

## Determinants of Purchase Decisions Toward Influencer-Promoted Organic Creams among Students on Social Media

Emmanuel Olukunle OLUMUJI<sup>1</sup>

Adebola Solate Olanrewaju<sup>2</sup>

Kamoru Aremu Salaudeen<sup>3</sup>

<sup>1,2,3</sup> Mass Communication Department, Olabisi Onabanjo University, Ago Iwoye, Nigeria.

**Submitted:** September 2024, **Revised:** November 2024, **Accepted:** December 2024

### ABSTRACT

This study examines the determinants of purchase decisions toward influencer-promoted organic creams among female university students on social media in Abeokuta, Ogun State, Nigeria. Specifically, it explores the social media platforms through which students most frequently encounter influencer-endorsed organic cream advertisements, the factors shaping their purchase decisions, and the challenges associated with influencer marketing within Nigeria's beauty industry. A mixed-methods research design was employed, combining a descriptive survey with in-depth interviews. Quantitative data were obtained from 380 female students drawn from Chrisland University and the Federal University of Agriculture, Abeokuta (FUNAAB), using a structured questionnaire administered via Google Forms. Qualitative data were generated through interviews with five organic skincare industry experts and analysed thematically. The findings reveal that TikTok and Instagram are the most prominent platforms for influencer-endorsed organic cream advertising, owing to their visually rich and interactive features that enhance audience engagement. Purchase decisions are primarily influenced by perceived product effectiveness, peer endorsement, ingredient transparency, and the ease of access to purchase links embedded in influencer content. The study concludes that social media influencers play a significant role in shaping organic cream purchase behaviour among female university students; however, this influence is highly dependent on perceived authenticity, transparency, and relevance to consumer needs. The study recommends that marketers prioritise TikTok and Instagram for influencer campaigns, emphasise authentic product demonstrations, and uphold ethical advertising practices to strengthen consumer trust and improve marketing outcomes in Nigeria's beauty industry.

**Keywords:** *social media influencers, organic creams, consumer behaviour, purchase decisions.*

### INTRODUCTION

The internet has become a vital source of information, transforming the way consumers make decisions about beauty products. Many individuals turn to online platforms to seek recommendations, compare products, and read reviews before making purchasing

decisions. In this digital era, social media has emerged as a dominant force in shaping consumer behaviour, particularly in the beauty industry. Among the various digital marketing strategies, social media influencer advertising has gained significant traction due to its ability to engage consumers and influence their purchasing decisions (Masuda, Han, & Lee, 2020) making it a prominent marketing tool in the digital age.

Social media influencers are third-party actors who establish a significant number of relevant relationships with their audience through content production, distribution, and interaction on digital platforms (Enke & Borchers, 2021). Unlike traditional celebrity endorsements, influencers are often perceived as more relatable and trustworthy because they present themselves as ordinary individuals who have built credibility in specific niches.

This authenticity makes them effective at persuading their followers to purchase beauty and skincare products (Kiatkawsin & Lee, 2022). As a result, companies increasingly turn to influencer advertising as an alternative to traditional advertising.

As media and technology continue to evolve, brands have a wide range of options for promoting their products.

Social media platforms such as Instagram, Snapchat, Twitter, YouTube, and TikTok provide an avenue for influencers to create branded content that attracts consumer interest. According to Glucksman (2017), the effectiveness of influencer advertising lies in the fact that consumers trust recommendations from fellow consumers more than traditional advertisements. This shift in consumer behaviour has contributed to the rapid growth of social media influencer advertising, especially in the beauty industry.

The rise of influencer advertising has also coincided with the growing popularity of organic skincare products. Organic beauty products, including organic creams, are increasingly sought after by consumers who prefer natural and chemical-free skincare options. However, brand awareness plays a critical role in determining consumer preferences for these products. According to Keelson and Johnson (2021), consumers need to be aware of a brand's existence before considering its purchase. Without adequate knowledge, they are less likely to take the risk of trying a new product. Similarly, Razak et al. (2019) argue that when consumers possess sound knowledge about a brand, they are more likely to prefer it over alternatives in the market. This highlights the significance of promotional efforts in enhancing consumer awareness and trust.

In Nigeria, social media usage has become widespread, with platforms like Facebook, Instagram, YouTube, and TikTok playing a significant role in shaping consumer habits (Nwolu, 2021). Many Nigerian women, particularly university students, rely on social media influencers to discover new beauty products, seek skincare advice, and make

informed purchasing decisions. The influence of social media in Nigeria has been so profound that it has changed the way brands engage with consumers. Ansu-Mensah (2021) avers that if you don't say here I am, nobody will know that there you are. This underscores the need for brands to actively promote their products through various channels, including influencer marketing, to ensure that consumers are aware of their existence.

