Influencer Marketing in the Make-up Industry

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Abstract. The growth of social media usage and its utilization in marketing campaigns has created a new class of community leaders online, called influencers. Influencers appeared on social media as relevant content creators on a certain niche topic such as sports, comedy, make-up etc. The make-up industry has completely adopted the trend of influencers which ended up disrupting the entire industry. The purpose of this study is to demonstrate the effects that influencer marketing has had on the make-up industry and how it has become essential for marketers with a focus on that industry. This includes a comparison of influencer marketing to other marketing options such as TV and Online Paid Ads, the cost of advertisement, effectiveness and ability to influence consumer behavior, primary data, data obtained from secondary sources as well as personal contact with influencer agencies.

Keywords. influencer, marketing, make-up, social media, advertising

1 Introduction

The purpose of this research is to perform a comparative analysis of influencer marketing to other marketing alternatives and analyze its effectiveness and the successful usage of influencer marketing. Though the research is focused on investigating influencer marketing in the make-up industry, important insight is gained on influencer marketing overall as well as about other industries.

Social media is not only for users to connect with their friends but also with many celebrities, brands and as of recently, influencers. Social networks like Instagram, Facebook, YouTube and Snapchat are now an integrated space where you can not only connect to, but be introduced to brands, companies and influencers through a discovery-based option. This

research is emphasizing on YouTube and Instagram only, as there is evidence that influencer marketing is thriving on those media compared to others (Ault, 2014). Schiniotakis and Divini (2017) believe that influencer marketing is a subcategory of word-of-mouth marketing, along with buzz marketing, viral marketing, blog marketing and referral marketing. Influencer marketing is marketing products or services through individuals who have a sway over what people buy (Dada, 2017). This ability to persuade people to purchase a certain product or service comes from the perception that the influencer has a certain market expertise and understand the product or service which they are referring to (Dada, 2017). Apart from the term 'influencers', the terms 'bloggers' or 'Youtubers' are also used to promote content across various social media and offer an influential basis for promoting brands and products especially to the younger generation (Kolo and Haumer, 2018). When US teens were asked to rank influential figures, six out of the top ten were YouTubers or YouTube influencers (Ault, 2014). The survey concluded that most of the participants found YouTubers more authentic than famous celebrities, ranking them as more trustworthy and believable (Ault, 2014).

Kolo and Haumer (2018) claim that social media communication is an attractive arena for brand communicators, content creators, social media celebrities and brand influencers. Social media has also allowed for the creation of focused online communities where individuals passionate about the same thing can connect much easier than before (Schiniotakis and Divini, 2017). A perfect example of this is the make-up community's ability to connect with each other, make-up creators (make-up artists), and brands that produce make-up. Some popular platforms for the online make-up community are Instagram and YouTube.

- **Instagram**

With over 1 billion users (Omnicore, 2020) -of which 500 million are active daily, Instagram is 10 times more engaging than Facebook and 84 times more engaging that Twitter (Lyfe Magazine, 2018). There are more than 50 billion photos on Instagram today and more than 4.2 billion likes per day (Omnicore, 2020). Regarding businesses, there are 25 million business accounts on Instagram, more than 500,000 active Instagram influencers and 70% of shopping enthusiasts turn to Instagram for product discovery (Omnicore, 2020). Regarding demographics, 59% of Instagram users are women, 59% of all users are 18-29 years old and 33% are 30-49 years old (Omnicore, 2020). It is worth noting that businesses are seeing unprecedented success on the platform thanks to Instagram Stories that were launched in 2016 as a competitor to Snapchat Stories (Nardello, 2017). Instagram has taken community connectivity to a whole new level by creating hashtag-based communities' which people can follow, explore the content of, and publish their own content under these tags. When a user on the platform posts a photo with the hashtag #makeup, their photo on a public account will be featured under that tag along with everyone else that has used the #makeup in their photo captions. The 286 million content posts with the hashtag #makeup on Instagram demonstrate the popularity of this feature (Instagram, data obtained in June 2020). Users are further allowed to browse everyone's make-up related posts by clicking the hyperlinked #makeup post where they can see the most popular and the newest posts by community members, celebrities and brands. There are hundreds of make-up related tags on Instagram that also contain contributions by the make-up community on Instagram such as #makeupartist with 84.5 million posts, #mua with 65.8 million posts, as well as tags for make-up products such as #highlighter with 4.6 million posts (Instagram, data obtained in June 2020). Make-up related Instagram tags will be referred to as community tags– ones that us-

