

ROLE OF INFLUENCER MARKETING AND USER-GENERATED CONTENT IN SHAPING CONSUMER PURCHASE INTENT: A STUDY OF MAMAEARTH BEAUTY PRODUCTS

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ABSTRACT

This research investigates how influencer marketing together with user-generated content (UGC) affects consumer purchase behavior toward Mamearth beauty products. Social media platforms in the digital era function as major platforms that shape consumer behavior through real content and peer recommendations. The study adopts a quantitative research approach using a structured questionnaire with a sample size of 200 respondents. The findings reveal that influencer credibility together with online reviews and user-generated content create a major effect on building consumer trust which leads to their purchasing choices. The study concludes that brands in the beauty industry should combine influencer marketing with UGC because this strategy improves customer engagement while building brand trust and driving sales.

Keywords: Influencer Marketing, User-Generated Content (UGC), Consumer Purchase Intent, Social Media Marketing, Mamearth, Beauty Industry

1. INTRODUCTION

1.1 Background of the Study

Social media platforms have experienced fast expansion which has changed how consumers connect with brands in the beauty and personal care sector. Mamearth uses Instagram YouTube and Facebook as digital platforms to show their product content which they create with influencers to reach their customers. Consumers increasingly rely on online reviews as well as recommendations and user-generated content to make their purchasing choices. The shift from traditional advertising to digital engagement requires marketers to understand how influencer marketing together with user-generated content impacts consumer purchase behavior in markets that experience constant change.

1.2 Concept of Influencer Marketing

Influencer marketing functions as a digital marketing method which enables brands to partner with people who have established online presence and dedicated follower base to advertise their products or services. The influencers create authentic content which establishes a real connection with their audience to shape their purchasing decisions. Influencer marketing

establishes trust-based relationships with audiences through its emphasis on establishing credibility and personal connections. The beauty industry uses influencers to demonstrate product usage while they share their reviews and recommend products as they operate as strong opinion leaders. The digital marketplace benefits from this method because it increases brand visibility while improving customer engagement which results in higher purchase intention.

1.3 Concept of User-Generated Content (UGC)

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1.4 Importance of Social Media in the Beauty Industry

Social media has become a major force in the beauty industry because it changes how brands interact with their customers. Brands use Instagram and YouTube and Facebook to display their products through tutorial videos and product reviews and their partnership with social media influencers. Social media enables companies to communicate with their customers and receive immediate feedback which helps them build customer trust and loyalty. Consumers use the platform to discover new trends and evaluate different products which helps them choose what to buy. Social media serves as an ideal platform for beauty products because users can observe actual results through visual content. Social media platforms have a strong impact on how customers discover brands and how they think about brands and which products they decide to buy.

1.5 Overview of Mamaearth

Mamaearth is a well-known personal care and beauty brand from India which offers products made with natural ingredients and without harmful substances and with environmentally friendly properties. The brand which started its operations in 2016 offers safe products for skincare and haircare and baby care needs. The brand has achieved major success through its digital marketing efforts which focus on influencer marketing and user-generated content. The brand uses social media platforms to interact with customers while collecting their product reviews and testimonials which help establish trustworthiness and realness. The company uses plastic recycling programs to demonstrate its dedication to sustainability which helps enhance its brand reputation. The combination of Mamaearth's focus on customer needs and its strong online presence has positioned it as one of the top beauty brands in India.

1.6 Statement of the Problem

The digital marketplace now sees consumers making purchasing decisions based on online content because social media influencers and user-generated content (UGC) have become important sources of consumer information. The effectiveness of Mamaearth's product promotion strategies through these two methods remains unknown because the brand uses them to market its offerings. The excessive amount of available content will lead to consumers experiencing both confusion and skepticism about products. The study aims to

determine how influencer marketing and UGC content influence beauty industry consumer choices while testing their ability to create trust and drive product purchases.

1.7 Research Gap

Multiple studies have investigated the relationship between digital marketing and consumer behavior yet there exists insufficient research which studies how influencer marketing and user-generated content together affect consumer buying behavior in Indian beauty markets. The absence of research studies which specifically investigate emerging digital brands like Mamaearth demonstrates a current research gap. Existing research often analyzes these factors separately rather than understanding their integrated effect. Businesses need to conduct new research because consumer preferences are changing while social media usage is rising which creates a research gap that requires examination of current marketing strategies.

