



**THE IMPACT OF INFLUENCER MARKETING ON A BEAUTY BRAND
CASE STUDY: GLOSSIER'S MARKETING STRATEGY**

A Dissertation Presented

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STATEMENT OF ORIGINALITY

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ABSTRACT

Today, with the appearance of digitalization, the adoption of social media influencers has become a faster method of marketing strategy development. Recent academic researches on influencer marketing have shown a significant gap in clear understanding of the impact in the influencers marketing approach within the beauty industry. Influencers marketing trend is becoming a dominant part of the beauty industry. Thus, this strategy it was shown by researches that influencers enhances customer relationship with the brand. This study aims to investigate, evaluate, and interpreting influencer marketing impact within a beauty brand on its consumers and the company. In this case, Glossier's marketing strategy. In this context, the influencer marketing concept is known as the use of major specialty content creators to enhance brand recognition, drive revenues but also communicate the value of the brand to the intended audience.

Based on the literature review and hypotheses relevant to the key issue, a case study was in depth research. Moreover, it was collected empirical data through combined approach methods to evaluate and interpreting the impact of influencer marketing. The results indicate that influencer marketing effectively enhance company and its customers. This capability is linked to driving sales, raise of the brand awareness and customer relationship. Furthermore, influencers provide with positive reviews, credibility, and personal connection. It suggested further improvement of the capacity of influencer marketing through reputation and social learning theory on the basis of these research findings. Beside this, the dissertation identified the demand for additional research withing influencer marketing.

Keywords: Influencer marketing, social media, marketing strategy

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1.CHAPTER: INTRODUCTION

This dissertation explores the impact of influencer marketing on a cosmetic brand. Using a case study with an in-depth analysis of Glossier marketing strategy.

Today, the advancement of technology expanded the use of social media networks and impacted the way consumers purchase. Therefore, traditional marketers in order to stay relevant have to introduce innovative marketing strategies. Social media networks mostly used by marketers and brands are Facebook, WhatsApp, Youtube, and Instagram which have more than 1 billion users. Moreover, statistic shows that currently, 3.9 Billion is active social media users equal to 51% of the worldwide population. Among the majority of users are the millennials and Generation Z. (Chaffey, 2020)

Digitalization alternated traditional marketing in many ways not only in the purchasing making but also in communication. For instance, paid adverts became “noisy” for online users and this led to the use of ad blockers. Therefore, this effect in serious damage to advertising campaigns causing a decline in global revenue with a \$21.8 billion loss during 2015. (Elli, 2017) The findings reveal that users are now mostly following recommendations and advice regarding brands from natural connection. Along with that, the consumer's need for authenticity is growing due to the widespread mistrust toward politicians and influencers. (Fertik, 2020)

While social media users certainly will increase the power of influencing will be easily exercised by marketers with 74% of consumers relying on social media influencers. (Woods, 2016). Perhaps one of the best methods is influencer marketing strategy, which is a recent methodology that depends on influencers and celebrities to promote and endorses products. It was reported by Forbes that influencer marketing generates \$6,50 in revenue for each \$1 spent unlike affiliate marketing and paid search (Forster, 2019) In fact, this strategy is used by 93% of marketers looking to raising revenue and brand awareness.(Grover, 2019) Furthermore, facts indicated that companies invested in 66% of influencers with 25,001 to 100,000 followers. (Joel, 2018)

Moreover, the right influencer increases trust, engagement, and they could effectively reach the target audience. Conversely, if a brand capitalizes on the wrong influencers it can ruin the reputation permanently. This statement is useful to realize the power of online influencers in marketing. Nonetheless, the term influencers were just presented in 2016, in the wake of the developing social media influencer. According to a report found that there was a rise in google search for the term “influencer”. (Solomon, 2020) Therefore, influencer marketing will increase further and it will become a incise part of modern marketing. Business insider reports demonstrate that influencer marketing will reach \$15 billion by 2022. (Fertik, 2020)

1.1. The case study: Glossier

Glossier is a demonstration of a company that has carried out the influencer marketing strategy. The application of this strategy made an effective increase in sales and in brand awareness. Where this dissertation will analyse the progress and the outcomes originated from influencer marketing application.

Glossier is a beauty company launched in 2014 by a blogger Emily Weiss. This business sells beauty products like makeup, skincare, and fragrances. It started from a website called “Into the gloss” with the objective to share beauty advices with the customers. The website and their social media became a profitable gain of customer interaction. This website also provided the opportunity for the brand to stand out from the competition and grow rapidly.

The company related to the customers by sharing a platform of useful opinions and reviews. Moreover, for each browsing and physical visit the brands will deliver future details of buying behaviours. (Enns, 2018) Glossier’s successful value to the 5 C (consumer, content, conversations, co-creation, and community) display as an effective marketing strategy. (Danziger N., 2018) Thus, this dissertation will analyse further in detail on this company.

1.2. The research objectives and the question

The researcher purpose is to analyse the impact of influencer marketing on a beauty brand. Along with addressing the importance of influencer marketing, its characteristics, the evaluation and interpretation of influencer marketing strategy on a company and the consumers. The goal is to bridge the gap in the research connected to influencer marketing and beauty brands. Since this strategy evolved the beauty industry, it is currently becoming a vital topic. Therefore, the research will analyse and evaluate the impact of influencer marketing. Specifically, the study will look closely at Glossier marketing strategy.

Below the dissertation objectives:

1. In-depth research of theories and literature review.
2. Analysis of current Glossier’s marketing strategy.
3. Evaluation of Influencer Marketing impact by Glossier’s case study.
4. Stating a conclusion and recommendations to improve the impact influencer marketing by Glossier marketing strategy.

The following question will be addressed throughout the dissertation:

Q1. How is the impact of influencer marketing measured in relation to the company and its customers?

This question is the main finding on how influencer marketing impacts the company and how its impact on the customers. In the context of a beauty industry, it's crucial to highlight the dynamics of this particular strategy in recent circumstances. Studies concluded that there are several aspects such as credibility, social learning, and endorsement theories. Regarding organizations, it is their role to practices influencer marketing in an effective way, by testing solid evidence in order to avoid damaging its brand.

1.3. The research Structure

- First chapter: Introduction

Introducing influencer marketing and Glossier marketing strategy. Furthermore, this chapter includes the research objectives, question and the structure.

- Second chapter: Literature Reviews

This chapter will discuss in-depth theories and a literature review of Influencer marketing. Moreover, the researcher will include the historical situation of influencer marketing, its advantages and disadvantages, social media influencers and the impact of influencers on consumer behaviour. Furthermore, it will include relevant theories and how social media influencers are applied within the beauty industry. In understanding the theories of influencer marketing, it becomes clear the use of influencer marketing in the Glossier case study.

- Third chapter: Methodology

This chapter indicate detailed introduction of the research approach utilized in the dissertation. The researcher will include the application of quantitative and qualitative data. The assortment of the auxiliary data will be through secondary data such as online accessible sources. For example, Google Scholar and ResearchGate. This section includes the research ethics as basic concerning of the restricted measure of available data of the organization. Speculations and surveys are found in books and peer-reviewed evaluated writing accessible. Concerning practical concepts, the thesis incorporates analytical evidence following outcomes and optional information. Moreover, this section involve the research onion, research scope and limitations.

- Fourth Chapter: Findings, analysis and discussion

This chapter introduce main findings of the research and application of the theories related to influencer marketing. Moreover, the researcher includes interpretation, analysis, and a description of detailed case study. Providing the right findings is useful to discuss the outcome regarding the impact of influencer marketing.

- Fifth Chapter: conclusion and recommendations

The last chapter of the dissertation contains conclusion and recommendations to improve the company influencer marketing as well as how the influence marketing should be valued in the future.

2.CHAPTER: LITERATURE REVIEW

2.1. Critical evaluation of the literature review

Since influencer marketing appears at the early stage of development, academic materials and peer-reviewed literature are limited and narrow. As influence marketing is growing in its importance, the gap in the literature challenges the application and the effectiveness of this marketing strategy. Therefore, it is pivotal to further study this topic in order to enhance the modern marketing and branding strategy.

The current literature review starts with a general explanation of main keywords such as influencer marketing, social media influencers and beauty industry. Then it goes into more detailed theories and concepts of influencer marketing, and the role on consumer behaviour. Moreover, this chapter includes detailed insights of the beauty industry and the application of influencer marketing. The researcher supported this dissertation using the reviewed thesis and books. In particular, academic researchers and theorists such D. Brown et Al. (2007) Kelley, (1967) Cialdini, (2007) Kaplan and Haenlein, (2010)

2.2. Influencer marketing

Influencer marketing involves endorsing and selling products from influencers, people, or companies who have expertise, knowledge, or social influence in their specific field. A further definition of influencer marketing introduced the art and science of groups of individuals who are prominent online in the form of supported content to communicate brand messages with their audiences.(Appel et al., 2020) An influencer plays a significant role in customer's decisions and it may involve a third party such as suppliers. However, some different words are often confused related to influencer marketing. For instance, celebrity endorsement, word-of-mouth, and social media marketing.

Influencer marketing is growing faster than traditional advertising. Report agrees that in comparison to every other method of marketing approach, influencer marketing strategies lead to an investment return of 11 times. (Chen, 2020) Another study found that 40% of the participants bought a product online after being recommended by a social media influencer such as twitter. (Swant, 2016) Duncan Brown and Nick Hayes (2008) show the efficiency of decision-making ecosystem, which explains that buyer naturally constructs a group of people as own ecosystem to ask when thinking on a topic, person, or work. Additionally, the authors said on the book “Decision-makers today rarely act alone. They create ecosystems to frame and arrive at their decisions. Here we describe their information”. (p.28 Duncan Brown, 2008) This suggests the vitality of influencers in the natural process of consumer decision making. However, there are many other factors that affect the individual decision-making ecosystem including external and internal influences.

In addition, the persuasion and effect of consumer decision-making should indeed be assessed to recognize the facets of influencer marketing strategies. There are six influencer principles reciprocity, scarcity, authority, consistency, liking, and consensus. (Cialdini, 2007). Lastly, social proof is another key principle in understanding this strategy. Further explanation, people have a biological propensity to follow the crowds, this is a powerful action that becomes unconscious. For instance, nowadays people are overwhelmed by the amount of traditional messaging rather they seek a social approach or a friend who they can trust. (Linaker, 2017)

2.3. The origin of influencer marketing

Influencer marketing was introduced in England, back in 1760. When the potter and entrepreneur Wedgwood became the first “influencer”. Wedgwood with his ability to engage and attract people built the world's first luxury brand. Therefore, Wedgwood understood the culture of consumerism in advance. In fact, he presented his quality of tea sets to the queen and renamed the sets “Queen’s ware” after the Queen. The Queen was at the time the most influential person in the country. Therefore, this strategy sets credibility for the market to buy luxury goods. (Brook, 2019)

Today, a similar strategy as Wedgwood could be considered as a celebrity endorsement. For instance, Adidas collaboration with Beyonce. Whereas the apparency of technology-led modern brands to use social media and understanding the power of influencer marketing to aspiring consumers buyer behaviours.

Influencer Marketing progressed in three stages. The early stages began with Coca Cola and Santa Claus in 1920. (Kim, 2020) The campaign was emotionally driven, which resulted in an increase in trust between the consumer and the brand. The second stage altered influencer marketing due to the promotion in product choices and consumer behaviour change. Celebrities rose as influencers and brand testimonials through the two-step flow approach. This communication approach is an opinion influenced by opinion leaders, who successively are influenced by media. Is crucial noting that celebrities are not the same as influencers. However, in marketing celebrity has the same role as an influencer.

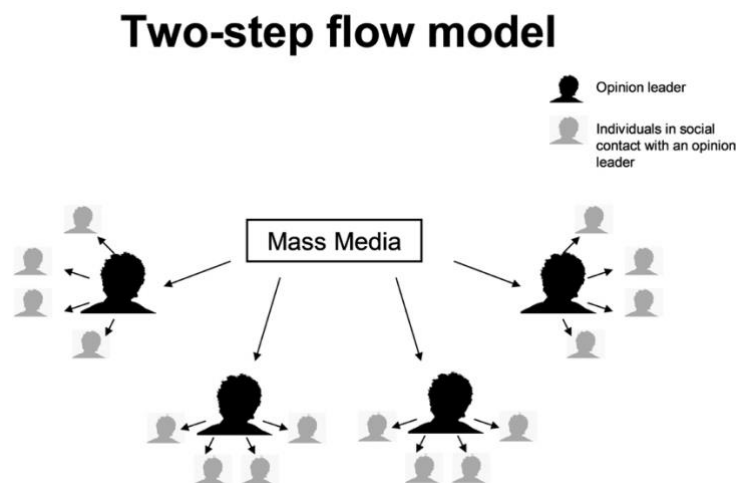


Fig. 1 Two-step flow model (Communication Theory, n.d.)

