Applied Project

Submission Form



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1 electronic copy via Moodle. There is no requirement for a hard copy .

Evidence of the Primary Research MUST be included in the appendix of the report. That includes a copy of questionnaires, interview schedules, or observation diaries. One

interview transcript should be included as a full transcript and a summary of all other interviews must be kept as a backup by the student. See template on Moodle for what should be included in all aspects of the report. **All data must be anonymised.**

The text should be double-spaced throughout and single column format (A4) with 2cm for left and right-hand margins and 2.5cm at head and foot. Text should be justified, standard 12 point, footnotes 10 point, and in Calibri. Page numbers should be at the bottom-right. Do not use line and paragraph spacing. Keep formatting to a minimum and avoid underlining.

Harvard Referencing shall apply.

The analysis and connection between Digital Influencers and makeup brands.

Abstract:

This study is responsible for analysing the connection between digital influencers and make up brands. The way we use technology has changed a lot in our lives over the years, including the way we sell and consume around the world.

In this context, important figures have emerged in the digital world: influencers, who are the voice of a generation that is a product of the internet, and who have now become strong allies of beauty brands.

In a globalized world where we are all connected almost 24 hours a day, TikTok, Instagram, YouTube have become the largest means of communication.

Likewise, the connection between beauty brands and digital influencers is extremely necessary, so that it is possible to create a communication channel between the brand and the consumer.

Through short videos, digital influencers share their daily lives with a loyal audience. Once a strong and genuine connection is created between followers and the influencer, their power of recommendation is much stronger. Making their product recommendations much more honest and relevant in this environment.

This study sought, through quantitative research and graph analysis, to report how digital influencers can better reach their audience and how the strategic digital marketing of beauty brands can benefit from this, having the influencer as their ally to achieve even greater visibility and a larger audience.

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Chapter 1: Introduction

1.1 Background

Because of the internet and social media the way of selling makeup has changed over the years. Given that a large portion of the world's population is connected to social media such as Instagram, TikTok among others. Also being on social media is essential for companies and brands that want to expand their sales. The area of research I am interested in is how the content created by the makeup brands and digital influencers can change the customer's view about buying or not a new product. And also find what is the best type of content to reach each type of target audience.

The overall objective of this research is to identify the best strategies for digital influencers and makeup brands to achieve greater visibility among their target audience.

This research is significant because it will help both influencers and makeup brands understand the audience they reach on social media and how to produce content more objectively to reach a larger audience and increase product sales, in addition to increasing engagement on both social media, for DI (digital influencers) and for the brand.

1.2 Rationale for the study

The study is important in understanding how makeup brands can partner with digital influencers to hit a bigger audience and increase sales through contents created by the DI. The study aims to understand the best ways to make this happen. Analyze

the opinion of consumers of content created by digital influencers and understand the demands of this audience so that the best type of content can be created and then, reach more people.

The research question is: How can digital influencers and makeup brands work together to reach a bigger audience?

1.3 Statement of the research objectives

Research Objectives

Digital Influencer: Can influencers affect the purchasing decisions of consumers?

Target Audience: How can an influencer create interest among their audience in a brand or product?

Customer Behavior: Why is it so important for a brand to be on social media?

Social Media: How important is it to have constancy on social media?

Digital Marketing: What kind of content should be created by digital influencers?

1.4 Information gathering & data collection

This study was conducted using a quantitative methodology to collect information from consumers of content produced by DI. The goal is to understand the preferences and opinions of this audience in order to adapt the content and fill in the gaps in understanding issues that directly affect the consumer's purchasing decision. Gather insights by using surveys and social media analytics to understand preferences and pain points. Then develop audience personas for targeted content creation. Dodds (2024) This type of information can be used by DI and makeup

brands to fill in the gaps that need to be filled when the point is to create consumer trust with the brand and attract more consumers to a brand or product.

1.5 Expected Outcomes of the Study

The expected results of the research are suggestions that can be followed by DI and makeup brands. The suggestions aim to improve the content and ways of advertising the brands' products and thus intelligently increase sales. The research aims to show and analyze the opinions of people who consume this type of content and analyze real opinions about advertising by makeup brands through DI.

1.6 Chapter by Chapter Overview

Chapter 1, Introduction, presentation and understanding of the research objective. This chapter shows the research method and analysis of the results.

Chapter 2, Literature review on digital influencers in the job market and the relevance of their influence.

Chapter 3, methodology, explains the research method and method used to collect information and analyze the results.

Chapter 4, findings and discussion, analysis of the results of the quantitative research, understanding the responses from the literature review and comparisons.

Chapter 5, conclusion, summarizes the research and concludes with the results and recommendations made for digital influencers and makeup brands to act more assertively on the platforms.

Chapter 2: Literature Review

2.1 Theme 1: Digital Influencers (DI)

Can influencers affect the purchasing decisions of consumers?

One of the main goals of this study is to analyze the effect of the influencers in brand communication strategies, in a way that it is possible to show how influencers can create connections between the public and the product, and how these connections can be responsible for affecting purchasing decisions. Once, the influencers are capable of connecting the intended target audience with brands while maintaining a direct communication with their following (Childers, Lemon, & Hoy, 2018). This happens because the public feels like they can rely on the opinions and the messages that the influencers are sharing with them, once they find them trustable. This trust allows them to create an environment with favorable conditions for replicating their opinions, and give advice to their followers, which includes sharing their particular opinions over brands and products.(Jiménez-Castillo & Sánchez-Fernández, 2019)

Thus, we may be facing "celebrities" (famous on and off social networks); "macroinfluencers" (famous on social networks, but not always off them); "influencers" (individuals with an important community on social networks) and "micro-influencers"(individuals who have some popularity on social networks and maintain a close relationship with their followers and is also an expert or has credibility on a certain subject. (Sobreira, Arriscado and Fernandes, 2023)

2.2 Theme 2: Target Audience

How can an influencer create interest among their audience in a brand or product?

With social media networks being very accessible today, it is very easy for people to interact with one another, people whom they know or don't, the reliance on WOM in people's decision making has increased substantially. (Mou, 2020) Word of Mouth is the influence that an individual can have on another person's purchasing decision. This method combines social media and the influencer. It is as if the digital influencer conveys the feeling of a person telling you about a product, giving their opinions and making you want to consume that same product. Thus, it is one of the most effective ways to bring a new customer to the brand with which the influencer is partnering.

2.3 Theme 3: Customer Behavior

Why is it so important for a brand to be on social media?

One of the most important things it is curious how a collaboration between makeup brands and influencers can achieve a certain audience and show a sense of authenticity that traditional advertising is not able to reach.
This is a result of good marketing strategy, ally with trust and visibility.

