

**BEAUTY BUZZ OR BUST? THE RISE AND FALL OF INFLUENCER  
MARKETING IN THE BEAUTY INDUSTRY AND ITS REAL  
IMPACT ON CUSTOMERS**

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**Abstract**

Today, a single post on Instagram can make a product famous. Influencer marketing has become important to the beauty business and changed how brands connect with customers (Xu, 2023)[1] This article is focused on how influencer marketing has changed and influenced the Uzbekistan beauty industry. Most brands spend a lot of money just to keep up relations with influencers. This study aims to find out how these marketing tactics work on young female customers, particularly those aged between 15 to 40 or more.

The purpose of this article is to explore both the benefits and drawbacks of influencer marketing for its ability to change people's minds and behaviors. This study highlights how influencers increase the profile and credibility of a brand by sharing personalized beauty tips that work for them with their fans. However, it also goes on to discuss the negative aspects of this form of marketing about promoting false beauty standards and causing mental stress to young girls from such unreal images.

The online survey with people from Uzbekistan is part of a quantitative research method used in an attempt to get as honest opinion as possible from customers regarding influencer marketing. The present study illustrates a range of reactions to material promoted by influencers, taking into consideration people of different ages, from naive teens to more informed consumers in their 30s and older.

**1. Introduction**

In recent times, during the past couple of years, influencer marketing has been considered pivotal to the beauty business. It had changed the way brands spoke to customers and set up beauty ideals. Influencers, with huge followings on social media like Instagram, TikTok, and YouTube, play a huge role in advocating for beauty products and in shifting the cultural attitude towards them. Big beauty brands have employed influencer marketing to steal market share; examples such as Fenty Beauty and Glossier are by no means the only two more popular examples that exist on the global stage. Founded by Rihanna, Fenty Beauty has signed several celebrities to promote acceptance by celebrating beauty in all forms. It joined hands with category

leaders to reach a wide audience and attracted a loyal set of customers across different segments. Glossier relies on user-generated content by asking customers to create and distribute content for the firm on social media regarding their usage of merchandise. (Flytant, 2023)[2] These kinds of practices build a community of users adding to the storytelling of the brand. That's quite a catching fashion trend in Uzbekistan also, whereby girls and women can get an idea of emerging beauty trends and products from celebrities and Instagram influencers. This trend is also noticeable in Uzbekistan. With increasing frequency, young women and girls are being affected by social media stars as they navigate a complicated world of beauty standards and shopping choices. But then again, as their feeds are flooded with pictures of people with beautiful skin and makeup, the question remains: Is influencer marketing a beauty trend or a bust? This is creating a huge problem in the marketing of the beauty industry as well as customer trust. With increasing frequency, young women and girls are being affected by social media stars as they navigate a complicated world of beauty standards and shopping choices. But then again, as their feeds are flooded with pictures of people with beautiful skin and makeup, the question remains: Is influencer marketing a beauty trend or a bust? This is creating a huge problem in the marketing of the beauty industry as well as customer trust.

Influencer marketing is gaining momentum in Uzbekistan due to several factors including ease of handling mobile technology and rapid penetration of social media, especially Instagram. Locally known stars are gaining more popularity and changing beauty standards in the area. Very often, such leaders reflect national beliefs and styles, and for that reason, they are so well-known by people who follow them. For example, in Uzbekistan, beauty stars would show both traditional and modern ways of doing makeup, thus putting together cultural history with modern beauty standards. Being relatable also makes them more powerful in their recommendation because people can see the leaders as realistic characters who share their experiences and objectives.

Influencer marketing can make businesses visible and connect them with customers on a very real level; it is also important to take into consideration the bad it may bring forth from the same. It may reach a point whereby meeting the beauty standards becomes too much to bear, especially among influential young girls. (Flytant, 2023)[2] For example, research shows that young women who view fake images of beauty may experience more body dissatisfaction, anxiety, and sadness. One such study, across many countries, found that frequent use of social media was associated with body dissatisfaction among adolescent girls; a result which is suggestive of the hypothesis that reading material from influencers may be bad for your mental health. This somehow gets people thinking about some of the moral concerns in this network and in influencer marketing itself, and what brands should do to keep their followers safe.