Influencer marketing recent stage is considered as today's influencer marketing. This strategy is specifically focused on social media like Instagram and YouTube. Moreover, the main development in marketing 3.0 stage is considered as the conversion from consumer-centre to value-centre marketing. (Janna, 2017)

2.4. Characteristics of Influencer Marketing

2.4.1. Advantages of Influencer Marketing

The use of an influencer marketing strategy is beneficial for several reasons. It is effective due to the availability of the target audience on social media and the reduced cost of advertising. According to Forbes, influencer marketing is the top international online customer engagement. (Huff, 2017) Therefore, marketers invest in building relationships with followers who are relevant to the brand.

Moreover, Influencer marketing quickly increases trust and engagement among consumers compared to celebrities. This works especially for teenagers and millennials. A research stated that 70% of youngsters rely on influencers higher than a notable person. (DMI Blog, 2020) Another similar survey found that 50% of millennials following influencers on social media for brand products. Consequently, influencers are becoming extremely significant since they change young people's lifestyle and culture. (Lombardo, 2019)

2.4.2. Disadvantages of Influencer Marketing

On the contrary, there are disadvantages to Influencer Marketing. Marketers must invest time to choose the right influencers otherwise the wrong one will endanger the brand reputation. An examination revealed that more than 60% of brands think that it is laborious to choose the correct influencers. As a new marketing approach, influencer marketing is more subject to mistakes. For instance, not disclosing sponsored posts, choosing the wrong contents, and disregarding endorsement guidelines. (Keller Lane Kevin, 2003) Furthermore, social media enable difficulty in tracking the effectiveness of an influencer marketing campaign. (John and Shyamala, 2019) Therefore, brands should measure with a different type of engagement such as likes, shares, or for small business investing into analysts. Since paying attention to social media increase performance accuracy. (George, 2019) Moreover, a limitation of influencer marketing is that influencers maybe not organically promoting production and this may be a consequence of brand reputation.

2.5. Relevant Theories

Bandura (1977) stated social learning theory as people behaviours acquiring knowledge from interaction with others. Separately, by observing others, people develop similar behaviours. Following observing people behaviour, he learned that people imitate that behaviour, particularly if their empirical experience was beneficial or rewarding. He also claimed that these emulations must include actual reproduction of perceived motor activities. (Nabavi, 2012) Besides, Bandura (1977) explained that on the idea of constructive feedback, individuals (consumers) create ideas or hypotheses of the kind of behaviour that is likely to be successful. The above hypotheses then guide the purpose of future actions. A subsequent theory reflects the rationale for influencers impact on consumers.

Moreover, influencers have been effective for reliable content attributed to source credibility theory. Hovland and Kelley (1953) assert that source credibility is connected with trustworthiness and expertise or inclination of a person to accept the source's truth and substance of information. A different study reviewed through assessing its effectiveness through source trustworthiness. Remarkably, researchers have discovered that extremely reliable sources are much more persuasive than low reports of credibility. By means high trustworthiness prompt to behavioural obedience while it does not achieve revocation of the message delivered. (Sternthal, Phillips and Dholakia, 1978)

Another speculation are endorsement and attribution theories which clarifies the forecast of endorsing benefits. (Kelley, 1967) A further explanation occurred after an investigation led by Mowen et Al. (1981) that found the attribution impact as a unit connector between the endorser and the product. Kelley (1967) alludes to the theory of attribution being "an amorphous collection of observations about a naïve causal inference". (p.219 Sparkman, Jr. and Locander, 1980) He further claimed two unique

cases of attribution approach, in the first case when an individual acquires item information from a particular observation, in the other case an individual obtains similar data from numerous perceptions. (Kelley, 1967) The attribution hypothesis is associated with influencer marketing as purchasers like to notice individuals rather similar to themselves and more on a personal level.

Concerning endorsement theory, the idea given by sources is dependent on three models credibility or attractiveness, match up and meaning transfer. (Canning and West, n.d.) A specific definition of celebrity cited as “a celebrity endorser is an individual who is known to the public for his or her achievement in areas others than of the product class endorsed”. (p.63 Friedman, 1979) More researchers affirm that endorsing celebrities positively influences both company and consumers. (eg. Ohanian, 1990; Erdogan, 1999; Hennayake and Hennayake, 2017; Hani, Marwan and Andre, 2018) In fact, celebrities increase brand awareness and built brand image, while on the consumer side it generates brand association alludes to brand equity. (Keller, 1993; Chang and Chieng, 2006)

With regards to this paper, the celebrity endorsement theory similarly applies to influencers endorsement. By reason that influencers relate through the highlights of likability, similarity, familiarity, and reliability. In the Ohanian (1990) source credibility model is portrayed in below (fig.2) (Canning and West, nd.). Nonetheless, a study contradicts this assertion by exploring the role between celebrities and influencer endorsement. The investigation affirm that participants identify more with influencers than famous people. This statement supports the significance of credibility and identification comparable to the sort of endorser. (Schouten, Janssen and Verspaget, 2020)

The above revelation is highlighted in a similar study, stating that the role of identification between the brand and buyer is cognitive-association which generates positive purchasing behaviour responses. (Bigné-Alcañiz et al., 2010)

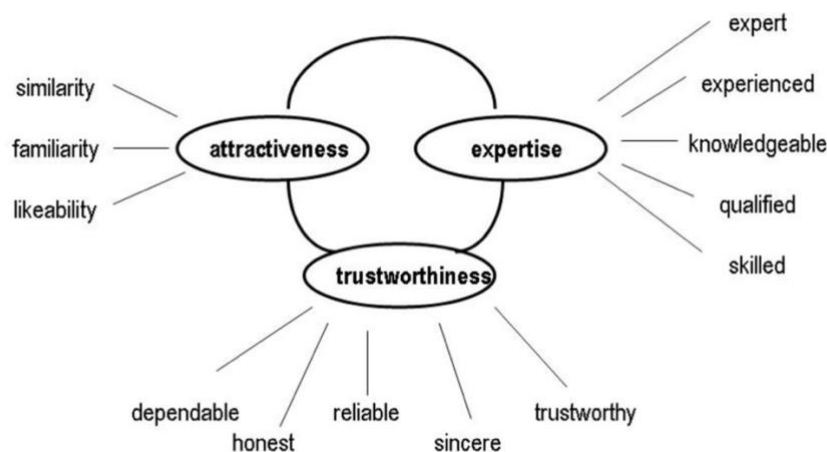


Fig. 2 credibility Model, adapted from Ohanian 1990

2.6. Social Media Influencers and eWOM

Another argument that supports the influencer marketing strategy is electronic word of mouth. Influencers adopted this strategy as opposed to the traditional persuasive influence. In fact, social media influencers are experts in story-telling due to its organic positive and negative experience.

(Trendvision, 2020) Influencers, take a greater role in forming opinions on products and services. According to Keller (2013) word of mouth is described as a medium of communication for sharing recommendations whether individually or collectively for a service or product aimed at providing personal details. (New Economics Education, 2010) WOM is maximized its effectiveness through social media. For instance, influencers using Instagram's stories actively telling about certain experiences using a particular product or service. This is to point out how building personal relationship is effective and companies should enhance brand awareness by increasing positive conversations with customers.

Along with this, marketers should consider elements of the process in the macro-communication model. This model represents the key facts that evolve effective communication.

The following figure shows the contact mechanism between sender and recipient, two message tools, media. Along with four communication functions-encoding, decoding, response, and feedback. Lastly, noise may obstruct the message communication. The influencer must know the target audience, thus the more the sender experience similarity with the receiver the more the message will be efficient. (Philip T.Kotler Gary Armstrong, 2018)

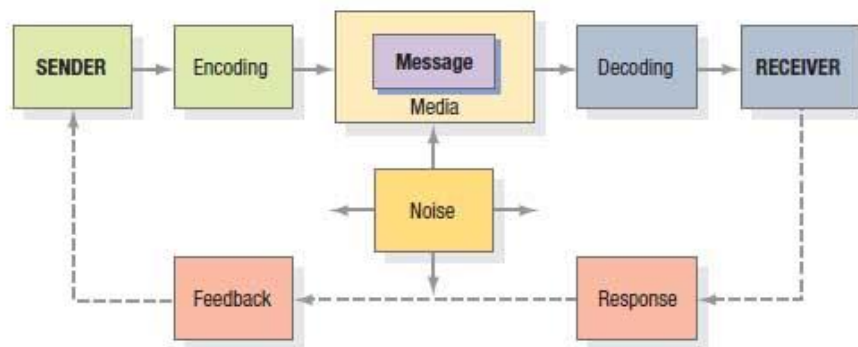


Fig. 3 Macro-communication model (Armani Media Agency, 2020)

2.6.1. Social Media Influencers

Today the term influencer has been widely accepted in literature, however, there are various concepts of the definition “influencers”. In this context, the researcher refers to social media influencers as “individuals to have a built sizeable social network of people following them”. (De Veirman, Cauberghe and Hudders, 2017) Furthermore, Lou and Yuan (2019) mentioned a more definitive given definition of social media influencer is and has always been, above all, a content generator, a individual with knowledge on a particular domain who has gained a large number of followers. These followers are brand valued commercial assets. Their job is to create quality content on a regular basis through social media.

Influencers are explicitly content makers, opinion pioneers, and specialists in their subjects whom individuals care for guidance, conclusions, and suggestions. Social media influencers regularly actively post videos, images, or blogs on Instagram, Twitter, or YouTube depend on their type of audience. Moreover, sponsored influencers operate in niche fields such as travel, beauty, food, and fitness. In terms of this study, the beauty industry influencers activities began from Instagram and Youtube, they turned their brand sponsors into a full-time carrier. For instance, Huda Kattan is a beauty guru who started from being a blogger to a well-known influencer, today her revenue generated from her brand account to \$610 million.(Alhumiri, 2020)

According to a study the characteristic of a good influencer is centred on quality of personality over the number of followers. Their findings described an SMI (Social Media influencer) profiled as ambitious, verbal, productive, and self-assured. (Freberg et al., 2010)

This paper additionally features the significance of individual authenticity and self-presentation which are associated with being a pleasing and social individual. However, it is argued whether being a successful influencer is based on personality or there are further elements in this context.

While it is true that personality should take into consideration, some micro-influencers raised through self-branding and connected similarity with customers. According to a study, self-branding is not performed by celebrities but also by ordinary people. Self-branding is defined as an individual developing a persona or a public image for commercial purposes. Personal branding includes control of brand identity, self-promotion, skills, and authenticity. (Khamis, Ang and Welling, 2016) For instance, Kim Kardashian is a celebrity that had the ability to build her personal branding through growing attention and adaptation of her image to the public.

2.6.2. Type of Social Media Influencers

The method of influencer marketing requires an evaluation of influencers through their abilities. This involves a specific agency as Woods (2016) agrees that it provides monetary and contractual negotiation with influencers. The real challenge for a company is choosing the right influencer.

In general, influencers have a relevant role not only in marketing but also in politics, the economy, and the social field. According to the book “the influential” by Kelley and Berry (2003) often influencers are associated with wealth and celebrities. Moreover, the authors argue that influencers shared common characteristics labelled as “demographically desired” such as influential, aspired, and inclined to provide a good opinion and advice. However, the study is limited in application because there is plethora of different aspects to consider such as society is in continuous evolving. In fact, society is becoming more inclusive regarding classes, origin, and education.

There are different types of social media influencers categorized by the size of their audience, the contents, and the level of influence or engagement. An influencer considered by size could be a mega-influencers or celebrities, whom have more than 1 million followers per channel. Along with macro-influencers with followers ranging between 40,000 to 1 million. Lastly, micro-influencers owning amid 1,000 to 40,000 followers. (Hub, 2020) While influencers by content are considered a key factor for the brand to reach the right audience. The right influencer post contents according to the field and audience by blogging, or uploading on YouTube as well as podcasting. Lastly, influencers selected by the strength of the relationship. Engagement is another significant factor in marketing strategy.