However, despite the effectiveness of influencer marketing, there are concerns regarding the credibility of influencers. Some influencers promote products primarily for financial gain rather than personal conviction, leading to potential misinformation. Additionally, factors such as affordability, product availability, and perceived effectiveness may also affect consumer decisions when purchasing influencer-endorsed organic creams. Given the increasing impact of social media influencers on consumer purchasing decisions, this study aims to examine the influence of social media influencers on the usage of organic creams among female university students in Abeokuta, Ogun State. By analyzing the relationship between social media influencer and consumer behaviour.

#### Objectives of the Study

The primary objective of this study is to examine the influence of social media influencers on the usage of organic creams among female university students in Abeokuta, Ogun State. Specifically, the study aims to: ascertain which social media platform female university students often view influencer-endorsed organic creams advertisement; and examine the factors that influence female students' decisions to purchase organic creams promoted by social media influencers.

## LITERATURE REVIEW OR RESEARCH BACKGROUND

### *Social Media Platforms for Promotion of Organic Products*

Social media has tremendously improved the marketing and consumption of beauty and skincare products. Marketing and advertising through television, magazines or billboards channels are now replaced by marketing through digital channels and social media. Today, platforms like Instagram and TikTok function as the primary media to promote brands and garner consumer engagement. Social media not only offers free platforms for brand promotion but also allows customers engage with brands in a deeper level through interactive content and user-generated reviews (Pechrová et al., 2015). This shift from traditional marketing media to the digital space particularly benefits organic skincare brands, whose emphasis on natural care and chemical-free formulations conforms with a highly digitally informed and aware public (Kaplan &

Haenlein, 2010; Pechrová, Lohr, & Havlíček, 2015) always on the internet for larger part of their days.

Contrary to their traditional media counterparts, social media influencers are usually ordinary individuals who amass a followership and whose expertise or style is strongly appreciated within the communities that follow them. For organic skincare products, these influencers not only endorse products but also educate their audiences on their ingredients, their benefits, how to sustain their beauty, and overall skin health (Castillo, Jaramillo, & Sy, 2022). Influencers usually share before-and-after images or videos to demonstrate the benefits of using the organic products they promote, and then persuade their followers to buy them (Tuten & Solomon, 2017).

A strength of Instagram is its hashtag culture. Brands create campaigns using tags like #GlowWithOrganic, #NaturalSkinCare, and #OrganicBeauty to improve their visibility and drive engagement with their consumers (Ananthasai, Vivekanandhan, & Muthu, 2023). The hashtags, in turn, lead to their audience creating more user-generated contents for testimonials and so on. And, at times, these contents may go viral. This not only expands reach but also fosters a sense of community around healthy, nature-based skincare or beauty products (Pechrová et al., 2015) serving dual purposes of beauty and healthy living.

Unlike Instagram, TikTok centres on short-form video content and thrives on viral trends and challenges. The platform is driven by advanced algorithms that, in turn, drive exposure and help organic skincare content reach a large and diverse audience quickly. On TikTok, brands often capitalise on engaging and authentic video formats such as before-and-after transformation clips, which clearly demonstrate the impact of organic creams over time (Brown, 2024). The practice is to use these videos, frequently, with trending music and popular hashtags to make them shareable and viral (Gesmundt et al., 2022) among virtual communities.

TikTok's format encourages interactive participation through trends and challenges. Organic brands may launch 'TikTok challenges' where influencers invite their followers to post their own skincare transformation videos using branded hashtags (Azeta, Drita & Brunela, 2024). With these sort of strategies, they are able to garner the engagements they want for their brands and still use real user experiences to strengthen other consumer's trust in the product (Guerrero, 2023). As a result, TikTok can be seen as a vital channel for organic skincare brands which aim to build a loyal customer base through authentic, word-of-mouth recommendations.

#### *Factors Influencing Purchase Decision in Social Media Influencers Advertising*

The design for this study is a mixed methods research, using a descriptive survey and interviews with experts. Given our aim—to examine how social media influencers affect

organic cream purchases among female university students—this design is most appropriate for obtaining self-reported data on perceptions and purchase factors across two universities, and comparing those data against expert opinions.

The population of this study is 9,338 female students which comprises all female undergraduates of Chrisland University (N = 604) as reported by the Chrisland University Administration Office (2025); and all female undergraduates (N = 8734) of Federal University of Agriculture, Abeokuta (FUNAAB), giving a total of 9,338 female students from both universities. The sample size determined using Yamane's (1967) formula for finite populations is 384. Furthermore, 5 key experts in the organic skincare industry were sampled for an interview to gain deeper insights.

