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## THE INFLUENCER MARKETING AS AN ASSOCIATE TO THE BUYING INTENTIONS OF YOUNG PROFESSIONALS: THE CASE OF MAKEUP PRODUCTS

Ballara, Anne Clein A., Cruz, Darlo Joshua Rae H., Punzalan,

Florence Charitty G., Caballero, Michael M.

*Lyceum of the Philippines University – Manila*

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### Abstract

The growing online presence of businesses has incited tougher competition and a larger market to be tamed. Creating a drift on the usage of influencers as an effective present-day marketing tool. This trend has altered the buying behavior of many people, especially young professionals who are looking for recommendations and advice from reliable sources when making purchasing selections. The purpose of this study was to identify the aspects that affect young professionals' buying intentions. The researchers were also interested in the young professionals' perspective on the influencers' effectiveness. 384 young professional respondents from the City of Manila were used for the sample size of the study. Quantitative approach was utilized to identify the relationship between the characteristics of influencers and the buying intent of young professionals. The Kolmogorov-Smirnov Test was used to quantify the distance between the empirical distribution function of the sample and the cumulative distribution function of the reference distribution, while the Shapiro-Wilk Test was utilized to test the normality of the distribution. Spearman Rank-Order was then used to measure the relationship between the characteristics of influencers and the buying intent of young professionals. The study found that there is a significant relationship between the beauty influencers' characteristics and the buying intent of young professionals. Indicating that young professionals are enticed by the influencers regardless of the makeup products' price, packaging, and brand.

Keywords: buying intention, influencer marketing, make-up products, social media, young professionals

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### Introduction

In the 21st century, the internet has become a vital part of every society, providing information and communication around the world. In the year 2020, in the Philippines, 73% of the population are known to be using the internet. With the usage of the internet, people has become inclined in using social media. According to *Statista (2022)*, on average Filipinos spend 10.27 hours accessing the internet and 4.06 hours on social media. As the Filipinos spend more time online, their habits and behaviors has inevitably become influenced by the contents they consume online. This has led people who has the ability to influence the behavior and opinions of other people or commonly known as “Influencers” to take advantage of this situation, presenting themselves as a viable option for the brand visibility of a business on social media.

As given emphasis by *Botelho (2019)*, having an online presence is a vital key to achieve success rather than having a competitive advantage for most businesses. Being in the online world gives the businesses the capability to reach the geographically unreachable market. It is believe that having influencers is an effective marketing strategy in promoting a brand. Influencers have the power to build a good relationship with potential consumers that are skeptical about a brand. 92% of consumers prefer influencer marketing over traditional advertising according to Nielsen's Consumer Trust Index reports (2012).

### Materials and Methods

*Nadda (2015)* defines social media as a digital tool with open access over the internet. An online platform is not only where people can share content, gain information, discover and acquire knowledge but also a platform to digitally advertise the business. Rendering social media as a vital tool for marketers as it helps to promote businesses and reach the intended target audience.

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Social Media Marketing (SMM) is a process of creating content and dispersing it to social platforms for people engagement and promoting business (*Henderson 2020*). Connecting to the audience and informing about the brand that leads to business growth and brand visibility. *Gibson (2018)* reported that marketing strategies done on social media platforms are more likely to have a positive effect on buying behavior and positively increase brand loyalty, brand recognition, and foot traffic.

### **The Role of Social Media in Marketing**

In today's world, everyone uses social media to promote their businesses, goods, and services, from small enterprises to the largest corporations in the world (*Lake 2021*). Companies use these free tools, like Twitter, Instagram, and Facebook, to mix technology and social engagement with the use of words, photos, and video. Social media provides a platform for communication between marketers and their peers, clients, and potential customers. It lets you spread your message in a casual, conversational manner and personalizes your brand.

### **Young Professionals Characteristics**

Young professionals are defined as persons, early adults, aged 20 through 34 who are working in a professional or technical occupation. (Department for Professional Employees, 2017).

Growing up with access to technologies that currently exist. This generation has become digital natives (*Moran, 2016*). Reflects how people are heavily engaged in any social platform. Not just for communication, meeting and interacting with other people but for interfacing new opportunities that will benefit oneself. As social networks serve as a place where people want to acquire new knowledge, information, and opinions.

### **Purchasing Behavior of Young Professionals**

According to *Costin (2019)*, millennials are people around the age of 22 to 36 years old. These millennials are all for social responsibility and environmental sensitivity, hence brands tend to adapt their products and services to fit the generation's wants and needs. Brand's reputation is also critical, whether it is cruelty-free, environmentally safe, product and service quality, customer service, and the value price. It is crucial for millennials to save as much as they can checking for sale or promotion updates online. As the new financial powerhouse generation, it's vital to understand what drives Millennials' purchases and investments and to adjust marketing in their demands.

