The Relationship Between Beauty Bloggers and the Consumption Patterns of Female Followers: A Case Study on Instagram Pages of Beauty Bloggers

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Abstract : The beauty of appearance has been important in people's lives since the beginning of history. In every era, beauty has had a specific meaning, and individuals have represented the standards of beauty during each period. According to statistics, the beauty industry has experienced significant economic growth in recent decades, with projections indicating it will reach $583 billion by 2027. The emergence of social media, backed by technological advancements, has created a suitable platform for various beauty brands to engage in economic activities. It can be said that today, beauty bloggers represent the beauty standards of society, actively engaging on social media platforms such as Instagram. Beauty bloggers promote cosmetic and skin care products in front of the camera in their ideal state, utilizing their skills. Instagram, with its limited two-way communication between users and influencers, has also created a suitable environment for advertising. The aim of this research is to study the relationship between beauty bloggers and the consumption patterns of female followers. This research was conducted through interviews with Ten women over the age of 20 who have followed these pages for three years or more, and the findings were analyzed using qualitative content analysis. According to the findings, beauty bloggers encourage women to purchase cosmetic products by creating a sense of identification through sharing their experiences. Beauty bloggers generate a false sense of need for consumption among their audience by promoting beauty products. The feeling of inadequacy, stemming from women's comparisons with bloggers who are always beautiful, leads women to try to imitate the consumption habits and appearance of these bloggers.