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Title: Do Influencers Enhance or Harm Consumer Well-Being? Implications for Purchase Intention in the Cosmetic Sector

Author (s): Saira Chughtai¹ and Ahmed Hassan Jamal²

Affiliation (s): Department of Business Administration, Allama Iqbal Open University Islamabad Pakistan ^{1&2}

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Do Influencers Enhance or Harm Consumer Well-Being? Implications for Purchase Intention in the Cosmetic Sector

Saira Chughtai and Ahmed Hassan Jamal (PhD)

Department of Business Administration,
Allama Iqbal Open University, Islamabad
hassan.jamal@aiou.edu.pk

Abstract

This research looks at how long-term exposure to social media influencers affects the consumer decision-making process to purchase cosmetics and considers consumer wellbeing to be an intermediary between exposure to social media influencers and purchase intention. Using a quantitative survey-based approach with 295 participants, research hypotheses are tested through regression and mediation analyses. Results indicate that long-term exposure to influencers significantly affects both consumers' intentions to purchase products and consumers' well-being for cosmetic purposes. Additionally, the results suggest that consumers' wellbeing partially mediates the effect of influencer exposure on purchase intention, indicating that there is both an indirect and a direct effect of the influencers on the consumers' purchase intentions. Findings indicate that for marketers to shape consumer behavior in the cosmetic industry, they need to develop thoughtful and authentic influencer relationships; rely on trust; maintain consistent linkages between the influencer and the marketer; and ensure that their overall messaging is cohesive. This research extends Social Influence Theory as it identifies that social media influencers' exposure creates attitudes, perceptions, and behaviors of consumers through the following three methods: informational influence, normative influence, and identification-based influence. The longer the influencer is exposed to the consumer, the more credibility and trust are developed. Therefore, consumers' overall satisfaction with an influencer develops well-being associated with such products, resulting in increased purchase intentions. This study builds upon current influencer marketing knowledge and gives a deeper outlook into what factors affect people's decision-making when they use an influencer. It also lends to existing literature on whether or not using an influencer positively influences consumers' well-being when deciding what to purchase in the cosmetics industry.

Keywords: *Consumer Well-being, Influencers, Long-term Exposure, Purchase Intention, Social Media*

1. Introduction

The increasing prevalence of social media platforms in recent years has significantly transformed the marketing landscape. Numerous reasons have caused an increase in interest in studying this area. The amount of time and effort consumers spend on social media today suggests that it has become a daily part of life for people in all demographics (Smith et al., 2012). In addition to socializing with others through social media, consumers are using social networks to find information about cosmetic products, get recommendations, and read reviews before purchasing (Mangold & Faulds, 2009). Additionally, social media marketing has evolved into more than simply sharing content; it has also become a way to enhance customer interactions with brands. Social media influencers influence their audience by presenting their personal perspectives, good and bad experiences, and views, thus influencing consumer behavior and intentions (Jamil et al., 2025). Research indicates that the way content is created and delivered within social media platforms greatly affects how customers remember and trust the products promoted via these platforms (Simons & Jones, 2017). The marketing of beauty

products now includes using social networks to attract potential customers by using them. Both scholars and analysts are attempting to understand how social media marketing impacts customers' perception of products and makes them buy them.

Consumer demand for cosmetics is growing significantly due in part to increased consumer interest in self-care and lifestyle quality. The availability of products has been greatly enhanced due to improvements in digital technology (Kamal et al., 2018). In the past, health messages were shared primarily through medical professionals and traditional media; today, social media has levelled the playing field, allowing all users to access the health content they need and to find communities of like-minded individuals sharing their experiences (Fior, 2020). Because social media is an easy way for consumers to get information about cosmetics, most people now search for the products they want online (Vance et al., 2019). The development of visual images of brands using suitable imagery, creating interactive features that promote communication between brands and consumers, and establishing a sense of community among women seeking similar beauty ambitions are examples of how social media helps build brand loyalty among women who want to purchase beauty products that support the beauty goals they develop through exposure to social media. As a result, marketers have used social media as an effective means to connect with and influence consumers and their perceptions of brands. By influencing how consumers perceive cosmetic brands (i.e., by exposing them to brand messages as well as customer reviews and peer experiences), social media is also contributing to overall industry growth due to consumers' growing emphasis on self-care and improving appearance (Raphael, 2022). In this instance, social media has emerged as an effective method for brands to connect directly with their target markets (Gaber et al., 2019). Given these converging trends, research is warranted to better understand the impact of social media marketing on consumer perception and purchase decision-making. Therefore, it is essential to evaluate how social media marketing, consumer perception, and purchase intention relate to one another. To do this, an in-depth analysis of the content and audience engagement of social media marketing can be conducted.