Filipino consumers have their own purchasing routines and these are; psychological, cultural, personal and social which have a significant impact on consumer behavior (*So, 2019*). The factors play a significant impact on consumers when buying. It can build consumer product preferences which inevitably leads to market share and profitability for marketers and entrepreneurs. Therefore, it is crucial to have knowledge of consumer behavior and factors that influence it.

Millennial customers are fundamentally altering conventional buying habits by using smartphones and social media to purchase (*Gasca, 2015*). Compared to physical stores online shops are relatively cheaper as they have no rent to pay. Loyalty programs are a perk in which one can enjoy exclusive discounts or promos and save money in the long run.

*GMA News Online (2020)* stated that earning money is great and all. However, it all boils down to a young adult's spending decisions in regards to the financial freedom one is aiming for. Budgeting is one of the most important things to do when it comes to expenses. Setting your priorities straight will be of great help in order to save and have extra for the future. With the right priorities in life, you'll be surprised how much you can save, but once in a while, we should not forget to reward ourselves for our hard work.

As people were first constrained by lockdowns and continued by adoption of work from home, considerable shift to internet buying were observed (*Torkington, 2021*). In this transition towards online technologies involve customers looking for the greatest deal, selecting more nutritious options. Moreover, it is evident that most consumers would not return to their normal shopping habits post-pandemic.

People tend to be more in favor or interested in video posts rather than images. In addition, as they continue to watch videos, the perceived information, purchase intention of a person towards a product increases Hao et al., (2019). Hence, more people tend to consider buying a product or service after watching a video.

Conversation or connection is needed in order to approach people and be able to better market a product or service (Tolentino, 2018). Making influencer marketing the best strategy in current time. Unlike traditional advertisements like billboards, television, radio, newspaper and magazine ads that is like a "shout" to people rendering no interaction that can connect the advertisement and potential consumers, influencer marketing is interactional which creates a bond and makes the influencers' audiences have a better perspective of the product or service, hence helping them decide better with their purchasing intent.

### **Characteristics of Influencers**

An influencer can be a celebrity, artist, blogger, vlogger, and the like, but it doesn't always have to be a familiar or well-known face, as long as he/she has the ability to influence people and has quite a number of followers in their social media accounts (Altamash, 2021). Someone who has more than 10,000 followers on any of their social media is considered an influencer based on 53% of the respondents from their study (Carufel 2018). Influencers tend to promote or post about their life stories and opinions about a specific topic mainly around brand-related or products they will use.

Both the product/service being advertised and the influencer themselves benefit from influencer marketing, as both build customer/audience relationship with the brand and the influencer. An influencer that has real, unfiltered reviews about a product/service gains audiences' trust and makes better sales for the brand. In addition to this by using social media channels, they represent as an independent third-party contributor or an opinion leader to shape the viewer's perspective. Disseminate information through social networks (e.g. blogging, vlogging, creating content, etc.) to aim for brand/product recognition.

Making the influencers the most effective tool in endorsing a brand (Loo, 2020). Audience are seen as more similar to an influencer. Therefore, consumers show more positive attitudes in relation to endorsed brands creating a strong social presence in society. One of the factors in purchase intention is 'credibility'. It shows that direct efficacy of an influencer is the trustworthiness, attractiveness and expertise of being a credible influencer. Credibility is essential as scams nowadays are in every direction and can deceive easily. In addition, the term influencer comes from the field of marketing when a brand appoints a particular individual to reach out the audience and convey the brand's purpose, product/service and message (Sigala & Gretzel, 2018). The influencers are the prime character in marketing as they can influence other people by creating authentic social networks that can be used to reach consumers.

### **Influencer Marketing**

According to *Mediakix* (2019), an influencer is a new technique in marketing that has been recognized by numerous marketers as an effective method of promoting a brand. There is a concept about Social Media Influencers (SMI's) that has generated a large audience. More businesses are riding the influencer marketing bandwagon in order to level up their marketing game (Barker, 2020). While the premise of influencer marketing is still fairly recent, the underlying drives are fundamental human motives, as are all consumer marketing processes. Socializing and achieving status, two of the seven major instigators for human activity, are by far the most significant of the key objectives in this regard. All of our choices are driven by these larger evolutionary needs, and being a part of the influencer "world" can help audiences feel a sense of belongingness, control, and pushing consumer action.

