ANALYSIS OF THE INFLUENCE OF INFLUENCER MARKETING ON PURCHASING DECISIONS IN THE COSMETICS INDUSTRY

Susi Arijanti
Sekolah Tinggi Penerbangan AVIASI, Indonesia
E-mail: ArieSoerattjoko@gmail.com

Abstract

This research aims to analyze the influence of influencer marketing on consumer purchasing decisions in the cosmetics industry through a literature review. The cosmetics industry is currently growing rapidly with the important role played by influencers on social media. Influencer marketing has been proven to be an effective marketing strategy in reaching and influencing consumers. Previous studies show that influencers have the ability to build emotional connections with their audiences, which in turn influences the perception and choice of certain cosmetic products. Through a comprehensive literature review, this research identifies key factors that influence the effectiveness of influencer marketing, including the influencer's credibility, authenticity, and brand fit. In addition, this research also pays attention to the role of social media as a crucial platform in influencer marketing campaigns, as well as its impact on consumer engagement and purchasing decisions. The results of this study conclude that influencer marketing has a significant influence on consumer purchasing decisions in the cosmetics industry. Therefore, cosmetic brands are expected to develop more effective marketing strategies by utilizing the power of influencers. This research also offers practical recommendations for cosmetic brand owners to select and collaborate with suitable influencers, as well as suggesting further research directions to explore other aspects of influencer marketing in a broader context.

Keywords: Influencer Marketing, Purchase Decisions, Cosmetics Industry

INTRODUCTION

In recent years, the cosmetics industry has experienced significant growth along with increasing public awareness of self-care and appearance. According to reports from various market research, the value of the global cosmetics industry is expected to continue to increase in the future. Factors such as product innovation, increasing incomes, and changes in consumption patterns are the main drivers of this growth (Ravikumar et al., 2022). One important component in the marketing strategy for cosmetic products is the

use of influencer marketing, which has proven effective in reaching a wider audience and increasing interaction with consumers.

Influencer marketing has become a phenomenon that cannot be ignored in today's digital world. Influencers, both celebrities and individuals who have built a loyal fan base on social media, have the ability to influence the opinions and behavior of their followers (Tali, 2024). In the context of the cosmetics industry, many brands have turned to influencers to promote their products and build customer trust. This marketing method not only helps increase brand awareness, but also the sales potential of cosmetic products significantly.

Consumer purchasing decisions are a complex topic and are influenced by various factors, including recommendations from individuals who are considered influential. Many studies show that influencers have an important role in the purchasing decision making process, especially among millennials and generation Z who are active on social media (Sugiarto et al., 2022). Factors such as the influencer's credibility, the content delivered, and the way the product is represented have a major impact on consumers' perception and readiness to make a purchase.

However, although the effectiveness of influencer marketing is widely recognized, there is little research that specifically analyzes its influence in the cosmetics industry. Therefore, this research aims to fill this gap by analyzing in depth how influencer marketing influences purchasing decisions in the cosmetics industry (Utami et al., 2023). By understanding the factors that influence these decisions, cosmetics brands can design marketing strategies that are more effective and tailored to consumer needs and preferences.

Influencer marketing offers several advantages compared to traditional marketing strategies. First, influencers often have a more personal and authentic relationship with their followers. This helps build trust and increases the likelihood that consumers will purchase the recommended product. Second, social media platforms allow content to be disseminated more quickly and efficiently, reaching a wide audience in a short time. Third, the use of influencers also allows brands to target more specific market segments, based on demographics, interests and consumer behavior (Soetiyani & Hosea, 2023).

However, the success of influencer marketing is not without challenges. One of the main challenges is maintaining the credibility of the influencer. Modern consumers tend to be skeptical of content that is deemed too promotional or inauthentic. Therefore, selecting the right influencer and crafting relevant and interesting content is very important.

