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Admissions Committee
Kalasalingam University
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Dear Members of the Admissions Committee,

I hope this letter finds you well. My name is Jaya Sudha J, I have completed my MBA, and I am writing to express my strong interest in pursuing a PhD in **Business Administration** at Kalasalingam University. With a solid academic background and a passion for research, I am eager to contribute to the academic community at your esteemed institution.

I am particularly interested in exploring the topic of "**The Influence of Social Media Influencers on Consumer Decision-Making and Purchasing Behavior in Skincare Products.**" I believe that this research aligns well with the university's focus on innovative studies and its commitment to understanding contemporary consumer behavior.

Research Proposal Summary

1. Title

The Influence of Social Media Influencers on Consumer Decision-Making and Purchasing Behavior in Skincare Products

2. Introduction

In recent years, social media influencers have become key figures in marketing, especially in the skincare industry. They often share product recommendations, tutorials, and personal experiences that significantly shape how consumers choose skincare products. This research aims to explore how social media influencers affect consumers' decisions to buy skincare products and how these influencers impact purchasing behavior.

3. Research Objectives

The main objectives of this study are:

- To understand how social media influencers affect consumer choices in skincare products.
- To identify the characteristics of influencers that make them persuasive.
- To examine how trust in influencers influences purchasing decisions.
- To explore the link between engagement with influencers and buying skincare products.

4. Research Questions

This study will address the following questions:

- How do social media influencers impact consumer decisions regarding skincare products?
- What qualities do effective influencers possess that help them influence consumer behavior?
- How does consumer trust in influencers relate to their purchasing decisions?
- What types of engagement (likes, comments, shares) lead to actual purchases of skincare products?

5. Literature Review

The literature review will include:

- **Influencer Marketing:** A brief overview of how influencer marketing works and its rise in popularity.
- **Consumer Behavior:** Discussion of how consumers make decisions, especially regarding skincare products.
- **Trust and Credibility:** Examination of how trust in influencers affects consumer choices.

6. Research Methodology

This study will use a simple survey to gather data. Here's how the research will be conducted:

- **Target Audience:** Consumers aged 18-35 who follow skincare influencers on social media.
- **Data Collection:**
 - **Online Survey:** A short survey will be created to ask questions about the participants' skincare purchasing habits, the influencers they follow, and how those influencers impact their decisions.
 - **Questions Included:**
 - How often do you follow skincare influencers?
 - How much do their recommendations affect your skincare purchases?
 - Do you trust the influencers you follow? Why or why not?
 - What social media platforms do you use to follow skincare influencers?
 - Have you ever purchased a skincare product because of an influencer?

7. Expected Outcomes

- Insights into how social media influencers affect consumer decision-making in the skincare industry.
- Identification of key qualities that make influencers effective in their marketing efforts.
- Understanding the role of trust in influencing purchasing behavior.
- Recommendations for brands on how to collaborate with influencers effectively.

I am excited about the possibility of working under the guidance of the esteemed faculty at Kalasalingam University and collaborating with fellow researchers. I believe that this research will not only enhance my academic growth but also contribute valuable insights to the field of marketing and consumer behavior.

Thank you for considering my application. I look forward to the opportunity to discuss my research proposal further.

Sincerely,

Jaya Sudha J