Over the past few years, influencer marketing has experienced significant growth—from \$1.7 billion in 2016 to an anticipated \$16.4 billion this year (Jansen 2022). Influencer marketing has substantially broadened beyond the stereotype of Instagram stars and TikTok "overnight superstars" advocating consumer goods, playing a crucial role in connecting with brands, providing marketers with an exciting opportunity to be creative with their campaigns and forge new connections with audiences.

A new category of online community leaders known as influencers has emerged as a result of the growing social media usage. Appearing as relevant content producers on a particular subject, such as sports, comedy, make-up, etc. The influencer trend has been fully embraced by the cosmetics industry, disrupting the sector as a whole. Brand

advertisements associated with an influencer can register the product in their consumers mind (Amandeep et al., 2017). As audiences are already familiar with the influencer promoting the product, recollecting the benefits of the product would be easier compared to other advertisements; hence, the brand recognition that influencers provide makes them vital to many businesses. Influencer marketing frequently contributes to brand awareness initiatives, while also generating a large number of conversions and purchases.

Although Instagram influencer marketing is a well-known tactic, influencers are increasingly using other networks as well (Chen, 2020). Other social media platforms with diverse demographics, such as Snapchat, YouTube, and TikTok, each have their own set of influencers. At the end of 2018, the influencer marketing firm Mediakix polled marketers to find out how they felt about influencers in 2019. 89 percent of those polled believed the ROI from influencer marketing was on par with or better than that of other networks. According to the same report, 65% of marketers anticipate raising their spending in 2019.

### **The Power of Influencers**

As the brands continue to find a way to gain and improve brand awareness, it has led them to the online world where no one is geographically unreachable. But after finding success marketers have stumbled upon once again the unwillingness of the people to watch advertisements. This has caused people to start using ad blocking to avoid intrusive, interruptive, and repetitive ads they come across whenever they use social media platforms *Insider Intelligence (2022)*. Hence, marketers used a marketing strategy where people unconsciously let themselves to be exposed in advertisements. Using influencer marketing, the people that already has chosen to follow a person that gives a brand the chance to advertise their product through organic content where it is considered as genuine and authentic (Broeker, 2020). Word of Mouth Marketing (WOMM) is the organic way to disseminate information using marketing components, it is dispersed to more natural channels than viral marketing (Mosley, 2017). WOM does not stop after a single interaction, it automatically spreads to other people and continues to chain and disseminate the information further. Building an effective WOM marketing strategy will ultimately lead to increased product purchases and sales and strong loyalty bond, outcompeting competitors. Khan Ramzan, Shoaib & Mohyunddin (2015) stated that Word of Mouth (WOM) gives a positive impact on purchase intent with six dimensions; source similarity, trustworthiness, source attractiveness, source expertise, social tie strength and information usefulness. It's a new way to communicate and interact with your audience, as this is considered a competitive edge.

### **The Beauty Influencers**

According to *The Jakarta Post (2018)*. Beauty influencer is defined as someone who shares their opinions on various beauty products. Consciously or not, these beauty influencers have more or less contributed to shaping our judgment on our choice of beauty products. Some known beauty influencers in the Philippines are Anne Clutz, Paul Unating, and Raiza Contawi. Some beauty influencers are professional makeup artists who share tutorials and tricks on their social media channels, but there are also those who just really love makeup and beauty; nonetheless both have built up a huge following of interested fans. Izea (2017). Other influencers despite having no professional backgrounds still pursued what they love to do, sharing their experiences with various beauty brands. Their dedication and unscripted reviews has gained them support both from viewers and brands. Some beauty brands that commonly use influencers are, Kylie Skin, Luxe Organic, Fairy Skin, BLK, and Oxecure. As stated by Hassan et al., (2021), social media influencers contribute to the growth and variety of the beauty industry by promoting cultural acceptance and diversity, opening up about their personal lives on social media, and increasing accessibility. Known as "beauty gurus," these influencers collaborate with cosmetics businesses and use their makeup expertise to promote the brands' visibility among social media users. While research on social media influencers has been done, it has not been made obvious how influencers interact with young millennials on the selection and use of cosmetics goods. Thus, the legitimacy of beauty "gurus" in influencing young female millennials' preferences for cosmetics brands was examined in this study.