In addition, the effectiveness of influencer marketing is not only determined by the number of followers an influencer has, but also by the level of interaction and engagement of followers with the content they create. This means that brands need to be more careful in evaluating the quality of influencers, not just the quantity of their followers (Pahlevi & Medyawati, 2023).

This research is important to carry out considering the large influence of influencer marketing on consumer behavior, especially in the cosmetics industry. By understanding the factors that influence the success of this strategy, cosmetics companies can optimize their marketing efforts and meet consumer needs and expectations more effectively.

With this background, this research focuses on analyzing the influence of influencer marketing on consumer purchasing decisions in the cosmetics industry. Researchers will examine how factors such as credibility, expertise, and popularity of influencers influence consumer perceptions and how content delivered by influencers can shape consumers' interest and desire to purchase recommended cosmetic products.

RESEARCH METHOD

This research will use a literature review approach by examining various academic sources, industry reports and relevant case studies. A comparative analysis of existing studies will be conducted to identify common patterns and findings. In addition, interviews with experts and practitioners in the field of content marketing will also be conducted to gain further insight (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION
Influencer Marketing Concept
1. Definition and History of Influencer Marketing

Influencer marketing is a marketing strategy in which brands collaborate with individuals who have great influence on social media or other online platforms to promote their products or services (Mohan, 2022). These individuals, known as influencers, have the ability to influence the purchasing decisions of others due to their authority, knowledge, position, or relationship with their audience. Influencers can come from a variety of backgrounds, including celebrities, bloggers, vloggers, and social media users with significant followings on platforms such as Instagram, YouTube, and TikTok.

Influencer marketing is not a new concept, but in its modern form, it began to develop with the growth of social media in the early 2010s. Before the era of social media, this practice was better known as celebrity endorsement where brands used celebrity popularity to promote their products. With the emergence of platforms like Instagram and YouTube, non-celebrity individuals with large followings are starting to have equal or even more value to brands. As a result, companies are starting to shift their attention from traditional celebrities to micro-influencers who are considered more authentic and trustworthy by their followers (Kouchih & Mataa, 2023). In the 2020s, influencer marketing has become an integral part of many companies' marketing strategies, reflecting a major shift in the way brands reach and interact with consumers (Zhao, 2024).

2. Types of Influencers

Influencers in the digital world are divided into several categories based on the number of their followers. Nano influencers have 1,000 to 10,000 followers, known for highly personalized interactions with their audiences. Above that, micro influencers have 10,000 to 100,000 followers and usually focus on a specific niche, maintaining high engagement. Meanwhile, macro influencers with between 100,000 and 1,000,000 followers can reach a wider audience but may have lower engagement rates. Mega influencers, with more than 1,000,000 followers, are celebrities or well-known individuals who are able to provide great visibility for brands but with more general and less personal interactions (Ahmed & Rathore, 2024).

Types of influencers are also classified based on the platforms they use. Bloggers use websites or blog platforms to write in-depth and informative content. YouTubers create videos on the YouTube platform, covering various types of content such as tutorials and vlogs. Instagram influencers (selebgrams) focus on visual content on Instagram, while TikTok influencers are known for creative and entertaining short videos on TikTok (Gurrieri et al., 2024). Influencers on Twitter often share opinions and brief information, whereas LinkedIn influencers focus on professional content on LinkedIn, reaching a more professional and industry-based audience. Each type of influencer allows for different marketing strategies depending on the targeted audience.

3. Social Media Platforms Used

Popular social media platforms used today include a variety of types, each with unique characteristics and audiences. Facebook is one of the

most common, with a very wide user base and features that allow a wide variety of content types, from text to images to videos. Instagram focuses on visual content, especially photos and short videos, which appeal to a younger and more aesthetic audience. Twitter is known for its short updates that enable real-time discussions and rapid dissemination of information, tending to attract professionals, journalists, and ideators (Johne, 2023). Meanwhile, YouTube is a video-based platform, offering space for content from personal vlogs to highly professional video productions, reaching a global audience with longer content durations.

