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A JOURNAL OF BUSINESS AND SOCIAL SCIENCES

A Quartely Journal

**Vol 1, Issue 1
December 2025**



A JOURNAL OF BUSINESS AND SOCIAL SCIENCES

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About the Journal

SIFT – Journal of Business and Social Sciences is a peer-reviewed, double-blind academic journal dedicated to advancing high-quality research at the intersection of business, management, and social sciences. The journal provides a global platform for scholars, practitioners, and policymakers to publish innovative studies, conceptual frameworks, case analyses, and empirical research that address emerging challenges in today's dynamic business and societal landscape. With a strong commitment to ethical standards, interdisciplinary dialogue, and impactful knowledge dissemination, SIFT aims to bridge theory and practice, promote responsible leadership, and contribute meaningfully to academic and real-world decision-making. Our mission is to support research that inspires progress, enhances understanding, and drives positive social and organisational outcomes.

Explore our Subject area

- Business Strategy & Policy
- Organizational Behaviour & Theory
- Human Resource Management
- Marketing & Consumer Behaviour
- Finance, Accounting & Auditing
- Entrepreneurship & Innovation
- Operations & Supply Chain Management
- Corporate Governance & Leadership
- Sociology & Social Behaviour
- Psychology & Behavioural Studies
- Consumer Psychology (Behavioural Studies)
- Communication & Media Studies
- International Relations
- Cross-Cultural Studies
- Public Policy & Public Ethics
- Social Impact, Equity & Inclusion
- Business–Society Relations
- Corporate Social Responsibility (CSR)
- Sustainable Business Practices
- Technology, Digital Transformation & Society
- AI, Automation & Workforce Studies
- Ethics & Responsible Management
- Environmental, Social & Governance (ESG) Research

Aims and Scope

SIFT – Journal of Business and Social Sciences is a double-blind, peer-reviewed scholarly journal committed to advancing interdisciplinary knowledge at the crossroads of business studies and the social sciences. The journal serves as an academic platform for researchers, academicians, industry professionals, policymakers, and graduate scholars to publish high-quality research that contributes to theory, practice, and societal development.

SIFT recognizes that contemporary challenges in business and society are interconnected and require a holistic understanding across disciplines. The journal therefore welcomes a wide range of research contributions, including empirical studies, conceptual papers, theoretical advancements, case studies, analytical models, and review articles. Its subject areas span core business fields such as management, marketing, finance,

entrepreneurship, organisational behaviour, and consumer psychology, as well as social science domains including sociology, psychology, communication, public policy, ethics, and cross-cultural studies.

At the heart of the journal is a commitment to academic integrity, ethical research practices, and rigorous scientific standards. Every manuscript undergoes a strict double-blind peer-review process to ensure originality, methodological soundness, relevance, and contribution to existing literature. The journal also promotes responsible research by encouraging authors to address contemporary societal issues such as sustainability, corporate governance, technological transformation, digital behaviour, ethical leadership, and social responsibility.

SIFT aims not only to be a publication outlet but also a knowledge bridge. By fostering dialogue between academics and practitioners, the journal facilitates evidence-based decision-making, policy improvements, and innovative solutions to global business and social challenges. The journal supports the dissemination of impactful research that advances professional practice, stimulates intellectual debate, and enhances the understanding of how businesses operate within social, cultural, and ethical contexts.

Through its inclusive approach, international outlook, and dedication to excellence, SIFT – Journal of Business and Social Sciences aspires to become a leading contributor to scholarly discourse and a trusted resource for researchers and practitioners worldwide.

Scope and Academic Focus

The journal welcomes a wide spectrum of contributions, including original research articles, theoretical papers, applied studies, conceptual frameworks, policy analyses, case studies, systematic reviews, and book reviews. Core areas of interest include:

Business strategy, leadership, and governance

- Human resource management, HR analytics, and organisational development
- Marketing, consumer behaviour, and consumer psychology
- Finance, accounting, financial decision-making, and corporate performance
- Entrepreneurship, start-up ecosystems, and innovation management
- Operations, supply chain, and sustainability practices
- Sociology, psychology, communication studies, and cultural studies
- Public administration, ethics, and social impact research
- Technology, digital transformation, AI in business, and workforce studies
- ESG (Environmental, Social & Governance) frameworks and responsible management

SIFT encourages research that addresses critical societal concerns such as inequality, digital inclusion, sustainable business practices, the future of work, behavioural change, ethical leadership, and globalisation.