In a country like Uzbekistan, where traditional ideas of beauty so badly contradict the cruel modern realities, these advertisement methods play an overwhelming role in young girls' self-esteem and their outlook on their bodies.

Furthermore, this quantitative research article probes such changes by quizzing a sample of 15–40-year-old female clients of Uzbek women through an online survey. The study is thus directed to find the effectiveness of influencer marketing and the impact on behaviors and psychological health of people regarding perceptions and reactions to the materials initiated by influencers.

## **2. Literature Review**

### **2.1 Influencer Marketing and Beauty Standards**

The influence of social media on standards of beauty and how people view themselves is becoming an area of growing anxiety in the United States and around the world. With the rise of websites such as Instagram, TikTok, and YouTube, beauty bloggers and content creators have come to serve as some of the industry's most influential voices, forming developments, encouraging products, and promoting aesthetic standards that can have an essential effect on how people understand their bodies and physical appearance. (Flytant, 2023)[3]

Social media platforms have created an atmosphere in which standards of beauty are continuously changing and encouraged by the individuals with influence who define them. For example, **Kim Kardashian**, who has over 200 million Instagram followers, has been related with introducing the "contouring" makeup approach, that involves applying deeper and lighter colors of makeup to create the illusion of higher cheekbones and a more petite profile. However, such expectations normally fall out of reach for the normal individual, creating emotions of incompetence and low self-esteem. **According to a survey**, an American Psychological Association surveys, more than half of adolescent females in the United States feel pressured to be skinny, with 75% reporting feeling evaluated by their appearance. Social media may aggravate these pressures by overwhelming users with photos of "perfect" bodies and looks that have been excessively altered and filtered in order to achieve unattainable beauty standards.

The impact of social media on beauty standards and how people perceive themselves is a challenging and ongoing conversation in the United States and across the world. While social media has the ability to generate unattainable beauty norms and put demands on people to conform, it additionally allows body confidence advocates and companies to encourage a broader definition of beauty. (Asiedu-Kwatchey, 2022)[4]

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### **2.3 SOCIAL MEDIA INFLUENCERS AND PERSUASION**

The creation of the chance persuasion model (Petty and Cacioppo, 1986)[5] has become common and common in research on consumers. It has also been used in social

media and influencer advertising since the establishment of these novel forms of communication (Gong, 2020; Teng et al., 2014; Sokolova and Kefi, 2020)[6] ELM predicts that highly engaged individuals will be driven to follow center cues and influenced by message justifications (the central route). On the other hand, low-involvement subjects will pay attention to and be affected by external signals such as source features (the peripheral route) (Cole et al., 1990). [7]

When combining with the people they serve, SMIs give valuable and amusing material in their fields of specialty (Lou and Yuan, 2019). By being genuine, followers can believe the influencer's posts (Kim and Kim, 2021)[8]which could boost an influencer's convincing impact. A sense of compatibility may encourage knowledge searching, personal growth with influencers, and information sharing (Bu et al., 2022)[9] Thus, we use the SMIs' substance value, namely, usefulness and pleasure, as well as the source characteristics of advocates' legality and homophily, to assess influencer seduction power.

### **2.3 Influencer Marketing's Role in Consumer Behavior and Purchasing Decisions:**

**Influencer Marketing's Impact on Consumer Behavior and Purchase Decisions**  
**How Influencers Shape Purchasing Intentions and Brand Loyalty in the Beauty Sector**  
In recent years, influencer advertising has grown as an important player in influencing consumer buying habits in the cosmetics sector. Influential individuals, who are usually seen as less expensive and authentic than traditional endorsements by famous people, connect to consumers on a personal level, fostering trust that directly influences consumer purchases and loyalty to businesses (Djafarova and Rushworth, 2017)[10] Beauty influencers are especially effective in driving followers' plans to buy because they can provide evidence that depicts real-life product use, commonly with advice or directives.