According to Murray (2013), making use of makeup in a variety of colors and textures may be an enjoyable, artistic, playful, and adventurous experience for many women. The problem becomes complicated, then, when women accept makeup as a weapon for agentic self-realization rather than just an empowerment strategy. This is particularly true when cosmetics are marketed by a beauty guru (who may also serve as a brand ambassador for a competing cosmetics company or for her own company) whose main concerns are consumerism and uniformity rather than creativity and self-expression. In this instance, the knowledge and films of beauty experts serve more as infomercials than as platforms for women to find inspiration in beauty, so enhancing corporate power rather than that of women.

Cosmetology is one of the most influenced product categories. The industry had to adapt to shifting consumer needs. The rise of *TikTok* gives beauty brands the opportunity to skyrocket viral heights, giving them access to entirely new marketing channels.

*Bradley (2021)*, stated that marketers in the beauty sector can benefit from micro-celebrity impact, but they must exercise caution to maintain their credibility—especially considering how unstable social media is in general. They say that rather than pushing paid content, cosmetic brands can put their efforts towards convincing minor celebrities to deliver endorsements invisibly through their profiles. One could argue that this is similar to the traditional celebrity endorsement strategy. Consumers are more likely to see these endorsements as credible electronic word-of-mouth than they might a sponsored review or product placement, which may be seen as less reliable.

### **Characteristics of Beauty Products**

According to a study by *Anajana (2018)*, various factors such as quality, brand, price, advertisement and packaging have tremendous influences on consumer buying behavior. Giving importance to the said factors will grant a beauty product a sustainable relationship with its customers.

In a study by *Alhedhaif et al., (2016)*, if a product fulfills the customer's expectations, the customer will be pleased and consider that the product is acceptable or even high quality. If his or her expectations are not fulfilled, the customer will consider that the product is of low quality. Thus, a product that has good quality will eventually increase the buying decision of the customers *Purba et al., (2018)*. That being said, people tend to look for a brand known for its quality. As stated by *Amanda (2021)*, brand provides a clear communication of promise to its target market that helps create trust consequently creating brand loyalty. In an article made by *Ahmed (2017)*, it was indicated that people will positively perceive a product based on how exquisitely a product is promoted on an advertisement.

As stated by *Wong (2021)*, packaging elements such as, shape, color, size, and label, influence consumers to choose a product. Hence, *Waheed et al., (2018)* stated that packaging is not limited as wrapper of a product, its elements play a critical role in promoting consumer purchase intentions. Thus, creating a packaging must be dedicated to relay the brand's message to stimulate consumer purchase intention. In addition, *Tran (2018)*, indicated that price makes consumers contemplate whether the product would be worthy of its price or finding another similar product for a cheaper price. Price of a product creates a perception that the higher a price tag is the higher the value it has; likewise, cheaper products are often seen to be made out of low quality materials.

According to a study by *Photoslurp (2019)*, According to a Photoslurp research, lipstick is the most often purchased cosmetic item among European women, with 59.1% claiming to do it regularly. In this study, which was done in the UK, Spain, Italy, France, and Germany, more than 1,500 women were questioned about their online cosmetics buying habits. Lipstick came in first when respondents were asked which cosmetics they frequently purchase online (59.1%), followed by face masks (57.4%), beating out items like eye-shadow, eye-liner, concealer, and more.

### **Brand**

As stated by *Chandler (2021)*, regardless of what a customer has experienced, what they feel as they interact as they use the product/ service is essential to how they perceive a brand. The perception that is woven to the very minds of everyone is shaped by the customers' functional and emotional experiences creating a lasting impression *Shahid et al., (2017)*. Just as any other words can describe things, names do also affect people's perception *Meyerson (2022)*. Brand names create an expression of what product or service they can expect out of a business, it represents how better a brand is amongst others *Dandu (2015)*. A powerful brand name has not only a capability to entice customers but can also attract endorsers, increasing the brand's sales and revenue overtime *Polacheck (2021)*.

As given emphasis by *Alton (2016)*, branding is indeed vital to any business; thus, building a strong connection with the customers is a must, it is crucial to give importance to one's brand image to enhance one's relationship with the customer and improve loyalty. In addition, *Pahwa (2022)*, stated that it is not necessary to have an experience with a brand to form one's perception to it, the brand's image that prospective customers encounter on news outlets, forums, or reviews of influencers' effect on how they see a brand.

### *Pricing*

As branding is important to define how different a brand is to the other, *Campbell (2022)*, stated that it is the pricing that defines the worth of a brand's product, to show whether it is worth of a customer's time and money. But as products are easily similar, pricing is one of the crucial criteria when in the process of one's intent to buy, brands that use the same price to the others are prone to direct comparison. *NetRivals (2018)*. Given that customers don't have any idea on how much a product truly costs, their decisions are then based on how a product is priced and which among them has the best value to offer *Osheen (2022)*.

