

Effects of Instagram Influencer's Advocacy and Labelling Ethical Purchase Intentions of Cruelty-free Cosmetics

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Abstract

This study explores the impacts of influencer advocacy and cruelty-free labelling on ethical purchase intentions among Chinese consumers in the cosmetic industry. Despite a global shift toward cruelty-free products, China's market growth has been slower, prompting questions about promotional strategies. Based on an experimental design with 200 participants, findings highlight cruelty-free labelling as the primary driver of ethical purchases, directly shaping consumer attitudes and intentions. Influencer advocacy alone had minimal impact but amplified the effect of labelling, suggesting its role is enhanced through synergistic strategies. These results emphasize the importance of transparent labelling in fostering ethical consumer behavior. Managerial implications stress prioritizing clear, credible labelling in branding over heavy reliance on influencer marketing. This research contributes to the discourse on ethical consumption, offering actionable insights into promoting cruelty-free cosmetics in emerging markets.

Track: Digital Marketing & Social Media