ers which have an interest in make-up are likely to use when they create their own content related to make-up.

- **YouTube**

YouTube is a visual platform which allows users to post videos on any topic that they are interested in. More than 300 hours of video are uploaded on Youtube every minute with 30 million people visiting Youtube every day while the platform has more than 2.5 billion users (Hubspot, 2019). Youtube is the second largest search engine in the world after Google. 20% of Youtube views come from the USA (Social media advertising guide, 2019). Visual platforms like Instagram and YouTube work well for make-up users since they can see and hear more detailed facts about the product or make-up look that they are interested in. Some examples of popular make-up artists on YouTube include James Charles with over 19 million subscribers, Jeffree Star with over 18 million and Nickki Tutorials with almost 13 million (YouTube, data obtained in June 2020). According to a 2017 report, when people search for beauty related content on the internet, most of them turn to Make-up tutorials done by influencers in order to watch a review for the product, style inspiration or just for entertainment (Verb Brands Limited, 2017).

With social media platforms allowing users to directly communicate with the pages of brands by following, engaging or tagging the company in their posts, the relationship between customer and company is something completely different than before the presence of social media. Now, people not only communicate directly with companies and celebrities, they expect a dialogue and engagement from the brand's side as well (Bennett, 2014). Digital retailers can provide stimuli to their followers through their daily post on social media (Sihombing et al., 2020). Schiniotakis and Divini (2017) believe that organisations need social media presence to be aware of what consumers are interested in and be able to respond to both positive and negative comments and queries. Besides, nine out of ten companies now have a social media presence (Bennett, 2014).

1.1 The growth of internet advertising

The growing popularity of social media has been reflected in a report by the Interactive Advertising Bureau (IAB) in their 2017 annual report where they reported that Internet Advertising continues to be the largest sources of advertising revenue for that year (IAB, 2017). Advertising revenues for internet advertising in 2017 were around US $88 billion (in the US alone) which represented a 21.4% spike from 2016, while TV advertising fell to 70.1 billion, a 2.6% decrease from 2016 (IAB). While this report is on all types of internet advertising and not specific to influencers, it is important to take note of this trend. The results of this $17.9 billion lead of internet advertising ahead of TV advertising could be indicating that people are generally more engaged with online ads rather than TV ads. In fact, there is evidence from a recent study that individuals tend to opt for online sponsored advertisements and this fact is positively related to their visual attention (De Souza et al., 2020). The influencer marketing spend is harder to track since all information available comes from the US FTC organization to which influencers report their earnings to tax authorities (Bladow, 2018). However, a study found that 93% of the largest influencers are not fully or not at all compliant with the FTC (Bladow, 2018), which is why market size predictions go from 2.38 billion for the US in 2019 (Statista, 2019) to 10 billion worldwide by 2020 (Mediakix, 2019).

1.2 Influencer Marketing Costs Less

There is a great amount to be said about the different costs of advertising when comparing TV and Internet advertising. According to a research done by Fou (2014), in order to reach 1,000 impressions with an advertisement, social media has the lowest cost while TV and mail advertising have the highest (Fou, 2014). In his report, Dr. Fou found that to reach 1,000 people it will cost advertisers a hefty $30 (2014 report) while online search ads go as low as $2, online display ads at $7 and online video ads, the most comparable to TV ads go for $15 (Fou, 2014).