Although social media influencers (SMIs) have received considerable scholarly attention, important theoretical gaps remain in the influencer marketing literature (Jamil et al., 2024). The cosmetics industry, particularly within the segment of decorative facial products, exerts a significant influence on women's psychological & physical well-being, as well as on aspects of their education & professional lives. Before this, the celebrities were utilized for marketing endorsements (Schouten et al., 2020). Although it might be simpler to work with influencers in the short term, doing so does not improve a brand's reputation. In the long run, it generates more work because companies are always searching for new influencers to collaborate with. Additionally, it leaves the target audience perplexed about the brand's identity and credibility. Unlike traditional advertising, which targets a broad audience, influencer marketing targets a particular demographic. Jamil et al., (2025) highlighted the need to study SMI in perspective of consumer engagement. With the increasing use of social influencers as agents of promotion, particularly within the cosmetics industry, marketers are changing how consumers make decisions about what to buy. However, there is still insufficient knowledge regarding the long-term impacts of repeated exposure to an influencer's content on consumer purchasing decisions. Most of the research that has been conducted is focused on short-term effects such as attitude toward the brand, level of trust, and the immediacy of purchase intent, and has given little consideration to identifying the psychological process by which repeated-several-times-per-week-exposure to an influencer would lead to a purchase decision. Additionally, there has been very little empirical examination of the role of consumer well-being as a mediating factor in the relationship between long-term exposure to social media influencers and intention to purchase cosmetic products. In fact, in the cosmetics industry, where influencer recommendations have a strong impact on beauty-related perceptions and consumer behavior,

there is also a significant amount of empirical work that has not been done on this topic. The current study is designed to close this gap and better understand the relation between long-term exposure to social media influencers and the formation of consumers' purchase intentions for cosmetics, focusing specifically on consumer well-being.

2. Literature Review

2.1 Long-term exposure to social media influencers and consumers' purchase intention

People who established themselves as authorities in social media and gathered a substantial following on social media sites like Facebook, YouTube, & Instagram are known as social media influencers (Jamil et al., 2025). An SMI has the ability to attract large audiences and persuade people of their morality. Geysen (2022) argued that social network enables the global sharing of infectious messages and the trading of data. The information shared or transferred within the interpersonal organization is visible to a large audience. Customers use SMI to learn more about a product or brand because they have greater faith in the influencers than in the business endorsing it, which offers the SMIs a leg up in terms of what customers decide to buy (Ki et al., 2020). A well-known SMI has the ability to affect a group of people's actions, mindfulness, and purchase intentions. They are regarded as a reliable source of information and direction by their admirers and followers. Because they enable brands to take advantage of a trust system, create memorable experiences, and benefit from a support network, customers may argue that these people are among a brand's most advantageous relationships (Zak & Hasprova, 2020).

Social media influencers play a vital role in driving purchase intention (Jamil et al., 2025). Advertisers are presented with a unique and untapped opportunity to build real, trustworthy relationships with consumers through the SMI that consumers already follow & respect. It implies that customers are willing to pay more for SMI's content and prefer to buy it from them over other companies (Zak & Hasprova, 2020). The influencer and brand have been working together for a while and have shown interest in the partnership. To accomplish a shared objective, like increasing brand recognition or followers, both sides cooperate. Long-term campaigns are preferred by Instagram influencers (Nandi, 2022). Leveraging social media and influencers proves beneficial for businesses in positively shaping the purchase intention. A few studies even demonstrated that using a short-term model positively affects consumers' intentions to make a purchase. According to marketing research, people's intention to buy cosmetic product is strongly shaped by social media influencers. Numerous studies have examined substantial impact imposed by social media influencers on consumers' purchase intentions and choices. Social Influence Theory argues that an individual's attitude, and therefore behavior is influenced by other people who are considered influential. The longer that consumers are exposed to a social media influencer, the more trust, identification with, and credibly that consumer perceives in the influencer, leading to the likelihood that consumers will integrate the influence of the influencer's recommendations into their decision-making over time.