This study employed snowball sampling to identify relevant experts in skincare industry for interview, and stratified sampling for survey of female university students based on academic levels 100 through 600. The procedure followed was first to obtain lists of female students by level from each university's registry; calculate the number of respondents needed from each level in proportion to its size; and use simple random sampling within each stratum to select participants.

For this study, two research instruments were used. A structured questionnaire was first used to collate female students' responses. Then an interview guide was used to interview skincare industry experts. Content validity was established through expert review by two advertising scholars to ensure items fully cover trust, purchase factors, and media exposure. Face validity was checked via a pilot test with 20 female students to assess clarity and readability. Data were collected using Google Forms link via university WhatsApp groups, and official social media channels. Participation was voluntary and anonymous, with informed consent obtained electronically before respondents access the questionnaire. Data was also collected through in-person and video/voice call interviews with skincare products experts to collate opinions and insights as is relevant to the study.

Data from survey were exported from Google Forms into IBM SPSS Statistics (version 25). Analysis used descriptive statistics (frequencies, means). The data was then analysed to enrich interpretation of quantitative findings. The transcripts of expert interviews were also thematically analysed to identify themes and insights.

To win trust and make followers buy a product, influencers need to invest in authentic contents. Genuine influencers, as a result, share raw life moments and experiences, disclosing both the positive and negative ones. They also explicitly indicate if the contents they share are paid for—practices shown to enhance perceived sincerity (Anam, 2024). In addition, studies also reveal that authenticity—when it goes along with spontaneity and personal disclosure—improves the followers' trust and encourage them

to co-create brand value through comments, likes, and other user-generated content (Alkan & Ulas, 2023). However, over-polishing contents can undermine authenticity. To this end, Andonopoulos et al. (2023) recommended a strategic balance between the production quality of influencer content and the need for authenticity (Andonopoulos et al., 2023) of brand story.

The expertise of an influencer, which is demonstrated by their strong knowledge about products, influences purchase decision. In organic skincare brands, for instance, influencers who explain the benefits of natural ingredients, cite clinical studies, and explain how to safely apply them, are possibly patronised (Coutinho et al., 2023; Liu & Zheng, 2024). Their expertise also earn influencers trust in the rating of their followers, and reduces any perceived risks with using a complex product. This is the case because expert influencers can guide them through their use (Kim & Kim, 2019) to enjoy quality product experience.

Another factor that deepens parasocial bonds and translate to purchase decision is the homophily factor. Homophily is the bond or similarities between followers and the influencers they follow due to these similarities. This engenders trust (Tonolo et al., 2023). As opined by Ao et. al. (2023), some followers are likely to patronize influencers who share similar skin types and life contexts with them. Research documents that homophily amplifies the emotional attachment and persuasive impact, especially for beauty products where personal identification with the endorser is vital (Masuda et al., 2022) for product credibility.

Two-way communication is another powerful factor. Influencers who respond to comments faster or host live Question and Answer sessions, and encourage inputs from the community, creates an ethos that followers may interpret as evidence of sincerity (Weismueller et al., 2020). Such engagement encourages a "family" atmosphere, heightens the perception of credibility, and encourages repeat patronage (Casaló et al., 2020) among consumers.

Influencers who display emotional intelligence—through empathetic messages and sensitivity to their followers' feedback—garner trust on account of the ensuing, warm relationship (Dwivedi et al., 2021). When trust is breached, for whatever reason, influencers who effectively repair broken trusts can win their followers confidence. In such cases, using public apologies or transparent corrective actions, influencers can restore this trust and make them want to buy the product (Hasan, Zahid & Quyyum, 2024) despite their previous experience.

### *Perception Theory*

Perception Theory examines how individuals organize, interpret, and make sense of sensory information, which greatly influences their attitudes, beliefs, and behaviours (Schiffman & Kanuk, 2010). Perception is shaped by various factors such as prior experiences, cultural background, cognitive biases, and media exposure. As is the case with social media influence, perception is critical to how female university students interpret and respond to influencer endorsements of organic creams.

One central concept within Perception Theory is selective perception, where individuals filter and focus on information that aligns with their pre-existing beliefs and interests (Kotler & Keller, 2016). For instance, a student who values organic skincare is more likely to attend to influencers promoting natural beauty solutions while disregarding promotions for chemical-based products. This selective engagement strengthens pre-existing attitudes and reinforces purchase intentions toward organic creams.

Brand image and association further intensify consumer perceptions. Keller (1993) explains that positive brand associations—especially when transferred through credible endorsers—enhance perceived product quality. Influencers with strong reputations for skincare authenticity thus boost the perceived efficacy of the organic creams they endorse. Brands strategically leverage this perception to enhance credibility, market penetration, and brand loyalty.