When it comes to influencer marketing, the data available for pricing is partially based on knowledge from contacting influencers, while some have attempted to set up metrics to calculate profits based on following, engagement and reach. However, reports of estimates from influencer agencies for 2019 round up the numbers to around $1,000 per 100,000 followers, meaning $10 per 1,000 people reach (Chen, 2017). This places influencer advertising in the middle between online pay-per-click ads and TV ads.

When comparing influencer marketing to online ads or TV ads there is a lot of differences such as the fact that working with an influencer usually means outsourcing all the overhead, production, content creation and other costs related to producing the actual advertisement.

For this next information, a popular Instagram influencer from the United States was contacted and she gave a quick oversight of what influencers have to do when promoting a brand. "In a way, influencers act as models, camera people, producers, editors, content creators, use their own overhead and save the company interactions which can take away from the ad spend budget that could be utilized for acquiring more reach. In most cases, influencers are sent products or given services which they then attempt to introduce to their audience" (Anonymous Influencer). In short, when companies choose influencers, they are not only reducing the necessary budget for all the above-mentioned factors, they are also receiving an excellent reach per dollar of ad spend.

According to influencer James Charles, later confirmed by agency PikeWood Creative, the production of a video advertisement can cost a company upwards of $200,000 when you consider the crew, models, camera equipment, studio and post-production (Koon, 2017). The famous make-up influencer spoke about this in a video when a recent controversy about the price of influencer marketing occurred in 2018, where he claimed that influencers asking for $60,000 dollars for a paid promotion to their tens of millions of followers was not even comparable to the costs that companies and brands would incur trying to run a TV ad (Marlena Stell, YouTube). These $200,000 were an estimated price before the ad was aired after which the price averages around $30 per 1,000 impressions on prime time tv, as mentioned earlier in the paper. If marketers are working with a tighter budget, influencer campaigns seem to be the easiest way to control the budget.

1.3 Influencer Marketing has a good ROI

ROI in influencer marketing is measured by the number of clicks to the company's product or service that the promotion results in and hence the number of sales in that period. Companies have used a variety of methods to track this information such as link tracking, pages made with the influencers name as well as discount codes and tracking how many times they have been used. According to a report by digital marketing agency Bust Media, which ran 48 influencer marketing programs in 2014 through 15 industries and 662 influencers, the average return for $1 of paid media was $6.85 (Morrison, 2015). The company reports that influencers bring in a great return for the money invested in campaigns, the highest in consumer-packaged goods and food at $11.33 per $1 spent, apparel at $10.48, and tourist destinations at $7.04 (Morrison, 2015). Bust Media observed that if a company works with

the right influencers whose fans and followers fit the company's ideal customer profile, there is much to gain from the invested capital in influencer marketing campaigns. To compare, Nielsen Analytic Consulting showed that the average ROI for digital ads (pay-per-click) was $2.18 per $1 dollar spent, significantly lower than that of influencer advertising (Bateman, 2017)

Perhaps one of the best ways to get insight on influencer marketing in different industries is to look at cases of brands collaborating with different social media influencers.

1.4 Make-up Industry - The Case of Morphe Cosmetics:

One excellent example of a company fully integrated into the influencer sphere is Morphe - a make-up company with a social media presence on Instagram, Facebook, Twitter, Pinterest and Snapchat (Morphe Cosmetics). Morphe has long used the benefits of social media for promoting their products by encouraging the customers of their products to tag them on their social accounts for a chance to have their look reposted in front of their millions of followers across platforms (Morphe Instagram @Morphebrushes). Morphe Cosmetics is not a product that customers buy to just use, but rather a product which makes them a part of the company community across social media using the social tags (#,@) mentioned earlier. By using their community tag, Morphe customers can interact with each other and the company's online profile.

Morphe is also no stranger to influencer collaborations on products that they carry in their online store as well as their physical stores. The company frequently releases products which are custom designed by the influencer who gets to be involved in the entire process and carries the name of the influencer. One collaboration like this was the James Charles x Morphe eyeshadow collection, a great example of an influencer collaborating with a brand and bringing in a huge ROI (Morphe Cosmetics).

