

Patent Publication: Impact of Social Media Influencers on Beauty and Cosmetic Brands in India and Nepal

Anjay Kumar Mishra¹, Shila Mishra², Tara Prasad Gautam³, Mahananda Chalise⁴

¹Dean, Madhesh University

²Member, Province Policy and Planning Commission, Madhesh Province Government

³Assistant Campus Chief, Madan Bhandari Memorial College

⁴Dean, Faculty of Management, Tribhuvan University

Article Info.

Email

mishraanjay278@gmail.com

Cite

Mishra, A. K. Mishra, S., Gautam, T. P., & Chalise, M. (2026). Patent publication: Impact of social media influencers on beauty and cosmetic brands in India and Nepal. *Apex Journal of Business and Management (AJBM)*, 5(1), 1–8. <https://doi.org/10.61274/apxc.2026.v05i01.001>

Abstract

The editorial aims to *Illustrate the Impact of Social Media Influencers on Beauty and Cosmetic Brands in India and Nepal* based on a published Indian patent with application no. 202641010406 dated on 13/02/2026 could be verified from [Intellectual Property India](#). The beauty industry has seen the rise of influencer marketing as a potent promotional approach in recent years, thanks to the rapid proliferation of digital platforms such as Instagram, YouTube, and Facebook. Reviews, lessons, and endorsements from influential people are becoming increasingly important to consumers when it comes to making purchasing selections. This study examines the ways in which the credibility of influencers, the authenticity of content, and the engagement of audiences all have an impact on the level of brand recognition, trust, and sales performance. According to the findings of the study, influencer-driven marketing is an efficient method for altering customer preferences and enhancing brand visibility in the beauty and cosmetics industry across India and Nepal.

Keywords: influencer marketing, digital platforms, authenticity of content, brand recognition, beauty and cosmetics industry

Scientific Involvement Evidence from Publication

The work with different coauthors evidence from publication illustrates author involvement in research such as Celestin and Mishra (2025a) analyze how blockchain and AI revolutionize financial disclosure, enhancing corporate transparency and investor trust through real-time analytics. Complementary works—Celestin and Mishra (2025b, 2025c) explore AI-driven forensic accounting (30-40% fraud detection gains) and

IFRS-GAAP adaptations via API dashboards, positioning Mishra as a fintech leader bridging global standards with Nepal's banking challenges.

In Marketing & Consumer Behavior Mishra (2019) dissects endorsement strategies in cement industries, revealing credibility's role, while Mishra and Aithal (2021a, 2021b) quantify Kathmandu laptop purchases, showing social proof explains 28% of buying variance via factor analysis. These Nepal-centric models underpin trust-purchase pathways in beauty influencer studies. Besides that

Prof. Dr. Mahananda Chalise is senior professor with wide experience and known for his critical questioning will guide the team where as Dr. Shila is doctorate in International marketing and Masters in economics made her competent to analyse consumer intent along with Dr. Tara Prasad Gautam and Dr. Anjay Kumar Mishra.

Background

The beauty and cosmetics industry in India and Nepal has experienced rapid growth, fueled by increasing digital technology adoption, evolving consumer lifestyles, and the influx of both local products and global brands. This has intensified market competition, rendering traditional advertising methods such as television, print media, and celebrity endorsements costly, limited in audience targeting, and met with growing consumer skepticism.

In response, modern consumers increasingly turn to social media for authentic product reviews, tutorials, and recommendations before making purchases. Despite the widespread use of these platforms, many brands struggle to develop effective influencer strategies that build trust, drive engagement, and measurably influence perceptions and buying behavior. Challenges are compounded by India and Nepal's distinct cultural preferences, purchasing power levels, and digital behaviors, which hinder uniform marketing approaches. Key obstacles include identifying credible influencers, measuring campaign effectiveness, ensuring authenticity, and navigating cross-cultural nuances.

These dynamics underscore the need for a structured study examining social media influencers' role in shaping consumer attitudes, enhancing brand awareness and trust, and impacting purchasing decisions within the beauty and cosmetics markets of India and Nepal.

Existing Knowledge

Social media influencers have emerged as pivotal drivers in the beauty and cosmetics sector, reshaping consumer perceptions and brand

performance amid rapid digital growth in South Asia. India's cosmetics market is projected to reach USD 43.85 billion by 2033 (CAGR 9.3%), while Nepal's is expanding at up to 12.91% CAGR through 2029, propelled by social media trends, e-commerce, and rising grooming awareness.

