

Impact of Snapchat Influencer on the Purchase Decision of Young Females : A Study of Personal Care Products

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ABSTRACT

In the contemporary digital landscape, social-media platforms such as Snapchat, Instagram, and FB (Facebook) have revolutionized consumer-brand interactions and purchase behaviors. This research explores into influence of Snapchat influencers on purchasing decisions of personal care products among young females. It investigates the impact of visual content and the importance of trust and authenticity in user-generated reviews and recommendations. Employing descriptive-exploratory research, the research employs qualitative and quantitative methodologies in order to understand motivations and preferences guiding young female consumers. Data collection encompasses primary and secondary sources, with a focus on young females aged 18 to 25, facilitated through random sampling and questionnaire dissemination.

Analysis of collected data utilizes regression and other statistical techniques through SPSS software. The study aims to demonstrate the important role of Snapchat influencers in determining the purchase decisions of personal care products among young females. It examines influencer credibility, content authenticity, and the emotional connections established between influencers and their young female audience, all of which profoundly influence purchasing decisions. Findings of the research hold implications for businesses and marketers targeting young female demographics, aiding in development of effective influencer marketing strategies tailored to this segment. Ultimately, the study offers actionable insights for marketers aiming to leverage the potential of Snapchat influencers in the personal care product market for young female consumers in a meaningful and impactful manner.

Keywords : Snapchat, Influencer, Social-media, Purchase Decision, Marketing Strategy

Introduction

In 2023, India emerged as the country with the largest Snapchat user base globally, boasting an audience of approximately 182.35 million users,

as reported by Statista. This statistic highlights the significant penetration and popularity of the photo-sharing platform among Indian users. Following closely behind, USA ranked 2nd with 108 million Snapchat users, indicating its

substantial presence in the American market. Projections suggest that Snapchat's user base is poised to expand even further, with expectations to surpass 400 million global users by the year 2024.

Djafarova and Rushworth (2017) highlight the significant impact social-media platforms like Snapchat have on the purchasing choices of young female consumers. With Snapchat's user base expanding in India, as indicated by Statista (2023), its importance in the social-media landscape continues to grow.

Current digital age where social-media platforms plays a very crucial role in molding the consumer behavior, especially among young women. Among these platforms, Snapchat is distinct for its uniqueness such as short content, interactivity, and storytelling capabilities. With its widespread adoption, Snapchat has not only transformed communication but also significantly impacts the purchasing decisions of its predominantly youthful user base, particularly in the realm of personal care products. Snapchat's impact on the consumer behavior have been area of interest, as noted by Dobies and Nelson (2016) in their study on Snapchat's engagement among higher education students.

The personal care industry encompasses a broad range of products, including skincare, cosmetics, hair-care, and fragrances, among others. For young females, these personal-care product don't just serve as functional purposes but also act as expressions of identity and self-care. Snapchat's visually engaging content and interactive features provide a fertile ground where these personal-care products are integrated in users' narratives.

Snapchat influencers plays one of the pivots in shaping young women's perceptions and preferences regarding personal care products. Through authentic storytelling and relatable content, influencers on Snapchat guide their

followers in navigating the vast array of choices available in the market, ultimately influencing their purchasing decisions. Schaffer (2013) suggests that overcoming social media barriers is critical for the small business to flourish in the digital landscape.

Snapchat and its Influence

Snapchat, a popular multimedia messaging application, has grown widespread appreciation because of its unique attributes that distinguish it from other social media platforms. Renowned for its distinctiveness, Snapchat is closely associated with "snaps" - ephemeral photos and videos that vanish after a brief duration. It pioneered the notion of Stories, brief compilations of images and videos that users can distribute to their followers. The platform has continually evolved, introducing augmented reality filters, live stories, and interactive map features, making it a dynamic space for both content creators and consumers.

The popularity of Snapchat is rapidly increasing in the Kingdom, surpassing other social media platforms. According to Al-Fawaz (2016), Snapchat usage surged in 2016, especially among Saudi citizens. Notably, 70% of Snapchat users in the Kingdom are women, and approximately 45% are aged between 18-24 (Al-Ruwaili, 2016). Most of Snapchat's users are from the millennial generation, which is due to its easy-to-use and highly visual interface. The rapid growth of Snapchat has presented a unique opportunity for businesses and brands to explore new methods of increasing brand recognition, merchandising, and appealing to younger, more engaged consumers by collaborating with Snapchat content creators. Brands not only attract the attention of younger audiences but also collaborate with influencers on Snapchat to take advantage of the platform's high engagement and visibility. As a result, when users open the app to view a Snapchat story on their mobile device, the image or video fills the entire screen.