H₁: Long-term exposure to social media influencers is positively associated with consumers' purchase intention.

2.2 Long-term exposure to social media influencers & Consumer wellbeing:

One significant factor influencing life quality is well-being (Ju & Ahn, 2016). As a result, researchers from a variety of fields, including marketing, are interested in the topic. Literature on CWB progressed from foundational work on consumption-related satisfaction to current explorations of experientialism, food well-being, and collective well-being. The concept of consumer well-being is the general positive state of consumers that accrues from meeting their needs, fulfilling their objectives, and enjoying a quality lifestyle through the consumption of

goods and services. Consumers today have a different perspective on the social media ecosystem, particularly about work. Customers have evolved as a result of the company's expansion and the development of internet shopping. Users of social media websites view these sites as service platforms that allow them to participate in real-time and continuously stay updated with social media content (Kumar & Sharma, 2020). Consumers can improve their chances of making a successful purchase related cosmetic products by using social media platforms and digital communities that allow them to communicate with particular groups and exchange pertinent information (Hu & Zhu, 2022). From the standpoint of the consumer, the social media ecosystem greatly simplifies and expedites the process of looking for products or services. As a result, social media is now the most important communication channel and has altered how marketers and consumers interact with one another (Kumar & Sharma, 2020). Influencers and their followers develop a parasocial bond through social media which produces positive attitudes (Bi & Zhang, 2022), behaviors (Koay et al., 2021), and believability (Leung et al., 2022). Long-horizon campaigns can run for a few days or weeks. Therefore, a company's challenge is to choose a group of influencers and strategically schedule their postings throughout the whole planning horizon. Because businesses have limited funds, it's crucial to schedule influencers' posts in addition to choosing them in order to optimize the success of influencer marketing campaigns. Thus, for long-term campaigns, businesses must choose a group of influencers as best they can and plan their social media postings for the whole planning horizon. (Mallipeddi et al., 2022). Online shoppers often research products and services before making decisions. Influencer recommendations and customer reviews are regarded as reliable and trustworthy information sources (Dwidienawati et al., 2020). It found that every informant had a connection to an Instagram influencer they follow. Social media influencers play a key role in prompting the consumers' well-being through a number of ways. Long term exposure to social media influencers can affect consumers' wellbeing in both positive and negative ways (Ki et al., 2020).

The positive aspect is that they provide product information, real-life experiences with products, and motivation on how to live, therefore making it easier for consumers to make informed decisions when buying products, finding and using products that are relevant to their needs, and also providing opportunities to feel connected with others who have similar interests, thus enhancing satisfaction and overall wellness. On the other hand, social media influencers can also create a sense of unrealistic expectations in consumers with idealized lifestyles and beauty standards while promoting items through advertising that result in negative comparisons against others, encouraging materialistic values, compulsive buying, and financial difficulties and ultimately, reducing the consumer's overall wellness. According to Social Influence Theory, social influences over time shape the consumer's attitudes, values and behaviors through repeated exposure to an influential individual. The influence of long-term exposure to social media influencers on consumer well-being can be twofold; where the potential positive impact may arise through providing valuable information and social support, the negative impact may arise due to contributing to unrealistic beliefs and behaviors, social comparisons and materialism.

H₂: Long-term exposure to social media influencers is associated with consumer well-being.

2.3 Mediating Role of Consumer Well-being

The desire of consumer to purchase the good or services is known as purchase intention. To put it another way, purchase intention has an additional component that after evaluating a product, the consumer will buy it. Numerous external factors influence the consumer's intention when making a choice, final choice and the final product (Keller, 2001). Consumer wellbeing has become more well-known and significant recently especially in influencer marketing (Sirgy, 2021; Vrontis et al., 2021). In general, upward social comparison on social

media has been linked to negative health outcomes. Likewise, according to Ryu (2020), CWB is harmed by being around attractive SMIs and their opulent lifestyles. Materialism and compulsive buying are caused by perusing SMI profiles (Jin & Muqaddam, 2021). When consumers perceive a sense of familiarity and congruence with an influencer, their well-being and commitment are enhanced (Kim & Kim, 2020). Research on the influence of consumer wellbeing on purchase intention is limited. Nevertheless, information on consumer attitudes and online purchasing, behavioral intentions is predicted by attitudes (Andronie et al., 2021; Musova et al., 2021; Nica et al., 2022). ELM and dual-process theories state that favorable intentions and behaviors are predicted by positive consumer attitudes (Cheung et al., 2008; Jamil & Qayyum, 2021). Additionally, CWB is associated with happiness, loyalty, and commitment (Kim & Kim, 2020; Sirgy, 2021). Purchase intention has also been connected to customer's satisfaction (Kim & Lee, 2020).

