

## RESEARCH ON EFFECT OF INFLUENCER ENDORSEMENT ON PURCHASE INTENTION OF COSMETICS

*Khadeeja Bilquees. A<sup>1</sup> & Deepa Ittimani Tholath<sup>2</sup>*

<sup>1</sup>*Research Scholar, Loyola Institute of Business Administration (LIBA), Chennai, Tamil Nadu, India*

<sup>2</sup>*Assistant Professor, Loyola Institute of Business Administration (LIBA), Chennai, Chennai, Tamil Nadu, India*

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### **ABSTRACT**

*Consumer socialization and interactions form the basis of Social Media which has led to the rise of Electronic Word of Mouth.(EWOM ).Social media influencers (SMIs)employ EWOM to promote products. Cosmetic brands face severe competition these days and depend tremendously on SMIs on various social media websites and apps.It hence becomes imperative to research how Purchase Intention of consumers of Cosmetics gets affected by the SMIs. This study also employs other variables like customer knowledge, perceived value and item packaging. Respondents were people active on Social media accounts and had previously purchased cosmetic products online.*

**KEYWORDS:** *Social Media, EWOM, Purchase Intention, SMIs, Customer Knowledge, Perceived Value and Item Packaging*