

Dedications

To my sanctuary and my safe haven, my Mother, whose love shaped every part of who I am.

To the one whose sacrifices lit the path that brought me here, my Father.

To my support and strength, the light that brightened my days, my Siblings.

To all the souls I met along the way and those who took different paths from mine, Friends.

Hadjira

I dedicate this work to my mother, who sacrificed everything she had just to see me become the person I am today. To my father who raised me with love and made me feel like his spoiled and unique daughter. To my four brothers whose support has always meant the world to me, and to the closest friends to my heart Amira and Roza, your love means a lot and you mean more than words can say.

Lydia

Acknowledgements

First and foremost, we would like to express our deepest gratitude to our supervisor Dr. Katia Berbar for her invaluable guidance, continuous support, and thoughtful advice throughout the course of this research. We are sincerely thankful for all the time, effort, and dedication she devoted to our work. Her presence has always made us feel at ease, and her kindness, encouragement, and unwavering support have been a true source of motivation. We are truly grateful to have had the opportunity to work under her supervision.

We would also like to extend our warm thanks and appreciation to the esteemed members of the board of examiners, Dr. Hanane Ait Hamouda and Dr. Amel Benaissa for accepting to read, assess, and evaluate our dissertation. Their time and constructive feedback are greatly appreciated.

We would like also to offer a special and heartfelt thanks to our teacher Dr. Hanane Ait Hamouda for taking some of her valuable time to clearly explain Barthes' Semiotic Theory, an explanation that played a crucial role in shaping this research and without which this dissertation would not have been complete.

Lastly, our heartfelt thanks go to all the teachers in the Department of English at the University of Mouloud Mammeri Tizi Ouzou. Their dedication to teaching and their valuable contributions throughout our academic journey have played an essential role in this accomplishment.

Abstract

The current study investigates the persuasive techniques employed by Macro and Micro beauty influencers in their product placement strategies on Instagram. The main aim is to identify and compare the verbal and visual persuasive techniques these influencers use to promote beauty products. More specifically, the study has four main objectives: (1) to identify the principles of persuasion used by Macro and Micro beauty influencers, (2) to determine which routes of persuasion, central or peripheral, are taken, (3) to examine the semiotic elements embedded within their content, and (4) to compare the two influencer categories across these three aspects. To achieve these objectives, a qualitative research design was adopted, based on a corpus of 48 product placements (captions and videos) collected from the official Instagram accounts of six beauty influencers (three Macro and three Micro) with eight product placements selected per influencer. The qualitative content analysis was grounded in three theoretical frameworks: Cialdini's Six Principles of Persuasion (1983), the Elaboration Likelihood Model by Petty and Cacioppo (1986), and Barthes' Semiotic Theory (1957/1972, 1964/1977). The findings revealed that all six principles of persuasion appeared across the content of both influencer groups, with liking, commitment, and authority being the most dominant. However, the ways in which these principles were used varied between the two groups. In addition, both central and peripheral routes of persuasion were identified, though Macro influencers tended to balance the two, while Micro influencers leaned more heavily on the peripheral route. Moreover, the semiotic analysis showed that both groups used denotations, connotations, and myths to construct meaning. However, Macro influencers often conveyed themes of perfection and aspiration, while Micro influencers emphasized authenticity, empowerment, and relatable beauty ideals.

Key words: Beauty influencers, Cialdini's Principles, Elaboration Likelihood Model, Instagram Product Placement, Macro and Micro Influencers, Persuasion Techniques, Semiotic Analysis.

List of Abbreviations

PP: Product Placement

ELM: Elaboration Likelihood Model

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General Introduction

Statement of the Problem

In the modern era, mass media plays a crucial role in shaping perceptions, influencing attitudes, and dictating social norms. Its evolution from print to digital platforms has transformed it into a powerful tool for communication, cultural exchange, and advertising. Through advertising, mass media not only informs but also persuades, shaping how individuals see themselves, others, and the world around them. As Bolaños Melgar and Elsner (2016) state, “Advertising has not just from the result of changing consumer media habits, decision making, and purchasing power, but it also appears to be part of the rise of a transformative global society” (p.67)

Advertising has experienced significant transformations in recent years, particularly with the rise of social media. Belanche et al. (2019) explain that the rise of the internet has transformed the advertising sector, as digital tools like web browsers, websites, and social media now challenge the long-standing dominance of traditional media such as television, radio, and print (p.72). For instance, platforms like Instagram, TikTok, and Facebook allow businesses to connect directly with consumers using particular marketing strategies. Moreover, social media advertising has become highly engaging, blending naturally into users’ pages through tools like sponsored posts, stories, and collaborations with influencers. This shift allows brands to engage with audiences in more authentic and interactive ways.

Among the most influential figures in social media advertising are beauty and fashion influencers, especially women. These influencers exhibit perfect and aspirational lifestyles while promoting products. By mixing real content with product promotions, they significantly impact what their followers buy. One common strategy they employ is product placement, where products are naturally integrated into their content to promote brands while keeping it enjoyable for their followers. According to Kramolis and Drabkova (2012), “the main objective of product

placement is to connect brands with the appropriate entertainment partners to maximize exposure and brand relevance.”(p.1), highlighting its strategic importance in influencer marketing.

Building on this, this study investigates the persuasive techniques used in product placement by beauty influencers on Instagram. As Khan (2018) points out, “Instagram is one of the fastest-growing online photo social web services where users share their life images with other users” (p.120). Because of Instagram’s growing popularity, beauty influencers use it by incorporating product placement in their posts, stories, and videos, applying persuasive techniques to shape their followers’ perceptions and motivate them to buy certain products.

A review of the literature reveals that numerous researchers worldwide have explored persuasive techniques employed by influencers and marketers, particularly in social media .for example, a study by Hassan et al. (2021) investigated how the credibility of social media beauty influencers affects young Millennials’ cosmetic product choices. The research focused on 271 female respondents in Malaysia aged between 18 and 30 years, using a quantitative method through a structured online survey. The study measured influencer credibility through four dimensions: expertise, trustworthiness, attractiveness, and similarity. The findings revealed that all four traits significantly influenced purchase intentions, with trustworthiness having the strongest impact. The results also confirmed that influencer credibility plays a key role in shaping consumers’ decisions when choosing beauty products promoted on social media.

A study by Gosh (2021), explored how Micro- and nano-influencers, especially those known as home-influencers, adjusted their product placement strategies during the COVID-19 pandemic. The study focused on how these influencers aligned their content with the lifestyle changes brought on by lockdowns. Through a thematic analysis of Instagram posts and user comments, the study found that home-influencers relied on two key skills (relevance and

relationship) to create more authentic and effective brand content. These skills helped foster a sense of connection with followers and encouraged user-generated content.

In another study by Bullock and Landblad (2022), examined how influencers use persuasive techniques on Instagram to convince consumers to buy products. The research focused on twenty-four (24) influencers promoting the nicotine brand “Lyft” on Instagram using a qualitative netnographic research method. The study analyzed the influencers' posts to identify key persuasion factors like credibility, similarity, and the strength of the influencer-follower relationship. The findings revealed that successful influencer marketing goes beyond well-designed and attractive advertisements and relies heavily on the influencer’s ability to build trust and emotional connection between the influencers and their audience.

Another study in the department of English at Mouloud Mammeri University of Tizi Ouzou by Belaidi (2022) examined how American brands use persuasive techniques and modes of their Instagram advertisements. The research focused on 40 advertising captions from 10 American brands across five sectors, using a descriptive qualitative method. The study analyzed the captions through Keraf’s theory of persuasion techniques and Aristotle’s modes of persuasion. The findings revealed that brands mainly use six techniques (especially suggestion) and applied all three persuasive modes (ethos, pathos, and logos). It also showed that persuasion strategies varied across sectors but remained largely similar between big and small brands.

Another study by Liu and Zheng (2024), explore how followers’ relationships with social media influencers shape their perceptions of brand credibility and their purchase intentions. The study examined how traits like authenticity, informativeness, and perceived similarity contribute to emotional bonds with influencers, known as parasocial relationships. Their findings highlight that these personal connections play a key role in strengthening brand credibility and encouraging purchase decisions.

Although the persuasive techniques used by influencers on Instagram have been studied by researchers worldwide, there is a lack of research comparing the strategies employed by Macro influencers, who have large followings, and Micro influencers, who interact with smaller audiences, in the beauty sector. This gap in research, specifically in understanding the differences in persuasive techniques between these two groups of influencers, is one of the objectives of the present study. By examining and comparing the techniques used by both Macro and Micro influencers in product placement, this research aims to shed light on how each group approaches persuasion on Instagram.

Aims and Significance of the Study

The primary aim of this study is to explore the persuasive techniques used by Macro and Micro beauty influencers to promote products on Instagram. Specifically, the study has four main objectives. First, it seeks to identify the principles of persuasion employed by Macro and Micro beauty influencers on Instagram to promote products through product placement. Second, it aims to determine which route of persuasion, central or peripheral, as outlined in the Elaboration Likelihood Model (1986), these influencers use to persuade their audience. Third, it examines the semiotic elements within the product placement strategies of both Macro and Micro influencers, focusing on how signs, symbols and meanings are constructed and conveyed. Lastly, it compares the differences in the principles of persuasion, routes of persuasion, and semiotic elements employed by Macro and Micro beauty influencers on Instagram in their product placement techniques.

The significance of the present research lies in its attempt to provide a meaningful contribution to the existing literature on persuasive techniques in product placement, specifically in the context of beauty influencers on Instagram. This study examines the persuasive techniques used by these influencers to engage with their audience and promote products. With the

development of influencer advertising, it is important to understand how influencers engage with their followers and persuade them to buy products. Additionally, the research compares the persuasive techniques used by Macro and Micro beauty influencers in product placement on Instagram. By doing so, this study will shed light on how their approach to persuasion may differ based on the size of their audience.

The findings of this study could be useful in several real world contexts, depending on the audiences: for marketers, they offer practical guidance on how to choose between Macro and Micro influencers and how to create product placements that really connect with followers. For students and researchers in communication and media studies, the study sheds light on how persuasive strategies are evolving on platforms like Instagram, especially through influencer content, which can help give a clearer picture on how digital media trends are changing. And for educators, these insights can help strengthen media literacy by showing how persuasion works in everyday social media posts, helping students and the public become more aware of how they are being influenced online.