LinkedIn is specifically used for professional networking and career development, allowing professionals and companies to share more formal, business-focused content. TikTok, an increasingly popular platform known for its creative and often humorous short videos, is highly sought after by a young and creative audience. Pinterest functions as a digital inspiration board, where users can save and share ideas in the form of images and articles, especially effective for niches such as fashion, cooking, and DIY (Ryding et al., 2023). In addition, Snapchat offers content in the form of temporary story flashes, capturing users' attention with fast interactions and interesting visuals. Each of these platforms has a unique role in a digital marketing strategy, allowing brands to target specific audiences according to the characteristics and preferences of using the platform (Dhaliwal, 2024).

The Influence of Influencer Marketing

1. The Psychological Impact of Influencers on Consumers

Influencers have a significant psychological impact on consumers, especially when it comes to shaping their behavior and perceptions of products and services. Many consumers view influencers as authoritative figures and role models, which makes their recommendations highly influential. When an influencer promotes a product, their followers tend to feel a greater emotional lift and curiosity about the product (Sands et al., 2022). This is due to the personal relationship that exists between the influencer and their followers, as well as feeling emotionally connected and trusting the influencer's opinion. As a result, consumers often decide to buy recommended products more quickly compared to traditional advertising.

Apart from that, the psychological impact is also visible in the form of aspirations and the desire to imitate the influencer's lifestyle. Consumers often project themselves onto the lives portrayed by influencers, assuming

that by using the same products, they can achieve similar levels of happiness and success (Behare et al., 2023). However, this tendency can cause a sense of dissatisfaction and pressure for consumers who feel the need to always be up-to-date with the trends and lifestyles promoted by influencers. In the long term, this can lead to a negative impact on consumers' mental health and emotional well-being, because they constantly feel inadequate or do not meet the standards set by the figures they idolize.

2. Studies Related to the Influence of Influencers in Other Industries

Studies related to the influence of influencers are not only limited to the fashion and beauty industries, but also spread to various other industries such as technology, food and tourism. For example, research conducted by Smith et al. (2020) in the technology industry shows that influencers who have in-depth knowledge and a reputation as technology experts are able to influence consumer purchasing decisions for electronic devices. Consumers tend to trust product reviews and recommendations provided by influencers more than information delivered through traditional marketing channels (Arora & Siddhey, 2024). This is due to the perception that influencers have real, impartial personal experiences, so the information they provide is considered more authentic and trustworthy.

Additionally, research in the food industry also shows the significant impact of influencers on consumption patterns. The study by Chen et al. (2019) found that food recommendations from influencers can increase consumers' interest in certain products, and even influence their eating habits and food preferences. For example, influencers with a focus on healthy lifestyles may promote healthier eating patterns, encouraging their followers to try organic or vegan products (Tsai & Hsin, 2023). Likewise, in the tourism industry, influencers play a big role in promoting tourist destinations and travel experiences. The study by Johnson et al. (2018) shows that many tourists choose holiday destinations based on reviews and images shared by influencers, which are often more effective than conventional tourism brochures and advertisements (Ayreni & Gunarto, 2023).

The Role of Influencers in Changing Consumer Preferences

Influencers have a significant role in changing consumer preferences, especially through the personal relationships they build with their audiences.

When an influencer promotes a product or service, followers often feel more trust and connection compared to traditional advertising. Recommendations from influencers they follow and trust can provide a sense of authenticity and credibility, thereby influencing purchasing decisions (Fernández, 2022). This effect is strengthened by the emotional closeness that has been established, making the audience feel more personally involved with the product being introduced.

Apart from building trust, influencers are also able to influence consumer preferences through creative and inspiring content. They often become trendsetters in a particular industry, introducing new lifestyles, fashions, or products that their followers then follow (Saini & Bansal, 2023). By frequently sharing positive personal experiences when using certain products, influencers can create aspirations and desires in the minds of their followers. Content that is interesting and relevant to the audience's daily life makes product promotions feel more natural and effective, in contrast to advertising that may seem stiff or forced.