### **2.4 Influencers and Purchasing Intentions**

**Influence via Social Proof:** Influencers play a crucial part in offering "social proof," a psychological term in which people turn to others to direct their individual conduct (Cialdini 2001)[11]When fans see someone who they trust using a certain cosmetic goods, they may be more likely to buy it, believing that it will work with them as well. This is particularly helpful in the skincare business, as social media posts regularly illustrate apparent advantages such as enhanced skin texture or perfect applying of makeup (Casaló et al., 2018)[12]

### **Personalized Recommendations and Demonstrations:**

Influencers' unique methodology for showing things as part of their daily routines makes their suggestions feel real and individualized. Influencers, for example, can highlight particular advantages of a given item in a step-by-step makeup instruction, such as its straightforward nature of use or combination with other

products. This type of pertinent data presents followers with a "trial experience," which encourages them to buy (Schouten et al., 2020)[13]

### **2.5 Building Brand Loyalty Through Authentic Connections; Establishing Community and Trust:**

Influential individuals establish an atmosphere of connection by actively that connect with followers via comments and direct messages, increasing devotion to both their posts and the brand they promote. This personalized connection makes followers feel valued and enhances their likelihood of making repeat purchases from the brands specified (Evans et al., 2017)[14]

#### **Consistent Messaging and Familiarity:**

When influencers consistently endorse an enterprise or product, they increase acquaintance, which is a vital component in brand loyalty. Followers typically determine the celebrity's persona with the organization, making it part of their lifestyle choices. Regular communication also comforts fans of a product's quality by promoting it over time rather than in a one-off offer (Childs & Jin, 2018)[15]

### **2.6 Factors that Enhance or Limit Influencer Impact on Purchases**

#### **Transparency and Authenticity:**

Followers place a rising priority on transparency in influencer-based advertising, such as transparent disclosure of partnerships. According to research, authenticity increases an influencer's impact on purchasing decisions since followers are more likely to accept recommendations that appear genuine rather than too commercial (De Veirman et al., 2017)[16]

#### **Influencer-Brand Alignment:**

The impact of influencer marketing also depends by how well the influencer's own personal identity fits with the good that they support. When influencers actually utilize and love a product, followers are more likely to assume that suggestion is legitimate, increasing their buy intent (Lim et al., 2017)[17]

Influencers have altered the beauty industry's advertising environment by creating sincere, accessible content that drives decisions to buy and brand loyalty. Influencers influences consumer behavior in ways that traditional advertising cannot. This implies created advice, displays of goods, and community-building campaigns. However, the viability of influencer marketing is dependent on the authenticity, trust, and connection of the influencer and business, all of which contributes to a follower's loyalty and chance of making a buying decision.

### **3.0. Research Question and Problem Statement**

#### **3.1 Question for the research and purpose of study**

How has the use of influencers in Uzbekistan's beauty sector affected the mental health, shopping habits, and attitudes of young women? This article aims to find the pros and cons of marketing led by influencers, specifically how these influencers both

make brands more visible and possibly damage beauty standards for young women. The study aims to find out if influencer marketing in the beauty industry is a short-term trend or a long-term force with big social and psychological effects by looking into how this marketing trend affects Uzbek customers, especially young women aged 15 to 40.

### **3.2 Problem Statement**

As in many other places around the world, the beauty business in Uzbekistan has leaned more and more on social media stars to connect brands with buyers. When these influencers promote a brand's goods, they often show beautiful and idealized pictures that may change how customers see what beauty is really like. When young women and girls look to these figures for beauty tips and product suggestions, they might be unintentionally accepting false standards.

The problem with influencer marketing is that it has two sides. On the one hand, it increases brand awareness and encourages real consumer interaction through likeable personalities. On the other hand, it risks damaging customer trust by spreading unrealistic beauty standards. Influencers in Uzbekistan often mix local culture elements with global beauty trends. They have a big impact on the identities and tastes of young women. But this fast change in marketing raises serious worries about how it affects mental health and how people really see themselves.

It's important to deal with these problems for two reasons. The first thing it does is make it clear that brands need to work with influencers in a more honest, open, and helpful way. Second, knowing how these things work lets us figure out if influencer marketing is a good plan or just a trend that will go away soon and cause bad effects. Through a quantitative poll of Uzbek women, this study aims to put light on these important issues and find out if influencer marketing in the beauty business of Uzbekistan has changed people's decisions and attitudes for the better or worse.

### **4.0. Research methods**

To find out how influencer marketing affects young female customers in Uzbekistan's beauty business, this article used a quantitative research method and an online poll. The poll was sent to Uzbek women between the ages of 15 and 40 in order to get a wide range of opinions on beauty campaigns led by influencers. The survey had both closed- and open-ended questions to find out how people felt about beauty stars, what they bought, and how their social media content changed how they saw themselves. Anonymous surveys were used to get honest answers, and the data was then analyzed to find patterns and links in customer behavior, brand loyalty, and mental health.