Business practitioners can leverage Snapchat's convenience by sending content directly to individual followers. This capability allows businesses to connect effectively with their customers (Dobies & Nelson, 2016). The importance of a social networking platform like Snapchat in enhancing transparency and offering exclusive content for user engagement is considerable. Snapchat serves as a vital tool for organizations aiming to expand their market reach by promoting their brand to consumers (Zhang and Pennacchini, 2013). This is typically achieved through collaboration with influencers known as "snapchatters" and the development of campaigns.

Young females have been particularly drawn to Snapchat, embracing it as a medium for self-expression and communication. For this demographic, personal care products hold a unique significance. This category encompasses a vast array of items, including cosmetics, skincare products, hair-care, and fragrances, all of which plays a essential role in self-presentation, self-care, and identity. Personal care items hold deeper significance for young women beyond their practical use; they serve as an extension of their identity and a medium for self-expression.

Rise of Snapchat Influencers

The emergence of influencers in digital era has significantly transformed marketing dynamics, providing a platform for individuals celebrated for their authenticity, reliability, and expertise to apply considerable influence on their followers. In particular, Snapchat, with its unique features and engaged user base, has emerged as a fertile ground for influencers to link through their audience. Unlike traditional luminaries, influencers who are perceived more reachable and trustworthy by their followers. They play role in reviewing, endorsing, and demonstrating the use of personal care products, thereby establishing a bridge between brands and consumers.

Alghamdi and Bogari (2020) demonstrate that social-media platforms, which include Snapchat, significantly influencing the purchasing decision through endorsements by influencers. Likewise, Sadiq, Waheed, and Noor (2023) emphasize the impact of makeup influencers on millennials, particularly highlighting Snapchat's importance in this sphere. Both studies underscore the pivotal role that Snapchat influencers have in decisive consumer behavior as well as preferences.

Integration of Snapchat into influencer marketing strategy of Sephora (Zaryouni, 2015) has been instrumental in increasing the brand's visibility among the consumers. In addition, the institution leveraged the word of mouth for establishing itself as the preferred make-up destination for consumers (Lee, 2015). This is due to the datum that consumers play an essential part in formulation of their shopping experience.

Personal Care Products: More than Just Beauty

The personal care product industry has evolved significantly beyond conventional beauty standards, now encompassing a diverse range of products that address various facets of well-being and self-care. From cruelty-free skincare regimens to eco-conscious hair-care solutions, personal care now reflects individuals' values and lifestyle preferences. Young women are particularly discerning about the consequences of selecting personal-care products, taking into considerations like sustainability, ethical manufacturing practices, and the incorporation of organic ingredients.

Review of Literature

Mathew (2023) intentions to investigate how social-media influencers affects the purchasing decisions of beauty products among residents of Ernakulam district. The research findings indicate that a majority of participants prioritize

product reviews and influencer endorsements when making purchase decisions, as these factors simplify the buying process for them. YouTube and Instagram were found to be mostly used social-media platform among females whereas twitter was found to be dominated by male.

(Sadiq, et al., 2023) The researcher studied the impact on millennial of social-media make-up influencer. To check the reliability of message communicated and persuasiveness of message the researcher used the Source Credibility Theory. The study revealed that trustworthiness a major factor which affect the process of decision making and factors like attractiveness, expertise is secondary. The companies should engage more social media influencers in order to promote their beauty products as it helps in building brand loyalty as well as good relation with the customers; as they favorably affect the purchase decision and attitude of the viewer.

In 2018, Al-Zyoud conducted a study on how social media influences the impulsive buying behavior of female consumers in Jordan. Certain impulsive purchasing dimensions like website quality and trust etc. were considered to analyze the behavior. The result of study revealed that female take instant and impulsive purchase decision because of social-media marketing. Consumers are highly influenced by numerous factors like comments, reviews, ratings, and feedback when making purchase decisions. These elements play a serious role in determining their preferences and perceptions towards products or services. When customers are given with multiple options and brands for a particular product, it diminishes their brand loyalty and increases the likelihood of brand switching.

(Nash, 2018) The aim of the research is to discover the bearing of social-media on the buying decision of color cosmetic on female over 45 years of age. It was found that this generation shows stronger brand loyalty and was not directly influenced by social-media. This is due they had

lack of trust whereas color cosmetic brands promoted on social-media due privacy and other issues and they take their own decision; however, decisions which they take are influenced and most of the time by third party like their children, grandchildren or relatives. It was experienced that the consumers were habitual of using the same product and prefer to do more in store shopping where they have been given with the in-store assistance.

(Kazim, 2015) The intention of this study is to learn the influence of ads on cosmetic products purchase decision of a customer between the age group of 15 to 24 years. The study revealed the strong relationship between the purchase decision of customer and the advertisement of the cosmetic brand. It was observed that these affect the brand selection of customer.