Furthermore, influencers often interact directly with their followers through comments, direct messages, and even public discussions, providing reviews and answers to questions about products. This interaction creates a two-way dialogue that strengthens consumer involvement and interest in the product. Through positive reviews, tutorials, and informative content, influencers not only promote products but also educate audiences about their uses and benefits (Hu et al., 2024). In doing so, they play an important role in shaping consumer opinions and preferences, as well as driving purchasing behavior in a more subtle and persuasive way than traditional marketing methods.

In the context of modern marketing, the use of influencers is a strategy that is increasingly popular with various brands. This is because influencers have the ability to reach a more specific and targeted audience. By utilizing the influence that influencers have, brands can deliver marketing messages that are more relevant and in line with the interests of target consumers (Johnson & Sandström, 2022). Delivering more personalized and contextual messages allows companies to build long-term relationships with consumers, in contrast to mass marketing approaches which are often one-way and less interactive.

Apart from that, influencers also play a role in accelerating the dissemination of information related to new products or services. In a digital era filled with a frenzy of information, influencers with a large follower base are able to provide instant and widespread exposure to certain products. The

speed of information dissemination is often driven by social media features such as story sharing, reposts, or trending hashtags that make content easier to see (Sang, 2024). So, in a short time, many consumers can find out and be interested in trying the product, increasing the opportunity for the company to get new customers.

However, companies also need to be careful in choosing the right influencer for their marketing campaign. Choosing influencers who don't align with brand values or who have questionable credibility can have a negative impact on a company's image. Influencer authenticity and integrity are critical factors in building consumer trust. Strategic and responsible collaboration between brands and influencers can produce profitable synergies, where consumers gain useful and relevant information, while companies receive an increase in consumer loyalty and preference (An et al., 2024).

Thus, the role of influencers in changing consumer preferences lies not only in connecting products with audiences, but also in building powerful and authentic stories that can arouse consumer interest and trust in a more profound and persuasive way.

Influence of Trust and Credibility of Influencers

The influence of trust and credibility of an influencer in the digital era is very significant on consumer purchasing behavior. Trust involves consumers' belief that the influencer is reliable and will recommend products that are truly useful. A survey shows that the higher the level of consumer trust in an influencer, the more likely they are to buy the recommended product (Hong & End, 2024). This is because consumers feel safer making decisions based on recommendations that are considered honest and authentic.

Influencer credibility consists of two main components: expertise and trustworthiness. Influencers who are experts in certain fields tend to be more valued because they have in-depth knowledge that can help consumers understand products or services better (MORARU, 2022). For example, a beauty influencer who is also a dermatologist will have high credibility to recommend skin care products. This credibility not only strengthens consumer trust, but also increases the impact of a marketing campaign.

In addition, consumers are becoming smarter in assessing the authenticity of influencers. They can differentiate between content that contains disguised advertising and content that is based on the influencer's real experiences. Influencers who appear too commercial or frequently promote various products without selectivity can lose credibility (shamim &

Azam, 2024). In contrast, influencers who choose to promote only products they believe in and use themselves tend to build stronger trust with their audience.

In the end, the influence of influencer trust and credibility cannot be separated in shaping consumer preferences and purchasing decisions. Companies that successfully select influencers with a high level of credibility and are able to consistently maintain trust will be more effective in achieving their marketing goals. Thoughtful and honest collaboration between brands and influencers can produce meaningful content and positive emotional resonance, which in turn increases consumer loyalty and product sales (Liu & Zheng, 2024).

The influence of influencer trust and credibility is also visible in the long term. When influencers succeed in building strong and trusted relationships with their audiences, this creates a loyal follower base. These loyal followers often act as indirect brand advocates, spreading the recommendations they get from influencers to their social circles both online and offline. This domino effect can expand marketing reach and create more opportunities for brands to attract new consumers (Ghaly, 2023).