Media richness affects generation Z's intentions for TikTok engagement. This is so because the generation Z, who typically hold down part-time jobs or are students

themselves. They are also digital natives who view social media as a platform for communication and entertainment. Consumers trust and select cosmetic brands that have received official verification, demonstrating that respondents value the aspect of authenticity and reliability. Generation Z's TikTok consumption habits are influenced by engagement intention. This is due to the generation Z having traits that make them interested in brand-related social media posts. After viewing the brand's content impressions, respondents click on the store link under the brand profile to view its merchandise and other material.(Ekta Lalwani, 2021)

Basically, the young generation and consumers in general want to know the quality of the product beforehand, and that's the moment when social media, like TikTok for example, enters the place as an important part of consumer behaviour. Most of these people are going to check online the brand content impressions first, so they will know upfront the quality and the trustworthiness of the product.

According to Weinlich and Semerádová (2022), when followers discover an influencer with whom they might connect with their values and behavior, that influencer supports a product that looks compatible with their preferred style, the followers' perceptions of the product tend to match the influencer's perceptions.In relation to this, the use of social media influencers is rapidly growing, and followers are becoming more attached to their represented brand through their interactions with the influencer personality (Comicho et al., 2025). Once you know your public, and their needs it is not that hard to create a channel between the influencer and their followers.

2.4 Theme 4: Social Media

How important is it to have constancy on social media?

Social media sites like Instagram, TikTok, and YouTube have given users a platform to get followers and spread their work globally. As a result, many of these people have developed into influencers who use their following to advertise companies and goods.(Agrawal and Vazirani, 2023). Engagement metrics such as likes, comments, and shares indicate audience interest and emotional involvement, directly enhancing content visibility through platform algorithms. (De Veirman et al., 2017).

Basically, social media is responsible for giving voices to many people around the world, who ended up becoming influencers and spreading their opinions on a large scale. Although, if you don't post regularly, you are not gonna be able to update your public with new launched products, daily reviews, discounts and the algorithms will start showing less of your account and your content. This can apply to influencers and brands on social media, once platforms like Instagram and TikTok tend to prioritize consistent engagement.

Social media marketing is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders. (Social Media Marketing, Tuten 2012) We can largely attribute the success of short-form video to the fast-paced nature of online consumption. With attention spans shorter than ever, content that is quick to engage and easy to digest is more likely to capture and retain viewer interest. (Dodds, 2024).

It is important to produce content that is linked to your public, shows veracity and preferably is not a long video. This is a result of how people are using social media nowadays. In a fast paced environment, people tend to prefer a short-form video that has an easy language. Moreover, once the influencers and brands capture the attention of the public leaving an expectation about the product it is more likely that they are going to consume what they were presented for.

As a result of social networking, the power and worth of a product have migrated from the company to the customer. Information seeking, socializing, and consumption behaviors have all changed dramatically [43].Madhura, K., & Panakaje, Niyaz, (2022). Websites and social media are essential for a consumer these days. A person may not buy every day, but they can consume content about the brands they like every day. That's why it's important to have a presence on social media and also have a website.

As mentioned above, social media is directly linked to consumption and communication. Consumers today are much smarter, and before making a final purchase, they will always check and evaluate everything they find on the internet to make sure they are buying a good quality product. That is why it is important to always have good content on social media. Once you capture the attention and make a connection with the public, there is a bigger chance that people would actually buy this product.

2.5 Theme 5: Digital Marketing

What kind of content should be created by digital influencers?

Some businesses begin with a product and then try to force that on an audience. If there is no demand for your product and no one is interested then you will not be able to create demand. (Kingsnorth, 2016) The product in this case could be a makeup product or content. The important thing is that there is a demand for what is being produced. It is possible to create new content or a new product but it is not possible to create a demand that does not exist. The informative value of influencer-generated content positively influences their fans' trust in influencers' branded posts and purchase intention. (Liu and Zheng, 2024)

In this context, it is really important to understand who the target audience is to make it possible to create a connection between the followers and the influencer. The digital influencers are an important part of the role of selling a product, creating a community and constructing a space where the consumers will engage with the products and the brand.

Consumers rely on reviews, as well as uploaded images and videos with branded titles on Instagram and YouTube. The businesses shouldn't just rely on conventional marketing strategies like radio, television, and magazine advertising. Using Instagram and YouTube influencers will be more cost-efficient and productive. Brands could leverage collaboration with YouTubers and Instagram Influencers as a powerful marketing strategy.(Młodkowska, 2019).

For brands, the shift toward short-form video content offers a golden opportunity to connect with audiences more directly and engagingly. Short-form video platforms allow for creative storytelling, showcasing products or services, and building brand awareness within a few seconds, reaching potential customers where they spend a significant portion of their time. The interactive nature of these platforms, with features like comments, shares and likes, provides immediate feedback and engagement metrics, enabling brands to quickly gauge the success of their content and adjust their strategies accordingly. (Don Dodds, 2024)

This applies, not only to makeup products but products in general. The main thing is that the influencer is a channel of high demand. If a brand uses this channel correctly it is possible to create a strong bridge between these two worlds: the product and the consumer. With the right content, good storytelling, well produced videos, the influencer can achieve a huge audience and impressive metrics. Therefore, The engagement of a good marketing strategy can lead to positive reviews and can directly influence the success of the brand.

When a viewer feels that they have built a foundation of and connection with an influencer, they are more likely to be influenced by the choices that they display on their platforms, especially products. (Kutz, Espinal, Flynn and Cheney,2024)

Being authentic is the key to success when we are talking about digital influencers and their public. On top of that, if the followers see that the influencer that they follow is always focusing on being transparent and honest,and that they values as a person

and a human being are similar to their own, the chances of them succeeding when they recommend a product or some brand that they like, are very high.

Chapter 3: Methodology

This study used a quantitative, survey based approach through questionnaire development and data collection to create graphic analysis that are going to show the results about the relationship between digital influencers and makeup brands.

The questionnaire was an online survey created by Google Forms, which is a very famous platform used by students all over the world. It was used to compare the consumer behaviours of 50 respondents, using this information to conclude the analysis and the connections between beauty digital influencers and their influence on products consumption.

The objective was to gather enough data to show how social media users are affected by the content that the influencers create, and how this consumer can influence the way they use and buy products and brands. To delimit the research we focus on understanding which ones were the most used platforms, the frequency of buying products by different types of followers, how trust levels on influences could affect the realness of the products and if a bad image or a bad review of an influence could affect the reputation of the brand.

In addition, the sample questions that composed the 17 multiple choice questionnaire, included:

1. On which platforms do you usually follow beauty influencers?

2. Have you ever bought a makeup product that was recommended by an influencer?
3. How often do you buy products recommended by influencers?
4. Do you prefer spontaneous recommendation posts or advertised advertisements?
5. How do you feel when you find out that a post is sponsored?
6. Do you usually research the makeup product a little bit more before buying something recommended by an influencer or do you buy it directly just because you liked the recommendation?
7. Do the aesthetics of the posts influence your perception of the brand?
8. Do you give more importance to recommendations given in well produced posts or to everyday posts?
9. What type of posts do you feel most influenced by?
10. Have you ever unfollowed a beauty digital influencer because you considered their advertisements fake?
11. Have you ever regretted buying a makeup product recommended by an influencer?
12. Do promotions and discounts offered by influencers motivate you to buy?
13. Do you consider makeup digital influencers a reliable source of information about products?
14. Do you trust more small and niche influencers or big Internet celebrities?
15. Do you believe that a brand can lose their relevance because of an influencer?
16. In your opinion, can an influencer add value to the brands they are working with?