Commitment to Ethical and High-Quality Research

Academic integrity is at the core of SIFT's philosophy. Every submission undergoes a rigorous double-blind peer-review process conducted by qualified reviewers and subject experts. Manuscripts are evaluated for originality, methodological integrity, relevance to the field, clarity of argument, and contribution to academic and practical knowledge.

The journal adheres to the highest standards of publication ethics, following guidelines inspired by COPE (Committee on Publication Ethics). We ensure:

Transparent and ethical research practices

- Protection of human participants and responsible data collection
- Proper authorship credit and conflict-of-interest disclosure
- High professional standards in editing, reviewing, and publication

Bridging Theory and Practice

One of the distinguishing features of SIFT is its emphasis on research that not only contributes to theory but also influences real-world decisions. We encourage submissions that provide actionable insights for business leaders, educators, policymakers, NGOs, and social practitioners.

- The journal supports studies that:
 - Offer evidence-based solutions to current business challenges
 - Influence organisational policy and management practices
 - Support public policy development and community-level improvements
 - Address socio-economic issues through academic inquiry
 - Strengthen the link between academic knowledge and professional application
- Platform for Global Knowledge Exchange

SIFT positions itself as a platform for global academic interaction. Our contributors and reviewers include scholars and professionals from diverse countries, ensuring a wide range of perspectives and global relevance. The journal seeks to amplify voices from emerging economies, promote diverse methodologies, and encourage comparative and cross-cultural research.

Mission and Vision

Mission

To promote high-quality interdisciplinary research that enhances the understanding of business and social systems, supports ethical and responsible organizational practices, and generates knowledge with meaningful social impact.

Vision

To become a globally recognized and trusted academic journal that shapes discussions in business, management, and social sciences by fostering innovation, integrity, and inclusiveness in scholarly publishing.

Why SIFT Matters

- By combining academic depth with societal relevance, SIFT strives to:
 - Enhance scholarly dialogue across disciplines
 - Provide an accessible platform for emerging and established researchers
 - Contribute to global academic thought leadership
 - Influence real-world business and social practices
 - Support the advancement of ethical, sustainable, and innovative research
 - Encourage critical thinking and new theoretical perspectives

A Study on How the influencers in Social Media Influence Prospective Customers and Succeed in Closing Sales for Cosmetics Product

Ms. R. Rajeshwari

Abstract

Social media is a web platform that facilitates the customers to share and exchange their views, ideas and feedbacks with a company without much difficulty and this helps the company in building their relationship and confidence among the various customer segments by addressing their problems and knowing exactly what their needs and wants are. The objective of this paper is to identify how these influencers boost sales by changing the attitude and mindset of women Consumers of all age towards a particular cosmetic brands. A systematic review of the literature on the efficacy of Social Media Influencers in influencing the younger generation as well as the middle generation with their interactive content were conducted. The study reviewed 25 publications in peer reviewed journals between 2020 and 2025. The literature analysis exposed that there is value in the social media influencers like Instagram, Face book, Twitter etc. by attracting significant interest in a particular company's cosmetic products. The findings revealed that how these influencers play a pivotal role in targeting right customers and influencing their decision making process by posting high quality content so that they feel more engaged and interesting.

Key words: *social media , influencer marketing, cosmetic products, customers, sale*

Introduction

In today's digital era, social media influencers play a crucial role in shaping consumer behaviour, especially in the cosmetic industry. With their engaging content, authentic product demonstrations, and relatable personal experiences, influencers are able to create a sense of trust and credibility among their followers. Their recommendations often appear more genuine than traditional advertisements, making prospective customers more willing to explore and purchase the products they promote. By using strategies such as tutorials, reviews, discount codes, and real-time interactions, influencers successfully guide potential buyers from initial interest to final purchase. As a result, they have become powerful intermediaries

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who significantly impact cosmetic brand visibility, customer preference, and sales conversions. By sharing authentic reviews, beauty routines, and real-life demonstrations, they shape the preferences and buying decisions of their followers. Their ability to build trust, create relatable content, and offer personalized recommendations helps them effectively persuade prospective customers. Through engaging posts, social proof, and promotional offers, influencers not only attract consumer attention but also play a major role in converting interest into actual purchases.