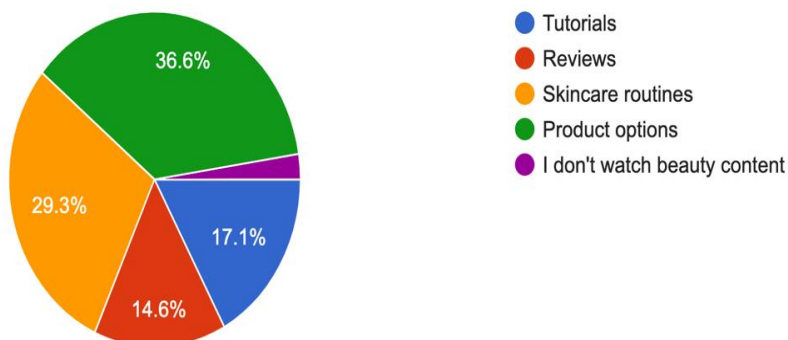
### **5.0. Research Findings**

The survey results show how complicated the connection is between beauty influencer marketing and Uzbek women who buy things. It's clear that social media is

not only a place for beauty brands to advertise but also a major factor in how people think about beauty and what they buy. Not surprisingly, content about beauty tutorials and product suggestions got the most attention from responders (36.6% and 29.3%, respectively).

What type of beauty content do you engage with the most?

41 responses

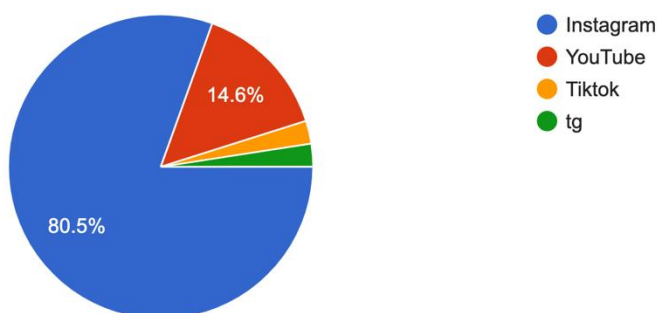


This shows a desire for material that gives real, useful information. People look to experts for specific product recommendations and skin health advice. This shows that people want useful, real-life answers at a time when beauty standards and trends change quickly. Even though reviews and tutorials were still popular, they weren't as interesting. This suggests that people want more direct advice instead of just opinions or skill-building.

When it came to social media websites, 80.5% of those who answered said they got most of their beauty celebrity content from Instagram.

Which social media platform do you primarily use to follow beauty influencers?

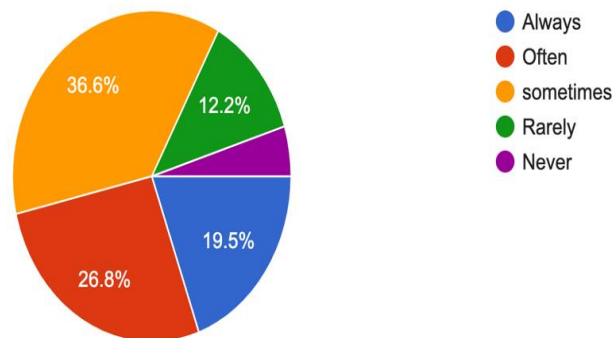
41 responses



This shows that Instagram is easy to and popular among women aged between 15 to 30+. Longer video types on sites like YouTube aren't as often used for beauty material. This could be because they take more time to load than Instagram, which

gives users instant satisfaction. This helps the study's main goal by showing how platform design affects customer habits and how well influencer marketing works to make an instant difference.

How often do you make a purchase based on an influencers recommendation?  
41 responses



The research also showed that people have different buying habits. 36.6% of those who answered said they "sometimes" bought something because an influencer told them to, but 46.3% said they did it "often" or "always." This shows that celebrity marketing does have an effect on some sales, but not all of them. Instead, it seems to have the most impact when trust has been built over time. This shows how important it is for celebrity content to be real and consistent if you want to keep customers coming back.