(Alghamdi, 2020) The researcher studied the impact of snapchat and instagram on the purchase decision in Saudi Arabia. It was gathered that social media primarily instagram & snapchat positively influence the purchase decision of young social media users of Saudi Arabia. This study also highlighted the significance of word-of-mouth in propelling consumer to evaluate products in order to provide feedback to companies. Word of mouth generated by ads posted by companies on snapchat or instagram; or endorsed by bloggers or celebrities was found to be attractive factor in motivating purchase decision of consumer.

(Jing, 2022) In this study the researcher attempts to find the influence of the information disseminated by the influencer on the buying decision of customer. This research was focused on the Chinese consumers. It was found that influencers characteristics doesn't have optimistic impact on flow of information, it doesn't even have positive influence on perceived value. Also, the professionalism of influencer cannot influence or increase the perceived value of consumer as it comes from the product itself.

(Ika Rahmawati, 2022) The researcher attempts to observe the outcome of influencer imitation behavior and FOMO on purchase intention of females of Jakarta for locally produced cosmetic products which are endorsed by social media influencer. The result of the study shows that influencer credibility positively impacts the fear of losing out of females and has positive impact on influencer imitation behavior.

Social media influencers are third-party endorsers who shape viewers' attitudes through their content (Freberg et al., 2011). These influencers are prevalent across various sectors, including fitness, health, beauty, food, fashion, high-tech, and more (Klassen et al., 2018).

Influencers with a keen sense of lifestyle, food, or fashion are particularly effective at shaping the attitudes of the followers, which may enhance their engagement rates and follower counts (Ki & Kim, 2019). They play a decisive role in affecting consumers' purchase decision making through factors like the necessity of the product, consumer satisfaction levels, reviews, and recommendations (Lisichkova, 2017).

Social media influencers can alter consumers' purchase intentions through the quality of their content. Djafarova (2017) found that consumers often doubt their decision-making abilities and thus seek opinions and recommendations from social media influencers. This validation boosts their self-esteem, helps them feel confident about their purchases and reducing the likelihood of dissatisfaction.

The consumer's attitude is influenced by social-media influencers through their content; purchase behavior and satisfaction from the product positively influence the purchase intention and self-confidence of consumer (Ki and Kim, 2019)

(Hasan et al., 2021) articulates that several researchers' which has shown that an influencer's ability to positively affect purchase intentions is

dependent on how their audience or viewers consider them.

In their work, Choudhury and Karahanna (2008) introduced the concept of informational trust, which extends the framework proposed by McKnight et al. (2002). Informational trust pertains to users' perceptions of the accuracy, validity, and authenticity of the information they receive, particularly on platforms such as Facebook (Chai et al., 2011). This kind of trust is helpful in shaping user engagement and usage behavior.

The advent of social-media platforms has changed the landscape for small businesses, offering them unprecedented opportunities to foster positive customer relationships (Schaffer, 2013). Through social-media, the businesses can leverage the expertise of their personnel to address consumer inquiries, share insights, and establish rapport with their audience. This engagement not only enhances brand perception but also cultivates trust as well as loyalty among the consumers.

Wirtz (2017) delineated two dimensions of brand quality: rational and emotional. Rational quality encompasses tangible aspects such as the product performance, service delivery, and distribution efficiency. Whereas, emotional quality pertains to intangible elements like brand image, advertising consistency, and the personality projected by salespersons. Both dimensions play the critical role in shaping customer satisfaction and fostering brand loyalty.

Research by Mayrhofer et al. (2020) underscores the significance of user-generated content in influencing consumer behavior. Compared to brand-generated posts and advertisements, user-generated content tends to elicit higher levels of trust and engagement from consumers, thereby enhancing purchase intention.

Visual presentation serves as the most powerful instrument for communication, enabling the

conveyance of complex ideas and concepts in a compelling manner (Stoner, 2009). Various forms of visual content, including maps, slides, photos, and computer-generated presentations, captures the audience attention and facilitating information retention.

Wild (2016) highlighted the impact of visual content on audience engagement, noting that compelling visuals are likely be shared and reposted. Notably, images tend to outperform videos in terms of engagement metrics, with an average image receiving 128% more reposts than a video. Mawhinney (2016) further substantiated this outcome, reveals that Facebook posts accompanied by images experience significantly higher levels of customer engagement associated to those without visuals. Moreover, the addition of visual content substantially increases the likelihood of consumers making a purchase.