### *Quality*

As customers choose a specific product for their purchase, they often identify the superiority and differentiation of products through their performance *Alam (2020)*. If prospective customer sees a product that has good reviews and consistent information, more purchases of such are significantly considered (*Hong et al., 2017*). As prospective customers confirm that their concerns can be resolved by a certain brand through the reviews of other customers and influencers, their perceived quality of a product increases remarkably.

firms to advertise their goods by receiving recommendations or endorsements from online influencers and content producers. Doing collaboration with influencers who have a specific follower count, where he or she will make a video or post about their thoughts and/or review of the brand's product or service the design of this study is quantitative in approach. A survey questionnaire was utilized to gather information. Descriptive statistics were used to obtain the details that are needed for demographics.

The researchers chose this research design as it allows them to obtain accurate data and a thorough understanding of the Influencer marketing as an indicator to the buying intentions of young professionals of makeup products. This research design would let researchers learn about the young professionals' perspectives and insights on the impacts of having influencers on specific makeup beauty products. Simultaneously, the results obtained from the respondents shall decide whether the influencers credibly influence their buying intention.

The researchers utilized a non-probability sampling method, specifically, purposive sampling. The researchers chose purposive sampling as it aids in eliminating responses that are irrelevant or unsuitable for the study. According to the Philippine Statistics Authority (PSA), the total population of the City of Manila as of 2020 is 1,846,513, while the age group total population of 20-34 years old in census 2015 is 507,048. Raosoft was utilized to calculate the sample size with a margin error of 5% and a confidence level of 95%. In accordance with Raosoft, the study has a sample size of **384** respondents.

The respondents gathered from the districts within the City of Manila. The researchers made certain that the chosen respondents meet the following criteria: (1) The respondents must be *young professionals*. As defined by Department for Professional Employees (2017), young professionals are individuals' ages from 20 to 34 years old and who are working in a professional or in technical occupation. (2) Follows an influencer who belongs in a micro to mega influencers (10,000 or more followers/subscribers) that is specified in makeup beauty products. The researchers utilized purposive sampling to get the total number of the required respondents sample size for the survey.

The researchers used Google Forms for collecting responses from the respondents through online surveys as a method of gathering data. A survey questionnaire was sent to young professionals residing in the City of Manila via online platforms particularly Facebook, messenger, and email. The survey questionnaire consisted of four (4) parts: respondents' qualifier, demographics, assessment of influencer's characteristics, and assessment of consumer's buying intention toward makeup beauty products. The intended respondents answered twenty-seven (27) statements using a 4-point Likert Scale on the survey questionnaire. The questionnaire was tested for validity using Cronbach's Alpha.

To ensure the relevance of the survey questionnaire before it will be distributed to its intended respondents, the survey instrument was validated by a statistician that is an expert in marketing or consumer purchasing behavior. The survey instrument was validated using Cronbach Alpha with a reliability of **0.7**. The acceptable Cronbach Alpha range is 0.7 - 0.9.

The questionnaire was divided into four (4) parts: qualifier, demographics, assessment of influencer's characteristics, and assessment of consumer's buying intention toward makeup beauty products. The qualifier part consists of closed-ended questions as there are 2 possible answers (YES/NO) and open-ended questions for free-form answers. This aims to see/identify if the respondents are qualified in the study. Demographic part contains the age, sex, income bracket and career categories of specific respondents. The third part is the assessment of influencer's characteristics; how popular or known they are, how they look physically, their expertise in the makeup industry, and their level of trustworthiness. The last part is the assessment of consumer's buying intention toward makeup beauty products which consists of brand, product, quality, packaging, and advertisement.

The researchers used descriptive statistics to characterize the data, particularly in frequency, percentage, mean and standard deviation. For the inferential statistics, **Kolmogorov-Smirnov Test & Shapiro-Wilk Test** was used in this study.

To test the significant relationship or any correlation between the characteristics of the influencers and young professionals' buying intention, **Spearman Rho** was used.

The following **4-point Likert Scale** method was used to measure the level of agreement with regards to the agreement of the respondents in characteristics of influencers and their buying intent. The 4-point Likert scale was utilized to ensure that there is no neutral answer that may impact the result of the survey.