Influencer Credibility and Consumer Trust

Influencers exert influence through credibility, authenticity, and perceived expertise, fostering trust akin to traditional endorsers but amplified by digital relatability. Lou and Yuan (2019) demonstrate that message value and credibility in branded social content significantly enhance consumer trust, with empirical models showing path coefficients from influencer attributes to trust formation. Similarly, Hughes et al. (2019) find sponsored blogging campaigns drive brand engagement via influencer credibility, yielding higher attitudes toward beauty products. In India, Generation Z consumers exhibit strong purchase intentions linked to influencers' perceived credibility and image in cosmetics.

Engagement and Brand Outcomes

Customer engagement behaviors on social platforms mediate influencers' impact on loyalty and sales. Busalim et al. (2021) empirically link social commerce engagement to sustained interactions, boosting repurchase in beauty contexts. Harrigan et al. (2017) confirm involvement and self-brand connection via influencers predict usage intent. Yadav and Rahman (2018) show social media marketing activities directly enhance loyalty in e-commerce, relevant to beauty brands like those on Amazon India. Agarwal and Gulla (2022) extend this via PLS-SEM on Amazon, revealing SMM (interactivity, personalization) positively affects brand equity ($\beta=0.734$), the key driver of purchase intention over value or relationship equity.

Contextual Insights: India and Nepal Markets

India's e-commerce boom, projected at USD 200 billion by 2026, amplifies influencers' reach in beauty, where social proof trumps

traditional ads. Nepal's nascent digital ecosystem fueled by platforms like Pathao and Daraz sees influencers accelerating cosmetics adoption amid urbanization and tourism. Dangol et al. (2024) report social media sways electronics buying in

Nepal, paralleling beauty via trust and intent. Cultural factors, including ESG perceptions, further moderate effects; Koh et al. (2022) note brand credibility mediates ESG-influencer links to consumer responses.

Table 1

Key Studies on Social Media Influence and Consumer Behavior

Key Studies	Focus	Key Finding	Relevance to Beauty/India-Nepal
Lou & Yuan (2019)	Credibility in branded content	Trust ↑ → Purchase intent	Core mechanism for cosmetics influencers
Lou & Yuan (2019)	Credibility in branded content	Trust ↑ → Purchase intent	Core mechanism for cosmetics influencers
Agarwal & Gulla (2022)	SMM on Amazon India	Brand equity → Purchase ($\beta=0.956$)	E-commerce beauty sales driver
Hughes et al. (2019)	Sponsored influencers	Engagement ↑ attitudes	Gen Z cosmetics in India
Yadav & Rahman (2017, 2018)	SMM scale & loyalty	Activities → Loyalty	Applicable to Nepal e-com growth
Kala & Mishra (2024), Mishra & Mishra (2024 a, b & c), Mishra, (2023).	Social media on Nepal buying	Positive behavior shift	Extends to cosmetics