Objectives

Objectives of the research are as follows:

- To examine the role of social media influencers in shaping consumer buying behaviour and driving sales of cosmetic products.
- To identify the key influencer marketing strategies used to attract and engage prospective cosmetic customers.
- To analyse how trust, credibility, and perceived authenticity of influencers affect customer purchase intentions.
- To study the impact of influencer-generated content (reviews, tutorials, demos) on consumers' evaluation of cosmetic products.
- To assess how discounts, affiliate links, and promotional offers shared by influencers contribute to closing sales.

Need for the Study

A study on this topic is needed because:

- Consumers increasingly depend on influencers for cosmetic product selection and brand comparisons.
- Brands need evidence-based insights to design more effective influencer strategies.
- There is a lack of research showing how influencer activities translate into actual conversions or sales closure, not just awareness.
- Young consumers' behaviour is rapidly shifting, and traditional advertising alone is no longer sufficient.
- Understanding influencer impact helps companies build long-term customer relationships based on trust and authenticity.

Therefore, this study is essential to bridge the gap between influencer engagement and measurable sales outcomes in the cosmetics industry.

Scope of the Study

1. Subject Focus

The study will focus on understanding how social media platforms (e.g., Instagram, Facebook, TikTok, and YouTube) influence prospective customers' purchasing decisions for cosmetic products. It will analyze the role of online marketing strategies, product reviews, influencer promotions, and advertising campaigns in shaping customer behavior.

2. Population and Sample

The research will target prospective cosmetic product buyers, primarily in the age group of 18-35, who actively use social media. The study may also consider different customer segments, such as first-time buyers and repeat customers, to understand varying levels of influence.

3. Geographical Scope

The study may be limited to a specific region, city, or country, depending on accessibility and relevance of data, to ensure practical data collection and analysis.

Variables Considered

Independent Variable

Social media influence, including posts, ads, influencer endorsements, Trust and user reviews.

Dependent Variable

Customer decision-making, interest in products, and successful purchase/sales conversion.

Limitations

- The study will focus only on cosmetic products and may not generalize to other industries.
- Responses may be limited to social media users who are willing to participate in surveys or interviews.
- External factors like offline advertising, personal recommendations, and economic conditions may not be fully accounted for.
- With the aim to collect satisfactory information to elaborate influencer marketing, Probability sampling is a sampling technique where a researcher sets a selection of a few criteria and chooses members of a population randomly. All the members have an equal opportunity to be a part of the sample with this selection parameter

Literature Review

S. Venus Jin, Aziz Muqaddam, Ehri Ryu worked with the purpose of this paper is to test the effects of two types of celebrities (Instagram celebrity vs traditional celebrity) on source trustworthiness, brand attitude, envy and social presence. The proposed theoretical model

consists of the celebrity type as the independent variable, social presence as the mediator and self-discrepancy as the moderator. The results indicated that consumers exposed to Instagram celebrity's brand posts perceive the source to be more trustworthy, show more positive attitude toward the endorsed brand, feel stronger social presence and feel more envious of the source than those consumers exposed to traditional celebrity's brand posts. Structural equation modeling and bootstrap confidence intervals indicate that social presence mediates the causal effects of celebrity type on trustworthiness, brand attitude and envy. Multiple regression analyses reveal the moderating effects of appearance-related actual/ideal self-discrepancy.

Francisco J. Martínez-López, Rafael Anaya-Sánchez et al study on Influencer marketing: brand control, commercial orientation and post credibility. Leveraging social media influencers allows companies to provide information on their products in a more social and interactive way. Yet, scholarly research on the implications of the effect of influencers on consumer trust, their interest and the purchase decision process is still in its infancy. This study proposes a theoretical model to explain how perceived brand control over an influencer's post and the perceived commercial orientation of such a post affects consumer trust in influencers. Results show that trust of the influencer is reduced more by the post's perceived commercial orientation than perceived brand control of the influencer's post. Although perceived brand control also reduces the willingness to search for more information. The results also show that trust of the influencer is salient in predicting post credibility, which in turn predicts interest and willingness to search for more information.

Social networking has transformed the manner in which people link up, communicate and take up information. The consumer behavior has been greatly influenced by the enlargement of social media platforms like Friendster, MySpace, Facebook, Instagram, Twitter, Tiktok, and YouTube (**CN. Fortune 2023**). These sites enable customers to reach a wide variety of content such as product suggestions, reviews and advertisements (**Bognar 2019**). It is for this reason that consumers increasingly turn to social media for ideas, reassurance or assistance when making purchases (**Crescitaly 2024**). This dynamic and immersive nature of social media enhances peer-to-peer connection enabling individuals to seek advice; share experiences; build virtual communities around shared interests like beauty products.

