

**IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMERS’
PURCHASE INTENTION THROUGH BRAND ENDORSEMENTS:
EXPLORING THE GENERATIONAL DIFFERENCES (GEN Y & GEN Z) IN
THE CONTEXT OF COSMETICS INDUSTRY.**



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APPENDIX B

Certificate of Approval for Examination

Approval for Examination

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APPENDIX C

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APPENDIX D

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APPENDIX E

DEDICATION PAGE:

Dedicated to my Beloved Parents who supported and encouraged me at every point and empowered me, for who I am today.

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ABSTRACT

It has become a common practice for brands to look for support from different sources, such as famous names in eminent fields and celebrities. The ascent in item assorted variety, and the competition of items and promotional activities, has expanded the sum spent on limited-time activities by numerous companies. Moreover, various companies are constrained to put in their showcasing endeavors to minimum due to many limitations they face. That's why social media influencers are used for potential positive outcomes to make commercials additionally convincing, eye-catching, and perceptible to viewers. Social media influencers are miniature superstars who have countless adherents on social media stages. These social media can draw in buyers and can possibly advance client brand connections across various item classes. There is a trust connection between them and the beauty brands. On the other hand customers receive content from social media influencers to follow them because of their huge followership. Current study investigates the brand connection among purchasers and brands influencers in the digital marketing climate. Celebrities are used as endorsers of cosmetics due to more glam in this industry. Afterwards brands' endorsers are reached out to influence customers' buying behavior. This research study tries to identify the necessary components that propel purchasers to embrace beauty care products brands through social media platforms. This comparative study considers customers from Generation Y (born from 1996-1981) and Generation Z (born from 1997-till 2015). The study attempts to examine the influence of Beauty Vloggers and SMI's on buyers' purchase intent of cosmetics brands.

Key words: *Social Media Influencers, Social Attractiveness, Physical attractiveness, Fellowship (PSI), Trustworthiness, Consumer buying intention*

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