17. In your opinion, should advertising publications about makeup always be signs?

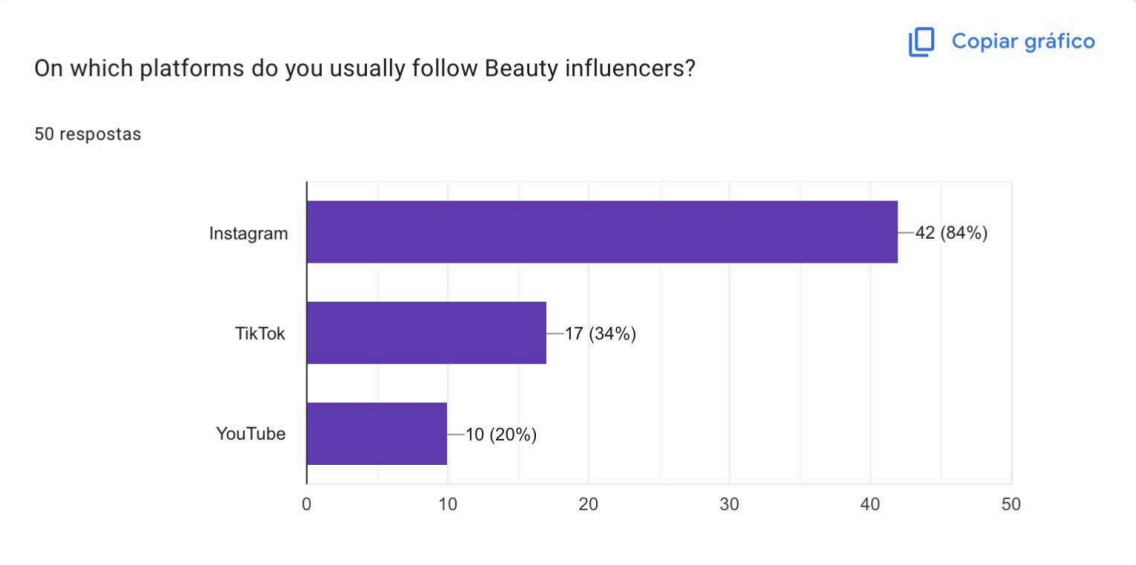
All these questions were made to make the analysis closer to the reality of the consumers and to know their real habits of consumption, ally to their customer behaviour, target audience, and preferences in terms of influencers and consuming products that are recommended by influencers and all the results were transformed into graphical analysis.

The selection of the participants of the survey were random and not convenient or niche. The form was shared on social media among known and unknown people. However, they represent the target audience of followers on social media who are consumers of beauty products and other brands.

The reason for choosing the quantitative method occurs for the necessity of collecting specific information and perceptions regarding influencer and brand partnerships. All these results made possible the analysis of the impact of a good leverage of the influencer in the beauty industry using the marketing strategies as the perfect ally of the companies and brands.

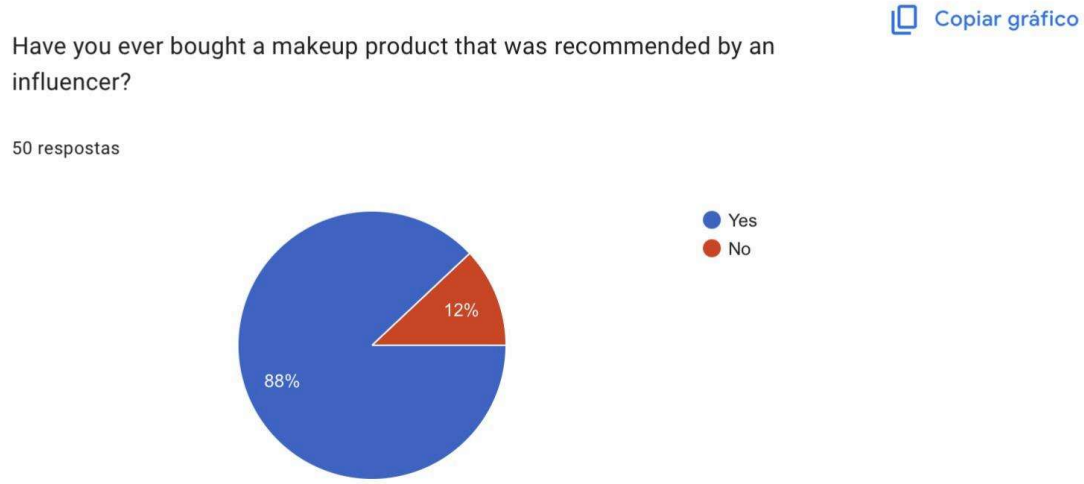
Chapter 4: Finding and Discussions

The results of the first survey reveal very important information about the digital platforms where people most consume makeup content created by digital influencers. With a majority of 84%, they use Instagram the most, followed by TikTok with 34%, which are the platforms that stand out the most. Short-form video platforms allow for creative storytelling, showcasing products or services, and building brand awareness within a few seconds, reaching potential customers where they spend a significant portion of their time. According to Doddys (2024), this prominence shows the preference for shorter content where the content is more objective and direct and the importance of using this type of video. Only 20% still mention YouTube for this type of content.

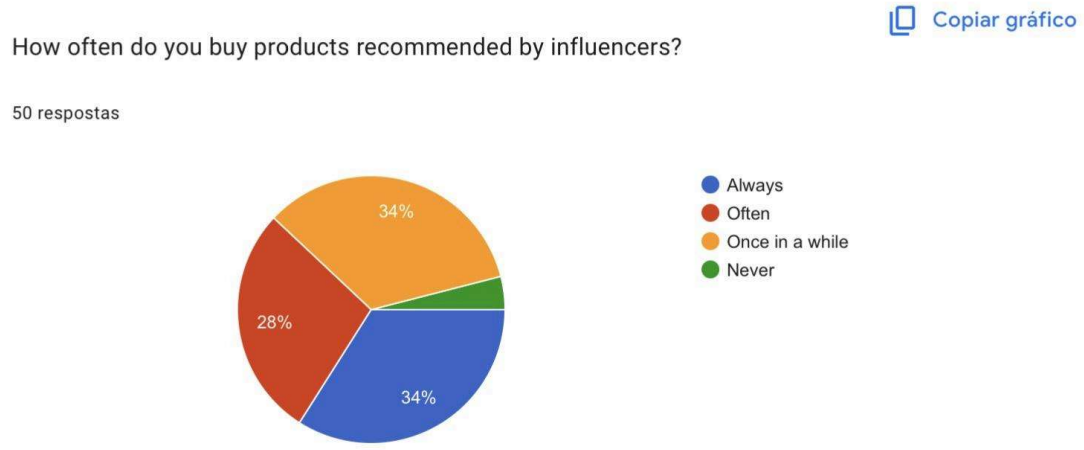


Regarding consumption, 88% of responses were positive when asked about the final decision to purchase a product recommended by a DI. These numbers prove that digital influencers have considerable power of influence when they

post content talking about and showing a product to the audience.