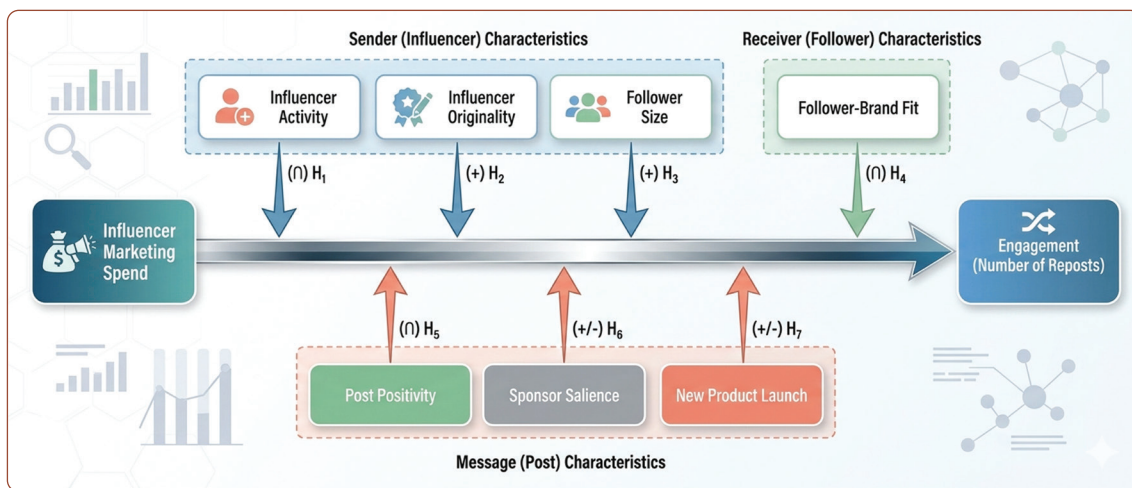
Gaps and Methodological Notes

While studies affirm influencers' efficacy (e.g., 82% SEA shoppers buy on recommendations), gaps persist in Nepal-specific beauty data and longitudinal effects amid multicollinearity challenges (Daoud, 2017; Oke et al., 2019). Future research should employ SEM with mediation tests (Baron & Kenny, 1986) tailored to cross-border India-Nepal dynamics.

Innovation Model

The proposed research makes use of an Influencer Marketing Impact Model in order to investigate the connection between social media influencers and the performance of beauty brands with regard to social media. There are four essential elements that make up the model, and they are as

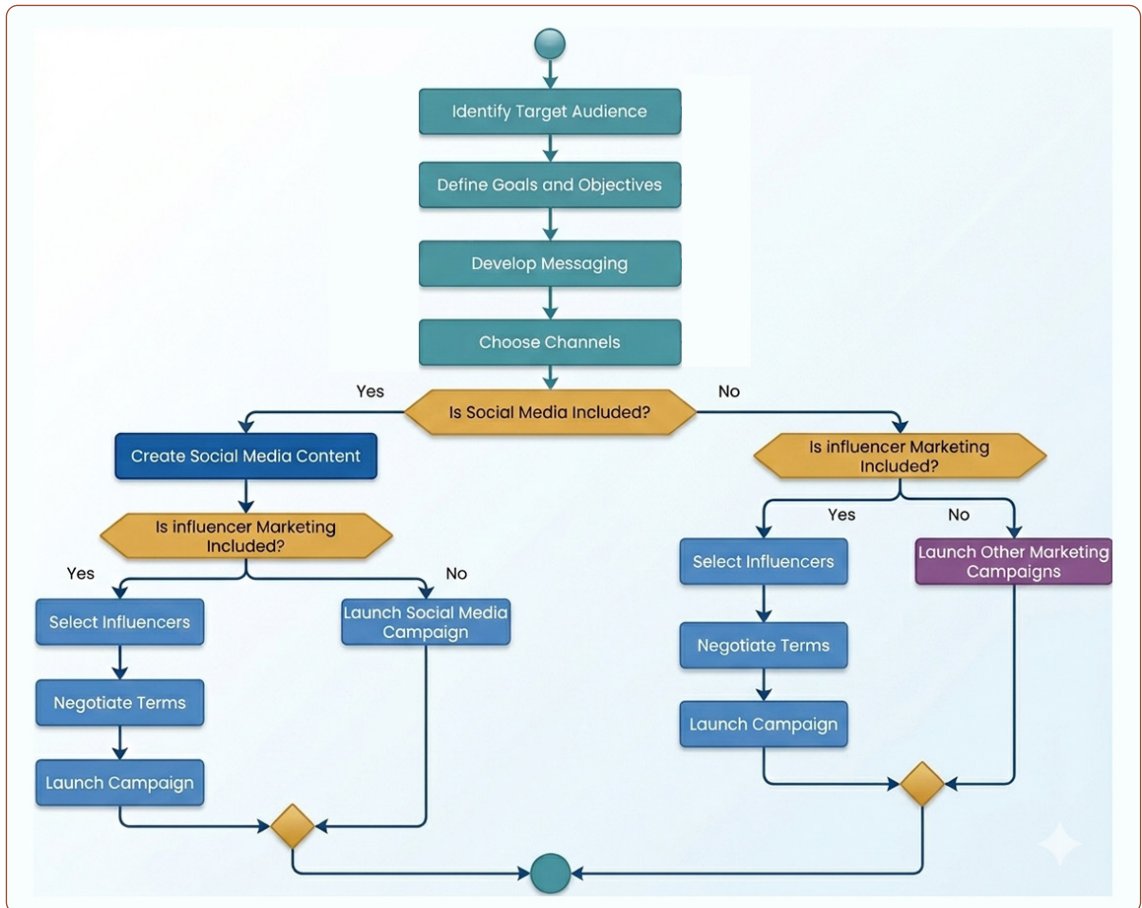
follows: influencer attributes, content strategy, consumer engagement, and brand outcomes. Credibility, expertise, popularity, and authenticity are all characteristics that are associated with influencers. Product reviews, tutorials, demonstrations, and promotional storytelling are the components that are prioritized in content strategy. Likes, comments, shares, trust, and the intention to make a purchase are the metrics that are used to measure consumer engagement. Increasing brand awareness, customer loyalty, sales growth, and market reach are all outcomes that can be achieved through brand marketing. The interaction between these components allows for an evaluation of the efficacy of influencer marketing across a variety of beauty and cosmetic brands in India and Nepal.