Consumer purchasing decisions regarding cosmetic products are greatly influenced by social media influencers' popularity (Ladhari et al., 2020). Materialistic consumers favor product endorsements from well-known figures with a large following (Jin & Muqaddam, 2021). In contrast to influencers who command smaller audiences, consumers form favorable opinions about the product if it is promoted by a well-known influencer (Janssen et al., 2022). The relationship between the quality of a relationship and the likelihood that a customer will make a future purchase has received a lot of attention in marketing research. This illustrates how a customer's future purchase intention is impacted by positive relationships. The relationship between customer satisfaction & future purchase intent has been extensively studied in marketing literature, emphasizing the role that happy customers play in influencing future purchasing decisions. Oliver (1999) investigated the relationship between purchase intention and customer satisfaction in the context of consumer goods. The findings revealed a strong and positive correlation, showing that higher levels of customer loyalty led to higher levels of purchase intention among consumers. Satisfaction is the key to recurring business and brand loyalty. (Maryam & Asadullah, 2023). Consumer well-being serves as a key mediator for understanding the connection between how social media influencers influence consumers' intention to buy products. Social media influencers are not only endorsing products through their authentic communication, relatable experiences and trustworthy recommendations, they produce positive emotional and psychological responses among their followers. When consumers are continuously exposed to influencers, they are able to identify products and services that meet their needs and goals. Therefore, their perception of satisfaction, confidence, pleasure and overall quality of life will improve through the discovery of these products. Improving the well-being of consumers leads to favorable attitudes towards the brands recommended by the influencers and increases consumers' willingness to buy those brands.

H₃: Consumer well-being mediates the relationship between long-term exposure to social media influencers and purchase intention.



Figure 2.1: Conceptual Framework

Figure 2.1 depicts that long-term exposure to social media influencers shapes consumers' purchase intentions by influencing their psychological well-being. Repeated exposure to credible and engaging influencer content can enhance consumer well-being by improving confidence, satisfaction, and informed decision-making, thereby increasing purchase

intentions. Conversely, continuous exposure to unrealistic lifestyles and excessive promotional content may reduce well-being through social comparison and materialistic tendencies, leading to less favorable or impulsive purchase decisions. Social Influence Theory explains this relationship by suggesting that individuals gradually internalize the attitudes and behaviors of influential others through repeated interactions. Consequently, consumer well-being acts as a key mechanism through which long-term exposure to social media influencers affects purchase intentions.

3. Research Methodology

This research focuses on social media users. The research adopts survey strategy to gather the primary data from a diverse sample of social media users. As there is no official data of social media users available publicly, the convenience sampling technique is used in this study. The data is collected by a floating questionnaire to different social media platforms. Google Forms, an online questionnaire survey is used because it is easy to distribute, widely distributed, and it allows for efficient data collection. The structured survey instrument (i.e., questionnaire) is how data is collected and is the main source of collecting data. This enables uniformity in participant responses. This research follows a cross-sectional time horizon, as data is collected at single point in time. Cross-sectional studies are suitable for measuring perceptions and experiences related to specific variables, such as long term exposure to social media influencer, Consumer wellbeing, Purchase intention for cosmetic products. Before they filled out the questionnaire, participants knew what the purpose of the study was and gave their informed consent to participate. Participation was completely voluntary and anonymous; none of their information could be used to identify them personally. All responses were kept confidential and used only for academic research purposes. Initially, 335 questionnaires were asked to filled, out of them 295 valid responses are analyzed. This sample size meets the goal for both adequate statistical power and stability of estimated parameters given by Cohen (1992).