Research Questions and Hypotheses

In order to reach the aforementioned objectives, four research questions are formulated:

1. What are the principles of persuasion used by Macro and Micro beauty influencers on Instagram to promote products through product placement?
2. What routes of persuasion are used by Macro and Micro beauty influencers in their product placements on Instagram?
3. What semiotic elements are present in the product placement strategies of Macro and Micro beauty influencers on Instagram?
4. Do Macro and Micro beauty influencers use different principles of persuasion, routes of persuasion, and semiotic elements in their product placements on Instagram?

To address the research questions, four hypotheses are proposed:

1. Both Macro and Micro beauty influencers are likely to use the key principles of persuasion identified by Cialdini (1983), in their product placements on Instagram.
2. Both Macro and Micro beauty influencers apply both central and peripheral routes of persuasion in their product placements on Instagram.
3. Both Macro and Micro beauty influencers incorporate the semiotic elements of denotation, connotation, and myth to convey meaning in their product placements on Instagram.
4. There are significant differences between Macro and Micro beauty influencers' use of the principles of persuasion, routes of persuasion, and semiotic elements in their Instagram product placements

Research Techniques and Methodology

To answer the research questions and achieve the aims of this study, a qualitative research approach is adopted to explore the persuasive techniques used by Instagram influencers in their product placement strategies. This method helps us to identify and understand the way in which influencers integrate products into their content to engage and influence their audience. Qualitative content analysis is an approach used to examine textual or visual data by focusing on meaning, themes, and patterns rather than numbers. It involves carefully coding the material and grouping it into categories to make sense of how ideas are expressed.

The analysis is guided by three theoretical frameworks: Cialdini's six principles of persuasion (1983), the Elaboration Likelihood Model (1986), and Barthes's semiotic theory (1957/1972, 1964/1977). Cialdini's principles (1983) provide insights into the persuasive techniques influencers use to shape their audience's attitude and behavior. The Elaboration

Likelihood Model (1986) helps identify the routes of persuasion (central and peripheral) that influencers rely on to engage followers with different levels of involvement. Barthes's semiotic theory (1957/1972, 1964/1977) is applied to analyze the semiotic elements, such as signs and visual cues, used in the product placement content to explore the deeper meaning behind them. The reason for choosing these three frameworks is that they offer a comprehensive and effective means for analyzing the different dimensions of persuasion used by beauty influencers on Instagram. Each framework provides a unique perspective that allows for a better understanding of how product placement functions as a persuasive tool in social media marketing.

The three approaches are applied to a corpus of 48 product placements selected from the content of six influencers, three Macro influencers and three Micro influencers on Instagram, with eight product placements containing both captions and videos analyzed for each influencer. This multimodal analysis, examining both textual and visual elements, offers a deeper understanding of how influencers use different modes to create persuasive messages.

Structure of the Dissertation

The structure of this dissertation follows a traditional simple model, consisting of four main chapters, in addition to a general introduction and a general conclusion. The dissertation begins with a general introduction that states the research problem and outlines the research objectives, questions, and hypotheses. It is followed by four chapters. The first chapter, Review of the Literature, reviews key concepts and outlines the theoretical frameworks that underpin this study. The second chapter, Research Design and Methodology, details the research method employed, describes the procedures for data collection, explains the data analysis process, and presents the studied corpus. The third chapter, Presentation of the findings, presents the key results from examining the persuasive techniques used by beauty influencers on Instagram. The fourth chapter, Discussion of the findings, interprets the study findings, answers the research

questions, and evaluates the hypotheses presented in the general introduction. The dissertation concludes with a summary of the main findings, a discussion of the research limitations, and recommendations for further research directions.

Chapter One: Review of the Literature

Introduction

This chapter presents the literature review that explains key concepts and theoretical frameworks relevant to the study. It is structured into six sections. The first section provides an overview of advertising, its objectives, and types (traditional vs. digital). The second section deals with the definition, types, and evolution of product placement. The third section is about Instagram as a digital platform for product placements. The fourth section describes beauty influencers on Instagram, distinguishing between Macro and Micro influencers. The fifth section introduces and explains the three theoretical frameworks upon which the study is based, which are Cialdini's (1983) Six Principles of Persuasion, the Elaboration Likelihood Model by Petty and Cacioppo (1986), and Barthes' Semiotic Theory (1957/1972, 1964/1977). The final section provides a brief review of the literature and identifies the research gap.

I.1. Advertising

I.1.1. Definition of Advertising

According to Rehman et al. (2019), the term *advertising* originates from the Latin word *advertere*, which means "to turn to" or "to turn the mind towards", and is defined in dictionaries as "to give public notice or to announce publicly" (p. 129). That is to say, advertising involves drawing attention and publically announcing something to a large audience.

Advertising is a strategic communication tool used by businesses, organizations and individuals to promote products, services or ideas to a specific audience. It serves as a bridge between producers and consumers, with the aim of persuading consumers to take the desired action. Advertising is defined similarly by different scholars. For instance, Rehman et al. (2019) suggest that "advertising may be the paid form of non-personal communication to spread business information in target audience via some medium" (p.129). This definition highlights several key aspects of advertising. First, advertising is a paid form of

communication that requires financial investment. Second, it is non-personal, meaning it is directed at a broad audience rather than an individual. Third, it relies on mass media to deliver the message to the target audience. A similar definition is provided by Richards and Curran (2002) who argue that “advertising is a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience.” (p.64). This definition highlights the same aspects of advertising mentioned by Rahman et al. but added that advertising serves a persuasive function, aiming to influence consumers.

While many researchers define advertising in a similar way, Urdang (1992) takes a different approach. He defines advertising as “a marketing process which uses advertisements directed to prospects as a means of meeting marketing objectives” (Urdang, 1992, cited in Richards & Curran, 2002, p. 67). Unlike other definitions, Urdang does not frame advertising as merely a persuasive communication tool, but rather as a strategic function within marketing, emphasizing its role in delivering consistent messages efficiently. This view shifts the focus from advertising as just a persuasion method to a bigger strategic marketing approach.

I.1.2. Core Objectives of Advertising

Advertising plays a crucial role in marketing by delivering messages that inform, persuade, and influence consumer behavior. These objectives guide the strategies used in advertising, determining the techniques and messages that will be most effective in influencing the target audience.

One of the fundamental objectives of advertising is to inform consumers about products, services, and brands. This includes details about features, benefits, and prices, which help consumers make purchasing decisions by reducing uncertainty. According to Rehman et al. (2019), “Advertisement is the interesting source to spread updated and motivated information among targeted audience” (p.139). The purpose of this informational strategy is to ensure that

consumers have a clear and accurate understanding of the products they are considering purchasing.

Another key objective of advertising is to persuade or influence consumer choices by appealing to their emotions, desires, and personal values. Through techniques like storytelling, celebrity endorsements, and emotional appeals, advertisers connect with their audience on a deep level, shaping their attitudes and motivating them to take action. As Meyers-Levy and Malaviya, (1999) state, “The ultimate goal of advertising and marketing strategies is to deliver persuasive communication convincing another party to change opinions or attitudes” (cited in Bolaños & Elsner, 2016, p.67). Therefore, the goal of persuasive advertising is to influence consumer behavior in ways that encourage action or change.

The third objective of advertising is to establish strong brand recognition and foster ongoing consumer loyalty. Advertising helps increase demands and sales as consumers become familiar with the brand, building trust over time. Santiago (2024) explains, “Traditional advertising plays a crucial role in brand recognition for small businesses, effectively building brand image and acquiring new customers” (p. 1). This demonstrates how advertising contributes to long-term success by influencing a brand’s audience and promoting products.

I.1.3. Traditional versus Digital Advertising

Traditional advertising has a long history, dating back to the early days of mass media, such as newspapers, magazines, billboards, radio, and television. These methods allowed advertisers to reach larger populations with the same message. A key feature of traditional advertising is its ability to connect with a broad audience. As Santiago (2024) notes, “Traditional methods, such as local television commercials and print advertisements, have a broad reach. By carefully focusing on audiences that may not be actively participating in digital platforms, they can facilitate the establishment of our local market presence.” (p.4). In

other words, traditional advertising is useful for reaching a large number of people, especially those who do not use the internet or social media much.

Advertising evolved from traditional media to digital modern platforms due to rapid technological development. As Bolaños Melgar and Elsner (2016) explain, “Advertising has been evolving to fit different needs in different cultures and ideologies, and these changes have increased with the emergence of new technologies” (p.73). Digital advertising began to grow rapidly as the internet became more widespread in the late 20th century. With the rise of social media and websites, businesses started using online platforms to reach consumers in new and more personal ways. According to Santiago (2024), “digital advertising creates exciting and involving experiences. Social media platforms make it possible to connect with audiences instantly and to personalize messages based on individual preferences. (p.4). Digital platforms continue to grow, providing businesses with powerful tools to connect with their audience in a more effective way. This shift has made product placement a new and popular advertising strategy.

I.2. Product Placement: A New Form of Advertising

With the growth of digital platforms, product placement emerged as a new form of advertising, providing brands with less invasive ways to connect with consumers.

I.2.1. Definition of Product Placement

Product placement is a widely used marketing technique that blends products naturally into real-life content to promote them indirectly. Scholars define it in various ways, emphasizing its role in advertising and consumer perception. Kramolis and Drapkova (2012) define product placement as the strategic “integration of a product or a brand into a film or televised series in order to avoid conventional advertising” (p.1). In another definition by Chin et al. (2014), product placement is described as “the incorporation of product/brand placement in non-commercial contexts in a planned and unobtrusive approach for commercial

purposes” (p. 5). In short, product placement is generally defined as the integration of brands or products into entertainment content for promotional purposes. While some scholars emphasize its role in marketing and advertising, others highlight its subtle and implicit nature in non-commercial setting.

I.2.2. Types of Product Placement

Scholars categorize product placement into different types based on how brands are integrated into media content. As Kramolis and Drapkova (2012) explain, the most frequently observed type of product placement was both active and passive, meaning that the product is either clearly shown on screen, mentioned by name, or used as a part of the storyline. In other words, visual placement (the product is clearly shown on screen), verbal placement (the product is mentioned by name in the dialogue), and usage placement (a character actively uses the product in the storyline) are the most widely recognized types of product placement.

One common type is visual placement, where a product or brand is visually depicted within a scene without direct interaction or mention. It typically appears in the background or as part of the scene, allowing the audience to notice the brand without drawing too much attention to it. As Papp-Váry (2015) notes, “in the case of visual product placement we see the brand” (p. 269), highlighting the brand’s discrete yet noticeable presence.