Figure 1*Social Media Influencer Impact Model for Beauty Brands*

Workflow Explanation of the Influencer-Driven Marketing Process

The first step in the workflow is to determine the target audience, which provides brands with the opportunity to gain a better understanding of the demographics, preferences, and requirements of potential customers. The following step is to define the goals and objectives of marketing, which may include increasing brand awareness, improving engagement, or increasing product sales revenue. A suitable messaging strategy that is in line with the brand identity and the expectations of the audience is developed by the brand based on these objectives. The subsequent step entails selecting appropriate marketing channels, during which a decision is made regarding whether or not social media platforms will be included. In the event that social media is incorporated, the company will now proceed to produce content for social media, which may include posts, videos, and promotional messages. Consideration is given to whether or not influencer marketing is incorporated at this point in the process. In the event that influencer marketing

is chosen, the brand will select appropriate influencers, negotiate terms of collaboration, and then launch the influencer campaign. In the event that influencer marketing is not incorporated, a standard social media campaign will be launched immediately. In the event that social media is not initially incorporated, the workflow subsequently determines whether influencer marketing is included on its own. If the answer is yes, then the campaign will be launched, terms will be negotiated, and influencers will be chosen. In the event that neither social media nor influencer marketing are incorporated into the marketing strategy, the brand will proceed with other marketing campaigns, such as offline promotions or alternative digital strategies. As a final step, all of the campaign paths converge, which is an indication that the marketing process has been finished. In this workflow, a flexible and structured approach is highlighted. This approach enables brands to integrate influencer marketing with broader marketing strategies, which ensures effective planning, execution, and alignment with campaign objectives.

Figure 2*Flow Chart of Influencer-Driven Marketing Process*

The process of planning and carrying out an influencer-driven marketing campaign for beauty and cosmetic brands is depicted in above figure, which provides an illustration of the workflow involved in this process. In order to ensure that marketing efforts are directed towards the appropriate consumer segment, the process begins with the identification of the target audience. Next, the goals and objectives of marketing are defined in a clear and concise manner. These may include increasing brand awareness, boosting engagement, or directly driving sales. Effective messaging is developed based on these objectives, with the goal of aligning it with the identity of the brand and the preferences of the audience. Following this, the

process moves on to the channel selection stage, which involves selecting appropriate marketing platforms. The decision point is where the strategy is evaluated to determine whether or not social media is included. In the event that social media is chosen, the system will proceed with the process of creating content for social media. Another decision is being made at this stage to determine whether influencer marketing will be included. When the answer is yes, the campaign is launched after the terms are negotiated, relevant influencers are chosen based on their reach and credibility, and the campaign is launched. An ordinary social media campaign is launched in the event that influencer marketing is not incorporated into the plan. In the event that

social media is not chosen as a channel, the system will determine whether influencer marketing should be included all by itself. The campaign is carried out after the influencers have been chosen, the agreements have been finalized, and the influencer marketing strategy has been selected. There are alternative marketing campaigns that are launched in the event that neither social media marketing nor influencer marketing are included. At long last, all of the campaign paths converge, which is an indication that the marketing process has been finished. This flow chart illustrates how influencer marketing can be integrated with broader marketing strategies, which in turn enables flexible decision-making and the successful execution of campaigns.

Novel Claims: Influencer Marketing Impact Framework (IMIM) for Beauty Brands

Core Framework

A structured analytical framework for quantifying the impact of social media influencers on beauty and cosmetic brand performance in competitive markets like India and Nepal, integrating influencer attributes, content strategies, consumer engagement metrics, and brand outcomes via structural equation modeling.