#### Level of Agreement Interpretation

Value	Range	Descriptive Equivalent	Verbal Interpretation
4	3.26 - 4.00	Very Good	Highly Acceptable
3	2.51 - 3.25	Good	Acceptable
2	1.76 - 2.50	Poor	Unacceptable
1	1.00 - 1.75	Very Poor	Highly Unacceptable

## Results

This chapter focuses on the presentation, analysis & interpretation of the various data through the survey questionnaires. The tables presented are based on the results of the data that were collected.

**Table 1:** Demographic Profile of Respondents in terms of Age

Age	Frequency	Percentage
20 - 23 years old	50	12.8
24 - 27 years old	157	40.2
28 - 30 years old	151	38.6
31 - 34 years old	33	8.4
<b>Total</b>	<b>391</b>	<b>100.0</b>

Table 1 shows the demographic profile of respondents in terms of age: As a result, the age group ranging from 24-27 years old got the highest frequency of 157 or 40.2%, while age ranging from 31 - 34 years old got the lowest frequency of 33 or 8.4 of the respondents. 28-30 years old, represented by 151 frequency or 38.6% of the total participants. Lastly, 20-23 years old comes with 50 frequencies or 12.8% of the total responses.

**Table 2:** Demographic Profile of Respondents in terms of Sex

Sex	Frequency	Percentage
Female	307	78.5
Male	6	1.5
LGBTQ+	54	13.8
Prefer not to say	24	6.
<b>Total</b>	<b>391</b>	<b>100</b>

Table 2 displays that most respondents are female, accounting for 307 frequencies or 78.5% of the total respondents. This is followed by LGBTQ+, represented by 54 frequencies or 13.8% of the total participants. Furthermore, 24 frequencies, or 6.1% of the total responses, preferred not to disclose their sex. Finally, male's got the lowest frequency of 6 or 1.5% of the total respondents. According to Statista (2022), women purchase beauty products more than men. The survey was conducted in the 3rd quarter of 2022. Women got the average of 32% worldwide and men got 22%. It is more popular to women as makeup products can enhance/alter the appearance or features of an individual's face.

**Table 3:** Demographic Profile of Respondents in terms of Income

Monthly Income	Frequency	Percentage
Below P10,957	22	5.6
P10,958 to P21,913	89	22.8
P21,914 to P43,827	156	39.9
P43,828 to P76,668	104	26.6
P76,669 to P131,483	15	3.8
P131,484 to P219,139	3	.8
P219,140 and above	2	.5
<b>Total</b>	<b>391</b>	<b>100</b>

Table 3 reveals that most respondents have P21,914 to P43,827 monthly income, accounting for 156 frequencies or 39.9% of the total respondents. This is followed by P43,828 to P76,668 monthly income, represented by 104 frequencies or 26.6% of the total participants. Furthermore, 89 frequencies, or 22.8% of the total responses, have P10,957 to P21,913 monthly income. Moreover, 22 frequencies, or 5.6% of the total respondents, have Below P10,957 monthly income. In addition, 15 frequencies, or 3.8% of the total participants, have P76,669 to P131,483 monthly income. To end, P131,483 to P219,139 monthly income has 3 frequencies, or 0.8% of the total respondents, and P219,140 and above monthly income has 2 frequencies, or 0.5% of the total responses.



**Table 4:** Demographic Profile of Respondents in terms of Industry

Industry	Frequency	Percentage
<b>Architecture, Engineering, and Construction</b> - provides a wide range of services related to the conception and execution of business and reside	35	9
<b>Education</b> - involves either teaching — often at a school or college — or being taught — numerous things to others.	50	12.8
<b>Financial Services and Professional Services</b> - gives vital and useful data, market and population insight, thought leadership, events, and bus	257	65.7
<b>Health Services</b> - offers medical services, produces medical supplies or medications, or helps in some other way to make patient care possible.	49	12.5
<b>Total</b>	<b>391</b>	<b>100</b>

Table 4 discloses that most respondents come from the industry of Financial Services and Professional Services - gives vital and useful data, market and population insight, thought leadership, events, and bus. This industry has 257 frequencies or 65.7% of the total respondents. In addition, this is followed by Education – which involves either teaching—often at a school or college—or being taught—numerous things to others. This industry has 50 frequencies or 12.8% of the total participants. Furthermore, Health Services come third - offers medical services, produces medical supplies or medications, or helps in some other way to make patient care possible. This industry has 49 frequencies or 12.5% of the total responses. To finish, the industry of Architecture, Engineering, and Construction comes last - provides a wide range of services related to the conception and execution of business and residence. This industry has 35 frequencies or 9.0% of the total respondents.