The convergence of informational trust, brand quality dimensions, user-generated content, and visual presentation underscores the multifaceted nature where consumers are engaged in the digital era. As businesses navigate this landscape, they must prioritize strategies that enhance trust, deliver compelling brand experiences, and pulls the power of visual communication to well engage with the target audience. By doing so, they can cultivate strong customer relationships, drive brand loyalty, and ultimately, achieve sustainable growth in an increasingly competitive market environment.

(Kujur F., 2020) When visual content, such as photographs and videos, are used on Facebook timelines, a 14% increase in fan interaction is observed, a 46% increase in content engagement is observed, and an increase of 65% in interactive content engagement is observed.

(Robert et al., 2013) Many researchers believe that the ultimate goal of marketing should be brand engagement, i.e. creating a genuine emotional bond with the brand. It is a point at which

customer "see" that the brand are capable of meeting their expectations. In other words, the more a consumer interacts with a particular brand, the more likely they are to act positively towards it. Genuine emotive engagement strongly correlates with positive customer behavior, sales, and profit. This connection underscores the significance of authentic emotional connections in driving consumer actions and ultimately enhancing business performance.

The accessibility of online reviews has empowered consumers to actively engage in the purchase decision. As consumers invest in products/services, they seek comprehensive information regarding the advantages and disadvantages of making the decision. The increased access to reviews enables consumer which makes more informed choices, considering various factors that impact their overall satisfaction with the product or service. The reviews available online are considered a reliable source of information for consumer especially in case of experience goods (Bronner and de Hoog, 2010)

(Sharma, A., 2020) Online customer reviews are vital sources of information, particularly for high-cost and experiential products/services. Factors like social norms, information acquisition, risk mitigation, and quality validation motivate consumer to find out online customer reviews. Among these factors, quality assurance emerges as the primary driver compelling consumers to explore online customer reviews. Products/services with numerous reviews for a single item incline toward more trusted by consumers.

According to (Chevalier, J.A., Mayzlin, D., 2006) to increase sales reviews with high product rating are shown. Critical reviews can increase recognition of product, resulting in increased purchases of niche products (Berger, J. et al., 2010). This could be for the reason that people trust the reviews that back up what they already

believe (Hu, N. et al., 2017).

Consumers base their assessment of review credibility on both the source attributes and the review content, disregarding any reviews that are not authentic or have been manipulated. The two primary dimensions of credibility are trustworthiness and authenticity (Kelman, H.C., 1961)

Problem Statement

The problem statement tells us about the gap in knowing the impact of Snapchat on the young females purchase decision of personal care products, as its increasing use as a platform for influencer marketing and content dissemination. The study seeks to find the influences of Snapchat influencers, visual content, emotional and functional aspects, trustworthiness, and authenticity on the purchase behavior of target audiences. By addressing this gap, we seek to provide original insights that can inform marketing strategies and enhance the effectiveness of influencer-driven campaigns in the personal care product market.

1. How young females respond to those personal care products which are promoted by snapchat influencers?
2. Does snapchat influencer encourage young females to make purchase decision based on the personal care products promoted/endorsed by them?

Objectives

1. To assess the result of Snapchat influencers on the young females purchase decisions
2. To assess the impact of visual content on the young females purchase decision
3. To explore the trust and authenticity of user generated reviews and recommendations

Hypotheses

To evaluate the result of Snapchat influencers on

the young females purchase decisions.

- **Null Hypothesis (H0)** : There is no significant relationship between exposure to Snapchat influencer content and purchase intent for personal care products among young females.
- **Alternative Hypothesis (H1)**: Exposure to Snapchat influencer content has a positive relationship with the purchase intent for personal care products among young females.

To assess the impact of visual content on the young females purchase decision

- **Null Hypothesis (H0)**: Visual content exposure on Snapchat does not significantly influence the young females purchase decisions for personal care products.
- **Alternative Hypothesis (H1)**: Visual content exposure on Snapchat has a significant positive influence on the young females purchase decisions for personal care products.

To explore the trust and authenticity of user-generated reviews and recommendations.

- **Null Hypothesis (H0)**: Trustworthiness and authenticity of user-generated reviews and recommendations do not significantly affect the young females purchase decisions for personal care products influenced by Snapchat.
- **Alternative Hypothesis (H1)**: Trustworthiness and authenticity of user-generated reviews and recommendations have a positive impact on the young females purchase decisions for personal care products influenced by Snapchat.

Research Methodology

Snapchat is a social media platform that has gained significant popularity among users aged 18 to 25. This segment comprises young adults who are actively engaged in various aspects of social media interaction. Snapchat allows users to

share photos, videos, and messages that disappear after a certain period, adding an element of spontaneity and privacy to communication. The platform features various tools and filters that enable users to enhance their content creatively.

