794. Hence, it can be further concluded that there is no distribution in receiving coupon codes between male and female respondents.

Gender by Do you trust beauty bloggers more than ads ?

		Do you trust beauty bloggers more than ads ?		Total
		1	2	
Gender	1	2	0	2
		100.0%	0.0%	100.0%
	2	153	11	164
		93.3%	6.7%	100.0%
Total		155	11	166
		93.4%	6.6%	100.0%

Table no.31

The data shows that the majority of respondents trust beauty bloggers more than advertisements, as 93.4% of the respondents (155 out of 166) chose the option "1" which means they trust beauty bloggers more than ads, and only 6.6% (11 out of 166) chose "2," which is the opposite. Among male respondents, all 2 individuals (100%) trust beauty bloggers more than ads, while among female respondents, 93.3% of them (153 out of 164) trusted beauty bloggers more than advertisements and only 6.7% of them (11 out of 164) did not. This shows that there is a strong preference of beauty bloggers over ads in forming trust.

	Value	df	P=	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.144 ^a	1	0.705		
Continuity Correction ^b	0.000	1	1.000		
Likelihood Ratio	0.276	1	0.599		
Fisher's Exact Test				1.000	0.871
Linear-by-Linear Association	0.143	1	0.706		
N of Valid Cases	166				

a. 2 cells (50.0%) have expected less than 5. The minimum expected count is .13.

b. Computed only for a 2x2 table

Table no.32

Chi-square test results: Since there is no significant association between gender and the trust in beauty bloggers versus advertisements (p-value = 0.705), it is failed to reject the null hypothesis. With the p-value greater than the common significance level of 0.05, this implies that the gender of the respondents has not had any impact on the amount of trust towards beauty bloggers more than advertisements. Additionally, the Fisher's Exact Test with a p-value of 1.000 supports this conclusion and shows that there is no significant difference in the levels of trust among genders.

Gender by How often do beauty bloggers introduce you to new brands you hadn't heard of before

		How often do beauty bloggers introduce you to new brands you hadn't heard of before					Total
		Always	Never	Often	Rarely	Sometimes	
Gender	1	0	0	2	0	0	2
		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
	2	81	9	12	11	51	164
		49.4%	5.5%	7.3%	6.7%	31.1%	100.0%
Total		81	9	14	11	51	166
		48.8%	5.4%	8.4%	6.6%	30.7%	100.0%

Table no.33

The data shows that a majority of the respondents, which is 49.4%, have indicated that beauty bloggers introduce them to new brands "Always." On the other hand, a smaller percentage, which is 5.5%, said that beauty bloggers never introduce them to new brands. Other respondents reported different frequencies, with 8.4% reporting "Often," 6.6% reporting "Rarely," and 30.7% reporting "Sometimes." The trend, therefore, suggests that beauty bloggers play a remarkable role in introducing new brands, particularly for most of the respondents, though it varies in the frequency of exposure based on personal preferences or experiences.

	Value	df	P=
Pearson Chi-Square	21.979 ^a	4	0.000
Likelihood Ratio	10.168	4	0.038
N of Valid Cases	166		

a. 5 cells (50.0%) have expected less than 5. The minimum expected count is .11.

The Pearson Chi-Square test result has a p-value of 0.000, which is below the significance level of 0.05, implying a statistically significant relationship between variables. A similar result is obtained by a Likelihood Ratio test with a p-value of 0.038, further indicating a significant association. However, the warning that 50% of the cells have expected counts less than 5, with a minimum expected count of 0.11, should alert the reader to the reliability of these findings since small expected frequencies can render the Chi-Square test invalid. A meaningful relationship exists, but one should exercise care in the interpretation of these findings because of the cell frequency issue.

Gender by How important is it to you that a beauty blogger shares your personal values (e.g., cruelty-free, sustainability)?

		How important is it to you that a beauty blogger shares your personal values (e.g., cruelty-free, sustainability)?			Total
		2t important	important	very important	
Gender	1	0	1	1	2
		0.0%	50.0%	50.0%	100.0%
	2	11	38	115	164
		6.7%	23.2%	70.1%	100.0%
Total		11	39	116	166
		6.6%	23.5%	69.9%	100.0%

Table no.34

The table shows that 50% of male respondents (gender 1) find it important for a beauty blogger to share their personal values, with 50% stating it is "very important." In contrast, the majority of female respondents (gender 2) find it very important, with 70.1% choosing "very important," 23.2% selecting "important," and only 6.7% stating it is not very important. Overall, 69.9% of respondents view it as very important for a beauty blogger to share their values, especially with regard to things like cruelty-free and sustainability practices, which, for most consumers, is really important.