On the other hand, if an influencer is proven not to be credible or loses the trust of their audience, the impact can be detrimental for both the influencer and the brands they work with. Loss of trust can occur if there is a mismatch between the values promoted by the influencer and the product being promoted, or if a scandal occurs that damages the influencer's image. Brands associated with these influencers can be negatively impacted, which in the end can reduce sales and brand reputation in the eyes of consumers (Mabkhot et al., 2022).

Technological developments and social media algorithms also play a role in how influencer trust and credibility are perceived. Platforms such as Instagram and YouTube are now starting to prioritize quality content and authenticity, reducing the reach of content that is deemed less authentic or has purely commercial purposes (Primig, 2022). This requires influencers to be more selective and thorough in choosing collaborations with brands, ensuring that the content they produce remains relevant and useful to their audiences.

Trust and credibility are valuable assets for influencers in building solid relationships with their audiences. Influencers who are able to maintain these two elements will be more influential and effective in supporting brand marketing campaigns. For brands, it is important to invest in building long-term relationships with influencers who have high trust and credibility,

because collaborations based on these values have great potential to support business growth and success in an increasingly competitive market (Asyraff et al., 2022).

CONCLUSION

The influence of influencers in various industries has been proven to be significant, including the cosmetics industry. Studies show that influencers not only influence consumers' purchasing decisions, but also shape their perceptions and preferences for certain products. The success of influencers in the cosmetics industry is closely linked to their ability to authentically convey personal experiences and product reviews, which consumers ultimately trust.

Study findings show that influencers who have a reputation and expertise in the beauty sector are very effective in influencing consumer behavior. Consumers tend to follow product recommendations from influencers they trust and admire. Additionally, social media platforms have become an important tool for influencers in reaching a wider audience and promoting cosmetic products in a more interactive and engaging way.

REFERENCES

Ahmed, A., & Rathore, T. (2024). The Evolution of Influencer Marketing. *Information Systems Engineering and Management, Query date: 2024-11-22 19:24:57, 17*–27. https://doi.org/10.1007/978-3-031-65727-6_2

An, G. K., Ngo, T. T. A., Tran, T. T., & Nguyen, P. T. (2024). Investigating the influence of social media influencer credibility on beauty product purchase behaviors: A case study from Vietnam. *Innovative Marketing, 20*(3), 261–276. https://doi.org/10.21511/im.20(3).2024.21

Arora, A., & Siddhey, P. K. (2024). The Pinnacle of Influence: Unveiling the Evolution, Global Dynamics, and Multidisciplinary Tapestry of Social Media Influencer Marketing (2016–2024). *Information Systems Engineering and Management, Query date: 2024-11-22 19:28:24, 377*–395. https://doi.org/10.1007/978-3-031-65727-6_22

Asyraff, M. A., Hanafiah, M. H. M., Zain, N. A. M., & Amir, A. F. (2022). The Influence of Instagram Influencers Source Credibility towards Domestic Travel Intention. *International Journal of Academic Research in Business and Social Sciences, 12*(11). https://doi.org/10.6007/ijarbss/v12-i11/15612

Ayreni, J. D., & Gunarto, M. (2023). The influence of content marketing and influencer marketing on consumer purchasing decisions with e-WOM as a moderating variable. *Proceedings of the International Conference on*

Industrial Engineering and Operations Management, Query date: 2024-11-22 19:28:24. https://doi.org/10.46254/ap04.20230177

Behare, N., Mahajan, R. D., Singh, M., Iyer, V., Gupta, U., & Somani, P. P. (2023). The Power of Influence. *Advances in Marketing, Customer Relationship Management, and E-Services, Query date: 2024-11-22 19:28:24*, 1–36. https://doi.org/10.4018/979-8-3693-0551-5.ch001

Dhaliwal, A. (2024). Metaverse: A New Frontier for Influencer Marketing. *Information Systems Engineering and Management, Query date: 2024-11-22 19:24:57*, 181–196. https://doi.org/10.1007/978-3-031-65727-6_11

Earley, M. A. (2014). A synthesis of the literature on research methods education. Teaching in Higher Education, 19(3), 242-253.