Moving from visual to sound, verbal or auditive placement involves mentioning the product or brand in the dialogue, even if it is not displayed on the screen. As Papp-Váry (2015) explains, “in the case of auditive product placement, we can hear the brand name, but do not see the brand.” (p. 269).

The third type of product placement is usage placement. In this case, the product is actively used by the characters, increasing its visibility. This means that the characters interact with the product or brand as part of the story, reinforcing its presence. Papp-Váry (2015)

indicates that “in the case of audiovisual product placement, we both see and hear the brand.” (p. 269).

I.2.3. Evolution of Product Placement from Traditional Media to Modern Digital Platforms

Over the years, product placement has become a key marketing tool, shifting from traditional media like television and movies to digital platforms such as social media. This shift started when traditional advertisements, particularly 30-second television commercials, started to lose their effectiveness. Product placement started to take center stage as more and more viewers ignored, switched channels, or skipped commercials. As Papp-Váry (2015) notes, “In a certain sense product placement is the TV advertisement of the 2010s. While traditional advertising and especially 30-second TV spots experience increasing difficulties, this genre is booming.” (p.268). Similarly, Zhang and Jónasson (2016) explain that with the fast growth of mass media and the declining effectiveness of traditional advertising, product placement is now expanding quickly. Traditional advertisements are facing limitations, making it harder to attract and hold the audience’s attention, which contribute to the rise of product placement.

As the performance of traditional advertisement declined, brands had to come up with new and subtle ways to connect with their target audiences. To make advertising feel more natural, brands turned to celebrities and influencers, seamlessly blending promotions into entertainment. Indeed, Zhang and Jónasson (2016) explain, as consumer trust in traditional advertising declined, marketers needed new strategies to attract their target audience. This led to the rise of celebrity product placement (celebrity seeding) where well-known individuals are used to promote brands. Today, this strategy has expanded even further with the rise of social media platforms like Instagram, YouTube, and TikTok. These platforms have made

product placement more personal and interactive, allowing brands to connect with consumers in a way that feels less like advertising and more like every day content.

I.3. Instagram as a Platform for Product Placement

I.3.1. The Rise of Instagram in Digital Advertising

Instagram, launched in 2010, began as a basic photo-sharing application designed for personal expression. It provided users with a platform to capture and share everyday moments, fostering connections between friends and family. With time, Instagram evolved beyond just sharing images. As noted by Silvira and Riswanto (2023), “Instagram is a social media platform that serves as a place to get validation from others. Instagram’s like and comment features are a duality that can not be expressed” (p.163). This means that although users share content to express themselves, they also care about to how others react, often using likes and comments to measure acceptance.

Over time, Instagram’s purpose and user experience changed significantly. The platform gradually transformed into a powerful tool for advertising. This shift was caused by its growing user base and the increasing amount of time people spend on the application. Silvira and Riswanto (2023) observed that the success of marketing on Instagram is often shown by the way consumers feel about a brand and the choices they make based on their interest in it. To put it another way, Instagram became a space where advertisements could directly affect consumers’ perceptions about a brand and their purchasing decisions. It is not just about getting likes or views anymore; it is about grabbing people’s attention and motivating them to buy a product.

This shift allowed businesses to naturally incorporate their products into users’ feeds, creating a more dynamic advertising environment. This evolution was influenced by the rise of influencers who could shape public opinion and consumer behavior. As a result, brands

began collaborating with these influencers to promote products in a more authentic and effective way, leading to the rise of Instagram product placement.

I.3.2. Distinctive Instagram Features in Product Placement

Instagram has become an important platform for product placement because of its special features, which allow brands to promote their products in ways that feel natural for users. As Schmidt (2018) notes, “In 2018, Instagram became as much a social network as a marketing for business.” (p.6). This means that besides being a platform for social interaction, Instagram allows brands to reach their target audience likely thanks to its unique features.

One of the key features that make Instagram useful for product placement is its Stories and Reels. This feature allows influencers to show products in engaging and creative ways. For example, Instagram Stories, which appear on the screen for 15 seconds and disappear after 24 hours, make the content feel more spontaneous and natural. As Belanche et al. (2019) explain, the introduction of Instagram stories in August 2016 is one of the most significant and creative advancements in social media. They further explain that this feature allows users to share temporary content such as photos, short videos, or live streams that disappear after 24 hours. Because these videos are quick and easy to watch, they encourage users to engage with branded content without feeling like traditional advertising.

Another feature is the ability to shop directly through the application, which allows users to click on links and buy products instantly. This makes advertising feel more natural instead of searching for a product separately.

Moreover, Instagram requires influencers and brands to tag sponsored posts as paid partnerships. This transparency helps audiences understand when a post is an advertisement, while still allowing influencers to present a product in their own way, which enhances credibility. As Schmidt (2018) highlights, “Posts with promotion codes propose a personalized code that enables the community of the influencer to benefit from a discount on the product.”

(p.7). In other words, within these sponsored posts, influencers give their followers special discount codes, encouraging them to buy the product. By making the product seem more accessible, this personalized approach not only fosters trust but also motivates customers to act.

I.3.3 The Role of Instagram in Product Placement

According to Nasaruddin et al. (2023), “Influencer marketing is a form of social media marketing that involves endorsements and product placement from influencers” (p.1). Among social media platforms, Instagram plays an important role in product placement by allowing brands to promote their products in a way that feels natural to users. Instead of using traditional advertising, companies collaborate with influencers who integrate products in their everyday Instagram content. This makes advertising less direct and more engaging. Features like Stories and Reels help brands reach audiences easily. In short, product placement on Instagram is more interactive and personalized compared to older advertising methods. As Chaudhary (2021) argues, Instagram has turned into an important marketing tool for companies aiming to grow their products due to the growth of the internet, which has moved costumers and business interactions online. This shift highlights how Instagram has turned into a major space where influencers play a key role in product placement, helping businesses to connect with consumers in a more authentic way.

I.3.4. The Importance of Instagram as a Platform for Influencers

Consistent with Chaudhary (2021), “Instagram has a far greater user engagement rate than Facebook and Twitter” (p.18). This makes Instagram a powerful tool for influencers to promote products while showcasing an aspirational and motivating lifestyle. Through carefully curated posts, Stories and Reels, influencers share glimpses into their daily life, fashion choices, beauty routines, and personal experiences, making their followers feel inspired. By blending personal content with brand partnerships, they subtly advertise products

in a way that feels authentic and less invasive. This strategy not only helps brands find the right audience but also allows influencers to build their own image, grow their following, and even turn their online presence into a career.

I.4. Beauty Influencers on Instagram

I.4.1. Macro versus Micro Influencers: Definition and Characteristics

According to Lopez and Islam (2021), “Influencers are people with large number of followers on social media platforms that have the ability to influence the decision of an individual” (p.184). Among these influencers, Macro influencers are social media personalities with a big following, usually over a million followers (Lopez & Islam, 2021). They are often celebrities, experts, or well-known content creators who have built a wide audience over time. One of the characteristics of Macro influencers is their ability to spread messages quickly to different types of people, making them effective for increasing brand awareness. Macro influencers can achieve higher engagement rates due to their professional content, broader reach, and high profile collaborations. As noted by Islam and Lopez (2021), “Macro influencers had higher engagement rate than Micro influencers” (p.184). Additionally, their credibility and authority make them remain trusted voices, especially when promoting luxury products.

In contrast, Micro influencers are social media figures with a smaller number of followers compared to Macro influencers specified by Islam and Lopez (2021) “Micro influencers are people with 100.000 followers or less” (p.184). Unlike Macro influencers, they are often regular people or experts in a specific area like skincare, makeup tutorials, or sustainable beauty. Their main characteristic is their close relation with their followers. Because they frequently interact with their audience, replying to comments, answering questions, and sharing personal experiences, they create a strong sense of trust and

relatability. Among all influencers, beauty influencers are a group of influencers known for their specialized focus on skincare and makeup.

I.4.2. Content Creation Styles among Beauty Influencers on Instagram

Beauty influencers on Instagram use different content creation styles to engage their audiences, promote products, and establish their personal brand by creating their own identity, reputation, and professional presence. Their choice of style depends on their personality, target audience, and marketing goals. According to Bullock and Lundbladh (2022), “The factors used by influencers to persuade their followers are in combination of credibility, similarity and relationship with their followers, where the Micro influencers tended to use ethos (appeals based on credibility and trust) and logos (appeals based on logic and reason) and Macro influencers barely used any rhetorical means” (p .56). This means that the way influencers communicate with their followers, whether through trust, relatability, or logic, is reflected in their content style.

One popular style is the informative style. Many beauty influencers create educational content such as skincare guides and makeup tutorials. They use a clear and factual tone to explain products, acting as experts in the beauty industry. This style attracts followers seeking reliable advice. According to Martin (2024), “content creation is the process of producing information and media intended to engage and inform audiences.” (p.1). This means that content creation is not just about sharing visuals or opinions, it also involves informing and engaging audiences.

Another widely used approach is the persuasive style. Since many beauty influencers collaborate with brands, they often use persuasive techniques to convince followers to buy a certain product by highlighting its benefits and sharing personal experience. As Nasaruddin et al. (2023) explain, “Accessibility is one of the ways how the narrative of convenience is used as a persuasive strategy” (p.561). In influencer marketing, beauty influencers try to persuade

their followers by making products seem accessible, convenient, and able to fit into their daily routine.

In addition, some beauty influencers use an entertaining style. They make their content more engaging by adding humor, challenges, and trends like before-and-after videos. This makes their posts more entertaining. Lopez and Islam (2021) note that “both Macro and Micro influencers post content that is more entertaining than relational and utilize more brand information than field information” (p.199). This highlights the role entertainment plays in keeping followers engaged while promoting brands.

Storytelling is another key style, often referred to as the narrative style. As Sari and Praswati (2024) explain, “storytelling and narrative techniques have grown in importance as persuasive techniques for a broad audience.” (p. 940). Storytelling helps influencers build deeper connections with their audience. They share personal skincare routines, makeup fails, or emotional stories about self-confidence and beauty standards. This style helps build trust and improve influencer-follower relationship because followers believe that they are getting a peek into the influencer’s real-life experiences.