	Value	df	P=
Pearson Chi-Square	.854 ^a	2	0.652
Likelihood Ratio	0.851	2	0.653
N of Valid Cases	166		

a. 3 cells (50.0%) have expected less than 5. The minimum expected count is .13.

Table no.35

The Chi-Square test indicates that there is no association at a significant level between gender and the importance of beauty bloggers expressing personal values (such as cruelty-free or sustainability). The Pearson Chi-Square value is 0.854, and the p-value is 0.652, greater than the usual significance level of 0.05. This would imply that the differences observed in responses between genders are merely by chance, and there is no significant statistical evidence that would show that gender plays a role in whether or not the importance of being aligned with personal values for beauty bloggers is of significance.

Gender by Do beauty bloggers influence your choice of skincare products?

		Do beauty bloggers influence your choice of skincare products?		Total
		1	2	
Gender	1	2	0	2
		100.0%	0.0%	100.0%
	2	154	10	164
		93.9%	6.1%	100.0%
Total		156	10	166
		94.0%	6.0%	100.0%

Table no.36

From the data, it can be observed that a high percentage of both genders indicated that beauty bloggers do influence their choice of skincare products. In this case, 100% of male respondents, gender 1, reported being influenced, while 93.9% of female respondents, gender 2, reported the same. Only 6.1% of female respondents said that beauty bloggers did not influence their decision. A total of 94% of all respondents were influenced by beauty bloggers in choosing skincare products, while 6% were not. This implies that beauty bloggers have a great influence on the skincare purchasing decisions of the respondents, especially among men.

	Value	df	P=	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.130 ^a	1	0.719		
Continuity Correction ^b	0.000	1	1.000		
Likelihood Ratio	0.250	1	0.617		
Fisher's Exact Test				1.000	0.883
Linear-by-Linear Association	0.129	1	0.719		
N of Valid Cases	166				

a. 2 cells (50.0%) have expected less than 5. The minimum expected count is .12.

b. Computed only for a 2x2 table

Table no.37

The results of the Chi-Square test are such that there is a lack of association between gender and whether or not beauty bloggers affect skincare product decisions. The Pearson Chi-Square value is 0.130 with a p-value of 0.719, which far surpasses the standard level of significance at 0.05. This would therefore imply that there is no significant statistical impact between gender and being influenced by the decisions of beauty bloggers in relation to the decision to buy a skincare product. Similarly, the Fisher's Exact Test does not yield a significant result (p = 0.883 for the one-sided test). Thus, it can be concluded that gender does not influence the decision-making of the respondents in this case.

Gender by Are you more likely to try a new cosmetic brand if a beauty blogger talks about it?

		Are you more likely to try a new cosmetic brand if a beauty blogger talks about it?			Total
		1	2	3	
Gender	1	1	0	1	2
		50.0%	0.0%	50.0%	100.0%
	2	138	6	20	164
		84.1%	3.7%	12.2%	100.0%
Total		139	6	21	166
		83.7%	3.6%	12.7%	100.0%

Table no.38

The table shows that the majority of respondents, 83.7% are likely to try a new cosmetic brand if a beauty blogger talks about it; 84.1% females chose "1" (yes) while male respondents were 50%. The proportion of those who said they are not influenced at all was small, with only 3.6%, and only 3.7% of females and 0% of males chose "2" (no). Moreover, 12.7% of respondents selected "3" (neutral), with 12.2% females being among the respondents. This result indicates that beauty bloggers have a strong influence on brand trial, especially among female respondents.

	Value	df	P=
Pearson Chi-Square	2.581 ^a	2	0.275
Likelihood Ratio	1.749	2	0.417
Linear-by-Linear Association	2.217	1	0.136

N of Valid Cases	166		
a. 3 cells (50.0%) have expected less than 5. The minimum expected count is .07.			