Fernández, A. B. (2022). The evolution of the influence business. *The Dynamics of Influencer Marketing, Query date: 2024-11-22 19:28:24*, 80–98. https://doi.org/10.4324/9781003134176-6

Ghaly, M. (2023). The influence of user-generated content and social media travel influencers credibility on the visit intention of Generation Z. *Journal of Association of Arab Universities for Tourism and Hospitality*, 24(2), 367–382. https://doi.org/10.21608/jaauth.2023.218047.1477

Gurrieri, L., Drenten, J., & Abidin, C. (2024). Symbiosis or parasitism? A framework for advancing interdisciplinary and socio-cultural perspectives in influencer marketing. *Influencer Marketing, Query date: 2024-11-22 19:24:57*, 1–22. https://doi.org/10.4324/9781003559412-1

Hong, G. H., & End, N. (2024). *Trust What You Hear: Policy Communication and Fiscal Credibility. Query date: 2024-11-22 19:34:47.* https://doi.org/10.2139/ssrn.4716377

Hu, J., Sidek, S., Rahman, A. A., & Yusof, R. N. R. (2024). Navigating influence: Unraveling the impact of micro-influencer attributes on consumer choices in the Chinese social media. *Innovative Marketing*, 20(2), 152–168. https://doi.org/10.21511/im.20(2).2024.13

Johne, J. (2023). Investigating the Effectiveness of Influencer Marketing. *Effectiveness of Influencer Marketing, Query date: 2024-11-22 19:24:57*, 163–215. https://doi.org/10.1007/978-3-658-41297-5_4

Johnson, P. C., & Sandström, C. (2022). Making use of digital methods to study influencer marketing. *The Dynamics of Influencer Marketing, Query date: 2024-11-22 19:28:24*, 5–18. https://doi.org/10.4324/9781003134176-2

Kouchih, A., & Mataa, H. (2023). The Potential of Influencer Marketing in the Emerging Metaverse. *Advances in Marketing, Customer Relationship Management, and E-Services, Query date: 2024-11-22 19:24:57*, 57–77. https://doi.org/10.4018/978-1-6684-8898-0.ch004

Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand credibility and purchase intention. *Humanities and Social Sciences Communications*, 11(1). https://doi.org/10.1057/s41599-023-02512-1

Mabkhot, H., Isa, N. M., & Mabkhot, A. (2022). The Influence of the Credibility of Social Media Influencers SMIs on the Consumers' Purchase Intentions: Evidence from Saudi Arabia. *Sustainability*, *14*(19), 12323–12323. https://doi.org/10.3390/su141912323

Mohan, A. (2022). The Repercussions of Influencer Marketing on Consumer's Purchase Intention. *International Journal of Science and Research (IJSR)*, *11*(1), 343–347. https://doi.org/10.21275/sr22106001049

MORARU, M. (2022). The Role of Medical Influencers in Raising Health Credibility in Romania. *Journal of Media Research*, *15*(2), 26–42. https://doi.org/10.24193/jmr.43.2

Pahlevi, A. H., & Medyawati, H. (2023). *The Influence of Influencer Marketing, Online Customer Review and Online Customer Rating to Purchasing Interest on the Tik Tok Shop Application. Query date: 2024-11-22 19:37:49.* https://doi.org/10.31219/osf.io/8pcfb

Primig, F. (2022). The Influence of Media Trust and Normative Role Expectations on the Credibility of Fact Checkers. *Journalism Practice*, *18*(5), 1137–1157. https://doi.org/10.1080/17512786.2022.2080102