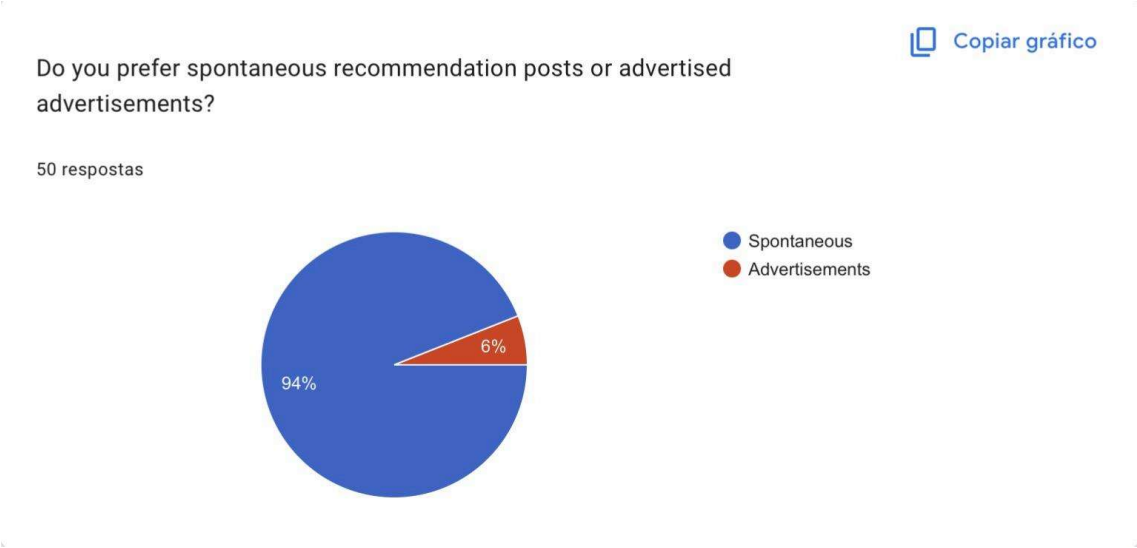


As can be seen in the graph below, a very small portion of just 4% have never purchased a product recommended by a digital influencer. This point confirms the great influence that this type of advertising has and is a good way for brands to reach more people and turn the audience of digital influencers into consumers.



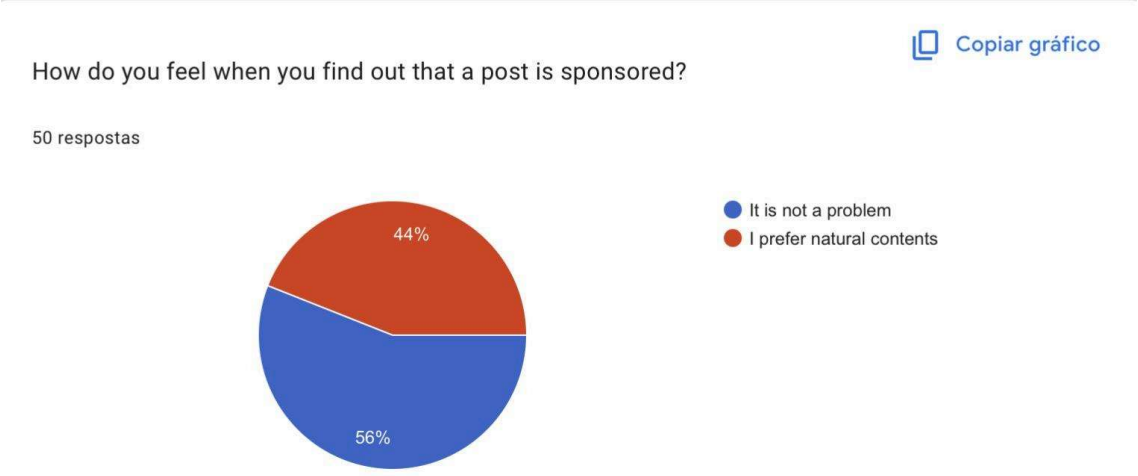
The survey reveals that a large majority 94% say they prefer spontaneous recommendations and only 6% prefer advertisements. This result is an answer about the best type of content that can be created by influencers so that they

can reach more people. Spontaneous recommendations where the product fits naturally into the influencer's routine and is better seen by the public. Authenticity and genuine promotions are key for influencers to achieve the most salient purchase decisions out of consumers, Kutz, Espinal, Flynn and Cheney (2024) with this it is possible to conclude that the best way to connect with the public is through content made with authenticity and inserted into the influencer's daily life.

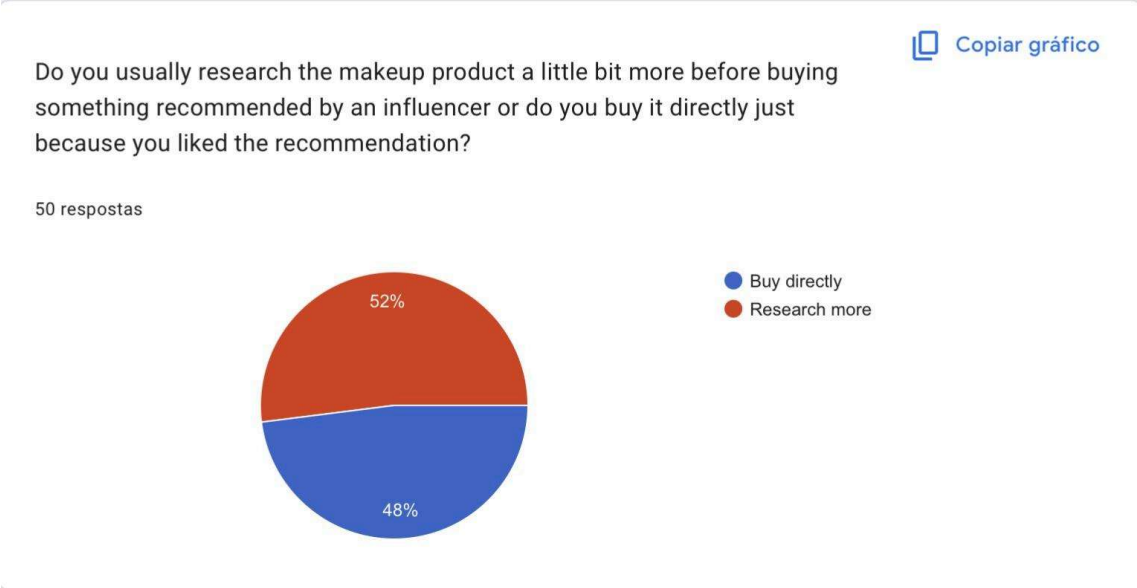


With these results, it can be seen that sponsored content is not a problem. 56% of respondents agree that sponsorship is not a problem, but 44% still prefer natural