What's more, 73.1% of those who answered thought that celebrity marketing worked better in the beauty business over the past year. This might be because the content that celebrities make has changed. A lot of them now focus on being honest, showing real-life beauty practices, and giving realistic product standards. As the influencer market grows, brands and influencers are likely to respond to customer demands for genuineness. This makes these ads feel more real and trustworthy.

These results show that influencer marketing can have a big effect on people's choices about what beauty products to buy and how to use them, as long as it's combined with real, useful material on the right platforms. But for this plan to work, there needs to be a mix between unrealistic beauty standards and realistic looks that people can achieve. This is a key part of building trust in Uzbekistan's beauty business that will last.

## 6.0 Discussion

The research results show the pros and cons of celebrity marketing in the beauty business, especially when it comes to changing how young Uzbek women think about beauty. Influencers today have a lot of power when it comes to setting beauty trends and product standards. But this influence is complex. Influencers raise recognition and



connection with a brand, but their long-term effect on consumers seems more complex, especially when it comes to how they see beauty and themselves.

One important thing to learn from the research is how interested people are in product suggestions and skin care practices. This shows that there are people who look to celebrities for useful advice in a market that is full of beauty goods. In a world with too much information, young women depend more and more on leaders to help them sort through their choices and give them reliable advice. For instance, a beauty tip from a well-known celebrity may be more credible than standard ads because it seems more personal and real. The bigger trend is for influencers to build a "friend-like" trust with their audience. Brands are taking advantage of this to connect with customers in a more direct and meaningful way.

Social media is very important in beauty marketing, and the fact that Instagram is the most popular site shows this. Because the site focuses on looks, changes quickly, and easy contact, it's perfect for beauty material. People can quickly look at before-and-after pictures, how to use products, and beauty practices, which gets them excited and gives the impression of speed. Influencers can build a feeling of "reality" by sharing everyday looks or product results that their fans can copy. This immediate and visual draw is probably why platforms like YouTube, which have longer, more thorough content, aren't as good at getting beauty fans to use them as Instagram's short, visual clips.

But while influencer marketing raises recognition, it's not always easy for it to build trust among customers. About half of the people who answered the survey say they often or always buy things based on tips from influencers. This shows that the influencer effect is not a surefire way to convert. How influential someone is depending on a lot of things, such as how trustworthy they are, how consistent their material is, and how well it fits with the values of their viewers. For example, influencers who push too many goods or seem too business may lose fans because they think the influencer isn't telling the truth. But leaders who give honest reviews, even if they are negative, tend to get more loyal fans who trust them more.

Most of the people who answered the survey also thought that influencer marketing had become more successful over the past year. This is likely because of a change towards more real, approachable content. Brands and leaders are becoming more and more aware of the need for honesty. This trend shows that the industry is growing and recognizing that customers want real things. But the bad things about influencer marketing, like how it can spread unrealistic beauty standards, are still a worry. When celebrities share highly filtered photos or push "perfect" beauty standards over and over again, they may be hurting young women's self-esteem by setting unrealistic goals. This part makes the need for balance even stronger—brands should tell influencers to share realistic, welcoming content that celebrates the beauty of all

kinds of people and gives people power instead of adding to the pressure to be perfect.

After the results of research, we can say that in Uzbekistan, influencer marketing has changed the beauty business a lot, but how well it works rests on how real the influencer is and how well they can connect with their audience. The data show that the relationship between influencers and young customers is changing. Now, trust, relatability, and openness are the building blocks of responsible and effective influencer marketing.

### Conclusion

In conclusion, Influencer marketing has changed the way young women interact with beauty brands in a world where thousands of people can learn about a new product with just one touch. Not only do influencers have a number, but they are influential in changing people's minds, creating trends, and driving sales far more successfully than standard advertising does. But, of course, with great power comes responsibility. Influencers can help raise awareness and drive purchase intent, but the impact of influencers is also complex and at times deleterious in terms of self-image and beauty standards, driving people towards unattainable goals.

The implications are pretty straightforward for brands: today, people want real. Real relationships matter, and celebrity efforts that focus on approachable and honest material work best. As influencer marketing continues to evolve, brands need to be looking for influencers that are transparent and honest with all of their audiences where relationships are built on trust, not hype. Ultimately, the best beauty ads are those that empower people, making beauty an attainable experience, not some unattainable fantasy.

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