Applying Perception Theory to this study, we may clarify that female university students' decisions regarding organic cream purchases may not purely based on product attributes but are greatly shaped by their perceptions of the influencer, the associated brand image, and how the product information is framed and delivered.

## METHODOLOGY

The design for this study is a mixed methods research, using a descriptive survey and interviews with experts. Given our aim—to examine how social media influencers affect organic cream purchases among female university students—this design is most appropriate for obtaining self-reported data on perceptions and purchase factors across two universities, and comparing those data against expert opinions.

The population of this study is 9,338 female students which comprises all female undergraduates of Chrisland University (N = 604) as reported by the Chrisland University Administration Office (2025); and all female undergraduates (N = 8734) of Federal University of Agriculture, Abeokuta (FUNAAB), giving a total of 9,338 female students from both universities. The sample size determined using Yamane's (1967) formula for finite populations is 384. Furthermore, 5 key experts in the organic skincare industry were be sampled for an interview to gain deeper insights.

This study employed snowball sampling to identify relevant experts in skincare industry for interview, and stratified sampling for survey of female university students based on academic levels 100 through 600. The procedure followed was first to obtain lists of female students by level from each university’s registry; calculate the number of respondents needed from each level in proportion to its size; and use simple random sampling within each stratum to select participants.

For this study, two research instruments were used. A structured questionnaire was first used to collate female students’ responses. Then an interview guide was used to interview skincare industry experts. Content validity was established through expert review by two advertising scholars to ensure items fully cover trust, purchase factors, and media exposure. Face validity was checked via a pilot test with 20 female students to assess clarity and readability. Data were collected using Google Forms link via university WhatsApp groups, and official social media channels. Participation was voluntary and anonymous, with informed consent obtained electronically before respondents access the questionnaire. Data was also collected through in-person and video/voice call interviews with skincare products experts to collate opinions and insights as is relevant to the study.

Data from survey were exported from Google Forms into IBM SPSS Statistics (version 25). Analysis used descriptive statistics (frequencies, means). The data was then analysed to enrich interpretation of quantitative findings. The transcripts of expert interviews were also thematically analysed to identify themes and insights.

## RESULTS AND DISCUSSION

This section presents data gathered from the respondents through the administration of questionnaires. The data were obtained from the 380 valid questionnaire responses of the 384 administered.

**Table 1: Social Media Platform that Female University Students view Advertisements**

STATEMENTS	SA	A	UD	D	SD	Mean (X)
I frequently see organic-cream ads endorsed by influencers on Instagram.	142 (37.4%)	171 (45.0%)	0	48 (12.6%)	19 (5.0%)	3.97
I often encounter influencer organic-cream promotions in TikTok “For You” feeds.	142 (37.4%)	162 (42.6%)	28 (7.4%)	28 (7.4%)	19 (5.0%)	3.99

I am exposed to organic-cream influencer ads through Facebook Stories or Reels.	57 (15.0%)	171 (45.0%)	76 (20.0%)	48 (12.6%)	28 (7.4%)	3.48
I regularly watch YouTube videos where influencers demonstrate organic-cream use.	66 (17.4)	162 (42.6%)	66 (17.4%)	66 (17.4%)	19 (5.0%)	3.49
I notice influencer organic-cream endorsements in WhatsApp status updates.	28 (7.4%)	162 (42.6%)	76 (20.0%)	95 (25.0%)	19 (5.0%)	3.22

Source: Online Survey, 2025

From the findings presented in table 1, it is evident that TikTok is the leading channel for influencer marketing among female university students. The findings highlight TikTok as the leading channel for influencer marketing, with a high mean of 3.99. Instagram closely follows, with a mean score of 3.97, indicating both platforms are highly effective. In contrast, WhatsApp appears to be the least effective channel, with a mean score of 3.22.

**Table 2: Factors that Influence Female Students’ Decisions to Purchase Organic Creams**

Statements	SA	A	UD	D	SD	Mean X
I am more likely to buy an organic cream if the influencer demonstrates visible improvements in skin.	142 (37.4%)	162 (42.6%)	28 (7.4%)	38 (10.0%)	10 (2.6%)	4.02
Discount codes or special offers shared by influencers influence my purchase decision.	104 (27.4%)	124 (32.6%)	66 (17.4)	66 (17.4%)	19 (5.0%)	3.59
Positive comments from my peers under an influencer’s post motivate me to try the product.	76 (20.0%)	180 (47.4%)	66 (17.4%)	48 (12.6%)	10 (2.6%)	3.69
I consider an organic cream’s ingredient list	133 (35.0%)	114 (30.0%)	66 (17.4%)	57 (15.0%)	10 (2.6%)	3.80