The level of influence can be measured by being a celebrity, opinion leader, experts, journalists, or people with an online community. (Levin, 2019) Moreover, studies suggested that influencers could be subdivided into more adopted categories based on dedication to trying new products. This is explained by the diffusion of innovation theory introduced by E.M Rogers (1962) which indicate that idea or behaviour is not simultaneously diffused at the same time by the same people.

Moreover, five type of pioneers, early adopters, the early majority, the late majority and latecomers are adopters. (LaMorte, 2013) However, this theory has limitations which outlook the overall approach while it may be applied to niche products categories namely technology and garments. Influencers are mostly innovators and early adopters.

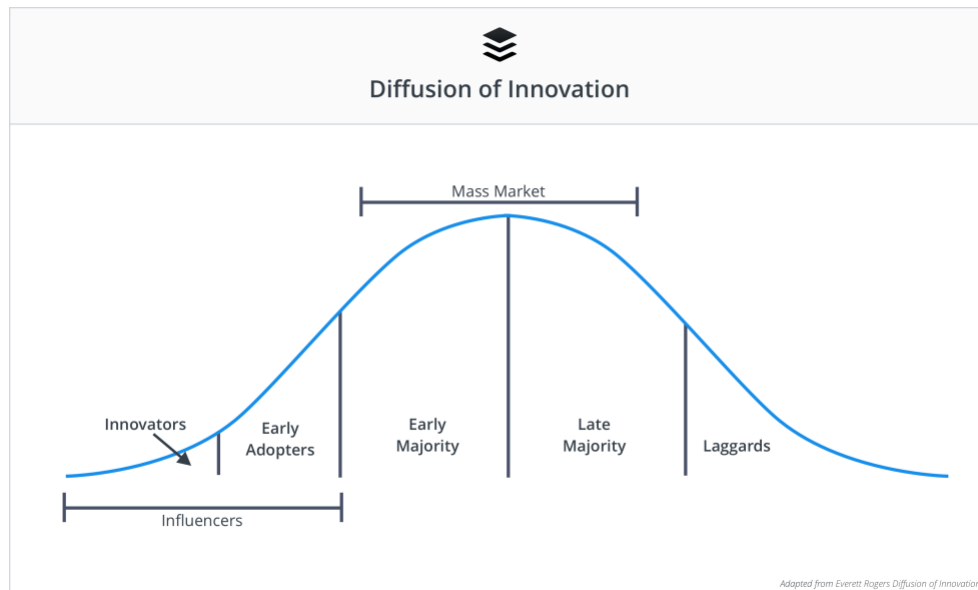


Fig. 4 Diffusion of Innovation (Read Ash, 2020)

In the book “The tipping point”, the author cited “Ideas and products and messages, behaviour spread like a virus”. (p.7. Gladwell, 2002) Moreover, Gladwell categorized people by their ability to influence as maven, salespeople, and connectors. Connectors are individuals in possession of large connections of people. Their ability lies in finding jobs and business brokers due to their combination of personality, curiosity, and self-confidence. Along with mavens who are expert in the information. They share new information with other people and solve their problem by solving their own. Most of their activities are brokers, traders, and distributors of knowledge. Last, salespeople portrayed as highly persuasive and experts in negotiations skills. They are motivated by financial and sales achievements. In the context of this study, the above influential people have a missing point of providing credibility which is not beneficial. Since credibility is a pivotal key in marketing to maintain a loyal relationship with consumers. (Zietek, 2016)

2.7. Understanding the beauty industry and Social Media

Within of the framework of this dissertation, beauty and fashion companies are profiting most from influencer marketing. Influencers grow the authenticity of beauty products and brand engagements. A report on influencer beauty found that 98% of the beauty industry that participated in the survey said that influencer marketing is an effective strategy. In fact, for every 1£ paid influencer, the brand invested in return an average of 8,81£. (Locaria, 2019) Moreover, influencers increase engagement rate specifically for micro-influencers. The influencer perceives their followers therefore they invest the time to put the right contents. The statistic shows that 41.7% of micro-influencers receive higher engagement. This emphasizes the fact that the smaller the followers the higher the rate of engagement. (Gardener, 2020)

The beauty industry is one of the most competitive markets and fast-growing business, it is also shaped through social media. Statistics reveal that the cosmetic global industry is worth more than \$500 billion. It also forecasts to rise at an annual growth rate (GADR) of 7.14% from the year 2018 to 2023. (LoudCloud Health, 2019)

In accordance with the connection between beauty consumers and social media. It was found that beauty online users are more disposed in engaging with brands through social media further than common internet users. As a matter of fact, nearly 41% of beauty consumers unquestionably found

new products by direct ads seen on Facebook or Instagram while 33% through suggestions or comments posted on Social Media. (Valentine, 2019)

According to MBA researcher Alessia Vetesse said to Forbes that individuals were familiar with following famous people on the red carpet or studying magazine covers, discussing about what they were wearing, as well as staring at celebrities in make-up-advertising, even though that ended up losing its own momentum, especially with younger buyers, increasing numbers of people like to go on social media and get direct experience. They now prefer asking more feedback to their influencers and get more intimate with them. The statement is plausible while existing brands overlooked the value of credibility. Therefore, brands are challenged by shifting direct-to-consumer to ordinary influencers. (Gerderman, 2019)

A report conducted by the Society for New Communication Research in 2008, claimed that the most influencers used social channels are blogs, video tutorials, and Social Networking. (Gillin, 2008) Furthermore, blogs and podcasts are described as most persuasive on basis of the quality of contents and the brand's purpose. A similar research identified leading characteristics of a beauty social influencers with relatability, knowledge, helpfulness, confidence, and articulation. (Forbes, 2016) Arguably, these findings are based on a singular case study of the brand Maybelline. Thoughts more in-depth research should consider in supporting social media influencer marketing.

2.7.1. Application of influencer marketing in the beauty industry

The approach of interaction among brands and customers is shifted by social media. (Młodkowska, 2019) Social media influencers, therefore, have an effect on consumer behaviour and brands. Businesses are encouraged to develop a personal bond with their customers. For example, throughout conversations involving influencers and brands, by adding their products. (Gwarlann de Kerviler, 2019)

Numerous brands approach principally through Instagram, to notice and recognize a quality social media influencer. In fact, Web-based media influencers joint efforts are a necessary part of planning a proficient advertising procedure. A report found that in excess of 800 million are Instagram users, alongside 59% of micro-influencers finding viable commitment utilizing Instagram. In request to execute an influencer advertising strategy, numerous organizations turn to influencer marketing agencies to avoid placing funds into counterfeit influencers. Therefore, companies are currently understanding that making, observing, and driving outcomes really requires countless efforts. In fact, an examination directed by Edelman Trust Barometer, detailed that only not exactly 50% of American customers me believe companies. (Guarav, 2020)

Notwithstanding, customers experience issues confiding in social media influencers. Mindel research expressed that 25% of grown-ups distrust online influencers as opposed to under 5% of Gen Z. This is because the native digital-savvy generation knows more about the web strings. The absence of trust and believability is an outcome of fake reviews, product lawsuits, and product claims that impacted the beauty community. Most downfalls derive from the absence of paid disclosure sponsors and the absence of straightforwardness. This assertion is that marketers should consider the estimation of transparency and authenticity. (Hennigan, 2020)

Furthermore, a basic development for brands fuses social listening which suggests carefully following trends and relevant keywords. In this way, brands effectively approach the right beauty influencer and in endorsing the right products. There is an assortment of advertising efforts utilized by beauty influencers to be specific tutorials, lists of most loved products posts, skincare routine, and

giveaways.(Grin, 2020) The outcomes are normally adequate traffic growth and brand awareness. Likewise, it changed the brand's way to deal with organic influencers rather than celebrities. According to Viral Access (2019) said that “Today customers are more digitally-educated and often made purchases based on research, reviews, even personal recommendations. With information easily accessible, it is only natural that more beauty brands emphasized on brand awareness instead of trying to advertise their products endlessly.”

2.8. Consumer buying intention

Consumer's purchase intention is researched by many academics. It is in a fact an extensively empirical field. However, in concerning with this research the literature is narrowed for the scope of investigating a beauty brand. Taking into account that online audiences concede the influencer's viewpoint and opinion on various platforms on social media to an extend of altering their purchase intention. (Padmanabhan, 2019) Moreover, a research stated that some influencers have a bigger impact on the promotion of specific products. For instance, clothes, shoes, cosmetics, and services. (Zak and Hasprova, 2020) Regarding attitude toward the brands, the main factor that influences consumer is brand attitude. (Wu and Lo, 2009; Abzari, Ghassemi and Vosta, 2014)

According to a study, the epitome customer for cosmetic beauty occurs to be from 35 to 54. However, young adult buying make up are increasing acting at 47% of the market size. (Bobb et al., 2018) While the market is continuously growing, millennials take a greater part in the beauty industry with 43% only in the United States. (Statista, 2020) Based on another survey, this particular group tends to purchase cruelty-free and harmless beauty products. Moreover, a key attribute of cosmetics preferences for consumers is transparency and label sourced brands. (Masouri, 2019)

The traditional in-store such as brick-in-mortars, drugstores, and pharmacy are the main preference for beauty consumers rated at 81% compared to online shopping. (Roberts, 2020) This is due to cosmetics product nature buying behaviour as the approach is first try then buy. Nonetheless, global digital purchasing is increasing. Statistics show that international digital beauty and care is expected to go up to \$238.5 billion in 2029. (Propechy Market Insight, 2020) This statement proof that the beauty industry is evolving and is the biggest dominant market. At the same time this industry is being controlled by beauty online social media influencers. (Orlagh Claire, 2020)

3.CHAPTER: METHODOLOGY

3.1. The Research Approach

The methodology directed in this paper is deductive. Deductive approach is stated as “developing a hypothesis (or hypotheses) based on existing theory, and then designing a research strategy to test the hypothesis”.(p.7. Wilson J., 2020) The researcher follows this process starting by analysing or studying an existing theory concerning a certain phenomenon and then testing relevant hypothesis from these theories. The study will also deduct ideas from empirical data such as literature reviews to generate hypothesis as the research purpose. The process follows a logic order suitable for an investigation.

The justification for the deductive method is validated by the complexity of the question, which is based upon an actual phenomenon. The researcher addressed a general question concerning the effects of marketing influencers on a customer and the firm. Thus, specific answers are required including an explanation of how this phenomenon occurred. A concluded theory will be deductively tested through a case study and concluded by a revision, rejection, or acceptance.(Olivia, 2011) Furthermore, the rationale on conducting a deductive research is the availability of sources within a short time given to complete the research.

This dissertation combines qualitative and quantitative research. The hypothesis outcome is not formally tested, although, the researcher generates statements based on the strength of the available data. (Devault, 2019) Notwithstanding, some researchers argue that the deductive approach is appropriately conducted on quantitative data. (David , 2016)

3.2. The Research onion

This dissertation follows the research onion model by Saunders et Al. (2019).