1.8 Significance of the Study

The study brings important value because it shows how influencer marketing and user-generated content affect consumer buying behavior in the beauty industry. Marketers use this research to evaluate digital marketing methods which brands like Mamaearth use. The findings can assist businesses in designing better marketing campaigns that build trust, engagement, and brand loyalty. Academically, the study contributes to existing literature by examining the combined role of influencers and UGC. The research benefits users because it shows how online content influences their purchasing choices in today's competitive online marketplace.

1.9 Scope of the Study

The scope of this study is limited to analyzing the role of influencer marketing and user-generated content in shaping consumer purchase intent within the beauty and personal care industry. The research examines how Mamaearth uses its digital marketing methods to promote its brand. The study considers social media platforms such as Instagram, YouTube, and Facebook as key channels of analysis. The research targets online content consumers who use digital marketing. The study focuses on the chosen context because it excludes both offline marketing methods and marketing practices from other sectors.

2. REVIEW OF LITERATURE

2.1 Introduction

Brown (2019) conducted research to study how digital influencer marketing affects consumer purchasing decisions during the digital age and discovered that influencers establish their impact on consumer spending behavior through their dependable and relatable online presence. The research showed that beauty consumers trust influencers more than conventional advertisements because they need to see products tested and hear personal experiences from others. The research study demonstrated that ongoing interaction between influencers and their audience members creates stronger brand loyalty which affects consumer purchasing choices.

Kumar (2021) studied how user-generated content (UGC) affects online consumer buying behavior. The study found that UGC, which includes reviews and testimonials, establishes credibility and realness, which businesses can use as an effective marketing instrument. The research found that consumers depend on peer feedback to make their buying choices. The research showed that combining UGC with influencer marketing creates a strong impact on brand trustworthiness and customer interaction.

2.2 Theoretical Foundations of Consumer Behavior

Ajzen (1991) developed the Theory of Planned Behavior through his research which demonstrated that consumer purchase intentions depend on three factors which include their attitudes and subjective norms and their perceived ability to control their behavior. According to this theory, individuals are more likely to engage in a behavior when they have a positive attitude toward it, perceive social approval, and believe they have control over the action. The study found that social validation together with internet opinions serves as the main factor which drives consumers to purchase products through influencer marketing and user-generated content.

Kotler and Keller (2016) studied consumer behavior by examining psychological and social and personal factors which impact purchasing decisions. The researchers demonstrated that cultural elements and social relationships and personal tastes determine how consumers behave. Their research demonstrates that digital platforms and marketing messages which include influencer promotions and customer evaluations shape how consumers view products and make their purchasing choices. The framework enables researchers to study how contemporary consumers use web materials to create their buying intentions for beauty products.

2.3 Influencer Marketing and Consumer Purchase Intent

Brown and Hayes (2008) studied how influencer marketing affects consumer buying behavior which showed that influencers function as opinion leaders to influence customer purchasing choices. The study showed that consumers trust recommendations from people who they see as trustworthy and relatable more than they trust traditional advertisements. The authors discovered that influencer endorsements boost brand visibility while establishing a positive brand image which leads to increased consumer buying interest. The research established that authenticity together with audience engagement functions as the main determinant which affects how effectively digital age influencer marketing methods succeed.

De Veirman, Cauberghe, and Hudders (2017) investigated the effects of social media influencers on both consumer attitude changes and their purchasing behavior. Their study found that influencers with larger follower counts achieve greater audience reach which results in improved brand image for their endorsements. The study found that both influencer credibility and relevant expertise about the product establish the framework which guides consumer trust assessment. The research results showed that successful influencer-brand partnerships boost customer interaction while increasing purchase likelihood for customers in visually focused industries such as beauty and personal care.

2.4 Role of User-Generated Content in Marketing

Chevalier and Mayzlin (2006) studied how online customer reviews affect sales results and discovered that customer-created content has a strong effect on consumer buying behavior. The research showed that positive product reviews lead to increased product sales while negative product reviews result in decreased sales. The researchers showed that users trust UGC more than conventional advertisements because it shows authentic customer experiences. The study showed that consumers depend on online peer reviews to make their purchasing decisions, which makes user-generated content an effective method for creating brand image and driving online sales.