The reasons for Snapchat's attraction towards the 18 to 25 demographic is its unique features, such as Stories and Snap Map, which allow users to share moments of their day in real-time with friends and followers. The ephemeral nature of Snapchat content encourages users to share candid moments without the fear of permanent documentation. For businesses and brands targeting this demographic, Snapchat offers valuable marketing opportunities. Companies can leverage Snapchat's features to engage with users through sponsored lenses, geofilters, and advertisements. Influencers on the platform also play a very important role in determining consumer behavior, their preferences, particularly in beauty and fashion industries.

Data was collected from primary sources. The questionnaire was circulated for data collection. Questionnaire consists of questions related to the each and every variable of the study. The five-point Likert scale was used on which the answers of the sample of study were based.

Study Area : The research focuses on exploring and describing aspects within the region of Rajasthan. Rajasthan provides a specific cultural, social, and geographical context that is pertinent to understanding the behaviors, attitudes, and experiences of young females aged 18 to 25 years. By selecting Rajasthan as the study area, researchers can delve into the unique dynamics and influences shaping the lives of young women within this region, which may differ from other parts of India or the world.

Sample Size : The research includes a sample size of 220 young female respondents residing in Rajasthan. The sample size was determined to

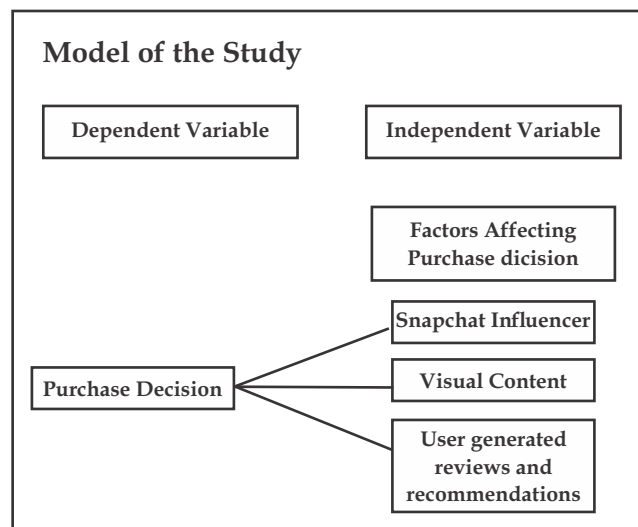
ensure a representative subset of the population under study. By including 220 respondents, researchers aim to capture diverse perspectives and experiences within the target age group and geographical area. This sample size allows for statistical analysis and meaningful insights into the research objectives while maintaining feasibility in data collection and analysis.

Sampling Technique : Simple random sampling was utilized to gather data via questionnaires. This technique makes sure that every individual of the population has an equal opportunity to be chosen for the sample, thereby enhancing the ability to generalize the findings to the broader population of young females in Rajasthan. By employing random sampling, researchers address bias, thereby bolstering validity and reliability of study results.

Source of Data : The primary source of data for the research is the questionnaire distributed to respondents. The questionnaire is designed to gather information directly from the target population regarding various variables of interest to the study. Additionally, secondary sources such as journals and articles contribute supplementary data and background information relevant to the research topic. By incorporating both primary and secondary sources, researchers gain complete understanding of the phenomenon under investigation and can triangulate findings for enhanced credibility and robustness.

Research Instrument and Data Processing : The questionnaire serves as the primary research instrument for data collection, enabling researchers to gather firsthand insights from respondents. The questionnaire includes questions related to each variable of the study and utilizes a five point Likert scale for respondents to register their opinions and perceptions. After data collection, the collected data undergoes analysis using Statistical Package for Social Science (SPSS). Analytical tools such as

correlation and regression are applied to examine relationships and patterns within the data, allowing researchers to draw meaningful conclusions and insights from the findings. Data processing through SPSS enhances the rigor and accuracy of the analysis, enabling researchers to derive empirically supported conclusions from the collected data.