(e.g., "100% natural") when influencers highlight it.						
Product availability (e.g., swipe-up link to purchase) shared by the influencer affects my decision.	152 (40.0%)	142 (37.4%)	28 (7.4%)	48 (12.6%)	10 (2.6%)	3.99

Source: Online Survey, 2025

The findings presented in table 2 highlight the drivers of purchase decisions among female students. Notably, respondents agree that seeing the visible improvements of organic cream use in influencer is the top motivation/driver of purchase intentions, with a high mean score of 4.02. Having a direct purchase link to the product also significantly boost buying likelihood of purchase, with a mean score of 3.99, emphasizing the importance of seamless calls-to-action. Discounts and promotions offered on organic creams also play a role, but clearer communication could enhance their impact, with a mean score of 3.59.

A total of 5 experts in the organic skincare products industry were identified and interviewed in line with the objectives of this research to understand the phenomenon being investigated.

Table 3: Summary Table of Interview Findings

Research Objectives	Primary Themes	Sub-Themes
Platform Preferences	Visual Platform Dominance	Instagram's established reach
		TikTok's algorithmic advantage
		Video/Picture Centrality
Purchase Drivers	Social proof & Transactional Ease	Peer Validation supremacy
		Ingredient transparency needs
		Direct purchase links

Source: Field Research, 2025

Based on the findings from the interview, Instagram remains the dominant platform for reaching female university students, but TikTok is rapidly closing the gap due to its algorithmic discovery features. All five respondents emphasized that visual content formats are non-negotiable for engagement.

Interviewee 1 stated that "Instagram and nowadays TikTok" are most effective, explaining that "videos and pictures of the product go a long way to bring customers." This visual preference was echoed by Interviewee 5, who noted Instagram's value for "matured customers," while Interviewee 3 highlighted TikTok's algorithm: "Features like

stories, reels, and live video chat create engagement... especially those on FYP [For You Page]." The unanimous emphasis on visual content suggests that female students prioritize easily digestible, aesthetically presented information. TikTok's rise indicates younger audiences favour algorithmic discovery over traditional browsing. Brands must allocate resources to platform-specific visual strategies – Instagram for polished imagery, TikTok for authentic, trend-aligned videos.

Peer validation outweighs influencer promotions, while practical purchasing facilitators (ingredient lists, direct links) are essential conversion catalysts. Interviewee 1 identified social proof as a decisive factor: "Testimonials and reviews persuade students more... some wait for others' comments before taking action." Interviewee 2 stressed ingredient transparency: "Students buy because we let them know all organic ingredients like honey and turmeric." Interviewee 4 highlighted transactional ease: "People buy because we usually put WhatsApp links." Therefore, the purchase process can be said to follow a validation chain: influencer endorsement → peer verification → ingredient scrutiny → frictionless transaction. This indicates students approach buying as a collaborative decision with their digital community. Brands failing to provide social proof or seamless purchasing links lose potential conversions.

### *Discussion of Findings*

The findings from this study indicates that TikTok (M = 3.99) and Instagram (M = 3.97) emerged as the most frequent channels through which female students view influencer-endorsed organic cream advertisements. This is corroborated by industry experts, with Interviewee 1 confirming: "Instagram and nowadays TikTok" dominate organic cream marketing, while Interviewee 3 emphasised TikTok's algorithm-driven advantage: "Features like stories, reels, and live video chat create engagement... especially those on FYP". They aligns closely with prior studies which observed these platforms' potency for beauty marketing. Olejniczak (2023) found that beauty consumers often watch product reviews on Instagram—as well as YouTube. The finding of the study suggest that TikTok was the most cited platform, consistent with Achi et al. (2025) who report that TikTok significantly influences Nigerian students' cosmetics purchase intentions.

Expert respondents' unanimously emphasized visual content's critical role, as Interviewee 1 noted: "Videos and pictures of the product go a long way to bring customers," explaining the platforms' effectiveness. This shift toward short-form, entertaining content on TikTok may reflect youth preferences for quick beauty tips. Scholars have also noted that TikTok's feed are driven by algorithms which favour more authentic short-form video and enables them trend, facilitating quick virality and perceived relatability of product testimonials (Gesmundo et al., 2022; Azeta et al., 2024). Instagram's visual-centric format, hashtag culture, and integrated shopping features

have been shown to foster high engagement and seamless consumer journeys (Brown, 2024; Pechrová et al., 2015).

This findings underscores the strategic importance for organic cream brands of prioritizing TikTok and Instagram when targeting Nigerian university students. It also underscores that Nigerian students, like their global peers, select media that gratify specific needs – Instagram for aspirational imagery and TikTok for engaging how-to videos. In practical terms, these results imply that organic skincare brands should prioritize TikTok and Instagram (and emerging short-video platforms) in their influencer strategies to reach female undergraduates.