Daugherty, Eastin, and Bright (2008) studied why consumers create and interact with user-generated content which they found to be essential for marketing success. The study showed that UGC enables authentic consumer connections which result in higher trust levels and

developed brand relationships through its genuine content. The research demonstrated that users tend to trust content which other users share more than they trust information which brands produce through their advertisements. Their findings show that UGC affects how people perceive brands while also serving as a key factor which determines whether customers will buy products in online and social media environments.

2.5 Social Media Engagement and Brand Trust

Dessart et al. (2015) studied how social media engagement helps create brand trust and brand loyalty. The study demonstrated that active consumer participation through brand-related content activities of liking and sharing and commenting on content, creates stronger emotional ties between consumers and brands. The authors discovered that trust levels increase when consumers interact with brands at higher engagement levels because they perceive brands to be more open and interactive. Trust establishes a connection between two opposing forces which determines both buying behavior and the duration of customer relationships. The study shows that brands need to use effective social media engagement methods, which create real connections with users, to build trust that proves their credibility in markets where multiple brands compete.

Hollebeek et al. (2014) investigated how consumers engage with brands through social media platforms and how this engagement affects their ability to develop trust relationships with brands. The study found that cognitive emotional and behavioral engagement all play essential roles in developing brand trust among consumers. The brand becomes known to consumers through their ongoing contact with brand materials which leads them to trust its genuine identity. The study found that consumers who actively engage with a brand become more probable to promote the brand while they also change how others see the brand. The results indicate that social media engagement serves as a primary factor that establishes brand trust which then determines how consumers make purchasing choices and develop brand loyalty.

2.6 Empirical Studies on Beauty and Cosmetic Industry

Arora, P. (2021) studied how social media marketing affects customer behavior in the beauty and cosmetic sector. The study found that influencer endorsements and visually appealing content significantly affect consumers' attitudes and purchase intentions. The research established that trust combined with authenticity serves as the essential factor which young consumers use to make their purchasing decisions. The research showed that beauty brands use digital engagement methods which include reviews and tutorials to build brand trustworthiness while attracting more customers to their products.

Kumar, S. (2020) studied how online reviews and user-generated content impact consumer buying habits in the cosmetic industry. The results showed that beauty product consumers base their purchasing decisions on peer reviews and ratings as their main source of product information. The research showed that positive user experiences shared through digital platforms create higher brand trust among customers who use the product. The research found that interactive customer-focused marketing methods help businesses in the beauty industry to achieve better market results.

2.7 Studies Related to Mamaearth

Bansal (2022) studied how Mamaearth implements digital marketing methods while showing that the brand depends heavily on influencer marketing and social media activities to establish consumer trust. The research showed that Mamaearth successfully uses micro-influencers and authentic storytelling methods to establish connections with young people.

The research established that user-generated content including reviews and testimonials functions as a vital element which improves brand credibility while driving customers to make purchases. The research showed that Mamaearth succeeds because it develops a brand image which looks transparent and relatable to customers in the beauty industry.

Sharma (2023) studied how Indian consumers perceive Mamaearth products and make their purchasing decisions in the beauty market. The study discovered that online reviews and influencer endorsements together with social media campaigns about the brand, create a strong impact on consumer behavior. The research showed that Mamaearth's brand position as a natural and toxin-free product line, which customers trust, directly affects their purchasing choices. The research found that using influencer marketing together with user-generated content, which increases customer interaction, helps brands establish stronger customer loyalty, which leads to Mamaearth becoming the most popular choice among online users.