Lastly, many beauty influencers speak to their audience in a casual friendly way using the conversational style. They use Instagram stories, question and answer sessions, and live tutorials to interact with followers. Bullock and Lundbladh (2022) emphasize that influencers use Instagram stories to connect with their followers on a daily basis, offering updates and answering questions. This regular interaction, especially through questions and answers sessions by more prominent influencers, help strengthen the para-social bond between them and their audience. The conversational style helps make followers feel like they are part of a conversation rather than just passive viewers.

I.4.3. Beauty Influencers as Persuasive Figures on Instagram

Beauty influencers on Instagram are more than just content creators. They are persuasive figures who shape beauty brands, influence purchasing decisions, and build trust with their followers. As Putri et al. (2022) explain, “Beauty influencers use product reviews and their own credibility and trustworthiness to influence their followers’ decision to purchase” (p.276). Their persuasive power comes from their ability to mix their personal experiences with marketing, making product recommendations feel more like friendly advice than advertisements. Unlike traditional celebrities who can seem distant or unattainable, beauty influencers tend to be more relatable. This relatability comes from the way they share their real opinions, daily routines and even beauty struggles. They use storytelling and direct chat with their followers to build a sense of connection, whether they are testing a skincare product, showing how they do their makeup or casually mentioning a brand in a “Get ready with me” video. As a result, followers often see them as both relatable and knowledgeable which makes their recommendations highly persuasive and valuable to both their audience and the brands they collaborate with. As Putri et al. (2022) emphasize, “The effectiveness of persuasive communication is built on the credibility of the influencer conveying the message” (p.287).

I.5. Theoretical Frameworks on Persuasion and Persuasive Techniques

I.5.1. Cialdini’s Six Principles of Persuasion (1983)

In his book *Influence: The Psychology of Persuasion*, Cialdini (1983) identifies six key principles of persuasion: *Reciprocity*, *Commitment and Consistency*, *Social Proof*, *Liking*, *Authority* and *Scarcity*. As Cialdini explains (1983), “I have characterized such principles as weapons of influence”. (p.vi). These principles have been widely applied in marketing, particularly with the rise of social media and beauty influencers on platforms like Instagram.

These principles offer a useful framework for understanding how product placements can effectively persuade audiences.

The first principle of persuasion identified by Cialdini is reciprocity. This principle suggests that people feel obliged to return favors. Cialdini (1983) explains that “the rule says that we should try to repay, in kind, what another person has provided us” (p. 13). On social media, beauty influencers apply reciprocity by sharing free content such as tutorials, giveaways and discount codes, creating a sense of gratitude among followers. Consequently, followers feel obliged to return the favor by buying the advertised products.

The second principle, commitment and consistency, suggests that once individuals commit to something, they strive to act consistently with that commitment. As Cialdini (1983) notes, “Once we have made a choice or taken a stand we will encounter personal and interpersonal pressures to behave consistently with that commitment” (p.43). For example, if followers start using a beauty influencer’s skincare recommendations, they are more likely to continue purchasing from that brand to maintain consistency.

Social proof, the third principle, suggests that people often look to others for guidance, especially in uncertain situations. Cialdini (1983) observes, “We view a behavior as more correct in a given situation to the degree that we see others performing it” (p.88). This principle suggests that people are more likely to follow actions of those around them, assuming that popular choices are correct. On Instagram, people are more likely to buy a product, when they see others using and endorsing it, believing that the endorsement and support of others means product quality.

The fourth principle, liking, emphasizes that people are more likely to be influenced by those they like or who are similar to them. Factors like physical attraction and shared interests and experiences increase the effectiveness of persuasion. Cialdini (1983) writes, “we must prefer to say yes to the requests of people we know and like” (p.126). Beauty influencers who

share personal experiences and keep their relationship with their followers friendly, build stronger relationships and are more successful at influencing their audience.

The fifth principle, authority, suggests that people tend to trust and follow the advice of those they perceive as experts and credible individuals. As Cialdini (1983) points out, “we are trained from birth to believe that obedience to proper authority is right and disobedience is wrong”. (p.163). This means that people naturally trust authority figures or those they see as experts. This principle is used in marketing through endorsements from experts, professionals or well-known figures who are perceived as having authority in a particular area. For example, beauty influencers present themselves as experts in skincare or makeup to convince their followers to trust their product recommendations.

Finally, the principle of scarcity suggests that items and opportunities appear more desirable as they become less available. Cialdini (1983) explains, “Opportunities seem more valuable to us when their availability is limited” (p.179). In beauty marketing, influencers use scarcity by promoting limited-time offers, or an “only a few left in the stock” message, creating a sense of urgency. Fear of missing out motivates followers to act quickly to make purchases before the chance expires.

I.5.2 The Elaboration Likelihood Model (1986)

The Elaboration Likelihood Model (ELM) is a theory of persuasion developed by Petty and Cacioppo (1986), introduced in their article *The Elaboration Likelihood Model of Persuasion*. According to Petty and Cacioppo (1986), persuasion occurs through two different cognitive routes: the central route and the peripheral route.

According to Petty and Cacioppo (1986), “under the central route, attitude changes are based on a thoughtful consideration of issue-relevant information and an integration of that information into an overall position.” (p. 175). In other words, the central route occurs when individuals process a message with high elaboration, meaning they carefully analyze and

evaluate the information presented. This route is based on two key factors: motivation (the willingness to engage with the message) and ability (the capacity to understand and process it). When both factors are present, people focus on the strength and quality of arguments, using critical thinking and logical reasoning to make decisions. In the context of beauty influencers on Instagram, the central route occurs when the influencer provides a detailed product review, discusses benefits or compares products based on their effectiveness. This encourages followers to think critically about the information and make more informed purchasing decisions.

In contrast, under the peripheral route “an attitude is based on a simple cue that provides some affective association or allows some relatively simple inference as to the acceptability of the message.” (Petty & Cacioppo, 1986, p. 175). In other words, the peripheral route occurs when individuals process a message with low elaboration, which means they do not carefully analyze the content but rely on surface factors such as attractiveness, celebrity or popularity. Persuasion through the peripheral route does not require deep cognitive processing. For instance, on Instagram, this happens when influencers rely on their popularity or emotional storytelling rather than detailed factual information. If the influencer has a strong reputation or an aspirational lifestyle, followers may be persuaded by their endorsement without critically analyzing the product itself.

I.5.3. Barthes’ Semiotic Theory (1957/1972, 1964/1977)

Roland Barthes developed his semiotic theory in two key books: *Methodologies* (1957/1972) and *Elements of Semiology* (1964/1977). While both examine the construction of meaning through signs, *Methodologies* uses essays on popular culture to introduce the concept of myth, whereas *Elements of Semiology* presents a more systematic and technical framework for a general theory of signs, inspired by Ferdinand de Saussure’s linguistics.

In *Mythologies*, Barthes (1957/1972) explains myth as a special kind of message. For him, myth is not a lie or a fantasy, but a form of speech that gives everyday objects or images a second meaning, one that reflects cultural values and ideologies. As Barthes writes, “myth is a system of communication, that it is a message. This allows one to perceive that myth cannot possibly be an object, a concept, or an idea; it is a mode of signification, a form.” (Barthes, 1957/1972, p. 107). In other terms, myth turns cultural messages into something that feels normal or natural. More specifically, Barthes defines myth as a second-order semiological system, where an already complete sign (the combination of signifier and signified) become just a new signifier in a larger cultural message. Myth therefore, plays a powerful role in shaping how people interpret and give meaning to what they see. It hides the constructed nature of cultural values by presenting them as natural and unquestionable truths. Through myth, ordinary images, gestures, or products are transformed into carriers of deeper cultural meanings. For instance, in advertising or influencer content a simple object such as a lipstick or skincare product does not only represent beauty but also conveys ideas about femininity, confidence, or social status. So myth takes particular social meaning and makes it appear universal.

In his book *Elements of Semiology*, Barthes (1964/1977) explains that semiology “aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects, and the complex association of all these” (Barthes, 1964/1977, p. 9). This broad scope makes Barthes’ Semiotic Theory (1957/1972, 1964/1977), particularly useful for analyzing influencer content on Instagram, where visual elements, text, and gestures work together to create persuasive messages. Barthes (1964/1977) identifies four main elements of semiology: language and speech, signifier and signified, system and syntagm, and denotation and connotation, providing a framework to understand how beauty influencers craft their content to shape meaning and influence audiences.

To begin with, Barthes (1964/1977) argues that language and speech are inherently connected, with each term fully defined only through their interaction. He further explains that “Language cannot exist without speech, just as speech cannot function outside the structure of language” (Barthes, 1964/1977, p. 15). On Instagram, beauty influencers use a shared ‘language’ of trends, aesthetics, and brand messaging, but their personal ‘speech’, captions, tone, and presentation style, differentiates them, making their content unique while still fitting within a recognizable system.

Building on this, Barthes defines a sign as “a compound of the signifier and the signified” (1964/1977, p.39), where “the signified is not a thing but a mental representation of the thing” (p.42), and the signifier acts as, “a mediator” (p.47). In influencer marketing, a luxury lipstick (signifier) is not just a cosmetic item but a symbol of prestige and beauty (signified). Influencers strategically use this semiotic pairing to evoke aspirational meanings, encouraging followers to associate products with certain lifestyles.

Next, Barthes distinguishes between syntagm and system. Barthes describes syntagm as “a combination of signs which has space as a support” (p.58), and further as “a (varied) combination of (recurrent) signs” (p.62). In contrast, system “constitutes the second axis of the language” (Barthes, 1964/1977, p.71). On Instagram, beauty influencers construct syntagmatic relationships through sponsored posts, hashtags, and captions, creating a seamless narrative. Meanwhile, the broader system consists of establishing beauty standards, influencer ordering, and brand partnerships that shape their content.

Finally, Barthes introduced the notions of denotation and connotation. He explains that “connotation, being itself a system, comprises signifiers, signifieds, and the process which unites the former to the latter (signification)” (p.91). Concerning denotation or metalanguage, Barthes explains that the signifiers of the second system are constituted by the signs of the first system, reversing the process found in connotative semiotics. This is evident in

influencer marketing, where a simple makeup tutorial (denotation) can carry deeper connotations of exclusivity, authenticity, or self-care. Brands strategically use these different meanings to make their products more attractive and influence consumers.

In this study, the focus is placed specifically on denotation, connotation, and myth as these elements are most relevant to uncover how beauty influencers on Instagram communicate persuasive messages through images and symbolic elements. Together they can offer a deeper understanding of how everyday content can carry cultural meanings.