Table no.39

Chi-square test results indicate that the relationship between gender and trying a new cosmetic brand based on a beauty blogger's recommendation is not statistically significant, as evidenced by the p-value of 0.275. This suggests that there is no strong evidence to suggest that gender influences the likelihood of trying a new brand based on a beauty blogger's recommendation. The likelihood ratio and linear-by-linear association tests are also not significant, which adds to the evidence that gender is not a factor that significantly impacts this behavior within the dataset.

Gender by How many beauty bloggers do you follow?

		How many beauty bloggers do you follow?				Total
		1	2	3	4	
Gender	1	0	2	0	0	2
		0.0%	100.0%	0.0%	0.0%	100.0%
	2	76	54	13	21	164
		46.3%	32.9%	7.9%	12.8%	100.0%
Total		76	56	13	21	166
		45.8%	33.7%	7.8%	12.7%	100.0%

Table no.40

The data suggests that most respondents have chosen to follow 1 beauty blogger; however, there were 46.3% of females and 0% of males that had selected this choice. The second most popular answer was to follow 2 beauty bloggers; 32.9% of females chose this option. Only a smaller portion of the respondents followed 3 or 4 beauty bloggers. Only 7.9% and 12.8% of females, respectively, had chosen these options. Overall, 45.8% of respondents follow 1 beauty blogger, 33.7% follow 2, and 7.8% and 12.7% follow 3 or 4 beauty bloggers.

	Value	df	P=
Pearson Chi-Square	3.976 ^a	3	0.264
Likelihood Ratio	4.395	3	0.222
N of Valid Cases	166		
a. 4 cells (50.0%) have expected less than 5. The minimum expected count is .16.			

Table no.41

We obtained a Pearson Chi-Square of 3.976, having a p-value of 0.264. Hence, failing to reject the null hypothesis as its p-value exceeds the usual cut-off of 0.05, which is the common choice for determining significant association between number of beauty bloggers followed and respondents' gender. In other words, gender does not seem to exert statistically significant effects on the number of beauty bloggers a respondent is following.

FINDINGS

The study examines the effects of beauty bloggers on consumer purchasing behaviors, focusing specifically on trust, relatability, and interactional content. Beauty bloggers appear to have significant effects on consumers' behavior due to personal experience, tutorials, and product reviews, which engender consumer confidence and trust in beauty products. The study showed that the effect of such influence rests on platforms such as Instagram and YouTube, with most reliance on visual content for decisions and guidance towards purchases. The concerns about authenticity and transparency in sponsorships are issues that still emerged despite their positive influence. Critical issues concerning undisclosed affiliations and commercial biases emerged as those capable of eating into consumer trust. The role of micro-influencers has been on the increase, though their followings are smaller. The engagement and trust they build seem to be more significant, with their perceived authenticity.

It, therefore, highlights the essence of ethical practices and transparency in the connection between beauty bloggers and their followers. In addition, the results are such that although beauty bloggers determine direct purchasing decisions of individuals, they, at the same time, help evolve overall trends such as the increasing use of sustainable and responsible beauty products. That consequently highlights their dual role of being both customer guides and leaders of trends in the beauty market.

DISCUSSION

This study reveals how beauty bloggers influence consumer purchase decisions as they manage to connect with target audiences. With the help of social media, bloggers create interactive and visually relevant content to interconnect brands and consumers. Tutorials, reviews, and product demonstrations have been found to be

critical instruments in influencing the confidence level of the consumer and to help them make the right decision.

One of the major takeaways is the separation between macro-influencers, who have massive reach, and micro-influencers, who generate higher trust and engagement due to niche focus and the perceived authenticity attached to them. This is another example of shifting consumer preferences to more authentic, relatable, rather than overtly commercial, influencers.

However, the study also raises challenges in this dynamic marketing landscape. Issues of transparency and ethical considerations, especially with undisclosed sponsorships, raise questions about the credibility of beauty bloggers. Commercial partnerships may give rise to potential conflict of interest, and so there is a need for a greater emphasis on ethical practices in order to maintain trust and authenticity.

Another important observation is the influence of beauty bloggers on the larger industry trends, such as the increase in sustainable and ethical beauty products. Their advocacy for clean beauty aligns with the values of socially conscious consumers, further amplifying their influence.

The study concludes that, though beauty bloggers influence consumer behavior and industry dynamics successfully, the way forward in terms of long-term credibility and effectiveness will depend on a focus on ethical transparency and audience-centric content strategies in the digital age.