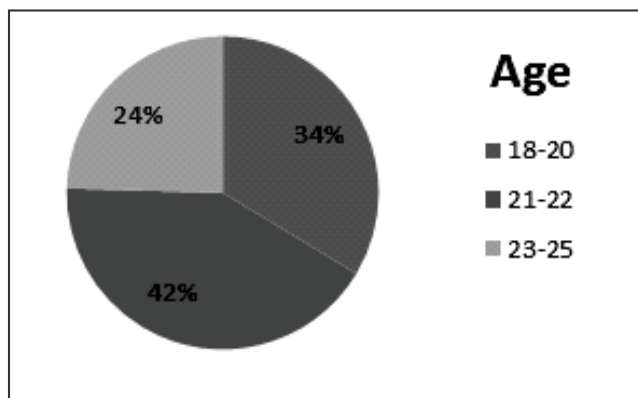


Results & Discussions

A. Survey Results

Demography of the Respondents

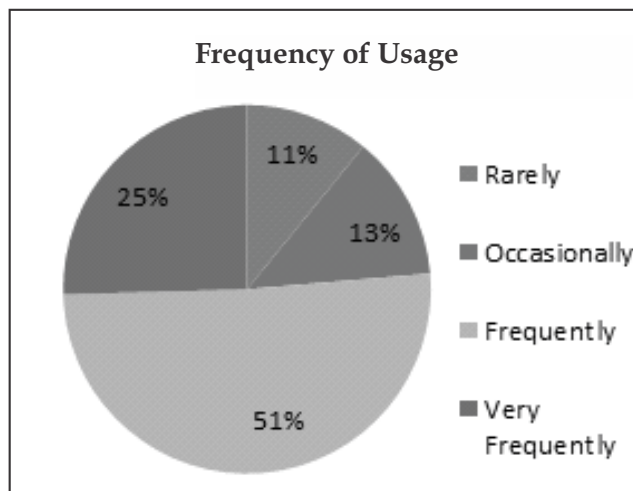
This section provides an analysis of the demographic characteristics observed within the study sample. Demographic variables include age and Snapchat usage.



1. Age

Age	Frequency	Percentage
18-20	74	34%
21-22	92	42%
23-25	54	25%
Total	220	100%

Table shows the 42% of respondents lying in the age group of 21-22 and 34% lie between 18-20 age whereas 25% lie in the age group of 23-25.



2. Usage of Snapchat

Usage of snapchat	Frequency	Percentage
Rarely	24	11%
Occasionally	28	13%
Frequently	112	51%
Very Frequently	56	25%
Total	220	100%

Table shows the 51% of respondents frequently using snapchat and 11% rarely use the snapchat.

B. Testing & Interpretation

1. To evaluate the effect of Snapchat influencers on the purchase decisions of young females.

 - **Null Hypothesis (H0):** There is no significant relationship between exposure to Snapchat influencer content and purchase intent for personal care products among young females.
 - **Alternative Hypothesis (H1):** Exposure to Snapchat influencer content has a positive relationship with the purchase intent for personal care products among young females.

Coefficients

Constant (Intercept): The constant value represents the expected value of dependent variable (Buying Product from Snapchat promotions) when independent variable (Watching promoted Snapchat stories) is zero. In this case, the constant is .711, indicating that without watching any promoted Snapchat stories, there is still a base level of purchasing behavior.

- **Watching Promoted Snapchat Stories:** The

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	138.727	1	138.72	223.411	.000 ^b
Residual	126.053	203	7.621		
Total	264.780	204			

a. **Dependent Variable:** Buying Product from Snapchat promotions

b. **Predictors:** (Constant), Watching promoted snapchat stories

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.711	.138		5.135	.000
Watching promoted snapchat stories	.775	.052	.724	14.947	.000

a. **Dependent Variable:** Buying Product from Snapchat promotions

Based on the provided ANOVA table and coefficients, here's the interpretation of the results for assessing the result of Snapchat influencers on the purchase decisions of young females:

ANOVA Results

ANOVA table shows that the regression model is statistically significant ($p < .0001$). This indicates there is a positive relationship between watching promoted Snapchat stories and buying products from Snapchat promotions.

coefficient for this variable is .775, indicating that for one-unit increase while watching promoted Snapchat stories, the buying of products from Snapchat promotions increases by .775 units.

- **Standardized Coefficients (Beta) :** The standardized coefficient for watching promoted Snapchat stories is .724. This suggests that watching promoted Snapchat stories has a strong positive impact on buying products from

Snapchat promotions, even after accounting for the scale of the variables involved.

Significance of Coefficients

Both coefficients (Constant and Watching promoted Snapchat stories) are statistically significant ($p < .0001$), indicating that these are reliable predictors of buying products from Snapchat promotions.

The R-squared value is not provided in the information you shared. R-squared indicates how well the independent variables in a regression model explain the variance observed in the dependent variable. A higher R-squared value implies that a larger proportion of the variability in the dependent variable can be accounted for by the independent variables.

The results suggest that watching promoted Snapchat stories significantly influences the purchase decisions of young females, as indicated by the strong positive coefficient and statistical significance. The model seems to be robust in explaining the relationship between watching promoted Snapchat stories and buying

products from Snapchat promotions.

Result: Based on the analysis findings and deductions, it is advisable to reject the null hypothesis and embrace the alternative hypothesis. This suggests that exposure to Snapchat influencer content correlates significantly positively with the purchase intent for personal care products among young females. Consequently, businesses and marketers aiming at this demographic should contemplate incorporating Snapchat influencers in their marketing strategy to effectively impact purchase decisions.