I.6. Research Gap and Future Directions

The focus of this study is on the analysis of the persuasive techniques used in product placement by Macro and Micro beauty influencers on Instagram, therefore a review of similar previous studies is required. In one study, Nasaruddin et al. (2023) conducted a qualitative content analysis of Instagram posts by Malaysian social media influencers to explore how they use persuasive techniques in brand-related content. The study examined the use of Aristotle's rhetorical appeals (ethos, pathos, and logos) to understand how influencers shape consumer purchasing behavior through language choices. The findings revealed that logos was the most prominent appeal, with influencers often relying on logical statements, factual claims, and expert references to enhance credibility and persuade their audience. However, the study's primary focus was on general influencer strategies without distinguishing between types of influencers. Therefore, by examining the persuasive techniques used by Macro and Micro beauty influencers on Instagram and comparing their product placement strategies, this research addresses the gap in the literature regarding the comparative analysis of influencer categories. Additionally, while Nasaruddin et al. based their analysis solely on Aristotle's rhetorical appeals, the current study broadens the theoretical framework by incorporating Cialdini's Six Principles of Persuasion (1983), the Elaboration Likelihood Model (1986), and

Barthes' Semiotic Theory (1957/1972, 1964/1977), offering a more layered and interdisciplinary understanding of digital persuasion.

In another study conducted by Conde and Casais (2023), a quantitative analysis was carried out using a structured questionnaire to explore the influence of parasocial relationships on the persuasive power of Micro, Macro, and mega-influencers on Instagram. The study examined how the number of followers, perceived popularity, and opinion leadership affected followers' intention to adopt influencers' product recommendations, with a special focus on the emotional connection (parasocial relationship) between influencers and their audiences. The findings revealed that Micro influencers tend to build stronger emotional bonds with followers, which directly increase the likelihood of followers adopting their recommendations, while Macro influencers are associated with higher perceived popularity and opinion leadership, which influence persuasion more indirectly. However, this study primarily focused on audience perceptions and psychological mechanisms behind persuasion, rather than on the specific persuasive techniques used in influencer content. Therefore, by examining the persuasive techniques used by Macro and Micro beauty influencers on Instagram, this research addresses the gap in understanding how different types of influencers construct their persuasive messages through content, language, and visuals to engage their audiences.

A more recent study by Naruoei et al. (2024) examined the effectiveness of Cialdini's six principles of persuasion (1983) in digital marketing, focusing on Iran's furniture industry. Using a descriptive survey method, they collected data from 384 participants to explore how these principles influence consumer behavior. The findings revealed that all six principles significantly impacted persuasion, with scarcity and commitment being the most effective. However, the study focused on digital marketing in general, not on influencer marketing or social media advertising, and did not compare Macro and Micro beauty influencers.

Therefore, by examining the persuasive techniques used by Macro and Micro beauty influencers on Instagram, this research addresses the gap in comparing influencer types and applies a broader theoretical framework that includes Cialdini's principles (1983), the Elaboration Likelihood Model (1986), and Barthes' semiotic theory (1957/1972, 1964/1977).

The above mentioned studies provide a strong foundation for the completion of our research. The present study contributes to the body of research on persuasive techniques in influencer marketing by examining how Macro and Micro beauty influencers on Instagram use different verbal and visual strategies to promote beauty products. This analysis draws on the theories proposed by Cialdini (1983), Petty and Cacioppo (1986), and Barthes (1957/1972, 1964/1977).

Conclusion

This chapter has reviewed the literature relevant to persuasive techniques in product placement on Instagram. It has first defined advertising and distinguished between traditional and digital advertising. Following this, it has explained product placement and its different types. The chapter has then emphasized the importance of Instagram as a platform for product placement. Subsequently, it has introduced beauty influencers and distinguished between Macro and Micro beauty influencers. After that, it has explained the theoretical foundations of the study. Finally, it has reviewed past research and highlighted the research gap. The next chapter, Research Design and Methodology, describes the study corpus and the research methods used for data collection and analysis.

Chapter Two: Research Design and Methodology

Introduction

This chapter explains the research methodology upon which this study is based to examine the persuasive techniques employed by Macro and Micro beauty influencers on Instagram. It first introduces the research method which is the qualitative method. It then describes the data collection process, including the selection of the influencers and Instagram captions and videos featuring product placements. Finally, it details the qualitative content analysis method used to analyze both the captions and videos. The analysis is guided by Cialdini's six principles of persuasion (1983) and the Elaboration Likelihood Model (1986) to examine how influencers structure their persuasive techniques. Additionally, Barthes' Semiotic Theory (1957/1972, 1964/1977) is used to analyze the visuals and symbolic elements within their content.

II.1. The Research Method

The aim of this corpus-based study is to investigate the persuasive techniques used in product placements by Macro and Micro beauty influencers on Instagram. Therefore, a qualitative research method was adopted. Qualitative research is a methodological approach that focuses on exploring and understanding human behavior, experiences, and social phenomena through non-numerical data. In this study, a qualitative design is specifically chosen to provide a clear and structured analysis of persuasive techniques used by beauty influencers. As Oranga and Matere (2023) argue, "qualitative studies gather non-numerical data on how people live, think and respond to different situations. Consequently, qualitative studies may be undertaken to get insights into people's experiences, behavior, beliefs, attitudes and motivation." (p.2). This method is particularly suitable for the present study as it enables a detailed and systematic examination of how Macro and Micro beauty influencers incorporate persuasive strategies into their content by focusing on both textual and visual elements.

Quantitative or mixed methods were taken into consideration but they did not quite fit the needs of this study, since quantitative research focuses mostly on numbers, it lacks the depth required to uncover how persuasive techniques are strategically employed by influencers. Mixed methods on the other hand offer a balance between statistical data and detailed analysis, but the primary aim of this study is to conduct an in-depth, theory driven investigation. Therefore, qualitative method is the most suitable.

II.2. Procedures of Data Collection

The data were collected from Instagram between January 20 and April 15, 2025. The study focused on six beauty influencers, three Macro influencers and three Micro influencers. For each influencer, eight product placements were carefully chosen, resulting in a total of forty-eight (48) advertisements. Eight product placements per influencer provided a sufficient and balanced sample, large enough to capture a variety of persuasive techniques, but still small enough to keep the analysis focused and manageable within the scope of a qualitative study. The six influencers were selected based on two main criteria. First, their follower count was used to classify them as either Macro (millions of followers) or Micro (thousands of followers) influencers. Second, only those who frequently promote beauty products specifically through regular posts featuring sponsored beauty content were included in the sample.

Both textual content (captions) and visual (videos) content were gathered for analysis. The data collection process involved four main steps. First, the official Instagram pages of the six influencers were located. Next, their posts and reels were carefully examined to identify potential cases of product placement, and then the captions were read to confirm that the posts contained advertising content through captions and hashtags (for example, #ad, #partner, #sponsored). Once verified, the videos were saved, and screenshots of captions were taken for further analysis.

Finally, all the collected videos and screenshots were systematically recorded and stored, ensuring that the data collection process remained structured and aligned with the study's research objectives.

II.3. Description of the Corpus

Six beauty influencers make up the study corpus, which was chosen to compare their use of persuasive techniques in product placements on Instagram. A balance between Macro and Micro influencers ensures a comparative analysis of the persuasive techniques they use to promote beauty products. The corpus consists of three Macro influencers and three Micro influencers, with eight product placements (caption and video pairs) analyzed for each category. A description of the corpus is provided in Table 1

Table 1

Description of the Study Corpus

Influencer Name	Nationality	Influencer Category	Number of followers	Notes
nikkietutorials (Nikkie de Jager)	Dutch	Macro	19 M	Makeup artist, model and beauty YouTube who gained fame for her makeup tutorials, she is the founder of "nimya"
Mikaylajmakeup (Mikayla Nogueira Hawken)	American	Macro	3.3 M	Makeup artist and beauty influencer who gained massive following on Instagram for her makeup tutorials and honest product reviews, she is the founder of "povbeauty"
Iluvsarahii (Karen Sarahi)	American	Macro	6.6 M	Beauty and fitness content creator on Instagram and YouTube, she is the

Robles)				founder of “lybrelashes”
ayshabegum (Aysha Begum)	English born	Micro	230 K	Beauty and lifestyle content creator who posts tutorials, reviews and product-sharing content often from a hijabi modest beauty angle
Whitneyshepherd (whitney sepherd)	Unknown	Micro	157 K	Beauty content creator on Instagram who specializes in close-up makeup shots and soft glam tutorials.
monica.raviii (Monica Ravi-Conway)	Indian American	Micro	498 K	Beauty content creator who often teaches which makeup tones and undertones work for non-fair skin helping to fill a gap in mainstream beauty representation for brown and darker skin tones.

Note: M=Millions, K= Kilo or thousands

The influencers selected for the study represent a diverse and carefully chosen corpus, they come from different nationalities, religions, skin tones, cultural background, and personal styles, which allows for a richer and more inclusive analysis. The selection process was intentional rather than random. Some of the influencers were already familiar as they were already followed previously out of personal interests and curiosity about the persuasive strategies they use to engage their audience. Others were chosen specifically to ensure diversity and to provide a balanced representation of beauty influencers from various contexts. This diversity helps capture how different cultural, aesthetic and social factors shape the persuasive techniques employed in beauty content on Instagram.

The content shared by these influencers features a wide variety of product placements, mainly focusing on skincare and makeup items from different brands. They regularly collaborate with various beauty companies and promote a range of products, including foundations, lipsticks,

serums, and more. This diversity in both product types and brand partnership is essential for understanding the different persuasive techniques they use, as it shows how influencers adapt their strategies depending on the product and target audience. Comparing Macro and Micro influencers is important because their audience sizes affect how they connect with followers and promote products. This comparison helps reveal how the audience shapes the communication style of these influencers and their marketing strategies.