**Table 5:** Summary Assessment of the Respondents when it comes to Influencers' Characteristics

Characteristics	Mean Rating	Verbal Interpretation
Popularity	3.27	Very Good
Physical Appearance	3.32	Very Good
Expertise	3.48	Very Good
Trustworthiness	3.37	Very Good

Table 5 is the summary of the characteristics of Influencers assessed by the respondents. All of the characteristics got a very good verbal interpretation. As per determined by the results, Expertise got the highest mean rating of 3.48. Followed by Trustworthiness with a mean rating of 3.37. Physical appearance got 3.32 mean rating while popularity got the lowest among them with 3.27 mean rating. The respondents value the characteristics of influencers, especially expertise.

According to Carver-Madalon, 9.3% of respondents reported making a purchase as a result of an influencer's advice, while 44.2% of respondents said they normally trust influencer recommendations. Credibility is the primary factor that determines whether or not we trust a social media influencer. Credibility's significance may be traced all the way back to Aristotle and his discussion of ethos. A social media influencer will lose the respect of their followers and their impact if they breach their ethos.

**Table 6:** Summary Assessment of the Respondents when it comes to buying intention of makeup products

Characteristics	Mean Rating	Verbal Interpretation
Brand	3.48	Very Good
Price	3.56	Very Good
Quality	3.55	Very Good
Packaging	3.42	Very Good
Advertisement	3.32	Very Good

Table 6 is the summary of the buying intention of makeup products. All of the characteristics got the verbal interpretation strongly agreed. As per determined by the results, Price got the highest mean rating of 3.56. Followed by Quality with a mean rating of 3.55. Brand got a 3.48 mean rating. Packaging got a mean rating of 3.42. Lastly, Advertisement got the lowest mean rating of 3.32.

**Table 7:** Summary of the Significant Relationship between Characteristics of Influencers and the Buying Intention.

Characteristics of Influencers	Buying Intention	Spearman's Rho	P-value	Decision	Conclusion
<b>Popularity</b>					
	Brand	0.313	0.000	Reject Ho	Significant
	Price	0.099	0.051	Fail to Reject Ho	Not Significant
	Quality	0.122	0.016	Reject Ho	Significant
	Packaging	0.123	0.015	Reject Ho	Significant
	Advertisement	0.424	0.000	Reject Ho	Significant
<b>Expertise</b>					
	Brand	0.192	0.000	Reject Ho	Significant
	Price	0.169	0.001	Reject Ho	Significant

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Quality	0.292	0.000	Reject Ho	Significant
Packaging	0.095	0.061	Fail to Reject Ho	Not Significant
Advertisement	0.300	0.000	Reject Ho	Significant

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**Physical Appearance**

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Brand	0.073	0.149	Fail to Reject Ho	Not Significant
Price	0.058	0.257	Fail to Reject Ho	Not Significant
Quality	-0.106	0.036	Reject Ho	Significant
Packaging	0.144	0.004	Reject Ho	Significant
Advertisement	0.427	0.000	Reject Ho	Significant

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**Trustworthiness**

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Brand	0.204	0.000	Reject Ho	Significant
Price	0.200	0.000	Reject Ho	Significant
Quality	0.113	0.025	Reject Ho	Significant
Packaging	0.144	0.004	Reject Ho	Significant
Advertisement	0.369	0.000	Reject Ho	Significant

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Table 7 presents the testing of a significant relationship between the characteristics of influencers and buying intent of young professionals. In this table, if the p-value is less than or equal to the  $\alpha$ -level (0.05), therefore, two variables are significantly related. However, if the p-value is larger than the  $\alpha$ -level (0.05), the means are not significantly related.

According to the table above, the majority of the variables received the decision to reject the null hypothesis. Popularity in terms of prices (0.051). As stated by Levrini & Santos (2021), price is not essentially reflecting the brand or cost of the product. Compared to the popularity where it strengthens a brand's identity and presence in the market (Tarver, 2022).

Expertise in terms of packaging (0.061) or non-significant. According to O'Neill (2019), with the expertise of the product customers can fully comprehend the product's features, benefits, and uses. Hence, having the expertise of the advertiser focused to the product itself, the packaging are then inconsequential to the benefits a customer can receive from the purchase. Physical appearance in terms of brand (0.149) and price (0.257) influenced the decision to reject the null hypothesis as the researchers concluded that they have no significant relationship. According to the study of Kadirov et al., (2020), although that physical appearance can affect the perception of customers to the price of a product, the prior perception on the value of the product itself will still remain as the basis of perceiving a product's price. It is indicated that trust has significance in all of the make-up product's characteristics. As stated by Reichheld et al., (2022), professionals value trustworthiness very much, as they know that whatever promised to them will be delivered, proving their reliability, which then improves the collaboration within colleagues. In a like manner, according to Cromie (2018), trust is vital as it is a strong connection built upon the reliability of the business. Thus, making the trust as a vital key to a new and continuous exchange between the client and proprietor.