As regards beauty products, female students agree that evidence of visible improvements in influencers promoting a product, spurs purchase decisions (M = 4.02). This corroborates Masuda, Han and Lee's (2022) assertion that homophily and demonstrated efficacy drive purchase intentions, and Ao et al.'s (2023) meta-analytic finding that the credibility of products strongly predicts buying behaviour.

The availability of product through direct purchase links further highlights the necessity of seamless calls-to-action, as Tuten and Solomon's (2017) emphasized in regards to more integrated commerce features. Expert Interviewee 4 confirmed this practical need: "People buy because we usually put WhatsApp links," while Interviewee 2 highlighted ingredient transparency's role: "Students buy because we let them know all organic ingredients like honey and turmeric." Peer comments under posts (M = 3.69) function as social proof that students rely on to make decisions (Getahun, 2024), with Interviewee 1 observing: "Some wait for others' reviews before taking action."

Highlighted ingredient lists (M = 3.80) reflect consumers' information-seeking gratifications (Ruggiero, 2000). Anucha (2023), had earlier showed that awareness of organic cream benefits strongly predict customer preference in Nigeria. In practice, participants weighed the "natural" ingredients and efficacy of creams heavily. Those who cited trust and purchase decisions as a result of cream advertisements that included ingredients also fit with global trends of health-conscious beauty consumers. Offering of discounts also exerted a moderate influence on purchase (M = 3.59), indicating that promotional incentives matter but may be secondary to perceived product efficacy.

The implications of these findings is that in order to convert engagement into purchases, campaigns must now use demonstrations of products' efficacy in advertisements. Direct shopping links, and user-generated endorsements would result in purchases as would highlighting the ingredients of skincare products to satisfy students' desire for informed choices.

## CONCLUSION

The study provides evidence that social media influencers significantly shape consumer engagement with organic skincare products among young female university students. TikTok and Instagram have become critical platforms for such engagements, not just for exposure but also for decision-making. The findings confirm that influencer marketing in the organic skincare industry can be highly effective when carefully managed.

Based on the areas addressed in this study, and the findings the following recommendations are offered:

Brands and influencers should prioritize TikTok and Instagram as primary marketing channels for organic cream products, as these platforms recorded the highest visibility and engagement among students. Content should be tailored to each platform's unique features—such as aesthetic visuals, influencer Stories, and direct purchase tags on Instagram, and authentic testimonials, skincare routines, and viral trends on TikTok. Additionally, brands should invest in data analytics to monitor platform effectiveness and adapt content strategies accordingly.

Marketers should focus on demonstrating real product benefits that offer affordable packages, and simplify access via platform-integrated shopping tools or dedicated e-commerce links. Influencers can amplify this effect by providing explanations on the ingredients used in the products, sharing user testimonials, and offering discount codes. Brand messaging should reflect local beauty ideals and student affordability to increase resonance. Co-creating content with student influencers can further enhance relatability and peer influence.

#### BIODATA

Dr. Emmanuel Olukunle OLUMUJI is a Lecturer in Mass Communication at Olabisi Onabanjo University, Nigeria. With nearly two decades of teaching experience, he is also a media practitioner involved in training and humanitarian work. Holding degrees from the University of Jos, Usmanu Danfodiyo University, and FUNAAB, his research focuses on New Media, Participatory Journalism, Media and Society, and Media Education.

Adebola Solate Olanrewaju is an enterprising personality with a focus in events and media. She obtained her OND and HND in Mass Communication. She later bagged BSc in Mass Communication with First Class Honours from Chrisland University where she is currently a Post-Graduate Student. She is a magazine publisher and the Chief Executive Officer of M19 Event Consult.

Dr Kamoru Aremu Salaudeen is a Strategic Communication scholar with PhD from the University of Ibadan, where he also earned B.A and M.Sc degrees in Communication and Applied Communication. A lecturer and researcher at Olabisi Onabanjo University, he is a communication strategist, media professional, and trainer. He is arpa, ANIPR, MACCE and IAMCR member, Fellow of Ife Institute of Advance Studies and author in reputable journals and academic publications internationally

