

# Awareness and Perception of Influencer Credibility on Beauty and Skin Care Products

## Brand & Influencer Match

- 69% say brands chose the right influencers due to their **Popularity (32%)**
- 68% agree influencers chose the right brands to promote due to **Brand Reputation (40.30%)**



## Influencer Credibility Traits

- **Attractiveness – 96%**
- **Trustworthiness – 94%**
- **Reliability – 92%**
- **Knowledge – 80%**



## Media Consumption

**Platforms used:** Instagram (91%), TikTok (69%), YouTube (69%).

**Content engagement:** 94–96% watch short videos/reels.

**Usage timing:** Peak 7–9 PM, 3–5 hours/day.



Date: 2025-07-15

## 1. Objective

The study aims to understand the influence of beauty and skincare influencers on consumer awareness, perceptions, and purchasing behavior among females in Nepal. It further seeks to assess how influencer-led promotions shape brand image, trust, and engagement among target audiences.

## 2. Methodology

The study was conducted among 400 females aged 18–45 years residing in Kathmandu Valley. A structured quantitative survey was administered using a digital data collection platform through Computer Aided Personal Interviews (CAPI) by trained field enumerators. Each interview lasted approximately 30 minutes. The collected data were analyzed using descriptive statistics in Excel, and thematic analysis was applied to open-ended responses to capture deeper insights.

### 3. Demographics

The study included 400 female respondents aged **18–45** years within the **Kathmandu Valley**. Most were between 18–24 years (70%), with the majority holding a bachelor's degree (75%). Nearly half (49%) were full-time students, while others were employed (21%) or self-employed (9%). Over 60% reported a monthly household income above NPR 100,000. In terms of ethnicity, Newar (25.75%), Brahmin (22%), and Janajati (13.75%) made up the largest groups.

### 4. Awareness on Product

- **Sunscreen** is the most recalled and used product promoted by Nepali beauty influencers, mentioned by **245** respondents.

- Followed by moisturizer (227), cleanser/facewash(176), and serum(100), which together represent the top four product categories driving awareness through influencer campaigns.

- These findings indicate that influencers are most successful in creating awareness around skincare basics, reflecting consumer priorities toward daily care, sun protection, and skin hydration.



### 5. Funnel

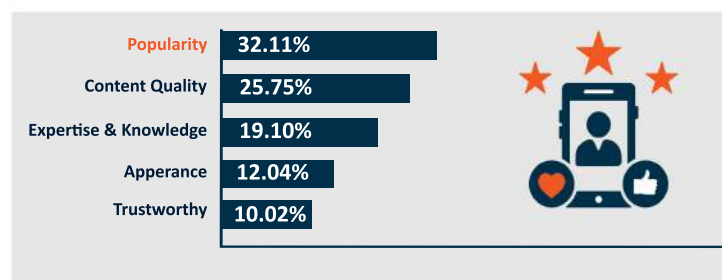
- Among the 400 respondents who could recall one or more Nepali influencers promoting skincare brands, 74% considered buying the products featured by them. Out of these, 90% actually made a purchase, reflecting strong influence and conversion power. Furthermore, 67% of buyers repurchased the same product, showing high satisfaction and trust. Lastly, 72% recommended the product to others, indicating that influencer promotions effectively encourage not just purchase but also repeat use and positive word-of-mouth among consumers.



### 6. Brand Match with Influencer

- A total of **69%** of respondents believe that brands made the right decision in choosing their respective influencers.
- Among them, 32.11% attributed this to the influencer's popularity, while others cited reasons such as content quality (**25.75%**), expertise and knowledge (**19.90%**), appearance (**12.04%**), and trustworthiness (**10.20%**). Respondents mentioned that influencers with authentic personalities and relevant expertise make the brand appear more trustworthy and appealing.

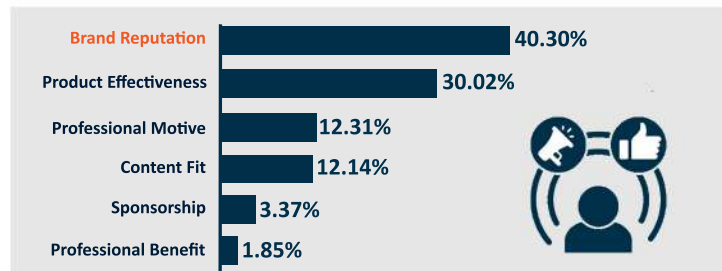
- However, 31% felt certain partnerships were less effective, mostly due to mismatched brand values or perceived lack of influencer's knowledge about the product. This shows that consumers are attentive to the alignment between a brand's identity and the influencer's image.



### 7. Influencer Match with Brand

- Around **68%** of respondents agree that influencers chose the right brands to collaborate with. Among these, 40.30% cited brand reputation, while others emphasized product effectiveness (**30.02%**), professional motive (**12.31%**) and content fit (**12.14%**) as reasons.