Last, but not least, Morphe collaborates with lots of large and small influencers by giving them their custom discount code (Tea, 2016). This affiliate style program gives influencers a code they can share with their followers which gives their fans a discount on Morphe products, while allowing the influencer to earn money for every sale for which their code was used (Tea, 2016). The discount code which can be used for any of the Morphe products on their website as well as in store, motivates influencers to repeatedly promote it to their followers without being paid every single time they mention the brand, rather for the purchases that their code is used for – more mentions is more revenue for the influencer (Tea, 2016).

2 Literature review

The return on investment from using social media influencers over more traditional advertising strategies like TV is still debated. A study by Kadekova and Holiencinova (2018) concludes that the impact that TV and influencer marketing have is different in various age groups and for this reason a survey has been conducted for additional information. However, within the rapidly changing landscape of advertising, and the increased availability of targeting software, the evaluation of a single variable such as age is no longer adequate for justifying how impactful different channels are. There is a lack of research on the impact gender, market, and industry have on the effectiveness of influencer marketing, including

evaluation of it across multiple social media platforms. Research on influencer marketing is scarce thus this work is thought essential in order to understand the trend of utilizing this method of marketing and its contribution to the development of the digital marketing industry.

H1: Respondents are more likely to have bought a product that is recommended by an influencer compared to a product that was advertised on TV.
H2: Females are more likely to purchase products that are advertised by influencers, compared to men.

3 Methodology

In order to gather further information and achieve those objective, primary and secondary sources of information were collected and analyzed. Secondary data regarding the effectiveness and ROI of TV and social media advertising was collected through the internet and other studies as mentioned in the literature review section. Other secondary data was obtained through the personal social media accounts of influencers and via contacting their agents. For primary data, a survey was conducted through the period of November 2019 – June 2020. Primary data will help confirm or reject hypotheses as well as provide descriptive analyses.

The survey was created in Google Forms and the prospective respondents were sent the survey link through email or/and through social media. Hence, for this project the researchers' personal network was used as a potential respondents' pool and their contacts were asked to pass on the survey link to other contacts, thus creating a ripple effect. No personal data was stored during the collection of the respondent's answers, in alignment with GDPR policies. As illustrated in Appendix 1, the online survey includes four statements related to demographics and eleven questions relevant to social media, influencer marketing and TV usage. In total, 870 responses were received within seven months and SPSS was used for data analysis.

3.1   Research Questions and Hypotheses

Influencer marketing has offered a new way for marketers to form strategic partnerships which have a long-term benefit for their company. In the make-up industry, it is more than clear that influencers have helped brands increase their profits, as previously explained. Aside from the numerous brand partnerships that we observe with influencers, it is still relevant to ask whether or how much influencers affect consumer preferences and buying behavior when it comes to make-up.

RQ1 Does Influencer Marketing in the make-up industry affect consumer preferences?

With RQ1 this paper attempts to see if there is a connection between influencer marketing and consumers preference towards the advertised product or service. According to a study, trustworthy influencers can affect consumers beliefs, attitudes and preferences (Wang et al., 2017). Similarly, influencers who are viewed as experts tend to be more persuasive (Aaker and Myers, 1987) and can drive consumer purchase intention (Ohanian, 1991).

RQ2 Is Influencer Marketing cheaper for the results it gives to the companies?

Data shows that at least in the US, influencer marketing is cheaper for the reach it gives companies. As mentioned earlier, TV advertisements have a cost of $30 per 1,000 people reach (Fou, 2014), while influencer marketing comes to an approximate $10 per 1,000 impressions (Chen, 2017). What none of these studies considered as far as advertising for the make-up industry is that not every TV channel is watched by a niche audience. On the other hand, a make-up specific influencer is much more likely to have a following of people who enjoy seeing make-up related content and would perceive recommendations from that influencer much more legitimate.