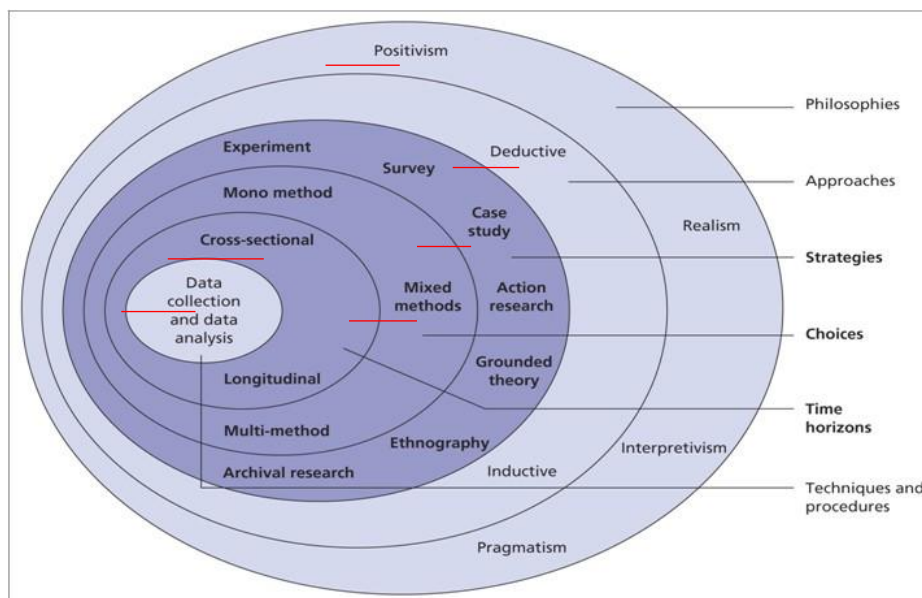


Fig. 5 Research Onion (Applied research consulting LTD, 2020)

3.2.1. The Research Philosophy

Positivism is the philosophical paradigm adopted throughout the case study research. The word positivist often reflects the epistemology of objectivism that seeks to understand and anticipate

anything exists in the social environment through discovering patterns and possible mechanisms among its components. Ontologically, the researcher focuses on the external reality in this case influencer marketing which is perceivable, although not effortlessly quantifiable.(Su, 2020)

Therefore, the researcher encompasses both quantitative and qualitative hypotheses based on objective philosophical premise in the case study research framework. Hence, Yin, (2015) suggests that “the method of case study might be suitable for distinct epistemological orientations, although a practical epistemology seems to be invoked by most of his research”.

With respect to axiology, the concepts of study are not explicitly assessed, and axiology is still neutral. Whereas, in form of terminology, the empirical language of the inference and the directions incorporating research and theories are formal and relevant to the domain.

3.2.2. The Research Strategy

The research strategy adopted mixed method within is a single instrumental case study. According to Yin, (1994) when the researcher has almost no implication on occurrences and tends to focus on specific phenomenon in any real-life context, secondary case studies are really a main approach.

Furthermore, utilizing a specific example, the contextual investigation offers wide exploratory and expressive agreement. According to a researcher “these studies are often used in a research context that is not clearly specified, which lacks detailed preliminary research or specifically formulated research questions or hypotheses) and/or where a research environment limits the choice of methodology.” (p. 13 Stjelja, 2013) However, exploratory may be challenging in terms of time and resources. It is therefore possible to encounter this limitation during the course of the study.

The research design relates to the process introduced by Yin in 2003. (Yin, 2018) Firstly, a case study was selected forward to a formulation of a research question. This case study of Glossier's marketing strategy is chosen on the basis of the company's influencers marketing strategy success compared to competitors. Moreover, the Glossier's case study provides new insights and propose a course of action surrounding the research problem.

Secondly, it was collected secondary data through mixed approaches with exclusive criteria. In the context of influencer marketing, a conceptual policy is defined linking literature reviews. Thirdly, it was conducted an analysis and interpretation through a case-study report. Finally, it was drawn into case-cross conclusions and theories addressed to the thesis question.

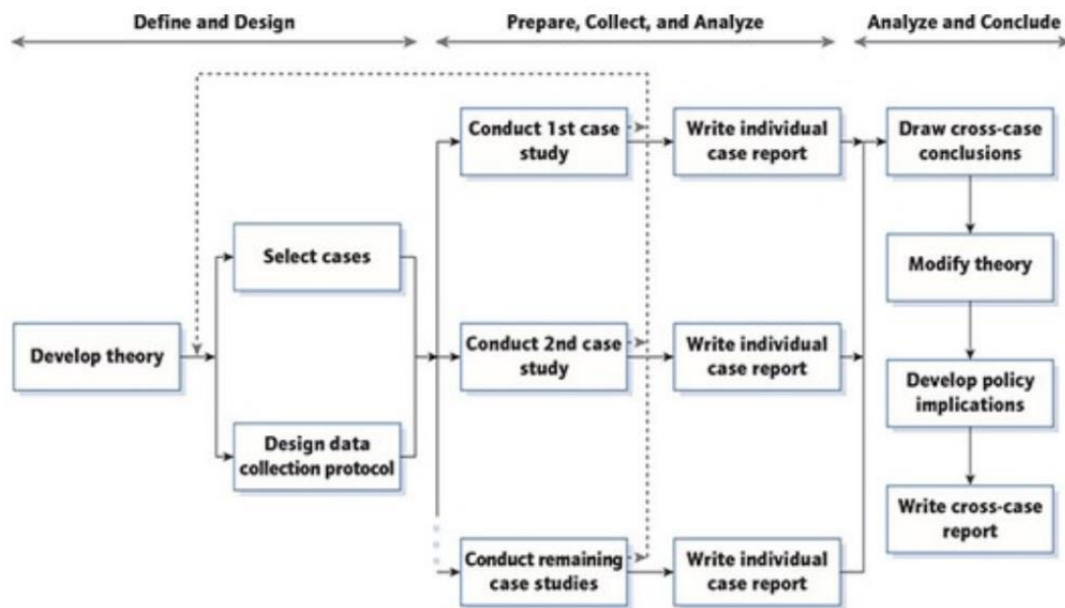


Fig. 6 Case study design process (Yin, 2003)

3.2.3. The Research Method

The dissertation is developed using the mixed method. The description of the mixed-method shows a method that combines simultaneously qualitative and quantitative methods for generating a single dataset while the collection is divided into segments using the multi-method; each producing a specific set. According to Tashakkori and Newman, (2010) a simple term of mixed method “an emergent methodology of research that advances the systematic integration, or “mixing,” of quantitative and qualitative data within a single investigation or sustained program of inquiry.” Moreover, Schoonenboom and Johnson, (p.7, 2003) outlined mixed method as “the type of research in which a researcher or team of researchers combine elements of qualitative and quantitative research approaches (e.g., use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of the breadth and depth of understanding and corroboration.” (Almalki, 2016) The mixed method in an exploratory-designed case-study research started from a qualitative approach to develop a theory. Therefore, in case study analysis it was introduced numerical data such as financial statics of the company. Integrating mixed method allowed the researcher to develop a richer and further compression response for the question. (Saunders et Al., 2019)

However, the researcher encounter limitation such as increasing of the evaluations complexity and the requirement of further resources. (Tashakkori and Newman, 2010) Moreover it was arguably stated that “it is crucial for researchers to be conscious of their skill sets placed and to be able to meet the demands of using a mixed-method approach”. (Creswell & Plano Clark,

3.2.4. Data Collection

The research used solely secondary data through combined approaches with exclusive criteria. Furthermore, it included multiple sources of qualitative and quantitative data available on the internet. Compared to the primary data, secondary data which is dependable on primary data are readily available online. Thus, secondary data is quickly accessible within the limited time given to complete an empirical case study investigation.

Qualitative data concerning theoretical framework, customers' experience, company description analysis include peer-reviewed academic literature, websites, proof-evidence-written journal articles, Research Gate, and thesis. In particular, inclusion of data collection such as blogs citing the company, customers reviews and company's social media. While, quantitative data were collected to provide an overall company situational analysis and finance metric. Tools used were social media, statistics, and company reports.

According to Yin, (2014) "Case study research typically includes multiple data collection techniques and data are collected from multiple sources. Data collection techniques include interviews, observations (direct and participant), questionnaires, and relevant documents". Additionally, data are subject to assessment of evidences upon transparency and credibility. The application of collection of multiple variables methods and source materials tends to improve the trustworthiness of the findings and allows different understandings and definitions being included in the analysis of data. (Williamson et Al., 2018)

The following picture (fig.7) describes how the researcher used secondary data to conduct the case study.

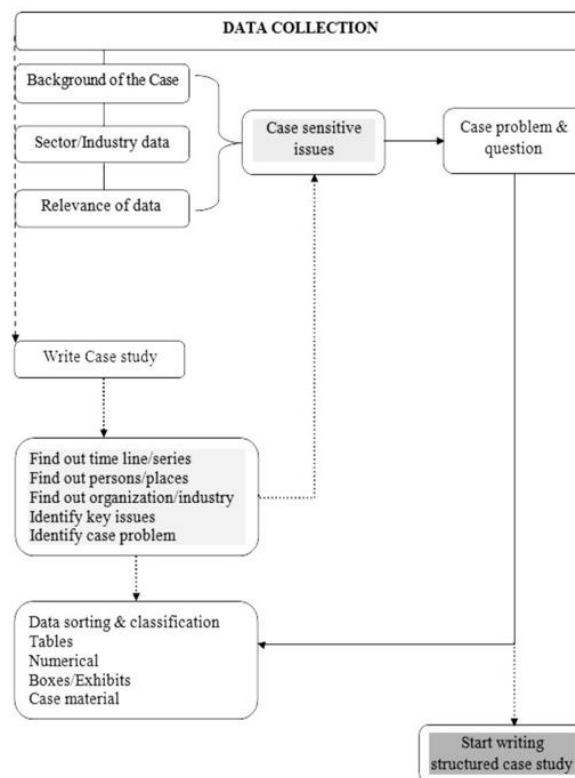


Fig. 7 Data Collection by Yin 2014 (Robert K. Yin, 2014)

3.2.5. The Method of analysis

Analysis of the case study was reported to provide a complete picture of the phenomenon within collected data. Findings were interpreted in a narrative manner aiming to explore the case study in various perspective. Therefore, the evaluation and discussion are writing to give meanings and implication through textual analysis.

3.3. Advantages/Disadvantages of the research approach

Deductive approach provides an opportunity to explain causality in a social context, measuring definitions in empirical, quantitative data and generating a wider extend of findings from existing theory. (Wilson J., 2020) Further, researching deductively provide the possibility to avoid risk as opposed to the inductive approach the risk may be based on premises-based inference. (Regoli, 2016) However, some critics might argue that divergent thoughts are not encouraged by the deductive approach. The spectrum of innovation may also be limited. Furthermore, the researcher is disengaged from generating conclusion and problem solving.

The rationale of selecting a holistic empirical instrumental case study may be validated by the question posed compatibility. The method choice is suitable in particular secondary data for the availability of a range of sources within a limited a short time given for the research. In terms of practicability combining qualitative and quantitative data allows effective assessment of the case study analysis.

This research is carried out using a case study approach. The rationale includes the nature of the question. In fact, questions starting with “how” are aimed to explore a wide field such as influencer marketing. (Yin, 2014) Further, explorative questions develop additional hypothesis, and suggestion for the future marketing. A case-study analysis suits this sort of question which is widely used in business management to investigate contemporary real-time situation. Moreover, case studies reduced bias. (EssayMIN, 2018) In comparison to other approaches such as survey and interviews, the researcher has the opportunity to apply a broader perspective and in-depth understanding of the discipline.

However, researcher critics stated that case studies are subjects to “causal determinism, non-replicability, subjective conclusions, absence of generalizable conclusions, biased case selection, and lack of empirical clout. (Creswell W.J., 2014)

3.4. The Research Ethics

Research had also implemented rigours ethical principles. The data had been considered in terms of the respective privacy of the company and consumers. Moreover, references had been cited in the form of in-text and end notes following the Harvard referencing style. Lastly, prior to the online collection of secondary data, the researcher ensured the authenticity of the information.

3.5. Limitations

The researcher found limitations associated with the availability of material sources because the subject matter concerned was identified at the early stages of academic literature. In addition, secondary data on the company's latest financial performance were quite constrained. In addition to this, almost all of the articles and blogs reported have been continuously updated, leading the researcher to discuss their accuracy, reliability and validation. However, the researcher followed accurate steps in preventing reporting wrongful data. Thus, it was implemented the right findings based on the research own judgment through accessing similar resources and checking multiple times its validation

3.6. Research scope

The focus of this research is to built a deeper understanding of marketing effect influencers. The issue emerged from the limited availability of scholarly literature in the current influencer marketing. The study investigates the effects on a relevant company and its customers as the position of social media grows and is widely used. Specifically, the research aims to explore the beauty segment over its customer-specific millennials. In addition, the study is stretched throughout a period of four months via a cross-section time horizon.

4.CHAPTER: ANALYSIS, FINDINGS AND DISCUSSION

4.1. Descriptive Analysis

Case description analysis is the first step, prior taking in consideration a report of the phenomenon problem and solution. Moreover, the case study is based on objective research of the Glossier company.