3. RESEARCH METHODOLOGY

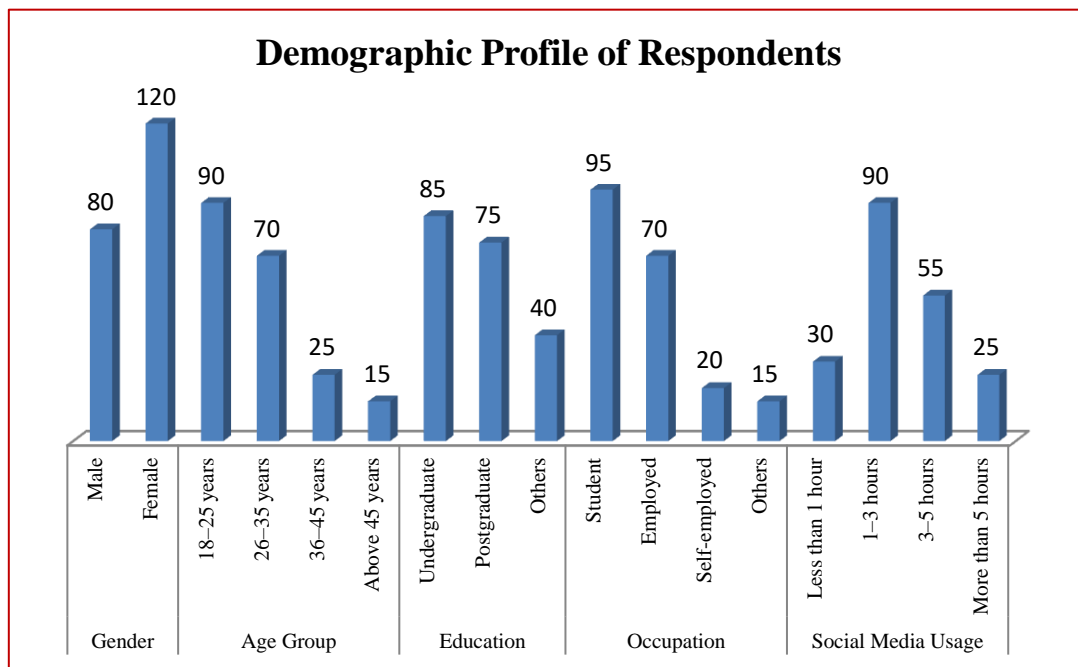
The research uses quantitative methods to measure how influencer marketing and user-generated content affect consumer purchasing behavior with particular focus on Mamaearth. The researchers employed a descriptive research design to conduct their study which investigated how consumers behave and what they think. The main objectives include understanding the impact of influencer marketing, evaluating the role of user-generated content, and analyzing their combined effect on purchase decisions. The research examines key questions which investigate how digital content affects trust and engagement and affects purchasing behavior. The researchers create hypotheses to examine how influencer credibility and UGC and purchase intent connect with each other. The conceptual framework establishes a linkage where influencer marketing and UGC act as independent variables influencing consumer purchase intention as the dependent variable. The research uses a convenience sampling method to select 200 respondents who regularly engage with social media platforms as its study population. The researchers used structured questionnaires which they distributed online to gather data because this method makes it easier for people to join the study. The researchers used statistical analysis tools which include percentage analysis and correlation and regression analysis to process their data results. The study maintains reliability and validity through two main methods which include consistent measurement scales and careful questionnaire design and pilot testing which improves accuracy and credibility of research results.

4. DATA ANALYSIS AND INTERPRETATION

4.1 Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	80	40%
	Female	120	60%
Age Group	18–25 years	90	45%
	26–35 years	70	35%
	36–45 years	25	12.5%
	Above 45 years	15	7.5%
Education	Undergraduate	85	42.5%

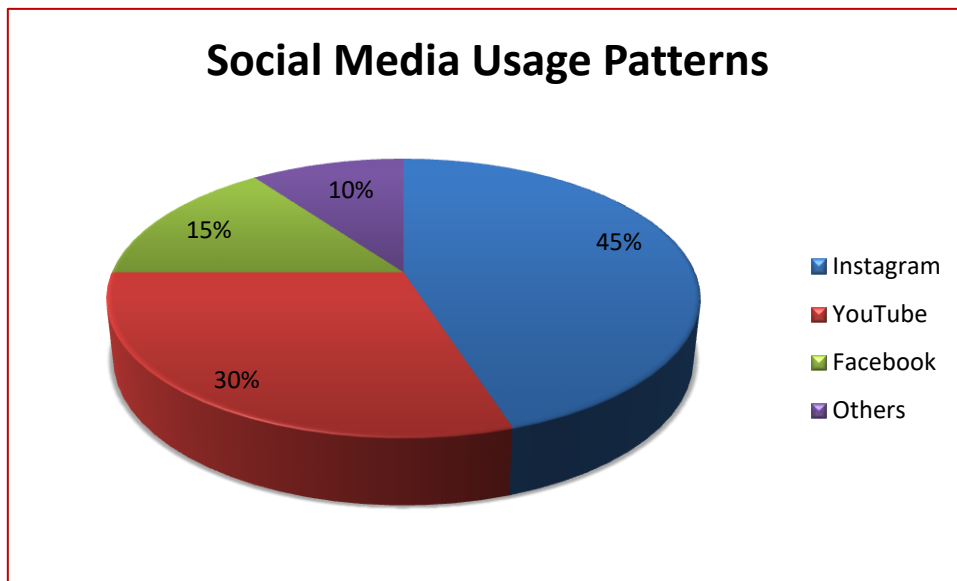
	Postgraduate	75	37.5%
	Others	40	20%
Occupation	Student	95	47.5%
	Employed	70	35%
	Self-employed	20	10%
	Others	15	7.5%
Social Media Usage	Less than 1 hour	30	15%
	1–3 hours	90	45%
	3–5 hours	55	27.5%
	More than 5 hours	25	12.5%