RQ 3 Does the industry the company operates in influence the effectiveness of Influencer Marketing?

While the purpose of this paper is to focus on influencer marketing in the make-up industry, it is important in order to be objective to consider whether the effectiveness of influencer marketing depends on the industry that it is being used in. Are sports and fitness related influencers equally 'influential' and desired by brands, or even perhaps more so? One great example is the already abundant gaming industry which is full of online influencers that frequently test and promote games online, some of which are paid to promote. There is also the question of different demographics and age groups that should be considered when looking at different industries. Although there are cases which show the effectiveness of influencer marketing in various industries, this is still a subject of research and could vary from one to another, as well as other factors such as geographic location or local culture.
The three research questions can be answered from secondary data analysis, the interviews conducted for this study and the open-ended parts of the survey.

Lastly, considering the popularity of influencer marketing it is hypothesized that respondents have purchased products that were promoted by influencers rather than TV ads. In fact, we believe that women are more likely to buy products advertised by influencers.

H1: Respondents are more likely to have bought a product that is recommended by an influencer compared to a product that was advertised on TV.
H2: Females are more likely to purchase products that are advertised by influencers, compared to men.

4   Findings

SPSS was used to analyse the data, however the authors relied mainly on descriptive statistics as the target is to describe and understand the features of the data set by giving short summaries. Table 1 presents the demographic characteristics of the sample in terms of gender, age group, economic activity and education.

	Category	Absolute Frequency	Relative Frequency
Gender	Male	278	32%

	Female	592	68%
Age group	Gen Z	692	79.5%
	Gen Y	74	8.5%
	Before 1981	104	12%
Economic Activity	Unemployed	57	6.5%
	Employed	270	31%
	Student	543	62.5%
Education	Primary	17	2%
	Secondary	352	40.5%
	Bachelor's	418	48%
	Master's	83	9.5%

Table 1: Demographic characteristics of the sample

As illustrated in Table 1, female respondents are considerably more (68%) compared to males (32%). Simply for observation, information related to age was used to see if there is a difference between how diverse generational groups react to influencer marketing. Yet, the random survey ended up having almost 80% of respondents from the same age group (Gen Z), due to which our results testing generational differences were considered insignificant. Similarly, when it was decided to look into how different economic activity affected influencer marketing's success, we ended up seeing that most of the respondents were students (temporary employed for a few months of the year), thus this test was also unsuccessful.

In the introductory part of the survey, the respondents were asked if they knew what an influencer was and if they were familiar with the term. 87% of the respondents said that they were aware of the term 'influencer' and how influencer marketing works. Since 7.5% of the respondents were not aware of what the term influencer meant it was implied in the following questions what the terms means with useful examples from internationally known influencers so that the respondents may proceed in answering the following questions. Also, 53% of the respondents said they follow influencers on social media platforms (Instagram, YouTube, Twitter, Facebook) and 22% said that they have seen content from influencers despite not following them. Regarding the category of influencers that the respondents are following, they said that 20.9% followed make-up influencers, 13% are following sports stars, 7.8% are following influencers related to gaming and 4.3% follow kids related influencers. 54% of the respondents said that they follow celebrities (general) on social media, meaning no specific niche to their content (Figure 1). While celebrities are the most followed group, make-up influencers took up a large portion of the following among females. Yet, some respondents in an open-ended question state that they follow celebrities who often advertise make-up, such as Kim Kardashian West.
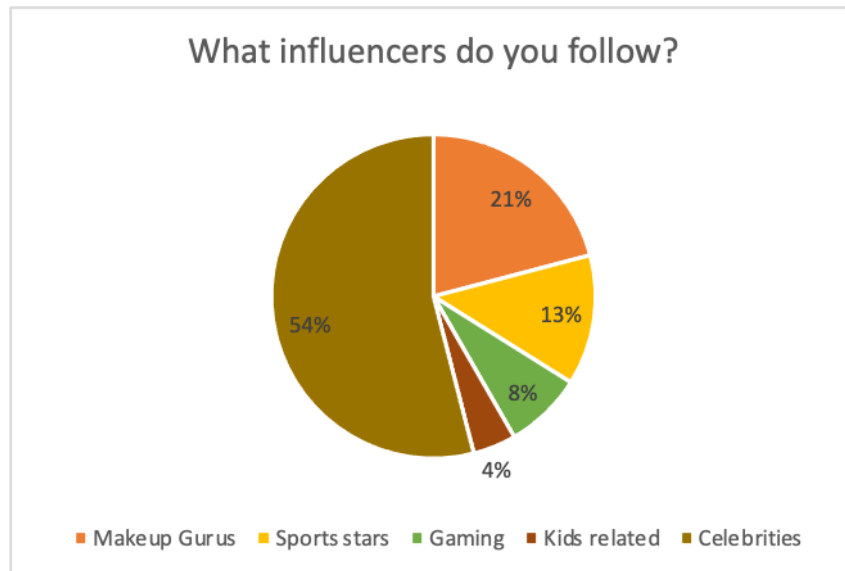
Figure 1: Categories of influencers that are followed by the sample