Company background

Weiss began as vogue fashion right-hand while interviewing many beauty and fashion experts, celebrities and people. Emily Weiss began a blog named 'Into the Gloss' in 2010. The digital journal became a space for beauty discussions and recommendations between Weiss and her visitors.(Berger, 2019) Within few years the website became popular. Therefore, Weiss noted a gap between the traditional cosmetic products available and what real women purchase. From this lacking it originated the idea of creating a beauty company.

In 2014, the brand Glossier was founded by Emily Weiss and a team from 2 million seed investments. Four beauty products as facial masks and eyeliner were launched on the official website www.Glossier.com. The initials products were created with an exclusive quality at a reasonable price.(Sonya, Butenko and Kietz, 2020) Weiss clarified “I wanted to start this new conversation around a product that was more through the lens of personal style, rather than beauty is coming from a product-or launch-driven perspective.” (Product Habits Blog, 2020) Moreover, remarkably results was gained from 2015 to 2016, as stated Weiss it showed a 600% yearly growth rate. (TDA, n.d.)

With the help of an existing customer's authentic relationship and conventional block-and-mortars stores, Glossier extended their products ranging from clothes, make-up, and fragrances. In 2018 the organization brought its capital up to \$52 million in Series C financing and picking up a year later an all-out subsidized 100 million founding.(Product Habits Blog, 2020) Moreover, in the same year, Glossier was granted as a top beauty brand by Allure, Teen Vogue, Glamour, Cosmopolitan, Nylon . (Danziger N., 2018) The founder Weiss was presented by the Times "Next 100" millennials disruptor and enlisted among Forbes 30 under 30. (Forbes, 2015)

However, in the last year after further investments, Glossier decided to not invest in product development but in the quality of existing products. This likewise guaranteed Glossier, the possibility to keep on zeroing and creating excellent products. Thus , in raising available values, focuses to drive sales and encourage proceeded with development later. (Product Habits Blog, 2020)

Company overview

Glossier is a private beauty company founded in 2014 by a recent Vogue assistant Emily Weiss. In 2019, the total funding amount raised at \$186.4 Million. Current Glossier’s headquarters operating in New York (US), Los Angeles, and London (GB). (Crunchbase, 2020) Glossier is currently selling cosmetic products such as makeup, skincare, clothes, and fragrances which are distributed through direct to consumer and their official website channel. Further, shipping products in 50 countries with e-commerce available in Ireland, Denmark, United States, United Kingdom, and Canada. (Badillo A., n.d.)

Glossier is active online and engages with customers through social media such as Instagram, Twitter, and YouTube as well on the blog “Into the gloss”. Regarding the company structure, the team is composed of 7 people including the CEO and the investors currently are 19. Along with that, the

company hired around 439 employees. The beauty company's main competitors are Aveda, Winky Lux, Hudson's Bay, and Sephora. (Craft, 2021)

According to finance metrics, a report shows Glossier raised its capital from 2 million to 10 million and the last funds invested in a series D deal was 2 years ago. In the future, the company revenue is estimated to grow roughly at \$17 millions a year aside as shown in the figure below. (PitchBook, 020)

Recently, the company earned a venture capital of \$52 millions. (Badillo A., n.d.) The above data brought up the Glossier size is prospected to expand and turn into a greater company. In any case, as a private venture it faces issues and difficulties with higher worldwide competitors. Such as L'Oreal, Este Lauder and Channel.

Glossier Timeline

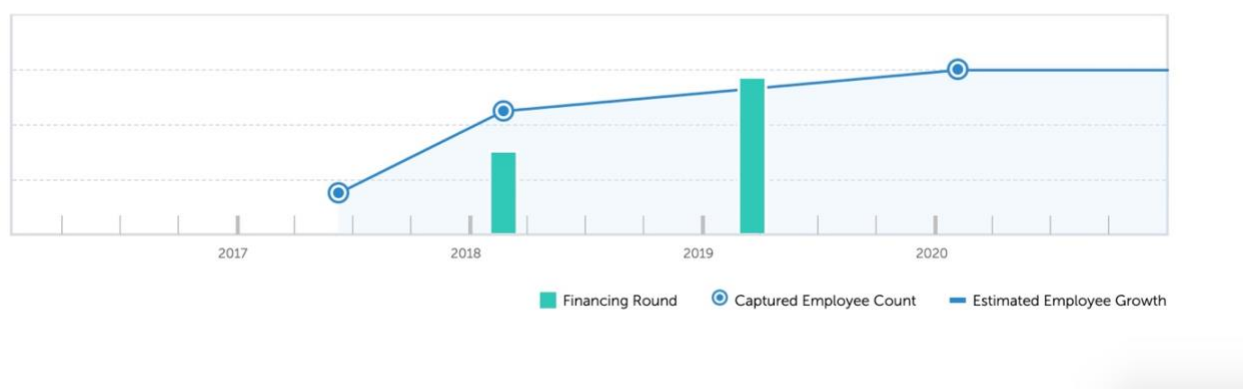


Fig. 8 Glossier Timeline (PitchBook, 2020)

Situation Analysis

The situation analysis portrays the internal picture of Glossier's current circumstance.

1. **Strengths:** Glossier strengths encompass a solid personal identity, culture, and vision, insight understanding of the target customers recognized as millennials women, and the use of social media. (Yannello, 2020) Moreover, the marketing strategy is innovative and original which enhances brand awareness and identity. Customer engagements and loyalty are also a strong brand asset. Another advantage is that Glossier utilizes customers' criticism and reviews to reinforces the products quality. The brand products ranged in variety and affordability, allowing access to a larger market segmentation.
2. **Weakness:** In any case, the organization has in consideration weakness. Firstly, Glossier has merely a couple of stores in New York and in Los Angeles, counting block and-mortars. Furthermore, it requires more distribution channels to sales their products aside on the web which makes the Glossier hardly replaced by existing competitors. With regard to the products, it lacks different shades and tones for inclusive target audience as opposed to the brand values. (Bobb et al., 2018)
3. **Opportunities:** The business model is disruptive; this gives the change for the company to develop and raise the brand over its oppositions. In addition to this, the range of product portfolio could be expanded with more opportunities of collaborations with different brands

and influencers. Glossier experiences have could expand globally through the presence of the brand product sales over brick-and-mortar stores and e-commerce.

4. Threats: It is critical to look at the treats of the brand. Glossier over-crowded market-places, committing only to online business and to the uncertain trends. (Badillo A., n.d.)

Branding

Glossier's mission is to impart and put in action a representation of inclusive beauty with the statement "Democratize beauty". The founder of the brand Emily Weiss said "inclusivity is really our number one value. We want to inspire, but we also want to be realistic and show the beauty in real life." (Eb, 2020) Glossier brand position reflects a distinctive personality from other beauty brands attempting to adapt to customer's needs. However, the products are not totally organic and cheap compared to other brands.

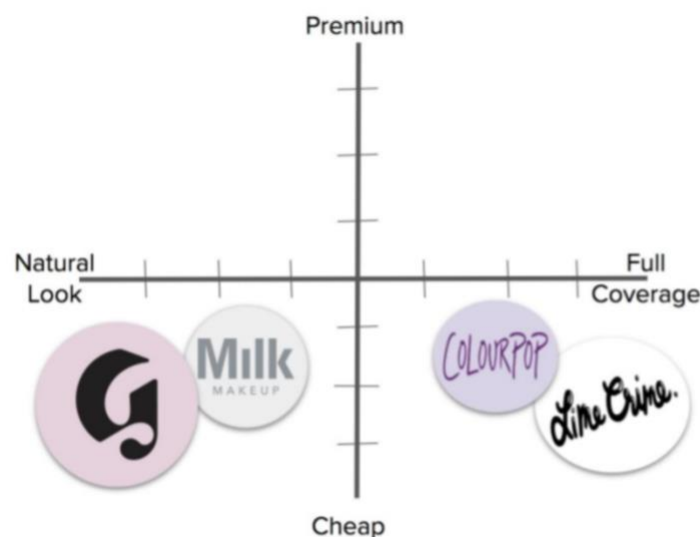


Fig. 9 Perceptual Map (Bobb et al., 2018)

Taking into consideration Glossier's value proposition which highlights authentic and ordinary beauty as opposed to the competitive brands placing makeup as a transforming feature rather than a comfortable addition to what is already there. The Glossier's official websites quoted "Now, we're building the future beauty company where everything we make starts with you. We create the products you tell us you wish existed." (glossier, 2021)

The brand competitive advantage is the unique brand identity and customer focus. In fact, the light pink colour as the representation of the millennial woman as feminine and classic personality. (fig.10) The variety products have similar representation designed with pastels colours such as pink, white, blue, and green. (Homework, 2018)



Fig. 10 Glossier Products (glossier, 2021)

As a matter of truth, the brand's initial idea underlines customer focus and penetrating prices as affordable luxury products for young adults. Glossier values are inclusivity, innovation, clever, fun, and thoughtful. Furthermore, the slogan is “skin first and makeup second” by means their product highlights skincare as a priority. The vision on the website is cited as “we believe in efficacious formulas, thoughtful design, and enabling conversation”. Including the following statement “We do not believe beauty is made in a boardroom-it happens when you get involve”. (Domorosia, 2019)

Target Market

The beauty company’s customers are women, millennials and Generation-Z aged between 18 and 30. Since is a digitally founded brand, the intended audience psychographic segmentation is described as active on social media and tech-savvy. The lifestyle is predominately healthy and travellers, with a tendency to wear natural and glow cosmetics. Regarding the demographic segmentation, middle classes, young professional individuals who bear the cost of non-essential and customized products. Furthermore, customers are mainly located in North America and Europe. (Badillo A., n.d.)

The company's online community presence is part of the Glossier strength since in 2014. The brand emerged from the blog “Into the gloss”. Glossier's followers organically raised up within a short period of time. In fact, social media current followers account at more than 2.7 million on Instagram where the brand is most active. Facebook followers amount at over 210 thousand and Twitter is 108 thousand followers. (Fritsch, 2020) Furthermore, Glossier is motivated to engage with their followers in a two-way communication. By means of consistently posting content and listening to honest feedback. (Iglehart, 2020)

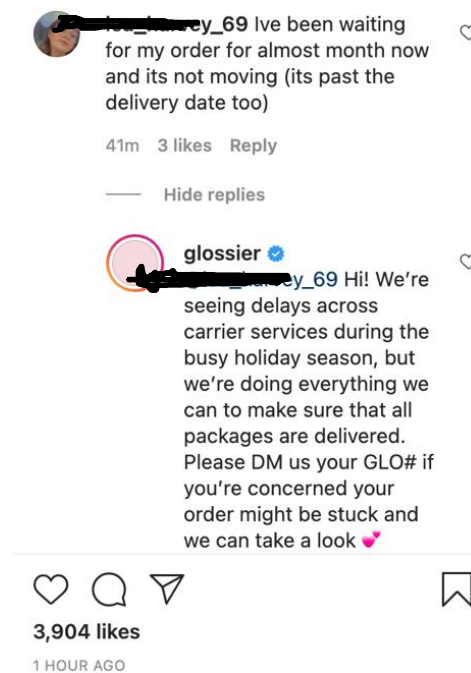


Fig. 11 Glossier Engagement (Glossier Instagram, 2020)

Business Model approach

The company highlights the pivotal model of customer online business. It is likewise an innovative, customer-centric, and direct-to-consumer (D2C) brand. This reality maintains a strategic distance from the advertising costs. Besides this, the crucial business success factors reside in the brand identity, the digital community, and customer feedback. (Bruner, 2016)

According to investment analysts while assessing the disruptor's business model, found what makes a business profitable. The report's authors stated "typically they embrace a combination of physical and digital business models, transactional and enduring revenue streams, partnering, and licensing". (Fisk and Fisk Peter, 2017) Glossier falls in this category. Although, there are challenges that must be considered while staying a digital-centred business. One of the issues may be the lack of development concerning off-line channels and global expansion management. For instance, the brand does not sell in more than a few physical stores. (Inv, 2019)

4.2. Case study: Glossier marketing strategy

Glossier marketing is one of the most-studied case marketing strategies. In this paragraph, the researcher portrays the current use of influencer marketing strategy from articles, blogs, and Glossier Instagram.