The demographic profile which the researchers obtained from their study of 200 respondents shows that 60% of the participants who took part in the study were female which indicates that women show greater interest in beauty and personal care products from Mamaearth. The main age group which uses social media consists of people between 18 and 25 years while the second largest group consists of people between 26 and 35 years because these two groups represent 45% and 35% of social media users who prefer to get their information from online influencers and user-generated content. The educational background of the respondents shows that most of them possess undergraduate and postgraduate degrees which creates a population that shows digital awareness together with educational knowledge. The study with 47.5% of respondents who identify as students shows that students tend to use social media more than other groups. The research results show that 45% of respondents use social media for 1 to 3 hours daily which leads to their contact with digital marketing materials at moderate to high levels. The study shows demographic distribution which demonstrates study validity because it includes people who use the internet actively and who are likely to respond to influencer marketing together with user-generated content.

4.2 Social Media Usage Patterns

Social Media Platform	Number of Respondents	Percentage (%)
Instagram	90	45%
YouTube	60	30%
Facebook	30	15%
Others	20	10%
Total	200	100%

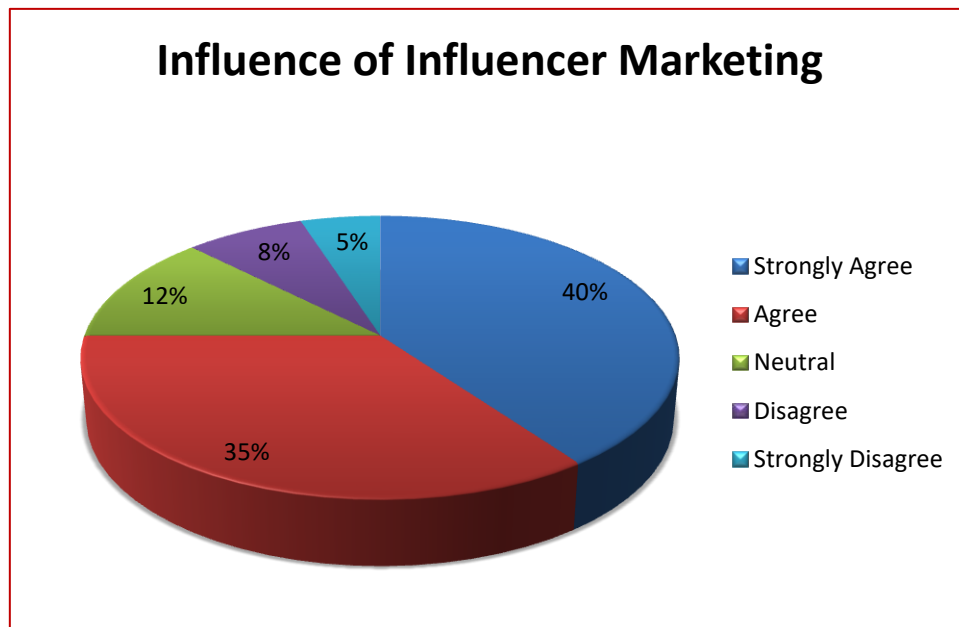


The above table shows how respondents use social media according to the research method which studied 200 participants. The results show that Instagram is the most used platform because 45 of respondents use it whereas YouTube follows with 30 users. Facebook accounts for 15% of users, while 10% use other platforms. The data shows that visually engaging platforms such as Instagram and YouTube serve as the main channels which shape consumer behavior in the beauty industry. The platforms function as essential marketing channels for Mamaearth because they enable brands to use influencer marketing and user-created content to shape consumer buying behavior.