Ravikumar, A., Malik, S., Chitnis, A., Paul, D., & Mishra, D. K. (2022). Wine purchasing decisions in India from a consumer's perspective: An analysis of influencing factors on the buying behavior. *Innovative Marketing*, *18*(2), 120–134. https://doi.org/10.21511/im.18(2).2022.11

Ryding, D., Boardman, R., & Konstantinou, R. (2023). Optimising the Effect of Influencer Marketing: Exploring Consumers' Interaction with Different Influencer Types on Instagram. *The Palgrave Handbook of Interactive Marketing, Query date: 2024-11-22 19:24:57,* 641–664. https://doi.org/10.1007/978-3-031-14961-0_28

Saini, S., & Bansal, R. (2023). Power of Social Media Influencer Credibility on the Influence of Brand Attitude. *Advances in Marketing, Customer Relationship Management, and E-Services, Query date: 2024-11-22 19:28:24,* 167–177. https://doi.org/10.4018/978-1-6684-8898-0.ch010

Sands, S., Campbell, C. L., Plangger, K., & Ferraro, C. (2022). Unreal influence: Leveraging AI in influencer marketing. *European Journal of Marketing*, *56*(6), 1721–1747. https://doi.org/10.1108/ejm-12-2019-0949

Sang, N. M. (2024). Leveraging influencer marketing for banks: An empirical study on young consumers in Vietnam. *Innovative Marketing*, *20*(1), 172–184. https://doi.org/10.21511/im.20(1).2024.15

shamim, komal, & Azam, M. (2024). *The Power of the Content of the Influencers in Inducing Impulse Buying: Mediating Role of Trust. Query date: 2024-11-22 19:34:47.* https://doi.org/10.2139/ssrn.4963927

Snyder, H. (2019¬). Literature review as a research methodology: An overview and guidelines. Journal of business research, 104, 333-339.

Soetiyani, A., & Hosea, A. J. (2023). The Influence of Influencer Reviewers and Electronic Word of Mouth on Product Purchase Decisions with Digital

Marketing as a Moderating Variable. *Proceedings of the 4th International Seminar and Call for Paper, Query date: 2024-11-22 19:37:49*, 339–343. https://doi.org/10.5220/0012581900003821

Sugiarto, I., Simanjuntak, M., & Hasanah, N. (2022). The Role of E-Marketing Mix, Influencer, and Followers Engagement Toward Product Purchasing Decisions. *Jurnal Aplikasi Bisnis Dan Manajemen, Query date: 2024-11-22 19:37:49.* https://doi.org/10.17358/jabm.8.3.677

Tali, M. A. (2024). Unveiling the Impact: A Comprehensive Analysis of Influencer Marketing on Consumer Purchase Decisions. *International Journal of Research Publication and Reviews*, 5(4), 211–216. https://doi.org/10.55248/gengpi.5.0424.0902

Tsai, C.-M., & Hsin, S.-P. (2023). The Influence of Influencer Marketing on the Consumers' Desire to Travel in the Post-Pandemic Era: The Mediation Effect of Influencer Fitness of Destination. *Sustainability*, 15(20), 14746–14746. https://doi.org/10.3390/su152014746

Utami, N. K. T., Sugianingrat, I. A. P. W., & Gede, I. K. (2023). The Influence of The Relationship Marketing, Influencer Marketing and Features on Purchasing Decisions in Zalora E-Commerce Users in Badung Regency. *Management and Applied Social Studies Review*, 1(1), 36–43. https://doi.org/10.32795/massiv.v1i1.3849

Zhao, Y. (2024). The Influence of the Instability Factors of Influencer Marketing on Brand Marketing—Based on the Analysis of Florasis's Influencer Marketing Event. *Lecture Notes in Education Psychology and Public Media*, 38(1), 36–43. https://doi.org/10.54254/2753-7048/38/20240584