Impact of Instagram's Product Reviews on Consumer Purchase Intention of Cosmetic Industry with Special Reference to Youth in Western Province

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This study aimed to determine the relationship between Instagram influencers' product reviews and consumer purchase intentions in the cosmetics industry, specifically focusing on young consumers in the Western Province of Sri Lanka. Based on a literature review, an integrative model was developed and tested using data collected from 384 social media users through an online survey. This research is descriptive and quantitative, applying structural equation modeling with SPSS 25 to test the hypotheses. The findings demonstrate a significant impact of Instagram influencers' product reviews on consumer purchase intentions. Results further indicate that the trustworthiness of the review and the popularity of the influencers have p-values of 0.624 and 0.527, respectively, and negatively impact purchase intentions. These findings contribute to understanding the most effective factors for influencer marketing campaigns and illustrate how these factors affect consumer purchase intentions. The impact of Instagram influencers on consumers' perceptions of brands and products in Sri Lanka, and their implications for purchasing behavior, are still poorly understood. Understanding influencer marketing campaigns is important for organizations. This study focused on the cosmetics industry on the Instagram platform and was limited to the Western Province. It is recommended that future research explore other social media platforms and industries, covering the entire country.

Keywords: Consumer Purchased Intention, Cosmetics Industry, Instagram, Instagram Influencer, Influences' Product Review