For measuring the variables, we adapted scales from existing literature. questionnaire is divided into four sections. The first section includes demographics i.e., gender, age, education and work experience. And the second, third, and fourth sections include variable-related items. The study utilized a five-point Likert scale, with response options from 1 = strongly disagree to 5 = strongly agree. The scale for SMI is adapted from Nuji et al. (2023) having a sample item "The information provided by Social Media Influencers is persuasive". 3-item scale for purchase intention is adapted from Dodds et al. (1991). A sample item of the scale is "I intend to buy the cosmetic products after watching the promotional video by Social Media Influencers". To measure CWB, a 3-item scale developed by Grzeskowiak and Sirgy (2007) has been used. A sample item is "Social Media Influencers play an important role in enhancing the quality of my life".

4. Results

4.1 Demographic Analysis

The demographic analysis of the respondents provides useful insights into the population under study. Results show most of the sample are female (74.58%) suggesting women are more interested in cosmetic products and are affected by social media. Most of the participants were young adults with 44.41% being 18-25 years of age and 40.68% 26-35 years of age, showing that the younger generations, who tend to see more content on social media platforms, make up the majority of the respondents in this study. Education-wise, approximately half of respondents had at least an undergraduate degree (47.12%), while a sizable percentage had postgraduate (26.44%) and doctoral (4.07%) degrees, meaning this is a highly educated group likely to be able to discern how to make smart purchases and judge influencer posts critically. The careers represented by survey participants also lend evidence to show that there are 34.92% with less than 2 years of professional experience, indicating that the majority of these

participants are less experienced and therefore possibly more ambitious than individuals with more experience, as well as potentially affected by social media's representation of lifestyles and consumer habits.

Table 1. Demographic Analysis

Variable name	Category	Frequency	Percentage
Gender	Male	75	25.42%
	Female	220	74.58%
Age	18-25	131	44.41%
	26-35	120	40.68%
	36-45	33	11.19%
	more than 45	11	3.73%
Education	High School (HSSC/A-levels)	66	22.37%
	Graduate (BS)	139	47.12%
	Post Graduate (MS)	78	26.44%
	Doctorate (PhD)	12	4.07%
Work Experience	less than 2 years	103	34.92%
	2 to 5 years	81	27.46%
	5 to 10 years	70	23.73%
	more than 10	41	13.90%

4.2 Reliability Analysis and Correlation

The reliability analysis results for every construct are provided in Table 4.2. Cronbach's alpha is a common measure of a scale's internal consistency in terms of the extent to which items on a given measure assess the same latent construct. A Cronbach's alpha of greater than 0.7 is generally accepted as indicating reliability (Hair et al., 2010). The reliability for all constructs was found to be adequate. The mean shows that respondents' level of long-term exposure ($M = 3.67$), purchase intention ($M = 3.47$) and consumer well-being ($M = 3.73$) are moderate to relatively high levels. The standard deviation (SD) illustrates variation between the responses; Long-term exposure ($SD = 1.50$) and purchase intention ($SD = 1.88$) are both considered to have moderate variability. This indicates that there was a lot of variation among the participant's experiences and intentions for purchasing behaviors. For consumer well-being ($SD = 1.71$), there was moderate variability as well. Therefore, the descriptive statistics indicate that there are moderate variations in the level of exposure to influencers' and product purchase intentions among different individuals.

Correlation Analysis is the method employed in examining the linear relationship between the variables under study. The data from Table 4.2 provides evidence to support that the associations identified between these constructs are significant and positively correlated at .05 level. SMI is related to PI at a strong level ($r = .631$, $p < .001$), with greater exposure to influencer content correlated to greater purchase intention. Similarly, SMI is also positively related to CWB ($r = .382$, $p < .001$), with continuous engagement with influencers related to an increase in consumer well-being. In addition, PI and CWB are moderately correlated ($r = .496$, $p < .001$), with higher purchase intentions positively correlated with better consumer well-being. Although all correlations are positive and significant, varying strengths of the correlations indicate that the long-term effects of social media influencer exposure are the strong contributors to purchase intention, whereas the correlation of influencer exposure to consumer well-being is relatively weak. Thus, the results highlight two roles that social media influencers play in influencing both consumer behavior and perceptions of consumer well-being, clearly demonstrating that social media influencers are valuable in marketing strategies that have a long-term focus.