4.3 Influence of Influencer Marketing

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total (%)
Influencers increase my awareness about Mamaearth products	80	70	25	15	10	100%
I trust recommendations given by beauty influencers	75	65	30	20	10	100%
Influencer reviews affect my purchase decisions	85	60	25	20	10	100%

I prefer products promoted by influencers over traditional advertisements	70	60	35	25	10	100%
Influencer content appears authentic and relatable	78	68	30	14	10	100%

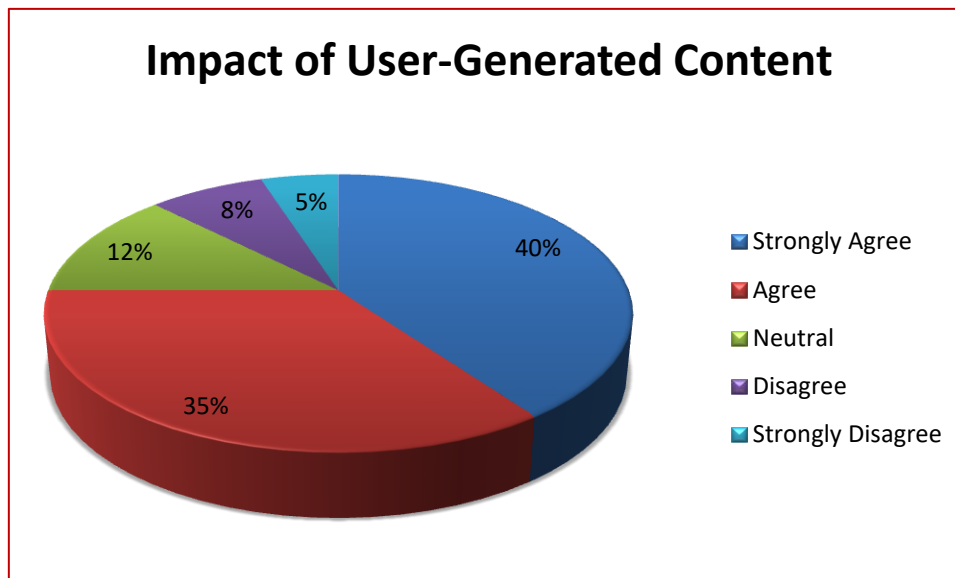


The above table shows that influencer marketing has a significant impact on consumer purchase intent towards Mamaearth products. A majority of respondents either strongly agree or agree that influencers enhance product awareness and influence their buying decisions. Consumers trust influencer content because they consider it authentic and trustworthy according to the study results. Although a small portion of respondents remain neutral or disagree, the overall trend highlights the effectiveness of influencer marketing in shaping consumer behavior. The beauty industry depends on influencer marketing because it drives customer engagement and purchase behavior.

4.4 Impact of User-Generated Content

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I trust reviews shared by other users on social media	80	70	25	15	10	200
User-generated content influences my purchase decisions	75	65	30	20	10	200
I find customer photos/videos more reliable than brand advertisements	85	60	25	20	10	200
Positive online reviews increase my trust in	90	65	20	15	10	200

Mamaearth products						
I am more likely to purchase products with high user ratings and feedback	95	60	20	15	10	200