II.4. Qualitative Content Analysis

Since the present study is corpus-based, qualitative and theory-driven, a qualitative content analysis approach was adopted as it allows for a detailed examination of the persuasive techniques employed by beauty influencers on Instagram. Qualitative content analysis approach is a research method used to interpret and systematically analyze textual, visual, or audio data in order to understand meanings, themes, and patterns within a specific context. Data were analyzed and coded based on three theoretical frameworks. Cialdini's Six Principles of Persuasion (1983), (reciprocation, authority, liking, social proof, commitment, and scarcity) were used to identify which principles of persuasion appear in each advertisement. The Elaboration Likelihood Model (ELM) (1986) helped determine whether the central or peripheral route to persuasion was dominant in the influencers' content. Additionally, Barthes' semiotic theory (1957/1972, 1964/1977) guided the analysis of the visual elements to understand how influencers construct meaning through the three main elements of semiology: denotation, connotation, and myth. Barthes' Semiotic Theory (1957/1972, 1964/1977) adds value beyond textual analysis because it helps explain how visual elements can carry persuasive meaning. The combination of these theoretical frameworks allows for a deeper analysis of visual and textual elements in beauty influencers' product placements on Instagram, making the analysis a multimodal one. Together,

they provide a thorough understanding of what persuasive principles are used (Cialdini's principles of persuasion), how persuasion happens (Elaboration Likelihood Model), and how persuasion is enhanced through visual meaning (Barthes).

The analysis process followed Krippendorff's (2004) content analysis approach, which involves unitizing, sampling, recording and coding, data reduction, inferring, and narrating. First, the analysis began by unitizing the data, which involved identifying Instagram posts and videos as the primary units of study. Next, sampling was conducted to select relevant advertisements from both Macro and Micro influencers, enabling comparative analysis between these groups. The data were then recorded and coded, categorizing persuasive elements according to Cialdini's principles (1983), the two ELM routes (1986), and Barthes' three elements of semiology (1957/1972, 1964/1977). The analysis was refined by reducing the data to highlight recurring persuasive patterns and semiotic strategies. The next step involved inferring the context of persuasion and influencer marketing, ensuring that the results aligned with the study's theoretical frameworks. Finally, the analysis was narrated to present the findings in a structured and meaningful way that contributes to the understanding of how beauty influencers use persuasive techniques in product placements on Instagram. This last phase also involved a narrative comparative analysis of Macro and Micro influencers' textual and visual persuasive techniques.

II.5. Ethical Considerations

This study analyzes publicly available content on Instagram, specifically from beauty influencers with public accounts. Since these posts and videos are accessible to any user, the research does not involve private or confidential data. Since it is an internet research, analyzing publicly shared content does not require informed consent, as long as the study respects the content creators and does not misrepresent their work. Furthermore, this research maintains

objectivity by focusing only on identifying and comparing persuasive techniques in product placement without inserting personal opinions. The study does not aim to criticize or harm the influencers but rather to examine their strategies within an academic framework.

Conclusion

This chapter serves as the methodological foundation of the study, outlining the structured approach taken to investigate the persuasive techniques used by Macro and Micro beauty influencers on Instagram. It first established the research method, providing a foundation for the study's qualitative framework. This was followed by a detailed explanation of the data collection process, ensuring clarity in how the data was gathered and selected. The chapter then described the body of data, offering insight into the specific content under analysis. Additionally, the qualitative content analysis process was outlined, explaining the step-by-step process used to examine the corpus. Finally, ethical considerations were addressed, emphasizing the study's commitment to objectivity and responsible research practices. With this methodological framework in place, the next chapter moves forward to the core of the study findings. Here, the results will be presented, shedding light on the persuasive strategies employed by beauty influencers.

Chapter Three: Presentation of the Findings

Introduction

This chapter presents the findings obtained from the analysis of the techniques of persuasion used in 48 product placements by three Macro and three Micro beauty influencers on Instagram, with eight product placements analyzed for each influencer. These placements are examined using Cialdini's six principles of persuasion (1983), the Elaboration Likelihood Model (1986), and Barthes' semiotic theory (1957/1972, 1964/1977) to explore both verbal and visual persuasive elements. The results are compared based on the category of the influencer (Macro or Micro) in order to understand the differences in their persuasive approaches. Accordingly, this chapter is divided into four sections. Section one presents the findings related to the use of Cialdini's principles of persuasion (1983). Section two presents the results concerning the two routes of persuasion identified in the Elaboration Likelihood Model (1986). Section three displays the findings from the semiotic analysis, focusing on visual and symbolic elements in the product placements. Finally, section four compares the use of persuasive principles, persuasion routes, and visual strategies between Macro and Micro influencers.

III.1. Findings Based on Cialdini's Six Principles of Persuasion (1983)

This part presents the findings based on Cialdini's Six Principles of Persuasion (1983): reciprocity, commitment, social proof, liking, authority, and scarcity in product placements by both Macro and Micro beauty influencers on Instagram.

III.1.1. Overview of Persuasion Principles in Macro Influencers' Product Placements

The analysis first looks at the product placements of Macro influencers and shows how the six principles of persuasion are used in both the captions and videos. Table 2 presents the principles of persuasion used in nikkietutorials' product placements.

Table 2*Cialdini's Principles of Persuasion in nikkietutorials' Product Placements*

Product Placement Number	Date of Post	Product Type	Persuasion Principles in Caption (Written Discourse)	Persuasion Principles in Video (Spoken Discourse)
1	April 13, 2025	Multi-use Makeup Stick	-Liking: "gorgeous features / "so good!" -Social Proof: "viral @maybelline LifterStix"	- Liking: "oh God!" -Authority: "cranberry seed oil"
2	March 24, 2025	Red Correcting Cream	-Commitment: "my go-to for redness FOREVER" -Liking: friendly tone/emojis	-Liking: "oh baby" -Authority: mentions product benefits -Social Proof: "every person that has gone out and bought this because of my videos has fallen in love with this one" -Commitment: "I talk about this all the time" -Reciprocity: "you just have that extra boost of confidence"
3	March 17, 2025	Toner	- Authority: "essential step to makeup-prep" -Liking: emojis	- Liking: "baby" -Authority: "salicylic acid" -Reciprocity: "best well-kept secret" -Commitment: "I always preach about"
4	March 9, 2025	Lip Balm	-Liking: emojis	-Liking: "sparkly as hell" -Authority: "12h hydrating formula"
5	December 15, 2024	Eyeshadow Palette	-Liking: emojis	-Liking: "true magic" -Commitment: "my favorite makeup brand" -Reciprocity: step-by-step guidance
6	December 12, 2024	Hydrating Serum	-Authority: "a must for any routine!" -Liking: emojis	-Liking: "trust me" -Commitment: "You have most definitely seen me use this before" -Reciprocity: step-by-step guidance -Authority: "exfoliate the skin"

7	July 16, 2024	Milk Ampoule	-Social Proof: “VIRAL Red Cushion” -Scarcity: “30% off during Amazon Prime” -Liking: emojis	-Social Proof: “number one best-seller” -Scarcity: “only \$12 during prime day” -Authority: “ceramic milk ampoule” -Liking: “crazy” -Commitment: “you’ve seen me try these before”
8	February 25, 2024	Foundation	- Reciprocity: “use my code “NIKKIE” to save” -Liking: emojis	-Liking: “Doris from Shrek” -Authority: “this formula blurs, it smoothens the skin...” -Commitment: “my all time favorite” -Reciprocity: free advice

Note. Examples and detailed spoken discourse analysis are in Appendix 2.

Table 2 presents the persuasive principles identified in nikkietutorials’ product placements, which include a mix of makeup and skincare products. The analysis covers both captions and spoken discourse. All six of Cialdini’s principles (1983) were identified throughout her product placements. Among them, liking was the most prominent technique, present in all product placements (captions and spoken discourse) often expressed through emotional language, emoji use, and a friendly tone. Authority was also prominent, demonstrated by direct recommendations and presenting herself as an expert in the beauty sector. Commitment and reciprocity followed closely typically embedded in loyalty to certain brands or offers of discount codes. In contrast, social proof was less observed, generally via phrases highlighting viral trends. Finally, scarcity was the least common, often linked to mentions of limited-time offers or discounts. Building on the analysis of nikkietutorials, Table 3 presents the principles of persuasion used in mikaylajmakeup’s product placements.

Table 3

Cialdini's Principles of Persuasion in mikaylajmakeup's Product Placements

Product Placement Number	Date of Post	Product Type	Persuasion Principles in Caption (Written Discourse)	Persuasion Principles in Video (Spoken Discourse)
1	February 20, 2025	Concealer	-Authority: "formula. It's INCREDIBLE" -Liking: "LOVE"	-Liking: "so excited" -Authority: "24h oil control"
2	February 7, 2025	Lip Stick	-Commitment: "never fails to AMAZE me" -Scarcity: "only \$8! Perfect for Valentines"	-Liking: "you're kidding" -Commitment: "these are definitely my top 6 that I would wear" -Social Proof: "top seller" -Reciprocity: trying lipstick shades
3	January 13, 2025	Cleansing Oil, Cleansing Gel, and Dynamic Skin Recovery	-Scarcity: "LIMITED TIME" -Reciprocity: "buy a full size...and receive a tote bag/ "Use code MIKAYLA" -Liking: emojis	-Reciprocity: "use code MIKAYLA" -Scarcity: "now is the perfect time" -Authority: "rice enzyme, salicylic acid" -Liking: "I love this"
4	November 13, 2024	Cleansing Oil, cleansing Gel, and Daily Microfoliant	-Commitment: grateful for results -Reciprocity: "skincare routine, so I have to share mine!"	-Commitment: "I've been talking about this routine for years" -Liking: "feels so good" -Reciprocity: "let me show you step-by-step" -Authority: "rice-based powder"

5	September 26, 2024	Hydrator, Blushing Counter, Powder and Gloss	-Social Proof: “LOVED my MCoBeauty review...” -Reciprocity: “HUGE MCoBeauty GIVEAWAY” -Scarcity: “end on October 2, 2024” -Commitment: “like, follow, share, tag, comment” -Liking: emojis	-Reciprocity: “we want to give two of you the entire range” -Social Proof: “trended on amazon or all over social media” -Liking: “you guys” -Commitment: “favorite products” -Authority: “no one does luxe-for-less quite like MCoBeauty”
6	July 2024	16, Collagen Mask	- Social Proof: “VIRAL @sungbooneditor-global” -Scarcity: “35%OFF ON @Amazon prime day” -Liking: emojis	-Social Proof: “it went viral” -Liking: “oh my God” -Authority: “37grams of collagen” -Commitment: “I’ve been using it for 6 months” -Scarcity: “35% off during prime day”
7	June 2024	6, Milk toner, Cushion Foundation, Makeup Fixer and Lipstick	- Scarcity: “ONE DAY ONLY, 30% off” -Liking: emojis	-Social Proof: “so many wanted to try” -Liking: “so cool!” -Scarcity: “one day only... they’re going to be 30% off” -Commitment: “personal fave” -Reciprocity: “step-by-step tutorial” -Authority: “rice bran”
8	July 2023	17, Lipstick	-Reciprocity: “Maybelline giveaway”	-Liking: “oh, so fun” -Commitment: “my favorite” -Reciprocity: “trying lipstick shades”

Note. Examples and detailed spoken discourse analysis are in Appendix 3.