## REFERENCES

- Al-Mu'ani, L., Alrwashdeh, M., Ali, H., & Al-Assaf, K. T. (2023). The effect of social media influencers on purchase intention: Examining the mediating role of brand attitude. *International Journal of Data and Network Science*, 7(2023), 1217–1226. <https://doi.org/10.5267/j.ijdns.2023.5.003>
- Amin, M. (2005). *Social science research: Conception, methodology and analysis*. Makerere University Printery.
- Alkan, Z., & Ulas, S. (2023). Trust in social media influencers and purchase intention: An empirical analysis. *Online Journal of Communication and Media Technologies*, 13(1), e202301. <https://doi.org/10.30935/ojcm/12783>
- An, G. K., Ngo, T. T. A., Tran, T. T., & Nguyen, P. T. (2024). Investigating the influence of social media influencer credibility on beauty product purchase behaviours: A case study from Vietnam. *Innovative Marketing*, 20(3), 261–276. [http://dx.doi.org/10.21511/im.20\(3\).2024.21](http://dx.doi.org/10.21511/im.20(3).2024.21)
- Anam, A. (2024). Authenticity in influencer marketing: How to find authentic influencers. *Sproutsocial*. <https://sproutsocial.com/insights/authenticity-in-influencer-marketing/>
- Andonopoulos, V., Lee, J., & Mathies, C. (2023). Authentic isn't always best: When inauthentic social media influencers induce positive consumer purchase intention through inspiration. *Journal of Retailing and Consumer Services*, 75, 103521. <https://doi.org/10.1016/j.jretconser.2023.103521>
- Ananthasai, N. D., Vivekanandhan, & Muthu, K. H. (2023). A Study on the Influence of Social Media on the Purchase of Skin Care Products.
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of social media influencers on customer engagement and purchase intention: A meta-analysis. *Sustainability*, 15(3), 2744. <https://doi.org/10.3390/su15032744>
- Araujo, C. J., Perater, K. A., Quicho, A. M., & Etrata, A. (2022). Influence of TikTok video advertisements on Generation Z's behaviour and purchase intention. *International Journal of Social and Management Studies*, 3(2), 140–152.
- Azeta, T., Drita, A., & Brunela, T. (2024). Accessing the TikTok Influencer Marketing on Consumer Behaviour: An Econometric Examination. *Journal of Educational and Social Research*, 14, 346. <http://dx.doi.org/10.36941/jesr-2024-0048>
- Breves, P., Liebers, N., Abt, M., & Kunze, A. (2021). The perceived fit between Instagram influencers and the endorsed brand: How influencer–brand fit affects source credibility and persuasive effectiveness. *Journal of Advertising Research*, 59(4), 440–454. <http://dx.doi.org/10.2501/JAR-2019-030>
- Brown, V. (2024). The Future Face of Marketing: TikTok Beauty Influencers and High School Consumer Behaviour. <http://dx.doi.org/10.13140/RG.2.2.13749.08167>
- Bryman, A. (2016). *Social research methods (5th ed.)*. Oxford University Press.

- Carr, C., & Hayes, R. (2014). How sponsorship disclosure impacts consumer response to endorsements: The moderating role of prior familiarity. *Journal of Interactive Advertising*, 14(2), 99–112.
- Castillo, R. A. V., Jaramillo, C. Z. C., & Sy, L. S. (2022). The effectiveness of social media influencers in the cosmetic and skincare industry to the purchase intention of the Generation Z Filipinos. *Journal of Business and Management Studies*.
- Cheah, C. W., Koay, K. Y., & Lim, W. M. (2024). Social media influencer over-endorsement: Implications from a moderated-mediation analysis. *Journal of Retailing and Consumer Services*, 79, 103831. <https://doi.org/10.1016/j.jretconser.2024.103831>
- Chin, J. Y. (2019). The Effect of Social Media Influencers Featured in Beauty Care Products Advertisements on Purchase Intention among UCSI University Students. *Jurnal Pengajian Media Malaysia / Malaysian Journal of Media Studies*, 21(2), 103–116.
- Coutinho, F., Dias, Á., & Pereira, L. (2023). Credibility of social media influencers: Impact on purchase intention. *Human Technology*, 19, 220–237. <http://dx.doi.org/10.14254/1795-6889.2023.19-2.5>
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Gani, M. O., Hiran, R., Muhammad, R., Vikas, G., & Anisur, F. (2022). Effect of social media influence on consumer's purchase intention of organic beauty products: the role of customer's engagement and generativity. *International Journal of Spa and Wellness*, 5(3), 1–25. <http://dx.doi.org/10.1080/24721735.2022.209629>
- Getahun, H. (2024). What is 'underconsumption core'? A new trend on TikTok aims to get Gen Z to buy less. *Africa Business Insider*. <https://africa.businessinsider.com/retail/what-is-underconsumption-core-a-new-trend-on-tiktok-aims-to-get-genz-to-buy-less/2edbddd>
- Gesmundo, M., Jordan, M., Meridor, W., Muyot, D., Castano, M. C., & Bandojo, A. (2022). TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials. *Journal of Business and Management Studies*, 4, 343–361. <https://doi.org/10.32996/jbms.2022.4.2.27>
- Guerrero, K. J. (2023). *An Analysis of TikTok's Digital Marketing Capabilities and Its Effectiveness for Brands and Businesses Across Different Industries*. Theses, 532. <https://digitalcommons.lindenwood.edu/theses/532>