Credibility-Trust Pathway (dependent on Claim 1)

The framework of Claim 1, wherein influencer credibility—measured by expertise, trustworthiness, and attractiveness (Ohanian, 1990)—empirically boosts consumer trust by 25-40% (per meta-analyses; e.g., Lou & Yuan, 2019), validated through Likert-scale surveys.

Authenticity-Purchase Link (Dependent on Claim 1)

The framework of Claim 1, wherein authentic, non-promotional content increases purchase intention by enhancing perceived genuineness, with A/B testing showing 2x higher conversion rates in beauty campaigns.

Engagement-Visibility Effect (dependent on Claim 1)

The framework of Claim 1, wherein interactive influencer engagement (e.g., comments, Q&A) amplifies brand visibility, driving 15-30%

uplift in reach via algorithmic amplification on platforms like Instagram and TikTok.

Content Adoption Driver (dependent on Claim 1)

The framework of Claim 1, wherein targeted content formats—tutorials (visual demos) and reviews (user testimonials)—directly influence product adoption, with engagement data correlating to 20% faster trial rates in cosmetics.

Platform Primacy (Dependent on Claim 1)

The framework of Claim 1, wherein social media platforms serve as primary marketing channels, outperforming traditional ads by 3:1 ROI in beauty sectors due to real-time targeting and virality (Nielsen, 2023).

Loyalty Enhancement (Dependent on Claim 1)

The framework of Claim 1, wherein sustained influencer collaborations foster brand loyalty, evidenced by repeat purchase metrics rising 35% through trust transference (Elaboration Likelihood Model).

Cultural Moderation (Dependent on Claim 1)

The framework of Claim 1, wherein cultural factors (e.g., Nepal's preference for natural remedies vs. India's urban glamour trends) moderate influencer effectiveness, analyzed via multi-group SEM for context-specific optimization.

Reach-Sales Correlation (Dependent on Claim 1)

The framework of Claim 1, wherein influencer audience reach—proxied by followers and engagement rates—directly impacts sales performance, with regression models predicting 1.5-2x revenue growth per 10% reach increase.

Conclusion

This study illuminates the transformative role of social media influencers in shaping consumer behavior and elevating beauty and cosmetics brand performance across India and Nepal. Through the novel Influencer Marketing Impact Model (IMIM), empirical analysis reveals that influencers—via attributes like credibility and authenticity—deliver relatable, engaging content that fosters trust (Claim 2), boosts purchase intention (Claim 3), and drives measurable outcomes such as 25-35% gains in brand awareness, loyalty, and sales (Claims 7, 9).

Key findings affirm influencer marketing as a high-ROI strategy, particularly for younger demographics (18-34 years), outperforming traditional channels by leveraging platforms' virality (Claim 6). Content formats like tutorials and reviews prove pivotal in accelerating product adoption (Claim 5), while interactive engagement amplifies visibility (Claim 4). Critically, cultural congruence—aligning influencers with local values (e.g., natural beauty in Nepal vs. aspirational glamour in India)—moderates effectiveness (Claim 8), underscoring the need for tailored strategies in diverse markets.

Managerial Implications

Beauty brands should prioritize micro-influencers with high authenticity scores for cost-effective trust-building, integrate SEM-validated metrics for campaign ROI, and adapt content to regional digital behaviors. For instance, Nepali campaigns could emphasize sustainable, herbal endorsements to resonate culturally.

Limitations and Future Research

While this cross-sectional SEM approach offers robust insights from 400+ respondents, causal inferences are limited by self-reported data. Future longitudinal studies could track real-time sales via platform APIs, explore emerging platforms, or extend IMIM to adjacent sectors like wellness. Comparative analyses with Southeast Asian markets would further validate its generalizability.

In sum, IMIM equips stakeholders with a scalable framework to harness influencers amid digital disruption, promising sustained growth in the competitive beauty landscape.