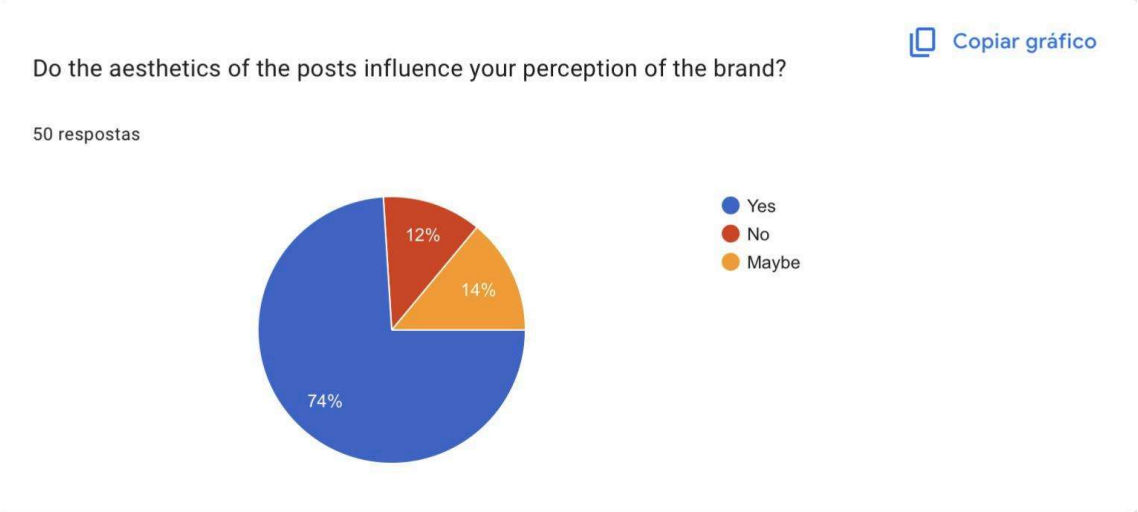
content. This created content can be sponsored by a brand, but the format can be done in a natural way, making the follower feel comfortable watching it and not as if it were just an advertisement.



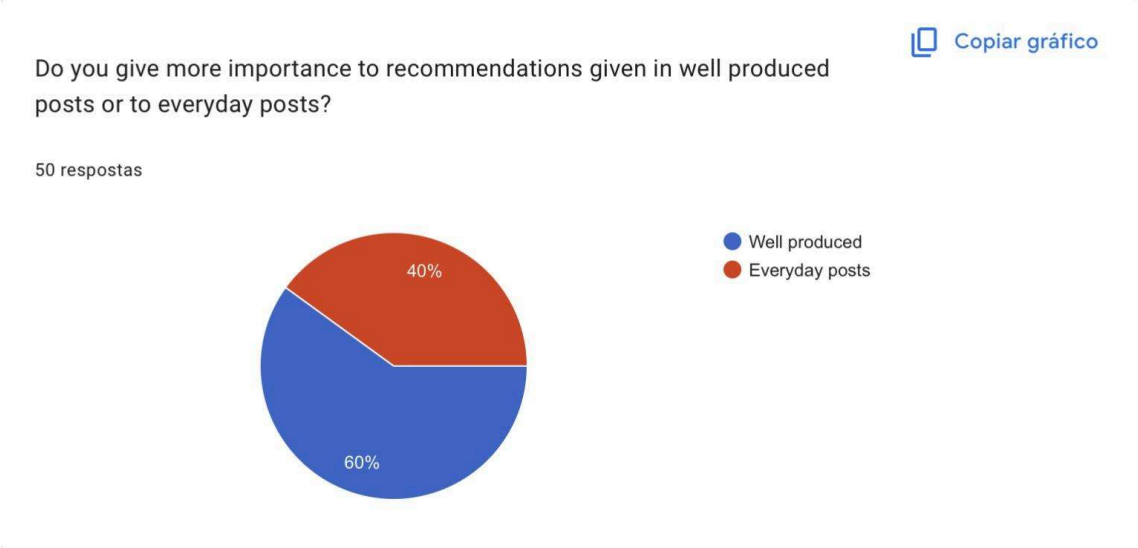
When asked about whether they researched the products before buying, 52% of respondents said yes, they prefer to research and understand more about them before making a purchase. However, 48% said they had already purchased the product directly. This close percentage shows the power that a DI can have when posting quality and compelling content.



A large majority of 74% of the respondents said yes, the aesthetics of the posts directly influence the perception of the brand. This shows the importance of producing quality content. Camera quality is also a very important point, as a quality text does not get the attention it could if the image quality is not good. However, focusing solely on technical details can sometimes overshadow what is even more important: the value of your content. Nemani (2024) said that content can have more value when produced with good quality.

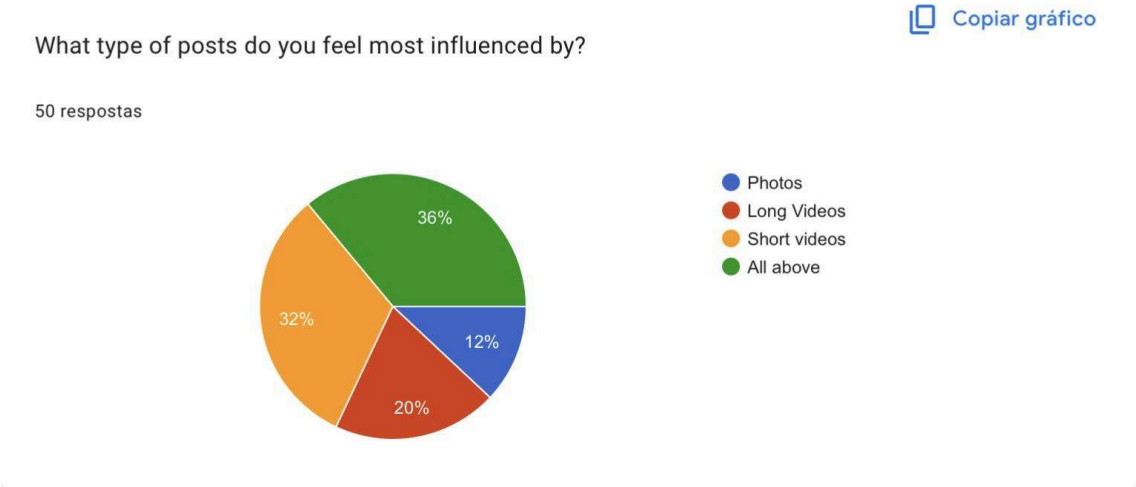


Here again we see the preference for well-produced posts. 60% of the responses indicate that having a good production behind a post is really important to attract the attention of the follower to the posted content.