Table 2. Reliability, Central Tendency & Correlation

Variables	Mean	SD	SMI	PI	CWB
SMI	3.67	1.50	(0.855)		
PI	3.47	1.88	.631**	(0.872)	
CWB	3.73	1.71	.382**	.496**	(0.724)

Note. Reliability coefficients (Cronbach's α) are reported in parentheses. ** and *** indicate statistical significance at the 5% ($p < .05$) and 1% ($p < .01$) levels, respectively.

4.3 Regression Analysis

Table 4.3 represents the results of mediation analysis performed through PROCESS Macro's model 4 in SPSS at bootstrap value of 5000 at confidence level of 95%. Mediation analysis examines the relationship between long-term exposure to social media influencers (SMI) as the independent variable and purchase intention (PI) as the dependent variable, with consumer well-being (CWB) as the mediator. The results provide insights into the indirect, direct, and total effects of SMI on PI. The first regression model evaluates how SMI influences PI. The model has an R^2 value of 0.1462, meaning SMI explains about 14.62% of the variance in CWB. The regression coefficient for SMI ($B = 0.1597$, $p < 0.001$) indicates a positive & significant relationship, suggesting that higher long-term exposure to influencers is associated with higher consumer well-being. The confidence interval (LLCI = 0.1056, ULCI = 0.2138) does not include zero, confirming the statistical significance of this effect. SMI provides inspirational content, providing knowledge about products, and helping with lifestyle choices, which will positively impact PI.

The act of establishing and maintaining frequent contact with influencers who are viewed as a trustworthy source helps instill consumers' gain confidence in their purchasing decisions and reduce uncertainty. The accumulation of such positive experiences can increase PI. The second regression model examines how both SMI and CWB influence PI. The model has a change in R^2 value of 0.5426, meaning that together SMI and CWB increase the explanatory power of the model by 54.26%. Both predictors are significant: SMI ($B = 0.5471$, $p < 0.001$) has a strong direct effect on PI, while CWB ($B = 0.7556$, $p < 0.001$) also significantly predicts PI, suggesting that greater well-being leads to stronger purchase intentions. Since both SMI and CWB are significant, this indicates that CWB partially mediates the relationship between SMI and PI. The total effect of SMI on PI (without considering CWB) is $B = 0.6678$, $p < 0.001$, showing a strong relationship. Following the addition of consumer well-being (CWB), the impact of SMI on PI is now at $B = 0.5471$, $p < 0.001$, which supports that SMI has a direct impact on PI. The indirect impact of SMI on PI through CWB is $B = 0.1207$, with a bootstrapped confidence interval that did not contain 0 for the lower limit (LLCI = 0.0595) and upper limit (ULCI = 0.1953), supporting that the mediation effect is statistically significant. It is concluded from the analysis that CWB serves as a partial mediator of the relationship between SMI and PI. SMI is seen to exert a direct effect on PI and also a portion of its effect through CWB to improve CWB and thereby increase PI.

This indicates that consumers' behavior toward SMIs is influenced through both a direct and positive impact upon CWB. Impact of SMI on PI is mediated through CWB as an entity that transforms positive experiences with an influencer into greater satisfaction and confidence as a consumer. By repeatedly being exposed to an influencer who is perceived as credible and relatable, the consumer's well-being is positively influenced, thereby allowing for better decision-making and a more enjoyable experience when purchasing goods from an influencer. Having an improved perception of one's own well-being then increases the likelihood of consumers' intentions of purchasing cosmetic products endorsed by an influencer.

Table 3. Regression Results

Predictor	Purchase Intention	R ²	Unstandardized β	SE	t-stat	p-value	LLCI	ULCI
Step – 1		0.146						
Constant			3.907	0.516	7.566	0.000	2.889	4.925
SMI			0.152	0.274	5.824	0.000	0.106	0.214
Step-2	ΔR^2	0.543						
Constant			2.714	1.168	2.324	0.021	0.411	5.018
SMI			0.547	0.059	9.252	0.000	0.431	0.664
CWB			0.756	0.142	5.336	0.000	0.476	1.035
Total Effect			0.668	0.058	11.453	0.000	0.553	0.783
Direct Effect			0.547	0.059	9.252	0.000	0.431	0.664
Indirect Effect			0.121	0.034	3.540	0.005	0.060	0.195

5. Conclusion

This means that influencers are no longer just endorsing products; they can also serve as lifestyle representatives and affect consumer perception about satisfaction with the purchase of the product and about themselves as consumers. Therefore, companies can utilize this information by creating long-term relationships with influencers to help drive not only purchasing but also promote consumer-related well-being; thus establishing long-term engagement with the consumer and enhancing brand loyalty. Consumers who have long-term relationships with influencers view the use of cosmetic products endorsed by the influencer as positively impacting their lives when making the decision to purchase the endorsed product.