Instagram

Instagram is the primary social media channel with 2.7. million Glossier followers and over 3,000 posts. Glossier made Instagram a priority because the target audience is located there. Moreover, it also makes use of Instagram as a reference marketing for physical stores. (Bouncepad, 2020) For instance, in 2019, London Glossier pop-up was opened and decorated based on Instagram aesthetics, hence experienced customers took photos of the place. (Coate, 2020)



Fig. 12 Glossier Pop-up in London (Bouncepad, 2020)

Authentic creation of content on Instagram is consistently built in order to effortlessly recognize the brand. (Brown, 2020) The looks of the content are visually real, down-to-earth, ordinary, and not over promotional. Indeed, posts consist of colourful products, and invisible make-up faces pictures.

The Instagram feed is purposely presented in an aesthetically pleasing way. This is intended to attract millennials women as main customers. Moreover, a representation of authenticity is cleared by Glossier through hiring models wearing their own real makeup and a glossier lipstick. (Boogaard, 2020) Hart, (2019) agrees the photos were taken by a phone camera compared to the professional likewise beauty brands.

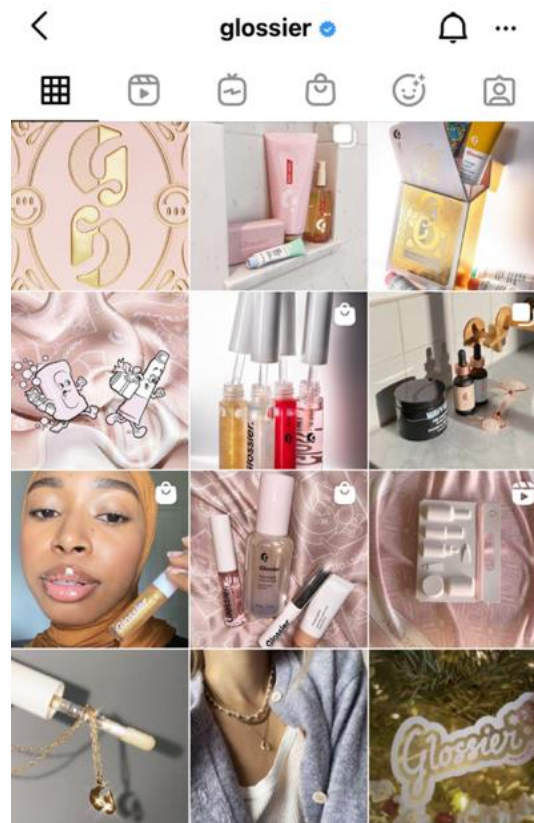


Fig. 13 Glossier Instagram Feed (Glossier Instagram, 2020)

Moreover, the Glossier content strategy includes user-generated content, influencers, celebrities as well as humorous memes, Gif, and selfies. The aim is to merge with the target audience in order to pop up effortlessly and catch their attention. According to Ravi (2018) 40% of consumers who visited the blog “Into the Gloss” are bound to buy recommended products than from the Glossier Website.

Emily Weiss said in an interview “our customer is on Instagram, and it’s how and where she’s crafting her online persona, so we had to be there, we used Instagram to launch Glossier, and that’s really where the brand is taking shape.” (Boogaard, 2020)

Many articles reported that Glossier strategically uses a plethora of hashtags. The brand used hashtags to leverage creativity and user-generated content. For instance, by using coordinated colours content feeds. User generated content is leveraged in two ways: first by rewarding customers for every brand mentions through reposting on all social media and replies. Second by worth-sharing content are similar and merge with the young audience. (Deceuninck, 2020)

Since 2014, it was analysed period-specific hashtags such as #glossier, #itgtopshelfie, #nofilterjustglossier, #boybrow, #cloudpain. It was also reported that 92% of contents have no branded hashtags. (Ravi, 2018) Moreover, Glossier mentioned the most popular hashtag #ITGTopShelfie to feature interviewed ordinary women through the “Into the gloss”. (Forbes, 2017)

Regarding the conversion results, Glossier measures metrics first customer experience data, therefore, the business insights. (TDA, n.d.) As a consequence, Glossier applied customer relationships in physical stores similar to the online strategy. According to Elisabeth Anne Boniface (2019) the company added over 50% of new customers from seasonal pop-up stores, and 50,000 visitors per

month. In 2017, it eventually appeared conversions rate of 65% sales growth. (Product Habits Blog, 2020) Likewise, in the early years prior to the product launch, blog visitor conversions rate raised to 1.5 visitors per month. (Fig.11)



Fig. 14 Traffic history,(CB Insights, 2019)

Furthermore, more conversions originated from engagement were built through a combination of paid and organic search traffic. As agreed by Powell Amanda (2020) Glossier implemented common words associated with the brand products, enhancing visibility on google paid ads and organic research.

Keyword	Pos.	Diff.	Volume	Traffic %
glossier	1 → 1	0	550,000	48.17
lip gloss	2 → 1	↑ 1	135,000	6.94
glossier lip gloss	1 → 1	0	27,100	2.37
glossier cloud paint	1 → 1	0	18,100	1.58
glossier boy brow	1 → 1	0	14,800	1.29
glossier nyc	1 → 1	0	14,800	1.29
glossier future dew	1 → 1	0	8,100	0.70

[View all 37.2K organic keywords](#)

Fig. 15. Top Organic Keywords (Powell Amanda, 2020)

Glossier alternated customer data from third-party cookies to cross-domain learning machinery to track development and customer behaviour. As customers continue to grow, the Segment CEO cleared the need to identify accurate data. Further, Brian Mahoney chief of technology officer explained “We are giving up the exposure of Glossier across a wide network of sites and dependency on third-party cookies and doubling down on richer data that strictly controls the content she is seeing, with our discretion, this opens the door to things like machine learning: we can identify patterns and then change

things around in order to get someone through the checkout.”(Milnes, 2017) Lastly, the brand learned that consumers read from articles linked to the main website and purchase from a large screen.

Moreover, Glossier included technology investment in “social-selling” website in referred “phase two”. The function of the tool is to collect social interactions and e-commerce. As claimed by Weiss, the aim of the website is to provide the consumer with a site where feedback is accessible and easily workable products. (Global Cosmectic Industry, 2018)

Influencers marketing strategy

According to researched theories, customers are looking for authenticity and inclusivity. Therefore, using influencer marketing is an effective plan. Moreover, influencers play a key role in a beauty brand to increase customer engagement. (Sonya, Butenko and Kietz, 2020)

Glossier leveraged user-generated content on social media through celebrities and ordinary people influencers. Revealing a huge role in sales and brand awareness. Hart (2019) mentioned that a post of the celebrity Kyle Kloss using Glossier resulted in more than 27,000 likes.

Glossier specifically included real models as ordinary customers with the aim of creating a sense of inclusivity and trustworthiness. This strategy benefits the relationship with the customer. Therefore, customers are considered part of the brand. On the point that Emily Weiss quoted “Every customer is an influencer.” (Hart,2019). Nevertheless, it also worth mentioning that ordinary models are criticized for being already beautiful, young, and with healthy skin. (Del Valle, 2019)

The company also relied on the power of word-of-mouth. This is demonstrated when Glossier sponsored 500 ambassadors in the 2017-Reps Program. Glossier influencer's collaboration with the brand encourages more enthusiasm among customers for new products. The founder Weiss at the 2017 Beauty Summit stated, “Our customers are our number-one mouthpieces and evangelists; they are doing exactly what we hoped they would.” (Wischhover, 2017)

According to Salzman, leveraging fans as influencers is the most effective influencer marketing strategy. This statement is supported in Glossier using peer-to-peer and recommendations resulted in 80% of sales and growth. Weiss said “people have become obsessed with sharing their experiences. As a result, people are looking to other people, and not to experts.” (Lovley, 2018)

Another article by TFL, (2019) agrees that in 2017 influencer marketing accounted for more than 1 billion dollars and it is continuing to increase. However, Glossier invested in celebrity endorsement and not only in ordinary influencers. For instance, the brand paid Beyonce makeup artist to use a Glossier product for the 2018 Grammy event. (Mandell, 2018)

4.3. The relationship between customers and Glossier

Customer engagement and listening are key features. In fact, these strategies moved Glossier from a blog into a disruptor beauty industry. Weiss agrees by saying “We were able to test, learn, and scale our structure and processes with the customer as our ‘true north.’” (TDA, nd.)

The company consistently implemented customer engagement and social listening from the beginning. According to Weiss "it does not matter anymore what a brand says about its products, it matters what the customers say about the product." (Lovley, 2018) Besides, the company forecasts to invest more in online customer experience in the future. (Retail Customer Experience, 2020) Henry Davis Glossier

CFO claimed that the difference between Glossier and any other traditional brands is knowledge and understanding of who are the customers. (Danziger P., 2018)

Moreover, engagement includes social media surveys supported by hashtags aiming to make customers feel listened to and considered. For example, Glossier asked questions to customers for characteristics of a dreamed cleanser. (Lovley J., 2018) According to Lammertik, (2019) a quarter of the company team is tech. Therefore, Glossier invested in advanced technology such as social listening tools and engagement measurement on a detailed scale.

Concerning user experience, Glossier enhanced the shopping service by switching products with different skin tones with coordinated colours and including photographs and videos to give shoppers the visual setting of products. (Jackson, 2019) Furthermore, Brown (2020) mentioned the online shopper experience process starting from a selected product in a chart and completed in a fast and smooth check-out payment. Customers experience covers products "try on" at physical stores supported by a customer experience team. The "gTeam" function as a bridge between brand and customers through interaction and expression of the brand's values to customers. Including treating customers like a friend and delivering a perfect shopping experience. For instance, a customer messaged the brand to talk about the positive outcome of a product against her damaged hair. Therefore, the company stayed in touch with the shopper concerning future safety. (Lodhia, 2020)

A crucial marketing strategy is co-creation. By means, allowing customers to provide information about their desired product and create a product based on that feedback. A great example is the Milk Jelly Cleanser. This product is a combination formula of facial cleansing created from the customer's answers. Face washing process involves two steps make-up removers and face wash, Glossier combined the two steps in one product. As claimed by Davis, researchers had also generated the double face wash which have not appeared mostly on market, the brand is investing in technology, yet it is implementing processes to satisfy those demands, although they immediately recognise what are these requirements. (Danziger N., 2018)

Another Glossier marketing approach to take in consideration, is the feed-back loop. The company welcomed 100 top customers to a gathering Slack channel and exchanged more than 1,100 messages each week. (Sonya, Butenko and Kietz, 2020) Criticism from customers ranges from thoughts and contemplations on what they would like to purchase orders. (Willot, 2018) Feedback-loop approach is crucial because is useful for further development and research.

4.4. Findings

4.4.1. The Case study interpretation

Following the description analysis of the Glossier case study and the literature review. In this part of the research, it will be considered an in-depth evaluation of the influence marketing strategy using Glossier case study and the effects of influencer marketing.

It is evident that Glossier marketing strategy became successful through customers engagement, listening, and feedback loop. As a digital native business, they did not fail to accommodate the customer's requirements and experience. Regarding communication and content-creation, the brand understood the importance of authenticity and self-image. In fact, the literature review reported the crucial role of influencer authenticity while practicing endorsement. For instance, the brand followed the credibility and attractiveness theory through Glossier strategy. (Ohanian, 1990)

Glossier delivered a strategy that targeted millennials customers by posting transparent and real models on Instagram. This method increased strong brand image which stabilize the brand presence among competitors. Moreover, as mentioned before millennials are inclined to authenticity. However, the limited resources available did not provide for enough evidences concerning the relationship between influencers and Glossier.

It also noted that Glossier selected micro-influencers as opposed to influencers. Influencers are seen as costumers. In fact, Glossier product reviews are based on consumer product experience.

Micro-influencers sponsored by the brand has a small scale but engaged of Instagram followers ranging between 1,000 and 10,000. A report showed that micro-influencers with less than 1,000 fans receive impressions on each Instagram posts for the majority of the time at 8 per cent, while influencers with over 10 million followers have impressions of just 1.6 per cent of the time. Moreover, micro-influencers enhance authentic contents which is a feature that customers are looking for. Moreover, a report stated that user-generated content's impact in 79 per cent of purchase intentions. (Macdonald , 2019)

Glossier also identified the common influencers with a contributed personality and the innovators again for popularity of social media influencers specified in the second chapter.