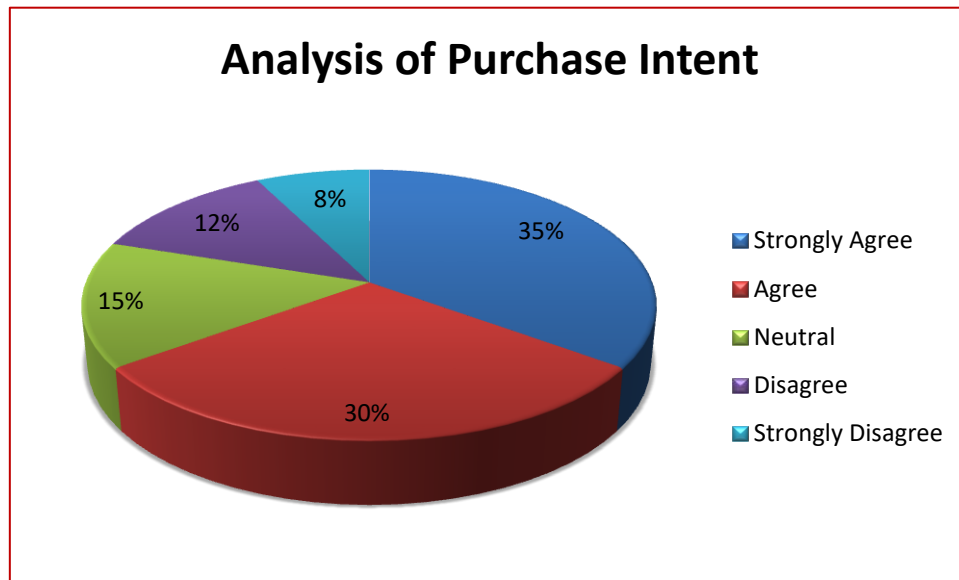


The above table presents the responses of 200 participants regarding the impact of user-generated content on their purchase behavior. A significant majority of respondents either "strongly agree" or "agree" with the statements which show that UGC functions as an essential component that affects consumer decision-making. Most respondents trust reviews and real-life experiences shared by other users more than traditional advertisements. Positive reviews and ratings create a substantial increase in trust people have for Mamaearth products which leads to more customers wanting to buy them. The findings show that user-generated content functions as an effective marketing tool which develops consumer trust and establishes business authority while it influences purchasing decisions in online shopping environments.

4.5 Analysis of Purchase Intent

Purchase Statement	Intent	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I am likely to purchase Mamaearth products after seeing influencer promotions		70	60	30	25	15	200
User-generated reviews influence my decision to buy Mamaearth products		80	65	25	20	10	200
I trust Mamaearth products more after seeing social media content		75	70	30	15	10	200

I prefer Mamaearth over other brands due to online recommendations	65	60	40	20	15	200
I intend to purchase Mamaearth products in the near future	72	68	30	18	12	200



The above table presents the analysis of purchase intent among 200 respondents, collected through a structured questionnaire as outlined in the research methodology. The data shows that most respondents want to buy Mamaearth products because they were influenced by influencer marketing and user-generated content. The study found that many respondents believe their buying decisions get affected by online reviews and influencer promotions which demonstrates the success of digital marketing methods. Some consumers show neutral responses because they are undecided about their trust levels and their knowledge about the product. Social media engagement establishes a strong connection with consumer purchase intent according to the research findings which validate the study hypotheses.

4.6 Interpretation of Results

The research findings demonstrate that influencer marketing together with user-generated content both work to shape consumer buying behavior toward Mamaearth products. The majority of respondents displayed positive reactions which indicate that social media marketing and online reviews plus influencer endorsements built trust while increasing audience engagement. The study results show that consumers base their buying decisions on authentic content. The statistical analysis demonstrates that digital marketing factors create a strong link to purchasing patterns. The minor presence of neutral responses shows that some customers maintain a watchful approach. The research establishes that using influencers with UGC content effectively increases consumer interest and drives purchasing behavior.

5. DISCUSSION

The study shows that influencer marketing combined with user-generated content creates a strong effect that drives consumers to buy Mamaearth products. The key findings show that consumers rely on genuine product reviews together with influencer endorsements to make their shopping choices. The results of this study support earlier research that shows digital

customer interaction has become an essential element in modern marketing practices. The study shows that consumer behavior theories, especially the concepts of trust and social influence, play a crucial role in explaining how people make online purchasing choices. The research recommends that brands should use reliable influencers to drive their user-generated content strategy, which will result in higher customer engagement and loyalty. The implementation of these approaches will enable companies to build stronger brand identities while achieving higher sales revenue within the competitive landscape of the beauty sector.

6. CONCLUSION AND RECOMMENDATIONS

The research establishes that influencer marketing together with user-generated content, which consumers create, functions as a vital factor that directs people to purchase Mamaearth products. Authentic reviews together with social media interactions and influencer trustworthiness create customer trust, which leads to their purchasing decisions. Brands should work with real influencers and participate in customer review activities while their promotional activities require open communication, which will result in better brand attachment from customers. Brands need to develop content strategies that create interactive experiences and maintain customer interest. Future research studies should investigate different industries, evaluate multiple brands and study how digital marketing affects consumer behavior across various time periods by using larger and more diverse research samples..

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