5.1 Implications

The current work contributes to the existing literature regarding influencer marketing, purchase intention, and consumer well-being by presenting new evidence that supports Social Influence Theory (SIT). SIT explains how individual beliefs, feelings, and actions are influenced through other people, particularly by highly regarded individuals. The theory defines how people engage in conformity, compliance, and internalization behaviors; thus, it further explains how consumers can accept and incorporate the beliefs and behaviors of people they perceive as credible. In this study, influencers act as opinion leaders, and their recommendations can substantially affect their followers' purchasing behavior. Consumers can come to accept or internalize brand messages from repeated exposure to an influencer's content, thus creating a higher likelihood of purchase. The mediating effect of consumer well-being, as demonstrated in the current research, is consistent with SIT. Influencers can influence customers' attitudes and build their emotional and psychological well-being through promotional products and services in a way that resonates positively with them. The improvement of a person's emotional well-being creates a positive association with both the influencer and the product/service, increasing their intention to purchase.

There is thus a deeper level of understanding about the psychological mechanisms by which influencers impact customer's purchasing decisions beyond traditional brand awareness. From a managerial perspective, the findings have significant ramifications for companies and managers. Companies should realize that influencers have not only a direct influence on consumers' intention to purchase, but they also have an indirect influence through the enhancement of consumers' emotional health and psychological health. Therefore, marketers should develop content strategies that are based on authenticity, trust, and positive emotional engagement. Companies can ultimately create more effective sustainable marketing campaigns by partnering with influencers who can have a positive influence on consumers' emotional and

psychological health and develop a stronger, more long-lasting relationship with customers, thus increasing the likelihood of purchase. Moreover, cosmetic brands in Pakistan can collaborate with reputable social media influencers to ensure that consumers only receive honest recommendations about products. This can build consumer confidence around their product, cosmetics brands in Pakistan can also enhance their long-term relationships with their customers and sustainable purchase intentions by helping to promote consumer welfare through ethical and credible social media influencer practices.

5.2 Limitations & Future Directions

Although it produced meaningful empirical results, this research study has some significant limitations that should be recognized. For example, one limitation is that the method of study used was cross-sectional which looked at data from only one moment and therefore makes it difficult to draw conclusions regarding a consistent long-term cause-and-effect relationship among long-term exposure to social media influencers, consumer involvement, consumer well-being, and purchase intent; therefore, future studies should conduct longitudinal or experimental research to see whether the results from this current study are held constant over time. Another limitation is that the sample of participants was from only one demographic and geographic region, which may limit how widely the findings can be generalizable; thus, additional research studies in various cultural, geographical, or demographic settings will help to support the validity and universal applicability of this study's findings. Moreover, in future studies, researchers might utilize longitudinal and experimental design methods in order to gain causal evidence and identify how prolonged use of social media influencers affects the well-being of their consumer base while also tracking purchase intent through time. Researchers may also perform cross-cultural research to see if the results from previous studies are applicable in other cultures.

Future studies may also research other variables e.g. influencer credibility, parasocial relationship, materialism, self-esteem, gender, and age that could moderate the relationship between influencer use and consumer well-being or purchase intent in order to understand some of the boundaries established in the relationship. Finally, researchers may also attempt to compare the differences between the effectiveness of micro-, macro-, and celebrity (mega) influencers on consumer well-being or purchase intent in the cosmetics industry to determine if potential differences due to types of influencers exist. Additionally, future research can explore if there are common-method biases in measurement by using multi-method e.g., multiple sources of information or longitudinal approaches to collecting data to improve the overall support for the study's findings. Future studies can also explore potential negative outcomes, including social comparison challenges, appearance pressure, increased materialism, and lower psychological well-being in order to have a complete understanding of the outcomes of influencer marketing.

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