According to Weiss “there is a yearning to connect with other woman”. (Bruner, 2016) For this reason, the company is focused on creating a community where they feel comfortable being themselves and trusts products they use. This proof highlights that working with customers' and micro-influencers increase relationship with the brand on a personal level.

According to theory of social learning behaviour (Bandura, 1977), a brand should create an engaging community. Moreover, word-of-mouth marketing strategy as seen by Glossier’s marketing is revealed effective. Weiss said “that nothing is more impactful than a recommendation from a friend.” Glossier launched Glossier Rep program in 2016. Where they included fans in an “ecosystem” with 11 reps. Today the brand has sponsored more than 500 ambassadors. A rep has their own site page that highlights individual data, most loved items, genuine suggestions and a customized discount connect to both return and new customers. Influencers as part of the reps program community were paid up dependently on a level system based on number of orders. The maximum sales for an ambassador of 470,000 followers accounted on average 150 to 170 orders. (Wischhover, 2017) This explains the importance to rely directly on the customers.

4.4.2. Effects of Influencer Marketing

Following the case study analysis, it worth noting that Glossier uses different marketing strategies. Also, there are considerable different factors that affect the success of a marketing strategy. As a matter of facts, the digital-native business is centred on how customers feel and how they interact with the products.

Impact on the company:

1. **Drive sales:** Influencer marketing raised drive sales led by influencers reviews. Influencers provides credibility to the products. Moreover, investing in micro-influencers is less expensive than celebrity endorsement and traditional advertising. Whereas today, more consumers are shopping online, influencers marketing could bridge in an effective way between the company and consumers.

The price strategy is also an element that increased the company's returns investment. According to Ketabachi Natasha "Glossier is consistent in its inclusivity: the products are positioned between mass-market and premium, thus being an affordable luxury for its young customer base." (2020)

2. **Brand awareness and brand loyalty:** Glossier social media presence leads a strong brand image that stands out from competitors. While brand loyalty and awareness were achieved by customers trust originated from customer experience and authenticity of influencers. In Glossier was successful in selecting the right influencers, which are attributed to credibility theory . (Hovland et al., 1953)
3. **Reach of audience and increased engagement:** A fundamental strategy that affected the company is building a strong beauty community. Moreover, alternating customers' from being just a passive to active participant led to more engagement and new customers. Another way Glossier led social proof by encouraging customers to post they look and tag the brand. (Deceuninck H., 2020)
4. **Product development:** Feedback from product sourcing provided more than 300 comments. (Deceuninck H., 2020) Influencer marketing is effective for its direct response which is the main goal of the company. In fact, it prevents making mistakes in the creation of the product which it saves money. Thus, customers' involvement effectively impacted the company as well customers.

The impact on consumers

1. **Positive Reviews:** Influencers agree that the brand is worth mentioning. Loudridges a Glossier top influencer said that she felt included as a brand however she is still a costumer. (Wischhover, 2017) Moreover, based on studies mentioned above customer's attitude toward an influencer is positive. (Linnéa et al., 2018) Consumer often read reviews before buying. As seen from the case study, affirmative reviews posted by consumers were popular after consistent support from the brand team and influencers approval.
2. **Credibility:** According to the source credibility theory, Glossier ensure credibility through all the shopping process and provides transparency in their delivery and brand image . (Hovland et al., 1953) As mentioned previously in the literature review, consumer purchase intentions are highly effective when recommended from a trusted person. In fact, influencers are seen honest and are already liked from the audience for their approachability, likability, authenticity and personality. (Courtini, n.d.)
3. **Quality of the product:** Instagram present the product in an aesthetics manner; however, it does not grant a good quality. For this reason, influencers rely on their experience using that particular product. This in turns provides trust to consumers.

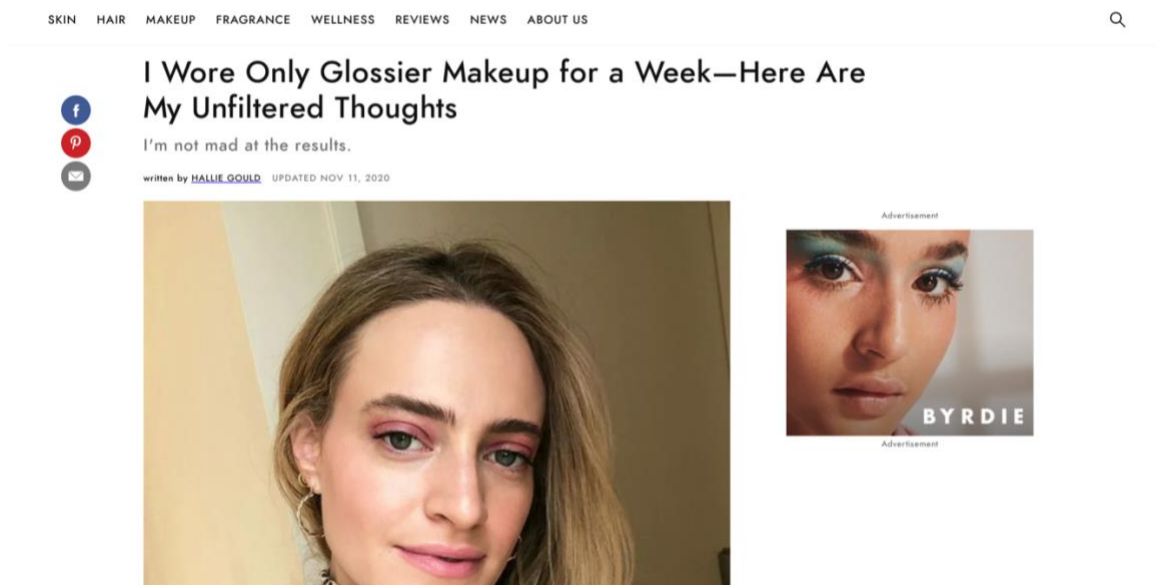


Fig. 16 Blog review (Gould, 2020)

3. **Human-connection:** Interaction is essential for consumers because of biological emotional drives. Influencers provide a closer relationship on a personal level compared to a celebrity. In fact, this strategy feels less about marketing and more dealing with sharing same interests and brand choices. Moreover, it was observed that Glossier applied the two-step flow model approach. (P. F. Lazarsfeld, 1955)

4.5. Discussion

4.5.1. Limitations

Concerning this study a few limitations occurred during the research. The researcher did not find enough evidences to support the findings. Considering that there a lacking in the availability of sources regarding the company. In particular, financial data of Glossier recent sales drive. Therefore, the researcher attributed the findings based on his own judgement.

4.5.2. Implications

It is crucial to discuss and respond to the main issue along with affirming influencer marketing performance that led to this study. The researcher followed the analysis of the current phenomenon surrounding influencer marketing impact on both customer and the company.

It was introduced relevant findings based on the theories and the Glossier's case study. Consequently, this dissertation introduces implications by answering the following question:

Q1. How is the impact of influencer marketing measured in relation to the company and its customers?

Plainly social media influencer advertising is supplanting customary marketing as seen from the accomplishment of Glossier digital native business. Influencer marketing has many positive impacts as well negative effects.

The focal point of this investigation was chiefly on the connection between the brand and the customers. For instance, the effect of increasing involvement and feedback loop influencers.

From the company viewpoint, influencers marketing leads to financial impacts and brand awareness. In fact, promoting through influencers raise brand awareness and brand loyalty consequently in sales drives. Since influencers as mentioned earlier enhance credibility, they attract more customers through direct contact with the audience. According to Barker Shane , (2019) the most effective attribution to influencers is exhibiting “storytellers” characteristic. This implies the ability to promote a product in their own style and tone in an authentic manner. Moreover, the same author claimed from research that 77% of costumers are loyal to a brand for more than 10 years. Nonetheless, the success of influencer approach is contingent on the collaborating with the right influencer.

Influencers marketing also point out negative impacts for the company. These implications are associated with the disadvantages mentioned in the literature review chapter. For instances, a post-sponsored disclosure, the influencer's authenticity, the rise of fake followers and negative impact followed by an endorsed individual scandal. Indeed, the higher the number of followers, the higher is the risk of the brand being claimed unauthentic. In some countries, the brand must follow strict privacy rules. For instance, by using the hashtag #ad. (Woods, 2016) Another weakness worth mentioning is that a brand could face the increase of monetization requirements. Whereas, not every influencer trusts its brand and they just do it for financial reason. Besides, not all sponsored ambassadors are accepting the price and the quality that they are promoting. (Häversjö, 2019)

From the consumer perspective, word-of-mouth strategy significantly impactful along with human interaction, positive reviews, quality of product, and credibility. Distinctively due to influencers placing share interests and high emotional-driven content. For instance, with videos tutorial or Instagram stories. Furthermore, it found trusted individuals and interpersonal relationship increase the chance of purchase intention. This is likewise crucial for a direct-to-consumer business. Another characteristic that impacted customers is considering customers as a part of the brand. This feature is particularly found through the strong brand identity, resonance and inclusive values. Lastly, Glossier marketing strategy supported the social learning theory, (Bandura, 1977) and brand-resonance. (Keller, 2013)

5.CHAPTER: CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

By analysing the Glossier's marketing strategy based on a combination of quantitative and qualitative data, this dissertation acknowledges significant outcomes. The aim of this research is finding how influencers marketing strategy has impacted customers and the company. The investigation revealed that the company relies heavily on influencers focused on ordinary influencers, social media advertising, and community. (Kozlova, 2020)

From the perspective of the company, Glossier achieved its success strategy through investments not only into customers' experience but also in the selection of micro-influencers. Thus, influencers raised sales drives, brand awareness, and brand loyalty. Additionally, Glossier created an ecosystem of beauty consumers where the brand engaged with their fan and receive useful feedback. The company also took the opportunity from constantly social listening and consumer involvement to improve the production development. Hereby, Glossier created products providing consumers a positive satisfaction.

From the consumer impact, the researcher found that word-of-mouth is effective. In fact, customers receive positive reviews which provides the brand trusts. Moreover, social media influencers increased resonance and credibility through human connection. Finally, Glossier reflects the brand identity of their consumers accurately through content strategy. The brand also contributes to deliver good quality products based on influencers experience.

While looking closely at the Glossier's Instagram, it can be noted that the brand's feeds fuel with influencers and aesthetic representation of products. The communication between brand and customers is entirely casual. It is also demonstrated the application of two-step flow model. (P. F. Lazarsfeld, 1955) This communication approach through social media and influencers results far more effective than brand and customer's direct communication.

Moreover, this dissertation concluded that influencer marketing findings illustrated by Glossier is aligned with mentioned crucial theories. For instance, source credibility model (Ohanian, 1990) attribution theory (Sparkman, Jr. and Locander, 1980, Kelley 1967) and social learning theory. (Bandura, 1977)

5.2. Recommendations

The research conducted for this analysis had outlined an array of subjects on which further study would be advantageous. Possible researches would be examining social media influencers inclusivity and influencers marketing connection with brands.

Social media and influencer marketing presence are potentially changing the way brands communicate with customers. Whilst addresses this matter throughout the dissertation, it can be noted how influencers highly impacted customers and the company.

Based on the findings, it is recommendable to enhance humanization between the target audience and the represented brand. In fact, influencers improve relationships with customers through authenticity and consistent engagement. Although, it is crucial to disclose any sponsorship in order to avoid negative perceived trustworthiness.

Moreover, social media is more effective than any other traditional marketing strategy. The brand presence should be coherent with the identity of the targeted audience. In particular, to the generation Z and Y. Further, Glossier users-generation content revealed more valuable when is posted through common influencers. Although, the brand Glossier has a limited range of diverse and inclusive products. Thus, further study would be suggested concerning product inclusivity customer impact within different industries.

There is also a further improvement that a beauty industry like Glossier should undertake. The brand is planning to expand internationally, it will be challenging to rely merely on social media. (BOF, 2018) A question would arise, as the course of action will change concerning globally online influencers. How influencers marketing could be implemented in the future?

A future implication through the general findings might be useful in the application of influencers through YouTube channel. In this case study, Glossier did not focus on others social media channels in like manner as Instagram. Youtube is the second most visited website. (Cook Sam, 2020) According to a study conducted by YouTube Branded Video (2017) , brand partnerships with content creators are four more convenient at promoting brand intimacy than those with celebrities. Furthermore, videos such as video tutorial increase “real-life” contact with people.