Table 3 presents the persuasive principles identified in mikaylajmakeup’s product placements, whose posts display a blend of product reviews and promotional giveaways across

makeup and skincare products. All six of Cialdini's principles (1983) appeared in her content. Liking emerged as the most dominant techniques used in all videos, conveyed through emotive language, use of emojis and direct audience engagement. Reciprocity and commitment followed closely typically presented through discount codes, giveaways, calls for small actions, and personal endorsements that demonstrate product loyalty. Authority and scarcity appeared equally, supporting claims about product quality, personal experience and limited time offers. However, social proof was less common, emphasizing trends and testimonials. Following the analysis of mikaylajmakeup's product placements, Table 4 presents the principles of persuasion used in iluvsarahii's product placements.

Table 4

Cialdini's Principles of Persuasion in iluvsarahii's Product Placements

Product Placement Number	Date of Post	Product Type	Persuasion Principles in Caption (Written Discourse)	Persuasion Principles in Video (Spoken Discourse)
1	February 13, 2025	Facial Mask	-Commitment: "my holy Grail @SKII.USA" -Reciprocity: "a self-care skin day" -Liking: emojis	-Authority: "anti-aging ingredients" -Liking: "really enjoy" -Commitment: "I do this weekly" -Reciprocity: "step-by-step routine"
2	January 26, 2025	Hydrating Cream	-Authority: hydration focus -Reciprocity: "calming and soothing"	-Authority: "ceramides, vitamins" -Liking: "girlies" -Reciprocity: "My dry skin girlies I got you" -Commitment: "I loved...for years"
3	January 6, 2025	Moisturizer	-Liking: "been loving"/emojis -Authority: "lightweight gel-cream packed with 3X pro-collagen" -Commitment: "daily use"	-Authority: "3X ProCollagen" -Liking: "incredible" -Reciprocity: "free advice" -Commitment: "I've been using... as a daily moisturizer"

4	December 30, 2024	Bronzer Blush Eyeshadows Eyeliner Mascara Lip Liner Lip gloss	Authority: mentioning products names in details	-Authority: “waterproof, smudge-proof -Liking: “guys” -Reciprocity: “step-by-step guidance” -Commitment: “let me know if you guys would wear this look”
5	December 27, 2024	Setting Powder	-Authority: “sets and smooths, long wearing matte finish!” -Commitment: “fell in love” -Liking: “little magic”/emojis	-Authority: “silky soft formula -Liking: “guys, wow” -Reciprocity: “step-by-step tutorial” -Commitment: “let me know down below...”
6	November 21, 2024	Bronzer	-Authority: “packed with vitamin C and E ” -Liking: “you guys, I’m a bronze girl”/emojis	-Authority: “melts into the skin. -Liking: “so crazy, so pretty” -Reciprocity: “I’ve partnered to show you”
7	April 25, 2024	Foundation	-Authority: “this foundation has my approval” -Liking: “blew me away	-Authority: “long-lasting, pore-refining -Liking: “I mean, hello” -Reciprocity: advice to get fair skin -Social Proof: “the best out there”
8	April 22, 2024	Brow Pencil	Liking: “soo good!” /“easy and breezy”/emojis -Authority: “nano pencil, and brow gel ”	-Authority: “clean, vegan formula” -Liking: “easy breezy” -Commitment: “my favorite -Reciprocity: “step-by-step guidance”

Note. Examples and detailed spoken discourse analysis are in Appendix 4.

Table 4 presents the persuasive principles identified in the product placements shared by iluvsarahii, who promoted a range of makeup and skincare products. All of Cialdini’s principles (1983) were detected across her posts except scarcity. Authority emerged as the most prominent principle emphasized heavily in the videos, typically communicated through confident product descriptions and detailed explanations that positioned her as a beauty expert. Liking also

appeared strongly (in all the videos), expressed through casual tone and personal preferences that created a sense of relatability. Reciprocity was also prominent, present in all videos, usually conveyed through offers of benefits like hydration tips or references to comforting product qualities. Commitment followed closely, usually tied to emotional attachments or repeated product use. In contrast, social proof was observed less frequently, mainly through mentions of popular trends or products admired by the wider community.

To sum up, to connect with their followers, Macro influencers such as nikkietutorials, mikaylajmakeup, and iluvsarahii use Cialdini's persuasion principles (1983) in different ways. They mostly rely on liking and authority, by being relatable and showing expert knowledge to keep their audience engaged. They also employ commitment and reciprocity, to build a sense of loyalty. Scarcity and social proof appear less often but they still help create a sense of urgency and trust. In short, these influencers blend expertise with a personal touch to promote products effectively.

III.1.2. Overview of Persuasion Principles in Micro Influencers' Product Placements

The analysis of the product placements of Micro influencers shows how Cialdini's six principles of persuasion (1983) are used in both the captions and videos. Table 5 presents the principles of persuasion used in _ayshabegum_'s product placements.

Table 5

Cialdini's Principles of Persuasion in _ayshabegum_'s Product Placements

Product Placement Number	Date of Post	Product Type	Persuasion Principles in Caption (Written Discourse)	Persuasion Principles in Video (Spoken Discourse)
1	March 26, 2025	Cushion Foundation	-Reciprocity: "15% discount+ free toner" -Commitment: "every time you buy a cushion" -Liking: emojis	-Liking: "bestie" -Commitment: " has been my go-to" -Authority: "you want a full coverage...this

			-Scarcity: "hurry...before it's gone!"	one is for you" -Social Proof: "people talk about"
2	March 10, 2025	Mascara	-Social Proof: "you heard about" -Scarcity: "It's only £5.99!" -Liking: "best friend"	-Authority: "intensely pigmented" -Liking: "I love" -Scarcity: "It's \$6.99 you better run and buy this" -Reciprocity: "I'm no gatekeeper"
3	February 27, 2025	White Spray Serum	-Commitment: "my favorite...serum" -Scarcity: "don't miss out" -Authority: "makeup hacks"	-Reciprocity: "makeup hacks" -Authority: "I finally mastered the technique" -Social Proof: "compliments that I have received when I used this" -Commitment: "this has been the secret to my glass skin" -Liking: "I love"
4	February 22, 2025	Lip Stylos	-Authority: "tripeptide & vitamin E" -Scarcity: "only £3.50" -Liking: emojis	-Liking: "Girl!" -Authority: "peptide and vitamin E"
5	February 19, 2025	Primer	-Scarcity: "back for a limited time" -Commitment: "my all time favorite"	-Scarcity: "limited edition" -Commitment: "I was originally a user of the mint milt Primer" -Liking: "cooling"
6	February 18, 2025	Skincare Products	- Reciprocity: "use my discount code" -Commitment: "My go-to place is @YesStyle" -Liking: emojis	-Liking: "have fun" -Reciprocity: "use this code" -Commitment: "I'm definitely going to shop some more" -Social Proof: "viral products" -Authority: "struggling....they have every serum"

7	February 17, 2025	Cream Blushes	-Liking: “Hey there Beauty lovers!”/ emojis	-Liking: “shocked” -Reciprocity: “I switched shades for you” -Commitment: “comment down”
8	September 28, 2024	Hyaluronic Toner and Bakuchiol Eye Cream	-Reciprocity: “good skincare prep”/ the link -Commitment: “my recent favorites” -Authority: “Black rice hyaluronic toner...”	-Authority: “Black Rice Bakuchiol Eye Cream” -Reciprocity: “how to make your makeup last” -Scarcity: “you better run” -Liking: “best part”

Note. Examples and detailed spoken discourse analysis are in Appendix 5.

Table 5 presents an analysis of eight product placements by *_ayshabegum_*, specifying the principles of persuasion used in both captions (written discourse) and videos (spoken discourse). All six principles of persuasion were identified, but with a unique distribution. In the captions, the principles of commitment and scarcity dominate, expressed through repeated personal use (“my all-time favorite”) and limited-time offers (“is back for a limited time”). In the videos spoken discourse, the persuasion principles of liking (friendly and approachable language) and authority are dominant. Overall, liking stood out as the most prominent, expressed through warm greetings and casual tone. Authority and commitment were also prominently used, reinforcing her credibility and consistent product use through makeup and brand loyalty. Furthermore, reciprocity was incorporated, mostly embedded in discount offerings or promotional codes. Scarcity followed closely, typically highlighting limited-time deals. In contrast, social proof was less prominent but still present, mainly through suggesting popular demand.

Following the analysis of persuasion principles in *_ayshabegum_'s* product placements, Table 6 presents the principles of persuasion used in *whitneyshepherd's* product placements.

Table 6*Cialdini's Principles of Persuasion in whitneyshepherd's Product Placements*

Product Placement Number	Date of Post	Product Type	Persuasion Principles in Caption (Written Discourse)	Persuasion Principles in Video (Spoken Discourse)
1	April 2025	3, Eyeshadow Palette	-Liking: "I am the sun" / emojis -Social Proof: "fully lives up to its name" -Commitment: "want the link send to you?"	-Liking: "gorgeous" -Commitment: "am going to be wearing this trio all summer long" -Reciprocity: step by step guidance
2	January 28, 2025	Foundation	-Liking: "I've been struggling"/ emojis -Commitment: "comment" -Authority: "the best matte foundation I've ever used"	-Social Proof: "deserve to be viral" -Liking: "perfect looking"
3	January 14, 2025	EyeShadow Sticks and Mascara	- Liking: "I've said perfect 3 times/emojis -Reciprocity: "I've linked everything for you!"	-Liking: you will love"
4	January 2024	8, Brow Freeze Gel	-Commitment:"favorite brow product / -Liking: "it's so fun"/emojis	-Liking: "pairs perfectly"
5	August 2023	7, Mascara	-Authority:"Biotin, Collagen, and Peptides" -Liking: " I'm really loving"	-Reciprocity: "here's how I transform my lashes" -Liking: "on days where I want" -Authority:"I recommend"
6	September 24, 2022	Putty Primer +other Products	-Authority: "2% Vitamin C ... great for oily, dry..." -Reciprocity: "LINK IN THE BIO" -Liking: emojis	-Liking: " I love" -Authority: "It's infused with Vitamin C -Commitment: "everyday base routine -Reciprocity:"step-by-step guidance

7	July 2022	16,	Brow Pencil	-Commitment: “comment” -Authority: “beginner- friendly brow pencil” -Liking: emojis	-Liking: “I like” -Commitment: “ my favorite brow pencil” -Reciprocity: “ step- by-step tutorial -Authority: “ these products are so beginner-friendly”
8	June 2022	21,	Eyeshadow Palette	-Commitment: “fav eye look for 2022” -Liking: emojis	-Reciprocity: “step- by-step tutorial - Liking: “ am so in love”

Note. Examples and detailed spoken discourse analysis are in Appendix 6.