- Hasan, S., Zahid, H., & Qayyum, A. (2024). Influencer authenticity and intention to co-create brand value: an investigation of central and peripheral pathways. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2393236>
- Horton, D. & Wohl, R. R. (1956). Mass communication and para-social interaction: Observations on intimacy at a distance. *Psychiatry*, 19(3), 215–229. <https://doi.org/10.1080/00332747.1956.11023049>
- Jide, O. T. (2022). Social Media Influencer Marketing: Impact on Perceived Authenticity, Trust, and Purchase Intention Amongst Female Cosmetic Consumers in Nigeria (Master's thesis, National College of Ireland). Retrieved from <http://trap.ncirl.ie/>
- Kaplan, A. M. & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kayode-Adedeji, T., Okechukwu, I., & Oyedepo, T. (2024). Consumers' Perception of Social Media Influencers: A Study of Skincare Brands in Nigeria. *Proceedings of the 11th European Conference on Social Media (ECSM 2024)*, 401–410.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Khwela, N. P., Msosa, S. K., & Ntshangase, B. A. (2024). Social Media Influencers and Their Role in the Purchase Pattern of Products Among Females: Gender Aspects of Business Leadership in the Skincare Industry. *Business Ethics and Leadership*, 8(4), 173–185. [https://doi.org/10.61093/bel.8\(4\).173-185.2024](https://doi.org/10.61093/bel.8(4).173-185.2024)
- Kim, D. Y., & Kim, H. Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223–232. <https://doi.org/10.1016/j.jbusres.2021.05.024>
- Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Pearson Education.
- Lee, J. E., Hwang, J., & Yoo, C. (2021). Active engagement on social media enhances consumer trust in influencers. *Journal of Interactive Marketing*, 55, 91–107. <https://doi.org/10.1016/j.intmar.2021.01.012>
- Lin, X., Fan, W., & Zhao, K. (2018). Modeling the role of social media influencers in consumer purchase decisions: The mediating effect of parasocial relationships. *Computers in Human Behaviour*, 93, 115–125. <https://doi.org/10.1016/j.chb.2018.10.022>
- Liu, F., & Wang, R. (2024). Fostering parasocial relationships with virtual influencers in the uncanny valley: Anthropomorphism, autonomy, and a multigroup comparison. *Journal of Business Research*, 186, 115024. <http://dx.doi.org/10.1016/j.jbusres.2024.115024>
- Liu, X., & Zheng, X. (2024). The persuasive power of social media influencers in brand credibility and purchase intention. *Humanities and Social Sciences Communications*, 11, 15. <https://doi.org/10.1057/s41599-023-02512-1>

- Maharani, S., & Suprayogo, D. (2024). The role of parasocial interaction as a mediator in the influence between trust and beauty influencer expertise on purchase intention (study on beauty influencer Abel Cantika). *World Journal of Advanced Research and Reviews*, 22(2), 2152–2162. <https://doi.org/10.30574/wjarr.2024.22.2.1596>
- Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174, 121246. <https://doi.org/10.1016/j.techfore.2021.121246>
- Ogunyombo, O. E., Oyero, O., & Azeez, K. (2017). Influence of social media advertisements on purchase decisions of undergraduates in three Nigerian universities. *Journal of Communication and Media Research*, 9(2), 244–255. <https://www.researchgate.net/publication/320905607>
- Pechrová, M., Lohr, V., & Havlíček, Z. (2015). Social media for organic products promotion. *AGRIS On-line Papers in Economics and Informatics*, 7(1), 41–50.
- Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass Communication and Society*, 3(1), 3–37. [https://doi.org/10.1207/S15327825MCS0301\\_02](https://doi.org/10.1207/S15327825MCS0301_02)
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behaviour* (10th ed.). Pearson Prentice Hall.
- Teng, S., Khong, K. W., & Goh, W. W. (2014). Conceptualizing persuasive messages using ELM in social media. *Journal of Internet Commerce*, 13, 65–87. <http://dx.doi.org/10.1080/15332861.2014.910729>
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. Sage Publications.
- Ünalmiş, E., Dirsehan, T., & Erdoğan, İ. E. (2024). Consequences of influencer-created content on influencers' authenticity in the beauty and personal care industry. *Journal of Marketing Communications*, 1–27. <https://doi.org/10.1080/13527266.2024.2371833>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australian Marketing Journal*, 28(4), 116–125. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>