A One-sample t test was performed to examine how often respondents have bought a product that was seen at a TV ad (Table 2) or product that was recommended by an influencer (Table 3). A Mean of 1.87 indicates that respondents rarely bought a product that was advertised on TV. Although slightly higher, a Mean of 2.11 shows that respondents would rarely buy a product after they had seen a recommendation by an influencer (3-point scale from 1-never to 3-very often).

One-sample Statistics

	N	Mean	Std. deviation	Std. Error Mean
Purchased TV ad	870	1.87	0.78	0.34

One-sample Test

	Test value = 0					
	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Purchased TV ad	5.501	869	.000	1.87	1.72	2.03

Table 2: One-sample t test for products purchased from TV ad

One-sample Statistics

	N	Mean	Std. deviation	Std. Error Mean
Purchases influencer ad	870	2.11	0.65	0.41

One-sample Test

Test value = 0

	t	df	Sig. (2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Purchased influencer ad	5.143	869	.000	2.11	1.99	2.23

Table 3: One-sample t test for products purchased from influencer recommendation

When secondary data had reaffirmed that influencer marketing is in fact effective, perhaps even more so than TV advertising, it was decided to test whether there is a difference in gender preference to type of advertising. The survey conducted helped us look at how many men and women had purchased a product from influencer marketing (Table 4) and TV ads (Table 5). An Independent Samples *t test* analysis of differences was performed to compare two groups of interest: males and females. As illustrated in Table 4, the Mean for male is 0.49 and for women it is 0.79, meaning that women are more likely to buy a product that is recommended by an influencer compared to men. Since the Levene's test for equality of variances indicates that the significance associated with the *F* value is higher than .05, then we should be looking at the equal variance line of the output. The significance level shows little support for the hypothesis that the means are equal. In other words, there is statistical difference between the male's preference mean and the female's preference mean for products purchased from an influencer advertisement.

Group statistics						
Purchased influencer ad	Gender	N	Mean	Std. Deviation	Std. Error Mean	
	Female	595	0.49	0.723	0.062	
	Male	274	0.79	0.771	0.098	

Independent Samples Test										
		Levine's test for equality of variances		t-test for Equality of Means						
									95% Confidence	
		F	Sig.	t	df	Sig. (2-tailed)	Mean difference	Std. Error Difference	Lower	Upper
Purchased influencer ad	Equal Variances assumed	0.153	0.696	-2.626	194	0.009	-0.298	0.113	-0.521	-0.074
	Equal variances not assumed			-2.564	112.177	0.023	-0.298	0.116	-0.528	-0.068

Table 4: Independent samples t-test for purchased products from influencer marketing ads.