While Influencer marketing will continue to raise in the future, it is crucial to understand that the consumer will take a major role in marketing. Thus, companies should rely on influencers as a strategic method along with campaigns directed from their own customers. According to Brown and Hayes (p. 225, 2008) “whole campaigns will be designed by customers', mirroring their own experiences when buying”. The same authors argue how marketers should invest in campaigns through listening and testing its product through the audience. This statement is would be critical in the continuous evolving digital marketing future.

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CONFIDENTIAL

Stage 1 Research Ethics Application Form

Section 1: Details of the Researcher and their Research

N.B. If you are conducting research that involves 'animals (dead or alive) and significant habitats', please use the Stage 1 Research Ethics Application Form involving Animals and Habitats (www.aru.ac.uk/researchethics).

Applicants carrying out research with children or vulnerable adults may also need to carry out an online Safeguarding course and submit the pass certificate with their ethics application. Please refer to the Question Specific Advice for the Stage 1 Research Ethics Application Form at the above weblink.

Researcher details	
First name	Napta
Family name	Hag
School/Faculty	Anglia Ruskin University London
Email address	Na827@student.anglia.ac.uk
Name of Institution where you study or work	N/A
Are you: Please tick	<input type="checkbox"/> Undergraduate (UG) Student <input checked="" type="checkbox"/> Postgraduate Taught (PGT) Student <input type="checkbox"/> Postgraduate Research (PGR) Student <input type="checkbox"/> Member of ARU Staff <input type="checkbox"/> Member of ARU staff carrying out Masters/Doctorate research
Students (including staff proposing research on a course/programme)	
Your SID	1936152/1
Your course/programme title	Research Method and Ethics
Name of your First Supervisor (for PGR) or Supervisor (for UG and PGT)	Tom Farnsworth (tom.farnsworth@london.aru.ac.uk). Please also copy in ethics@london.aru.ac.uk to SREP notification
Research details	
Title of your research project <i>N.B. For UG/PGT students, this is not the title of your research module</i>	The impact of the influencer marketing on the brand growth: case study on <u>Glossier's</u> influencer marketing strategy.

Name and institutional affiliation of any research collaborators	N/A
Date of application	30 June 2020
Start date of proposed research	Trimester 1, 2020/21
Brief Project Summary (up to 700 words) Please summarise your research in non-specialist language. Please describe where relevant: <i>Methodology (please describe what you plan to do as opposed to providing a background in your chosen methodology)</i> <i>Theoretical approaches</i> <i>Research questions</i> <i>Details of participant population (recruitment, inclusion and exclusion criteria)</i>	Research aim: The purpose of the study is to explore the effectiveness of influencer marketing on brand growth. In digital marketing, the faster way to obtain brand exposure is through influencer marketing. The right and the most influential person can attract more customers to the company. An example of this is the company Glossier. This study explores the impact of influencers marketing on a brand. Glossier business founded in 2016 by the CEO Emily Weiss. It is a brand that sells beauty products through micro-influencers with at least 10k followers. Through this strategy, the brand gained strong image ratings and exposures. Social media like Facebook, Instagram, and YouTube are a powerful tool for marketers, especially nowadays: many millennials spend hours on social media networks. It was reported that 90.4 % millennials use social media. (Oberlo,2018) The methodology used for this study will be a case study, using an empirical research design, based on secondary data. Data that will be used through publicly available documents such as company reports, audience data e.g. YouTube and Instagram followers, and the brand's own marketing strategy. Moreover, to analyse the company the study will include other case studies and theoretical materials such as digital marketing and branding strategy books, social media influencers, and company history. This study describes the profile of Glossier company

The methodology used for this study will be a case study, using an empirical research design, based on secondary data. Data that will be used through publicly available documents such as company reports, audience data e.g. YouTube and Instagram followers, and the brand's own marketing strategy. Moreover, to analyse the company the study will include other case studies and theoretical materials such as digital marketing and branding strategy books, social media influencers, and company history. This study describes the profile of Glossier company and is an intrinsic case study that uses deductive data.

Research Questions:

RQ1: How is the impact of influencers' marketing measured in relation to customers and business effectiveness?

RQ2: What is the relationship between influencers and Glossier?

RQ3: What is the impact of e-commerce marketing strategies on Glossier's performance?

RQ4: How can influencer marketing be used by different organisations?

RQ5: What are the advantages and disadvantages of using influencers marketing in this case study?

Please explain the potential value of your research to society and/or the economy and its potential to improve knowledge and understanding.	The study offers an in-depth evaluation of the Glossier brand marketing strategy. It therefore contributes to knowledge on digital marketing and branding trends, customer's behaviours in response to branding and marketing strategies, and the overall impact of influencers' marketing on a brand.

Section 2: Research Ethics Checklist (Refer to Section 3 for an explanation of the colour coding.)

N.B. If you are conducting research that involves 'animals and significant habitats', please use the Stage 1 Research Ethics Application Form involving Animals and Habitats (www.aru.ac.uk/researchethics).

You must provide a response to ALL questions. Please refer to the Question Specific Advice for completing the Stage 1 Research Ethics Application Form for guidance.

Will your research (delete as appropriate):			
1	Involve human participants?	<input type="radio"/>	<u>NO</u>
2	Utilise data that is not publicly available?	<input type="radio"/>	<u>NO</u>
3	Create a risk that individuals and/or organisations could be identified in the outputs?	<input type="radio"/>	<u>NO</u>
4	Involve participants whose responses could be influenced by your relationship with them or by any perceived, or real, conflicts of interest?	<input type="radio"/>	<u>NO</u>
5	Involve the co-operation of a 'gatekeeper' to gain access to participants?	<input type="radio"/>	<u>NO</u>
6	Offer financial or other forms of incentives to participants?	<input type="radio"/>	<u>NO</u>
7	Involve the possibility that any incidental health issues relating to participants could be identified?	<input type="radio"/>	<u>NO</u>
8	Involve the discussion of topics that participants may find distressing?	<input type="radio"/>	<u>NO</u>
9	Take place outside of the country where you work and/or are enrolled to study?	<input type="radio"/>	<u>NO</u>
10	Cause a negative impact on the environment (over and above that of normal daily activity)?	<input type="radio"/>	<u>NO</u>

11	Involve genetic modification of human tissue, or use of genetically modified organisms classified as Class One activities? ¹ .	●	<u>NO</u>
12	Involve genetic modification of human tissue, or use of genetically modified organisms above Class One activities? ² .	●	<u>NO</u>
13	Collect, use or store any human tissue or DNA (including but not limited to, serum, plasma, organs, saliva, urine, hair and nails)? ³	●	<u>NO</u>
14	Involve medical research with humans, including clinical trials or medical devices?	●	<u>NO</u>
15	Involve the administration of drugs, placebos or other substances (e.g. food, vitamins) to humans?	●	<u>NO</u>
16	Cause (or have the potential to cause) pain, physical or psychological harm or negative consequences to humans?	●	<u>NO</u>

¹ Email FST-Biologicalsafety.GMO@aru.ac.uk for further information.

² As above.

³ For any research involving human material you must contact ARU-HBMC@aru.ac.uk for further guidance on how to proceed.

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17	Involve the collection of data without the consent of participants, or other forms of deception?	●	<u>NO</u>
18	Involve interventions with people aged 16 years of age and under?	●	<u>NO</u>

18	Involve interventions with people aged 16 years of age and under?	●	<u>NO</u>
19	Relate to military sites, personnel, equipment, or the defence industry?	●	<u>NO</u>
20	Risk damage/disturbance to culturally, spiritually or historically significant artefacts/places, or human remains?	●	<u>NO</u>
21	Contain research methodologies you, or members of your team, require training to carry out?	●	<u>NO</u>
22	Involve access to, or use (including internet use) of, material covered by the Counter Terrorism and Security Act (2015), or the Terrorism Act (2006), or which could be classified as security sensitive? ⁴	●	<u>NO</u>
23	Risk being construed as encouraging terrorism or inviting support for proscribed organisations and/or contain extremist views that risk drawing people into terrorism or are shared by extremist groups	●	<u>NO</u>
24	Involve you or participants in a) activities which may be illegal and/or b) the observation, handling or storage (including export) of information or material which may be regarded as illegal?	●	<u>NO</u>
25	Does your research involve the NHS (require Health Research Authority and/or NHS REC and NHS R&D Office cost and capacity checks)?	●	<u>NO</u>
26	Require ethical approval from any recognised external agencies (Social Care, Ministry of Justice, Ministry of Defence)?	●	<u>NO</u>
27	Involve individuals aged 16 years of age and over who lack 'capacity to consent' and therefore fall under the Mental Capacity Act (2005)?	●	<u>NO</u>
28	Involve processing special category data ⁵ and/or intend to recruit 100 or over participants? (only answer if your research involves the EEA – see Section 5 for further information).	●	<u>NO</u>
29	Pose any ethical issue not covered elsewhere in this checklist (excluding issues relating to animals and significant habitats which are dealt with in a separate form)?	●	<u>NO</u>

Section 6: Confirmation/Declaration statements

Confirmation Statements (delete as appropriate)		
1	I have completed the relevant training in research ethics. ⁶	Yes _____
2	I have consulted the Research Ethics Policy and the relevant sections of the Code of Practice for Applying for Ethical Approval, available at www.aru.ac.uk/researchethics .	Yes _____
3	I have completed a Risk Assessment (Health and Safety) and had it approved by the appropriate person. ⁷	Not applicable

⁶ Where required, UG or PGT students must submit confirmation with this form that they have passed the on-line ethics training. Some courses have exemption from this requirement. Please check with your supervisor.

⁷ For research conducted at ARU including University Centre Peterborough and College of West Anglia, go to https://web.anglia.ac.uk/anet/staff/sec_clerk/ for the relevant guidance. Students at other institutions must follow local processes.

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4	Either I have reviewed the Research Checklist for Data Protection and comply with its requirements. If I needed to complete the Further Data Protection Questions, I obtained advice from our Data Protection Officer if any of my responses were 'no' and submit the correspondence with this ethics application. Or for research that does not involve the EEA, I will comply with any data protection legislation of the country or countries that my research will involve.	Yes _____
5	For research funded externally where the funding was acquired via Anglia Ruskin, I have completed a Project Risk Assessment. ⁸	Not applicable
6	I have attached my confirmation of passing a Safeguarding course.	Not applicable

7	If my research project involves a contract between Anglia Ruskin University and an external party, I have had the contract approved by the Secretary and Clerks Office ⁹	Not applicable
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Applicant Declaration

By sending this form from my Anglia Ruskin e-mail account, I confirm that I will undertake the research as detailed here. I understand that I must abide by the terms of my ethical approval and that I may not amend the research without further ethical approval. I also confirm that the research will comply with all Anglia Ruskin ethical guidance, all relevant legislation and any relevant professional or funding body ethical guidance.

Supervisor/First Supervisor Declaration

By sending this form from my Anglia e-mail account, I confirm the statements in the Applicant Declaration and that I will supervise the research as detailed in the application.

Thank you for completing the Stage 1 Research Ethics Application Form.

Please submit it as follows:

Staff Researchers: Send form directly to the relevant committee.

Student Researchers (including staff carrying out research in a student capacity): Send form to Supervisor/First Supervisor.

Supervisor/First Supervisor: Check application and forward to the relevant committee.

For FREP/SREP details please visit the Ethics website:

<https://web.anglia.ac.uk/anet/rdo/ethics/about/frep.phtml> On this page you will also find links to each Faculty's website where more information on SREPS can be found.

RESEARCH ETHICS QUIZ RESULT



May 19 2020 | Logged in as : Napta Hag 1936152



Research Ethics 2017 - for Humanities Business etc

Assessment Feedback

Congratulations, **Napta Hag 1936152**

You have passed the **Research Ethics Quiz** at **12:24** on **Tuesday, 19 May, 2020** scoring **8** out of **10 (80 %)**

Please capture a full screenshot to include in your submission to the relevant Research Ethics Panel. (If needed, [instructions on how to take a screenshot](#) are provided in the Research Ethics course VLE site).

Once you have captured the screen you can just close your browser.

If you want to view the feedback for the individual questions, please browse through them using the "Next Question" button below.

Total score: 8 out of 10, 80%

[Next Question >](#) [Assessment Navigator](#)

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