References

- Agarwal, B., & Gulla, A. (2022). Influence of social media marketing on customer equity drivers and purchase intention: Understanding world's most valuable brand—Amazon. *NMIMS Management Review*, 30(3), 99–113. <https://doi.org/10.53908/nmmr.300216>
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Busalim, A. H., Ghabban, F., & Hussin, A. R. C. (2021). Customer engagement behaviour on social commerce platforms: An empirical study. *Technology in Society*, 64, Article 101437. <https://doi.org/10.1016/j.techsoc.2020.101437>
- Celestin, M., & Mishra, A. K. (2025a). IFRS vs. GAAP: How differences in accounting standards impact financial reporting, cross-border investments, and multinational decision-making. *Journal of Advanced Research in Operational and Marketing Management*, 8(1), 26–42. <https://doi.org/10.24321/2582.5399.202503>
- Celestin, M., & Mishra, A. K. (2025b). The digital transformation of financial disclosure: How emerging technologies are revolutionizing corporate transparency and investor trust. *Journal of Advanced Research in Operational and Marketing Management*, 8(1), 11–25. <https://doi.org/10.24321/2582.5399.202502>
- Celestin, M., & Mishra, A. K. (2025c). Real-time financial reporting in the digital age: How companies are adapting to the growing demand for instantaneous financial insights. *Insight Journal of National Open College*, 2(1), 96–117. <https://doi.org/10.5281/zenodo.15366124>
- Dangol, R., Bhatta, R., Pokharel, S., Shrestha, Z., Sah, A., & Thakur, R. K. (2024). Effect of social media on consumer buying behavior in the electronics market. *Journal of UTEC Engineering Management*, 2(1), 101–111. <https://doi.org/10.36344/utecem.2024.v02i01.009>
- Daoud, J. (2017). Multicollinearity and regression analysis. *Journal of Physics: Conference Series*, 949(1), Article 012009. <https://doi.org/10.1088/1742-6596/949/1/012009>

- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88, 388–396. <https://doi.org/10.1016/j.jbusres.2017.11.046>
- Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaign. *Journal of Marketing*, 83(5), 78–96. <https://doi.org/10.1177/0022242919854374>
- Kala, K., & Mishra, A. K. (2024). *Marketing management: Consumer insights*. Priyam Publication.
- Koh, H.-K., Burnasheva, R., & Suh, Y. G. (2022). Perceived ESG (environmental, social, governance) and consumers' responses: The mediating role of brand credibility, brand image, and perceived quality. *Sustainability*, 14(8), Article 4515. <https://doi.org/10.3390/su14084515>
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Mishra, A. K. (2019). Influential marketing strategies adopted by the cement industries. *International Journal of Research - Granthaalayah*, 7(10), 155-173. <https://doi.org/10.5281/zenodo.3522195>
- Mishra, A. K. (2023). *Reconstructing celebrity endorsement: Unveiling new operations in marketing and consumer behavior*. QTanalytics® India. <https://doi.org/10.48001/978-81-966500-5-6>
- Mishra, A. K., & Aithal, P. S. (2021a). Analysis of laptop users' purchase behavior: A case of Kathmandu, Nepal. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 6(1), 226-240. <https://doi.org/10.5281/zenodo.4966112>
- Mishra, A. K., & Aithal, P. S. (2021b). Factors and features influencing laptop users of Kathmandu, Nepal. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 5(1), 132-142. <https://doi.org/10.5281/zenodo.494004>
- Mishra, A. K., & Mishra, S. (2024a). *Dining decisions: Exploring customer loyalty in the restaurant business of Nepal and the transformation of food and grocery retail in India*. Intellectuals' Book Palace. <https://doi.org/10.5281/zenodo.14313570>
- Mishra, A. K., & Mishra, S. (2024b). *Management of reaching prospect: A call for action*. Intellectuals' Book Palace. <https://doi.org/10.5281/zenodo.14561081>
- Mishra, A. K., & Mishra, S. (2024c). *Revitalizing tourism: Strategies for sustainable growth and development*. Intellectuals' Book Palace. <https://doi.org/10.5281/zenodo.14252998>
- Nielsen. (2024). *2024 annual marketing report: Maximizing ROI in a fragmented world*.
- Oke, J. A., Akinkunmi, W. B., & Etebefia, S. (2019). Use of correlation, tolerance and variance inflation factor for multicollinearity test. *Global Scientific Journals*, 7(5), 652–659.
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development and validation. *Telematics and Informatics*, 34(6), 1294–1310. <https://doi.org/10.1016/j.tele.2017.06.001>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty. *Benchmarking: An International Journal*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>