Moving on to Table 5, the Mean for male is 1.24 and for women it is 1, which, surprisingly, means that men are more likely to buy a product that is advertised on TV compared to women. Like the previous results, the Levene's test for equality of variances shows that the significance associated with the *F* value is higher than .05. The significance level shows little support for the hypothesis that the means are equal. In other words, there is statistical difference between the male's preference mean and the female's preference mean for products purchased from a TV advertisement.

Group Statistics

Purchased TV ad	Gender	N	Mean	Std. Deviation	Std. Error Mean
	Female	595	1.29	0.798	0.07
	Male	274	1	0.798	0.102

Independent Samples Test

		Levine's test for equality of variances		t-test for Equality of Means					95% Confidence	
		F	Sig.	t	df	Sig. (2-tailed)	Mean difference	Std. Error Difference	Lower	Upper
Purchased TV ad	Equal Variances assumed	2.251	0.135	1.923	186	0.056	0.24	0.125	-0.006	0.487
	Equal variances not assumed			1.933	113.969	0.056	0.24	0.124	-0.006	0.487

Table 5: Independent samples t-test for purchased products from TV ads.

Considering the open-ended questions that are included in the survey, it is confirmed that the industry the company operates in influences the effectiveness of influencer marketing (RQ3). The survey provides the following categories of influencers: sports stars, make-up gurus, gaming, kids related, celebrities (general). Respondents can select more than one category. When we separate the data set into smaller data sets by filtering the influencer category, we can then look at the comments section and see that respondents who follow celebrities report being more influenced by their recommendations. For example, there is a comment about Kim Kardashian. Similarly, respondents who follow make-up influencers seem to be affected by their recommendations as mentioned in a comment about using James Charles' vouchers to buy make-products. However, there are very few comments from respondents who follow gaming influencers and zero for kids related influencers. Also, for the 'how often have you purchased a product recommended by an influencer' question, 89% of people who follow gamers said 'never', 91% of people who follow kids related influencers said 'never', and only 3% of people who follow sports starts said 'very often' (Figure 2). As a result, the brand industry affects the effectiveness of influencer marketing. In a similar vein, RQ1 is confirmed as Figure 2 shows that influencer marketing in the make-up industry affects consumer preferences.
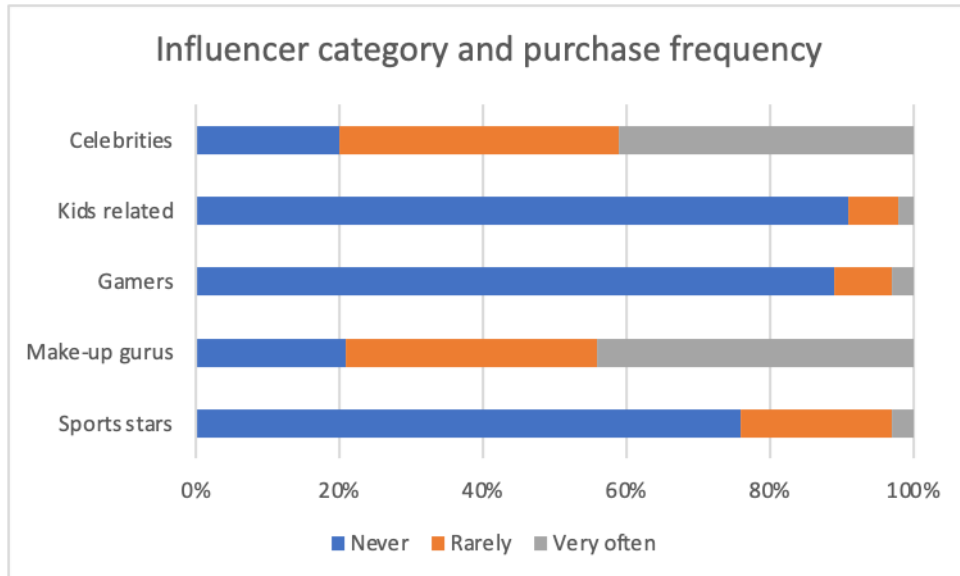
Figure2: Influencer category and purchase frequency

5 Conclusions

The current study aims to conduct a comparative analysis of influencer marketing to other marketing alternatives as well as analyze its effectiveness and the successful usage of influencer marketing in the make-up industry. Although the research was focused on exploring influencer marketing in the make-up industry, valuable insight was gained on influencer marketing overall as well as in other industries.