Research Methodology

The process used to collect information and for the purpose of making business decision. The methodology may include publication research interviews, survey and other research techniques, and could include both present and historical information.

Research Design

Descriptive research includes surveys and fact-finding enquiries of different kinds, which help the researchers to describe the present situation that makes the analysis about the IT industry and help to reach the objectives

Sampling Technique & Method

When population elements of selection for inclusion in the sample based on the ease of access, it can be called convenience sampling. **Convenience sampling** was used to complete this survey. It is the selection of sample units and it's based on the convenience of the research.

Sampling Size

This refers to the number of items to be selected from the universe to constitute a sample. The sample size 500 respondents.

Sampling Area

This sampling area refers to place where the survey is to be conducted. In this research the sample were collected from both male and female of working people, house wives and students.

Tools for the Data Collection

A questionnaire is a simple and formalized set of eliciting information. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms.

Data Analysis

The Trustworthiness of Social Media Influencers and Consumers purchase intention for Cosmetic products

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Trustworthiness of Social Media Influencers	180	120	50	80	70
Consumers purchase intention for Cosmetic products	160	140	70	70	60

Hypothesis on Influencers Trustworthiness

Null Hypothesis H₀: There is no significant relationship between the trustworthiness of social media influencers and consumers purchase intention for cosmetic products

Alternate Hypothesis H₀: There is a significant relationship between the trustworthiness of social media influencers and consumers purchase intention for cosmetic products

Result

"There was a significant positive correlation between influencer trustworthiness and consumer purchase intention ($r = 0.62$, $p < 0.05$)."

Trustworthiness and Consumer Purchase Intention

The statement "There was a significant relationship between influencers' trustworthiness and consumer purchase intention" highlights an important aspect of modern marketing, especially in the digital era. Social media influencers have become powerful tools for promoting products and services, but their effectiveness depends largely on how trustworthy they are perceived by their audience. Trustworthiness refers to the credibility, honesty, and reliability of the influencer in the eyes of consumers. When followers perceive an influencer as genuine and knowledgeable, they are more likely to consider the products or services the influencer promotes.

Understanding Consumer Purchase Intention

Consumer purchase intention is the likelihood or willingness of a consumer to buy a product or service after exposure to marketing communication. It is a predictive measure of actual buying behavior and an important focus for marketers and researchers. When consumers encounter recommendations from influencers, their decision to make a purchase is influenced by several factors, but trust is among the most critical. If an influencer is perceived as untrustworthy or insincere, consumers may disregard the recommendation, even if the product itself is appealing.

The Nature of the Significant Relationship

The term "significant relationship" in this context indicates that research has statistically shown that influencer trustworthiness and consumer purchase intention are connected in a meaningful way. This means that higher levels of perceived trustworthiness among influencers are associated with higher levels of purchase intention among consumers. Statistical significance suggests that this relationship is unlikely to be due to random chance, and the findings are reliable. This provides strong evidence that trustworthiness is a key determinant in how effectively an influencer can drive consumer behavior.

Psychological and Marketing Perspectives

From a psychological standpoint, the relationship can be explained through theories like the Source Credibility Theory, which posits that a communicator's trustworthiness and expertise increase the persuasiveness of their message. Additionally, consumers often rely on social proof, following the actions of influencers they admire and trust. In marketing practice, this implies that influencer campaigns are more effective when the chosen influencers have established credibility and authenticity with their audience. Brands that collaborate with

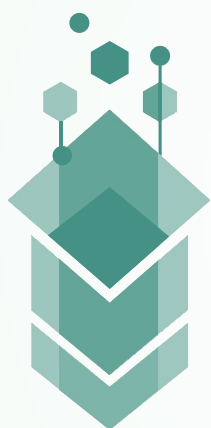
trustworthy influencers are more likely to see positive outcomes in terms of consumer engagement and sales.

Implications and Conclusion

The finding has significant practical implications for both marketers and researchers. For marketers, it emphasizes the importance of carefully selecting influencers who are genuinely trusted by their followers rather than focusing solely on popularity or reach. For researchers, it confirms the role of trust as a key factor influencing consumer decision-making in the digital marketplace. Overall, the significant relationship between influencer trustworthiness and consumer purchase intention underscores the critical role of credibility in shaping consumer behavior and driving effective marketing strategies

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