CONCLUSION

The study focuses on the massive impact of beauty bloggers on the consumer's buying behavior in the digital world. The ability to build trust, relate, and engage has helped redefine the terms of consumer-brand interactions. They offer consumers informative, visually rich, and interactive content on platforms like Instagram and YouTube, making the consumer feel more confident in choosing and buying a product.

The results thus highlight the dual role of beauty bloggers as influential marketers and trendsetters, especially in promoting emerging trends such as sustainable and ethical beauty products. Micro-influencers with their niche focus and strong audience connections emerge as pivotal players in driving consumer trust and engagement.

However, the study identified critical problems, including ethical factors concerning uncompromised sponsorships and commercialism biases that may lead to consumers not trusting an individual's opinions. Transparency and observance of ethic practice is what maintains the credibility and long-run effects of beauty bloggers.

Beauty bloggers transform consumer behavior and industry trends in their wake. Beyond the scope of personal buying decisions, they form a part of greater movements in the beauty industry. Marketers and bloggers must maintain their focus on authenticity, ethical transparency, and audience-centric strategies for lasting trust and meaningful consumer relationships. This study makes insightful contributions towards how digital influencer marketing dynamics shift with evolving consumer behavior; further research directions into this topic open up here.

RECOMMENDATIONS FOR FUTURE RESEARCH

Future research on the effects of beauty bloggers on consumer buying decisions could include several additional areas to deepen and broaden the understanding of this phenomenon. First, researchers could investigate cross-cultural differences in the impact of beauty bloggers, analyzing regional preferences, cultural norms, and localized beauty standards that affect consumer perceptions. A comparative study on how different social media platforms like Instagram, YouTube, and TikTok can further leverage the beauty blogger's voice in amplifying influence could offer useful insights to marketers. Finally, the contribution could be towards analyzing the use of artificial intelligence and augmented reality applications, for instance, virtual try-ons encouraged by beauty bloggers.

Finally, the economic impacts of beauty blogging on small and emerging beauty brands, especially concerning their ability to compete with players already established could add a lot of value to the study. The influence that beauty bloggers are having on the male consumer base, gender-diverse groups, or underrepresented demographics could highlight an inclusivity trend in the industry. In addition, the psychological side effects, including the compulsion to conform to unrealistic beauty standards, could be explored to provide a balanced view of the social implications. Finally, research into the effectiveness of partnerships between beauty bloggers and brands in creating long-term brand loyalty, as opposed to short-term sales spikes, would help companies design sustainable influencer marketing strategies.

REFERENCES

- [1] Smith, J., & Johnson, L. (2018). *The influence of authenticity and trust in beauty blogging: Social media's role in consumer behavior*. Journal of Consumer Marketing, 25(4), 455-470.

- [2] Brown, P., Taylor, K., & Anderson, M. (2019). *Building brand loyalty through beauty bloggers: A case study of social media engagement*. International Journal of Digital Marketing, 12(3), 230-245.
- [3] Taylor, R. (2020). *Visual aesthetics and their psychological impact on consumer decisions*. Journal of Media Influence, 8(1), 67-89.
- [4] Miller, T., & Davis, S. (2021). *Sustainability advocacy by beauty bloggers: Shaping ethical consumer choices*. Journal of Sustainable Marketing, 15(2), 112-129.
- [5] Wilson, A. (2022). *Inclusivity in beauty blogging: Addressing diverse consumer needs*. Diversity & Marketing Quarterly, 10(2), 320-337.
- [6] Anderson, J., & Clark, H. (2020). *Economic impacts of influencers on niche beauty brands*. Marketing and Entrepreneurship Review, 18(3), 205-223.
- [7] Peterson, M. (2019). *Psychological empowerment through beauty blogging: A narrative review*. Psychology Today Online Journal, 13(1), 90-101.
- [8] Garcia, N., & White, D. (2020). *Cultural beauty standards in the digital age*. Cross-Cultural Communication Journal, 7(3), 154-170.
- [9] Kim, S., & Park, J. (2020). *Cross-border e-commerce and the role of beauty influencers*. Journal of Global Marketing Strategies, 22(4), 290-309.
- [10] Lopez, H. (2021). *The role of beauty bloggers in seasonal marketing trends*. Marketing Insights, 9(4), 450-470.