There is limited research on influencer marketing, and none on influencer marketing in the make-up industry. Most of the information which is considered as a basis to this study was collected from marketing and psychological studies, as well as marketing agencies and directly from influencers. For this reason, some of the data has a wider range rather than a specific number – something especially relevant to pricing of influencer collaborations which tend to be determined case by case.

The survey conducted has international respondents and it is interesting to see the relationship between gender and willingness to purchase because of ads as well as to compare if TV ads are more effective among this audience when put against influencer ads. The data analysis shows that among this sample, people responded better to influencer marketing, shown by a higher number of people that have previously bought products because of influencer marketing. Also, RQ1 and RQ3 were both confirmed through data analysis, as it is obvious that influencer marketing in the make-up industry does in fact affect consumer preferences and brand industry affects the effectiveness of influencer marketing. Secondary

data from marketing as well as psychology has confirmed that the average price of traditional marketing is higher than influencer marketing when comparing effective reach (RQ2).

6 Limitations & Future Research

One goal of this research was to explore an understudied area in academia. The lack of exploration on this topic meant that there were not many available sources to gather data from. More so, the data from primary research may differ if the sample is different, for example if only employed respondents take part in the project. Another limitation is the sources used, many of which had to be obtained via direct contact with influencers, agencies, and companies that have worked with influencers. Making this data publicly accessible is difficult since some of the matters concerned were financial which are dealt with on a case by case basis. The same goes with finding industry averages, when the general assumption is that not everyone is compliant or reporting all gains from influencer marketing to the tax authorities.

The company most open to give out information was Morphe Cosmetics, thus a limitation was that the main cases of influencer marketing in the make-up industry are based on this company's collaborations. More information from similar size companies may be useful to see if there is an industry standard when it comes to influencer collaborations.
It would also be interesting to see country specific research since regional culture and media may have effect on the various results obtained in that state.

Finally, although influencer marketing is still in its developing stages, future researchers should collect more data and over longer periods of time to examine if the length of marketing campaigns influence the effectiveness.

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Appendix 1

1. Gender
a. Male
b. Female
c. Prefer not to say
d. Other:

2. Age group.
a. Gen Y (1981-1991)
b. Gen Z (1992-2001)
c. Before 1981

3. Economic activity
a. Unemployed
b. Employed
c. Student

4. Highest level of education
a. Primary education
b. Secondary education
c. Bachelor's degree
d. Master's degree
e. Ph.D.

5. How often do you watch television?
a. Not at all.
b. Once per day
c. 2-5 times per week
d. Multiple hours per day

6. What do you mostly watch on TV?
a. Sporting events
b. Celebrity channels
c. TV shows

d. News

7. Do you know what an 'influencer' is?
a. Yes
b. No
c. I have heard about it, but I do not know what it means.

8. Do you follow (subscribe) to any influencer?
a. Yes
b. No
c. I sometimes see their content on social media but not follow them

9. If you answered YES, what kind of influencers do you follow?
a. Sports stars
b. Make-up gurus
c. Celebrity (general)
d. Gaming
e. Kids related

10. What social media platforms do you use the most?
a. Snapchat
b. Instagram
c. Facebook
d. Other:

11. Why do you use social media?
a. To stay in touch with people
b. To follow the news
c. Pass-time
d. Reviews
e. It's part of my job

12. How often have you purchased something because you saw it on a TV ad?
a. Never
b. Rarely
c. Very often

13. If you answered NEVER, why is that?

14. How often have you purchased a product recommended by an influencer?
a. Never
b. Rarely
c. Very often

15. If you answered NEVER, why is that?