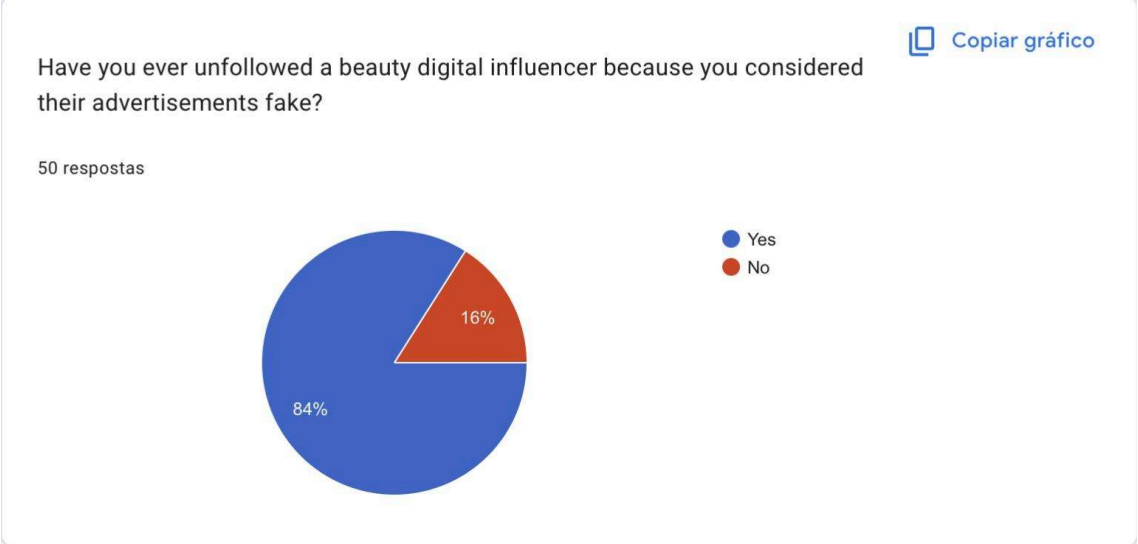


When we talk about different types of content, the vast majority (36%) of the responses indicated a preference for a general context where all types of content are involved. However, right after, with 32% of the responses, there is a preference for short videos. This is related to the growth of TikTok in recent years. However, these videos cannot be too short; this type of content must be well balanced, as just a few seconds is not enough for the viewer, and videos lasting

many minutes also do not generate as much interest. maintain viewer interest across a longer timeline, which means stronger storytelling, more value delivery, or a format that naturally sustains engagement (like storytimes, tutorials, or multi-step processes). (Lang 2025) mentioning the main point and the content itself and the balance of time to make the viewer continue watching until the end of the video.



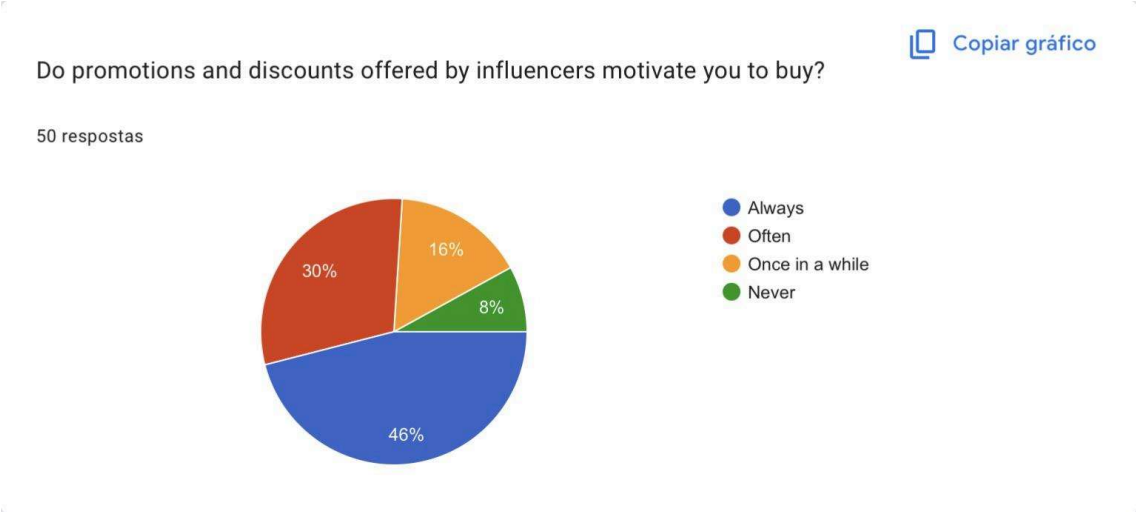
Here, we can see the importance of being transparent with followers. A total of 84% of the responses were positive regarding unfollowing an influencer when false advertising was posted. The relationship built between influencer and followers must be built on trust. A follower seeks to feel connected to the influencer and thus interest in the recommendations is generated.



Here we can see that 82% of the responses indicate regret after the purchase generated by DI influence. This is a common reaction that can happen with any type of purchase. The main point in relation to the promotion of any product is that all testing and evaluations are done by the influencer before making the promotion, so the regret and the reaction of not liking the product becomes a consumer's own opinion and personal taste.



The vast majority 46% of responses indicate that consumers feel directly influenced to buy a product recommended by the influencer when a promotion is offered. This type of discount is a strategy used by the brand to boost sales. These coupons and discounts may or may not be related to the influencer, but it is clear that it is a point that helps followers to be more interested in buying the recommended product.

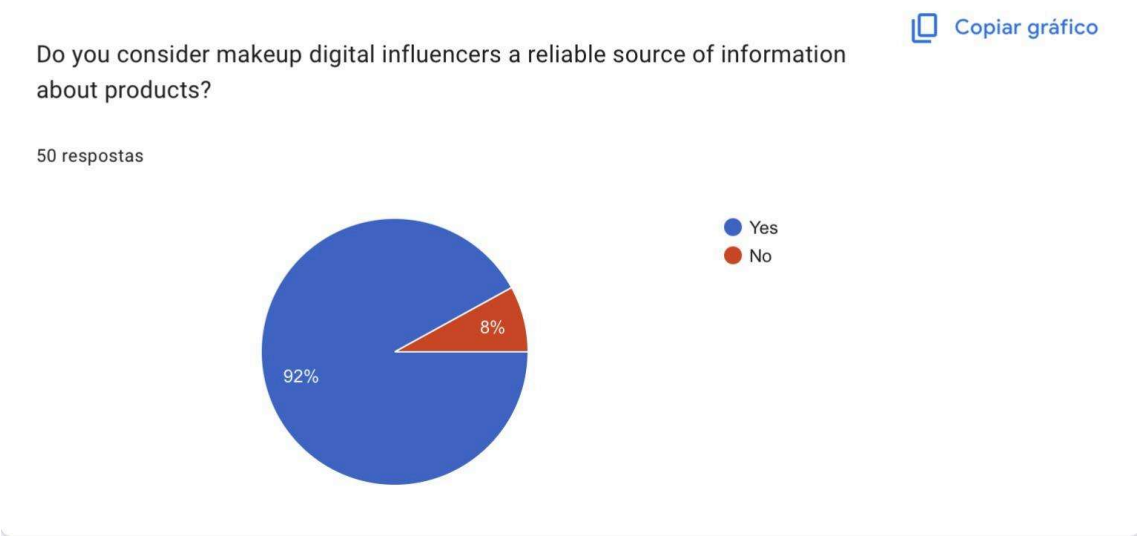


With the vast majority of 92% of responses indicating that a DI is a trustworthy source when it comes to makeup, this shows how this type of influence is really relevant today. As stated by Nielsen in According to the 2021 Nielsen Trust in Advertising study, 71% of consumers trust advertising, opinions and product placements from influencers. Nielsen (2021) the influence of DI has been growing considerably in recent years. As we can see in the graph below:

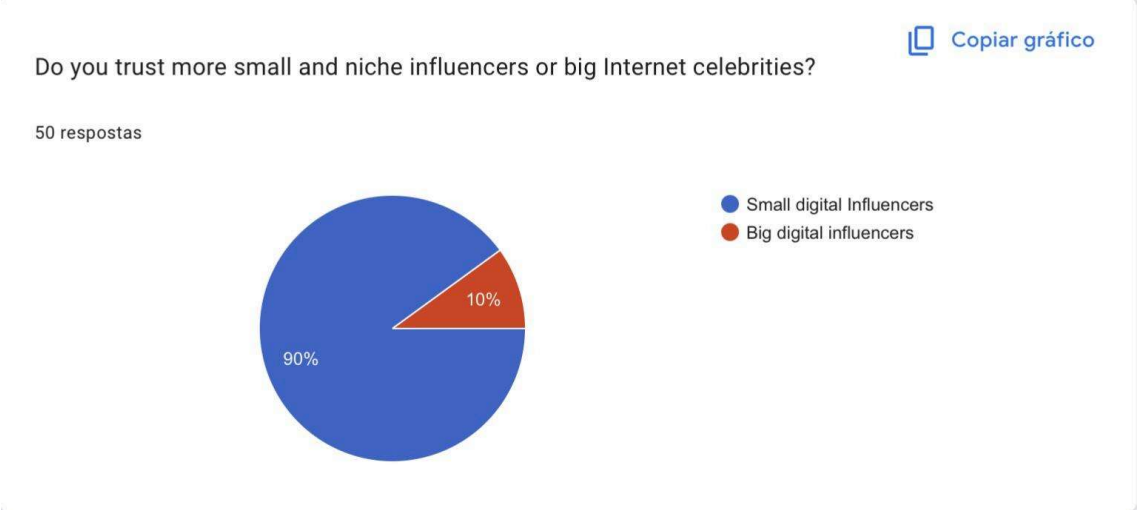
Marketing channel and consumer trust

Completely or somewhat trust ranked		Don't trust much and don't trust at all ranked	
Channel	% Trust	Channel	% Don't trust
Recommendations from people I know	**89%**	Online banner ads	**38%**
Branded websites	**84%**	Ads on social media networks	**36%**
Ads on TV	**78%**	Ads served in search engine results	**36%**
TV program product placements	**74%**	Ads on mobile devices	**34%**
Advertising/opinions about brands/ product placements from influencers	**71%**	Online video ads	**33%**

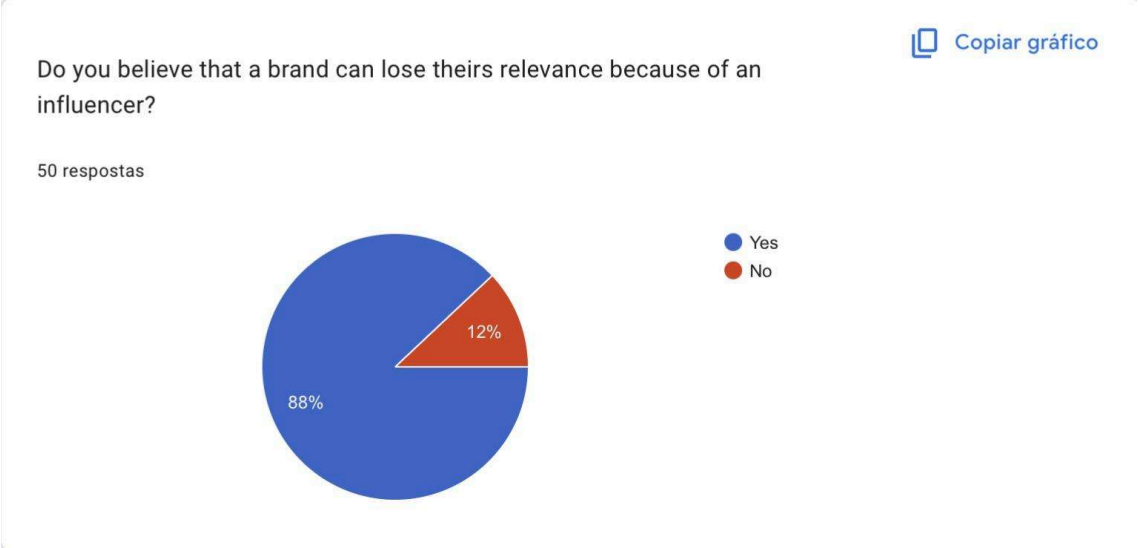
Source: Nielsen 2021 Trust in Advertising study



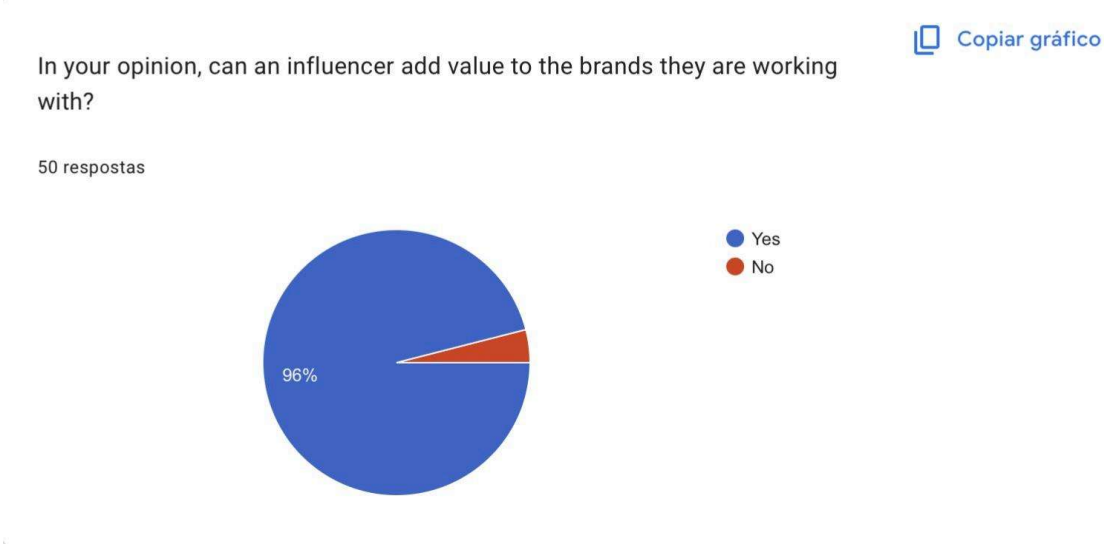
With a total of 90% of responses indicating that a small influencer is more trustworthy, we can relate this point to the fact that followers are always looking for influencers that they identify with. A small influencer has an ease in fitting things into the daily life that I live, as this is also the type of daily life that many followers have.