- To assess the impact of visual content on the purchase decision of young females
 - Null Hypothesis (H0):** Visual content exposure on Snapchat does not significantly influence the purchase decisions of young females for personal care products.
 - Alternative Hypothesis (H1):** Visual content exposure on Snapchat has a positive influence on purchase decisions of young females for personal care products.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.119 ^a	.014	.009	.792

a. Predictors: (Constant), How often do you come across and view visual content related to personal care products?

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1.795	1	1.795	2.863	.092 ^b
Residual	124.752	199	.627		
Total	126.547	200			

a. Dependent Variable: Which types of visual content are most influential in your purchase decisions?

b. Predictors: (Constant), How often do you come across and view visual content related to personal care products?

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.389	.132		10.519	.000
1 How often do you come across and view visual content related to personal care products?	.107	.063	.119	1.692	.092

a. Dependent Variable: Which types of visual content are most influential in your purchase decisions?

The R-squared value stands at 0.014, suggesting that approximately 1.4% of the variability in purchase decisions influenced by visual content can be attributed to exposure to visual content related to personal care products. The adjusted R-squared value, which compensates for the number of predictors in the model, is 0.009. This adjusted value is lower, reflecting the consideration of additional predictors in the model.

The standard error of the estimate, measured at 0.792, signifies the average deviation between the actual data points and the predicted values by the regression model.

ANOVA (Analysis of Variance)

ANOVA table shows the results of the overall regression analysis. P-value associated with F-statistic is 0.092, which is greater than the typical significance level of 0.05. This suggests that the overall regression model may not be statistically significant.

Coefficients

Constant coefficient (intercept) is 1.389. It signifies predicted value of dependent variable when independent variable is zero.

The coefficient for "Frequency of encountering and viewing visual content related to personal care products" is 0.107. This indicates the expected change in dependent variables for a one-unit change in independent variable.

The t-value for this coefficient is 1.692, with an associated p-value of 0.092. The results suggest that coefficient may not reach statistically significant level at 0.05.

Interpretation

Results indicate that relation between exposure to visual content related to personal care products and the purchase decisions of young females is not statistically significant. The p-values for both the overall model (ANOVA) and the coefficient of the independent variable are above the typical significance level of 0.05.

Therefore, based on the results, there is insufficient evidence to reject the null hypothesis. In other words, exposure to visual content on Snapchat does not significantly influence the purchase decisions of young females for personal care products, at least as per the model presented.

Results: The statistical analysis shows that both p-values relates to the overall model (ANOVA) and the coefficient of the independent variable exceed the conventional significance threshold of 0.05. This suggests insufficient evidence to reject the null hypothesis. In simpler terms, based on the model provided, it appears that exposure to visual content on Snapchat does not have a statistically significant impact on the purchase decisions of young females regarding personal care products.

Based on the results and interpretations, it is recommended to accept the null hypothesis. This

means that visual content exposure on Snapchat does not have a significant positive influence on the purchase decisions of young females for personal care products, according to the analysis conducted.

However, it's important to note that statistical analysis provides insights based on the data and model used. Other factors could influence purchase decision that weren't considered in this analysis. Further research or a different approach may be needed to better understand relation between visual content exposure and purchasing decisions among young females for the personal care product.

3. To explore the role of trust and authenticity of user-generated reviews and recommendations.

- **Null Hypothesis (H0):** Trustworthiness and authenticity of user-generated reviews and recommendations do not significantly affect the purchase decisions of young females for personal care products influenced by Snapchat.
- **Alternative Hypothesis (H1):** Trust worth-iness and authenticity of user-generated reviews and recommendations have a positive impact on the purchase decisions of young females for personal care product influenced by Snapchat.

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	30.172	5	6.034	9.396	.000 ^b
Residual	127.808	199	0.642		
Total	157.980	204			

- a. Dependent Variable: Do research before purchase decision
- b. Predictors: (Constant), Influencer makes product/brand visibility ease, Effectiveness of influencers brand depends on the data shown in it, Popular influencers, Influencers endorsed brands safety for investment, Buy products endorsed by influencers

Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	.891	.168		5.301	.000
Popular influencers	-.158	.068	-.221	-2.334	.021
Buy products endorsed by influencers	-.005	.065	-.008	-.077	.939
Influencers endorsed brands safety for investment	.076	.083	.087	.913	.362
Effectiveness of influencers endorsed brand depends on the data shown in it	.328	.072	.379	4.523	.000
Influencer makes product/brand visibility ease	.155	.069	.166	2.254	.025

- a. Dependent Variable: Do research before purchase decision

Interpretation

Constant: The constant term in a regression equation signifies the intercept, indicating the expected value of dependent variable where all the predictors are set at zero. In this instance, the constant is 0.891. This suggest that even in the absence of any influence from predictors, there exists a baseline level of "Do research before purchase decision" among young females.