## **Discussion**

The purpose of this study was to determine Influencer Marketing as an Indicator to the Buying Intentions of Young Professionals: The Case of Makeup Products.

### ***Future Researcher***

This study would benefit future researchers that will conduct similar research, serving as a guide throughout the process of their study. Providing supplemental knowledge, such as data and concepts about the study.

### ***Enterprises***

This study would assist enterprises in determining how influencers would assist their business in engaging with a larger audience. This study would give enterprises a sightfull opportunity to consider having an influencer.

### ***Young Professionals***

This study would serve as their guide to become wiser when consuming a product or service, as they are the driving force of the consumption of the market.

### ***Influencers***

This study would be very beneficial to influencers especially to those who are new in marketing. Through this research, influencers will have a deeper understanding on how their roles affect intent to buy and how they can effectively induce people.

### ***Marketers/Advertisers***

This study would benefit marketers/advertisers as proper ways to communicate to the audience is vital to promote the brand and its products. This study provides marketers/advertisers more knowledgeable about the buying habits of young professionals, allowing them to know how to disseminate communication tools accordingly.

## Conclusion

The result shows that the respondents were ranging from 24-27 years old, and got the highest frequency of 157 or 40.2% of the samples. It also revealed that most respondents are female, accounting for 307 frequencies or 78.5% of the total, while male's got the lowest frequency of 6 or 1.5% of the total respondents. The monthly income of the respondents are ranging from P21,914 to P43,827 with the frequency of 156 or 39.9 as they are more in the financial and professional services industry with the frequency of 257 or 65.7 of the total samples.

Expertise got a mean rating of 3.48., while the popularity got a mean rating of 3.27. Overall the data disclose that the respondents are perceived to strongly agree about the extent of expertise, trustworthiness, physical appearance and popularity of Influencers.

Price got the highest mean rating of 3.56; on the other hand, advertisement got a mean rating of 3.32. Overall the data disclose that the respondents are perceived to strongly agree about the extent of price, quality, brand, packaging and advertisement of makeup products.

Based on the survey, most young professionals that participated in the study are ages 24 to 27 years old, which is 40.2% of the study's overall respondents of 391, while 31 to 34 years old are the least represented at 8.4%. Females, on the other hand had the most percentage at 78.5, followed by the LGBTQ+, and finishing off with males as the least with only 1.5%. The income that had the most frequency is the P21,914 to P43,827, and Financial and Professional Services also with the Industry at 65.7%.

With the data gathered, it shows that most females under financial and professional services that are mainly ages 24 to 27 years old, with an income of P21,914 to P43,827 are more interested in makeup products that also patronize beauty influencers or content creators.

As determined by the results, expertise got the highest mean rating of 3.48 and popularity got the lowest among them with 3.27 mean rating. The respondents value the characteristics of influencers, especially expertise.

This point out that the young professionals initially focus in terms of influencers characteristic in being an expert rather than its popularity. Since young professionals are well educated, they expect that the influencers must be expert in their field, credible and professional. From that point, influencers serve as a role model that people look up to and if he/she is not credible enough, it will lose its meaning and purpose. Influencers have a broad social network that can reach masses of people, who have built their reputation that aim to earn people's trust.

According to the findings, price received the highest mean rating. While advertisement, received the lowest mean rating. This indicates that young professionals tend to base the *price* more out of the 5 categories in terms of their buying intentions towards makeup products, while less on the *advertising*. Considering that the respondents of the study are young professionals who are very well aware and educated, they always want to get their money's worth, and that means analyzing whether or not a product is worth its price. That being said, they are more likely to do further research about products, specifically makeup products, in this matter and not simply rely on their buying intentions based on advertisements. Hence, advertisement got the lowest mean rating among all.

The study found that there is a significant relationship between the beauty influencers' characteristics and the buying intent of young professionals. Regardless of the makeup products' price, packaging, and brand, it was revealed that beauty influencers have a massive impact in the buying intentions of the young professionals towards makeup.

According to the findings, young professionals prioritize the beauty influencers' trustworthiness. They less likely base their interest on the cost, packaging and the brand image of a makeup product as they rely on their favorite beauty influencer's thoughts or reviews about it.

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