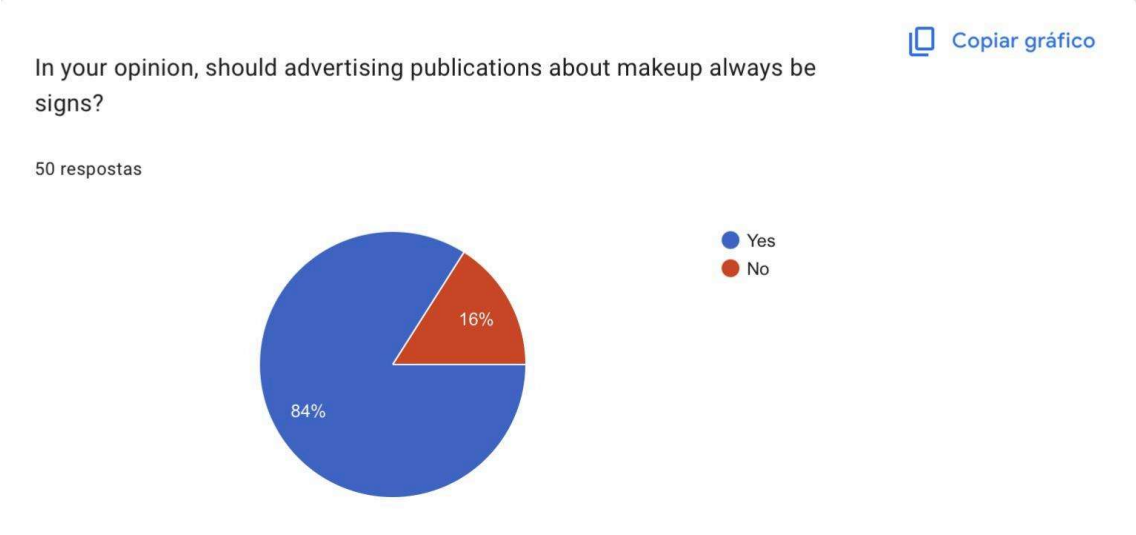
The survey shows that 88% of people believe that a brand can be affected by the influence of DI. This influence can be negative or positive, but in this case the question was asked to find out whether a brand that is often bigger than the influencers can lose relevance by having a relationship with an influencer. This question was intentionally included in the survey to get an idea of how far DI can go in terms of helping or hindering a brand. And we can see that this influence is considerable, considering that only 12% of the answers said no, an influencer does not have this power over a brand.



In this question, which is already related to the previous question, 96% of the answers indicate that an influencer can considerably help a brand to grow and be better seen by consumers, thus creating value for the brand. The influence of DI has been growing considerably in recent years and this is directly reflected in the answer to this question. Consumers who deem authentic and genuine influencers in their brand partnerships have more likelihood of completing purchases on social media. Overall, social media influencers continue to grip consumers on purchase decisions, and authenticity in promotions and person only heightens that result. Kutz, Espinal, Flynn and Cheney (2024) from this point of view, we can conclude that with good content and responsibility, an influencer positively affects a brand..



Here we have a majority of 84% of answers saying yes, all advertisements must be flagged so that the follower can know that the influencer is posting as a form of work and not just as a daily recommendation. This point requires a lot of responsibility from the DI to make it clear that the post is an advertisement. This type of attitude generates trust from followers in the influencer because it shows that he is being responsible by showing that he is being paid for this work and thus, with the success of the advertisement, gain more followers and generate more sales for the brand.



Conclusion

The chapter presented shows the results of the primary research and the survey results. The results provided important information that shows how Digital Influencer, Target Audience, Customer Behavior, Social Media and Digital Marketing can be used so that better results can be achieved by Digital influencers and brands. The triangulation is done by analyzing the convictions of the primary research, the literature review and the responses found through the survey. The next chapter summarizes the research results and answers the initial questions of how Digital influencers and makeup brands can work together to deliver better content and thus achieve greater reach.

Chapter 5: Conclusion

5.1 Conclusion to Research Question

The study carried out provided answers to the main question: How can digital influencers and makeup brands work together to reach a bigger audience? In addition to answering the targeted questions: Can influencers affect the purchasing decisions of consumers? How can an influencer create interest among their audience in a brand or product? Why is it so important for a brand to be on social media? How important is it to have constancy on social media? What kind of content should be created by digital influencers? A study on the main themes: Digital Influencer, Target Audience, Customer Behavior, Social Medias and Digital Marketing.

With the advent of Social Media, the ways the world was used to communicate has changed completely, along with the way people sell and buy things. With this perspective, it is possible to see how the influence of digital influencers can be leveraged and make a good use for brands so that their products have greater reach and therefore more sales.

With a good relationship between brand and digital influencer, content can be better targeted and thus captured by more people.

The naturalness of the posts was also a point where I was able to gain great acceptance from followers. The importance of providing content that, even though it is advertising, fits into the routine and daily life of influencers. In addition to the

demand from followers to always be notified when a publication is an advertisement paid for by a brand.
Likewise, with this we could analyze how consumers react to this type of product content.

It was possible to analyze that people who are consuming content from digital influencers prefer quality content. Thus, it is possible to conclude that by creating content with quality structure and camera, the attention of those who are watching is more easily captured and also more prolonged, making the time that the viewer spends watching the video longer, thus generating more viewing time even in short videos of up to 60 seconds.

It was noticed that people have a preference for short videos between 10 to 60 seconds, one of the reasons for that is the boom of tiktok in the whole world and the influence of the Z generation on it. Even though people prefer to consume a lot of information in a short time, they still use all types of content, such as youtube, instagram and tiktok as well. In summary, I conclude that social networks have a good power when used by digital influencers in the correct way and can indeed reach much bigger audiences.

5.2 Recommendations

The following table shows the recommendations identified in the chapter 4:

Table 1: Recommandations Rable

Theme	Recommendation
Digital Influencer	Sincere in the speech to gain the trust of your followers
Target Audience	Partner with brands that share your values and audience types
Customer Behavior	Analyze and adapt content types for different types of consumers
Social Medias	Focus on short-videos and quality of the content created
Digital Marketing	Authenticity is the main key to standing out among others

Suggestions for Further Research

This study serves as a gateway to different topics. The internet and social media are constantly changing every day so this information must be constantly updated and we researched how the best types of language to use in different types of advertising by digital influencers can be an interesting topic to be researched as well as the power of digital influencers who operate in different countries at the same time and how it can affect the customers perception about the brand and the digital influencer.

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