Popular influencers: Coefficient for popular influencers is -0.158. The negative coefficient suggest that influence of popular influencers increases, there is a decrease in the tendency to research before making a purchase decision. However, the significance level ($p = 0.021$) indicates that this effect is statistically significant.

Buy products endorsed by influencers: The coefficient for this variable is -0.005, but its p-value is 0.939, indicating that it is not statistically significant. Therefore, there is insufficient evidence to conclude that buying products endorsed by influencers has a significant impact on tendency to research before making a purchase decision.

Influencers endorsed brands safety for investment: The coefficient is 0.076 with a p-value of 0.362, indicating the predictor is not statistically significant. Thus, safety of brands endorsed by influencers for investment doesn't significantly affects the tendency to research before purchasing.

Effectiveness of influencers endorsed brand depends on the data shown in it: This predictor has a coefficient of 0.328 and a highly significant p-value of 0.000, suggesting that as the effectiveness of the brand endorsed by influencers depends on the data shown in it, the tendency to research before purchasing significantly increases. Influencer makes product/brand visibility ease: The coefficient is 0.155 with a p-value of 0.025, indicating statistical significance. This suggests that when influencers

make product/brand visibility easier, there is positive impact on tendency to research before making purchase decisions.

The significant predictors that influence the tendency to research before purchasing among young females for personal care products influenced by Snapchat are popular influencers, the effectiveness of influencers' endorsed brands depending on the data shown, and influencers making product/brand visibility easier.

Results: Based on the results and interpretations provided, that the analysis has revealed some of the statistically significant relationships between certain factors and the purchase decisions of young females for personal care products influenced by Snapchat. Specifically, factors related to influencer effectiveness, influencer visibility, and popular influencers seem to have impact on tendency to research before making a purchase decision.

Though, it's significant to note that specific factors related to trustworthiness and authenticity of user-generated reviews and recommendations haven't been directly addressed in the interpretation. These factors could be crucial in determining the impact of user-generated content on purchase decisions, especially for young females and personal care products.

Recommendations & Suggestions

Based on the results and interpretations of the three objectives and the testing of their corresponding hypotheses, here are the final recommendations and suggestions:

Exposure to Snapchat Influencers

- Accept the alternative hypothesis that the exposure to Snapchat influencers content has a significant positive relationship with the purchase intent for personal care products among young females.

- Companies and marketers targeting young females should consider leveraging Snapchat influencers as part of their marketing strategy.
- Develop partnerships with relevant influencers to promote personal care products effectively.
- Invest resources in creating engaging and authentic content which resonates with the target audience.

Impact of the Visual Content on Purchase Decisions

- Accept the null hypothesis that visual content exposure on Snapchat does not significantly influence the purchase decisions of young females for personal care products.
- While visual content on Snapchat may not directly impact purchase decisions, it remains a valuable platform for brand visibility and engagement.
- Focus on creating the visually appealing and rich content that enhances brand awareness and fosters a positive brand image.
- Explore alternative strategies to complement visual content, such as influencer partnerships or interactive campaigns.

Trust and Authenticity of User-Generated Reviews and Recommendations

- Accept the alternative hypothesis that trustworthiness and authenticity of user-generated reviews and recommendations have a significant positive impact on the purchase decisions of young females for personal care products influenced by Snapchat.
- Emphasize the importance of building trust and credibility through user-generated content.
- Encourage customers to leave authentic reviews and testimonials by providing excellent products and customer service.

- Monitor and respond to user-generated content to maintain a positive brand reputation and address any concerns or feedback.
- Collaborate with influencers and brand advocates to amplify positive user-generated content and foster the sense of community around a particular brand.

Recommendations

- Conduct regular market research to understand evolving consumer preferences and behavior trends among young females.
- Continuously monitor and analyze social media metrics and consumer feedback to refine marketing strategies and optimize engagement.
- Foster genuine connections with the target audience by prioritizing authenticity, transparency, and ethical practices in marketing campaigns.
- Invest in ongoing training and development for marketing teams in order to stay updated on emerging platforms, trends, and the best practices into the influencer marketing and user-generated content strategies.
- Encourage innovation and experimentation in marketing approaches to stay ahead in a dynamic and competitive marketplace.
- By following these recommendations and suggestions, companies can effectively leverage Snapchat and other social-media platforms to engage with young female consumers and drive purchasing decision for the personal care products.

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