- Respondents noted that influencers who selectively endorse well-known brands are more credible and professional. This highlights that influencer decision-making, based on authentic product use and brand reputation, plays a key role in maintaining audience trust and strengthening long-term partnerships.

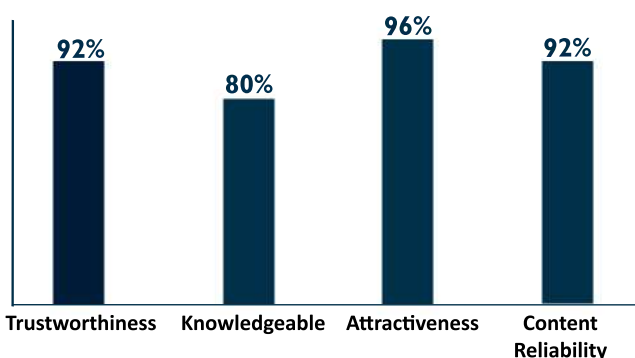


**68% say influencer–brand fit boosts credibility and trust.**

## 8. Influencer Credibility

● Credibility stands as the cornerstone of influencer effectiveness. Among the **869** recalled influencers, respondents rated them highly across key credibility dimensions. A majority found influencers **attractive (96%)**, trustworthy (94%), and reliable in their content (92%), while 80% described them as knowledgeable about the products they promote.

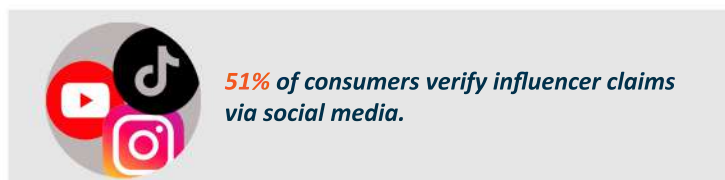
● These results show that audiences not only value influencers for their appearance or presentation style but also recognize their expertise and honesty. Overall, influencer credibility in Nepal's beauty and skincare market is shaped by a balance of trust, authenticity, reliability, and informed communication, making it one of the strongest drivers of consumer confidence and brand trust.



## 9. Cross Verify

● Despite the strong credibility of influencers, consumers continue to validate information through social media before making purchase decisions. Among those who cross-verify, **51.19%** said they consult peers, online reviews, or social discussions on platforms like Instagram, TikTok, and YouTube.

● This cross-verification behavior shows that while influencers trigger interest and trust, final purchase confidence often stems from collective digital validation. It reflects a modern, informed consumer purchasing pattern where social proof, online conversations, and peer interactions play a significant role in confirming influencer claims.

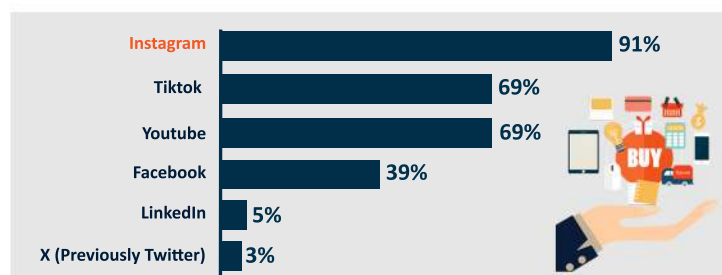


Discover more factsheets — just scan!

## 10. Media Consumption Habit

● Most of the respondents (**98%**) rely on **social media** for information about beauty and skincare products, making it the dominant source of influence. Among them **Instagram** emerged as the most used platform (**91%**), followed by TikTok (69%) and YouTube (69%). Most respondents engage with short video content, with 94% watching reels on Instagram and 96% on TikTok.

● Every respondent reported reading posts on X (formerly Twitter), showing a mix of content preferences across platforms. In terms of usage patterns, about 42.75% spend three to five hours daily on social media, and the peak activity time is between **7 PM** and **9 PM**, reflecting a strong evening engagement trend among users.



## Conclusion

The study reveals that Nepali beauty influencers have become central to shaping how consumers discover, trust, and purchase skincare products. With sunscreen, moisturizer, cleanser/facewash, and serum leading awareness categories, the data clearly shows a shift toward conscious and informed beauty routines. High purchase and repurchase rates indicate the growing impact of credible influencer content, while the strong tendency to cross-verify on social media reflects a well-informed and digitally empowered audience.

Overall, influencer credibility, authentic brand alignment, and social validation together form the core pillars of modern beauty marketing in Nepal.



**Avant Garde Solutions Pvt. Ltd.**

Sankhamul, Kathmandu, Nepal

info@avantgarde.com.np

www.avantgarde.com.np

+977 1 5242340 | 5912340