Table 6 presents the persuasive principles employed by whitneyshepherd, whose posts cover various makeup categories blending beauty with lifestyle. Five out of six principles of Cialdini’s were used across the content, which are authority, commitment, reciprocity, social proof and liking, but with clear emphasis on liking and commitment, especially in captions. Liking stood out as the most prominent, heavily embedded in the friendly tone and personal experiences. Commitment followed closely, often through direct calls to action, like asking followers to comment. Meanwhile, reciprocity appeared as a notable technique, observed through links and beauty tips. Authority followed, usually connected to product efficacy claims or ingredient highlights. In contrast, social proof was less prominent, appearing mainly in posts that highlight viral products. Notably, scarcity is not used in whitneyshepherd’s product placements, indicating a reduced focus on urgency or limited-time offers in her promotional strategies.

Following whitneyshepherd’s product placement analysis, Table 7 presents the principles of persuasion used in monica.raviii’s product placements.

Table 7*Cialdini's Principles of Persuasion in monica.raviii's Product Placements*

Product Placement Number	Date of Post	Product Type	Persuasion Principles in Caption (Written Discourse)	Persuasion Principles in Video (Spoken Discourse)
1	April 2025	11, Cleansing Balm	-Liking: "Where has this been my whole life..."/ emojis	-Authority: " it has black rice extract" -Liking: " your girl" -Social Proof: "this is why Korean skincare is elite"
2	March 2025	21, Face Mask	-Commitment: "always taking care of our skin" -Authority : " AN OVERNIGHT COLLAGEN MASK THAT WON'T BREAK ME OUT" -Liking: emojis	-Liking: " we're getting married" -Authority: "hydrating hyaluronic acid"
3	March 2025	18, Gel Tint	-Authority: "the foundation to cover your acne, THIS IS FOR YOU" -Commitment: "everyday wear" -Liking: emojis	-Authority: " I did become a professional at doing my makeup" -Liking: "Growing up with undiagnosed ADHD" -Commitment: "my favorite"
4	March 2025	4, Highlighter Balm	-Liking: "POV"	-Liking: "I love" -Authority: "these have a white base"
5	February 26, 2025	Gel Tint	-Commitment: "it's perfect for every day wear"	-Commitment: " I've been testing it for weeks" -Liking: "I've been loving" -Reciprocity: "useful tips" -Authority: "It's oil free"
6	February 2025	6, Face Serum	-Liking: "he also has a super Sensitive skin" -Commitment: "Chris test it for 30 days"	-Authority: "occurring proteins" -Commitment: "try this one product...for 30 days" -Liking: " my fiancé hates me"

				-Reciprocity: “ I volunteered Chris” -Social proof: “ a lot of hype around it”
7	January 21, 2025	Concealer, Lip Oil, Lip Liner, Blush, Lip Gloss, Lip Balm	-Social Proof: “has really been on top of it for 2025!” -Reciprocity: “makeup tips”/“all products are linked” -Liking: “can you also believe”/ emojis -Authority: “from the drugstore”	-Authority: “adds luminosity” -Liking: “Girl! What are you doing” -Reciprocity: “makeup tips”
8	January 7, 2025	Skin Care Products	-Liking: “Anyone else have the DRIEST skin”/ emojis -Reciprocity: “THE best hack” -Commitment: “I’ve even been using it...as my overnight moisturizer”	-Liking: “my dryness is from” -Commitment: “six months progress”

Note. Examples and detailed spoken discourse analysis are in Appendix 7.

Table 7 outlines the persuasive principles used by monica.raviii in her product placements from January to April 2025, which spanned both skincare and makeup items. Five out of six principles of persuasion were found throughout her content. Key principles prominently found in captions and videos include liking, commitment, and authority. Liking stood out as the most prominent, often reflected in excited tones, personal anecdotes, and the use of emotional language. Meanwhile, authority featured notably as well, frequently shown through endorsements and expert-sounding evaluations of the products. Commitment followed, typically revealed in expressions of loyalty, repeated usage, and direct invitations to explore products. In contrast, reciprocity was somewhat less evident, usually introduced through helpful tips or free advice. Social proof appeared less prominently, occasionally through references to trends or popular beauty products. Finally, scarcity was not present in monica.raviii’s content.

To sum up, to connect with their followers, Micro influencers such as *_ayshabegum_*, *whitneyshepherd* and *monica.raviii* relied most heavily on the principle of liking, mainly by being relatable, spontaneous, and using a friendly tone in their communication. Commitment also stood out, as they showed loyalty to their partnered brands. Authority and reciprocity played a key role as well, by presenting themselves as knowledgeable and offering helpful tips or small gestures of value which helped build trust and create a positive image. In contrast, social proof appeared less prominently, and the principle of scarcity was not used at all in the content of *whitneyshepherd* and *monica.raviii*.

III.2. Findings Based on the Elaboration Likelihood Model (1986)

Developed by Petty and Cacioppo (1986), the Elaboration Likelihood Model (ELM) explains how people are persuaded through two main routes. The central route occurs when people carefully analyze and evaluate the quality of arguments presented. In contrast, the peripheral route occurs when people rely on surface factors such as attractiveness, celebrity status, or popularity. Understanding these two routes is essential for analyzing the persuasive techniques used by both Macro and Micro beauty influencers in their product placements on Instagram.

III.2.1. Overview of the Routes of Persuasion in Macro Influencers' Product Placements

Building on Petty and Cacioppo's theoretical model, Table 8 presents the routes of persuasion found in the product placements of Macro beauty influencers.

Table 8

The Routes of Persuasions in Macro Beauty Influencers' Product Placements

Influencers	nikkietutorials	mikaylajmakeup	iluvsaraii
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Product placement	Captions	Spoken Discourse	Captions	Spoken Discourse	Captions	Spoken Discourse
1	Peripheral	Central	Peripheral	Central	Peripheral	Central
2	Peripheral	Peripheral	Central	Peripheral	Central	Central
3	Central	Central	Peripheral	Central	Central	Central
4	Central	Central	Central	Central	Central	Peripheral
5	Peripheral	Peripheral	Peripheral	Peripheral	Central	Peripheral
6	Central	Central	Peripheral	Central	Central	Peripheral
7	Peripheral	Peripheral	Peripheral	Central	Central	Central
8	Peripheral	Peripheral	Peripheral	Peripheral	Peripheral	Central

Table 8 presents the dominant routes of persuasion identified in each of the eight product placements shared by the three Macro beauty influencers, nikkietutorials, mikaylajmakeup and iluvsarahii, although more than one route may occur within a single product placement (whether in captions or videos), only the dominant one was recorded for this analysis. For each influencer, captions and spoken discourse were analyzed to identify whether a peripheral or a central route to persuasion is used. The table reveals that both the central and peripheral routes were identified across captions and spoken discourse, with a relatively balanced use overall. The peripheral route is often reflected in emotional expressions, aesthetic appeals, and casual recommendations that required minimal cognitive effort from audiences. In contrast, the central route is generally observed when influencers provided detailed explanations, ingredient breakdowns, or logical reasoning behind their endorsements. This balanced pattern can be observed in nikkietutorials' and mikaylajmakeup's product placements, where both routes were employed with relative

balance, shifting between central and peripheral routes depending on the type of product or the category addressed. In contrast, iluvsarahii relied slightly more on the central route.

III.2.2. Overview of the Routes of Persuasion in Micro Influencers' Product Placements

After examining the routes of persuasion employed by Macro beauty influencers, the analysis now turns to Micro beauty influencers. Table 9 presents the routes of persuasion used in the product placements of Micro beauty influencers in both captions and spoken discourse.

Table 9

The Routes of Persuasions in Micro Beauty Influencers' Product Placements

Influencers	_ayshabegum_		monica.raviii		whitneyshepherd	
Product	Captions	Spoken	Captions	Spoken	Captions	Spoken
Placement		Discourse		Discourse		Discourse
1	Peripheral	Peripheral	Peripheral	Central	Peripheral	Peripheral
2	Peripheral	Peripheral	Peripheral	Central	Central	Central
3	Peripheral	Peripheral	Central	Peripheral	Peripheral	Peripheral
4	Central	Peripheral	Peripheral	Peripheral	Peripheral	Peripheral
5	Peripheral	Peripheral	Central	Central	Central	Peripheral
6	Peripheral	Peripheral	Central	Central	Central	Central
7	Peripheral	Peripheral	Central	Central	Peripheral	Peripheral
8	Central	Central	Central	Peripheral	Peripheral	Peripheral

Table 9 highlights the dominant routes of persuasion in each of the eight product placements shared by the three Micro beauty influencers, _ayshabegum_, monica.raviii, and whitneyshepherd, across eight of their product placements. For each influencer, the routes of persuasion are identified in both captions and spoken discourse, determining whether the

message follows a peripheral or a central route. The table shows that both the central and peripheral routes were evident in their product placements. The peripheral route was the most dominant overall, often conveyed through relatable storytelling and emotional appeals that require less audience elaboration. This was particularly evident in *_ayshabegum_*'s and *whitneyshepherd*'s product placements. In contrast, the central route appeared in fewer cases typically emerging when influencers offer more informative content, deeper product analyses, or justifications for product use. To sum up, while Micro beauty influencers use both central and peripheral routes in captions and spoken discourse, they tend to favor the peripheral route of persuasion.

III. 3. Findings Based on Barthes' Semiotic Analysis (1957/1972, 1964/1977)

Barthes' semiotics (1957/1972, 1964/1977) is based on several fundamental pairs or dimensions: language and speech, signifier and signified, system and syntagm, denotation and connotation, and later extended to the concept myth. In this analysis, the focus is on the last three elements, denotation, connotation, and myth to understand how Macro and Micro beauty influencers' product placements convey meaning in different ways.

III.3.1. Semiotic Analysis of Macro Influencers' Product Placements

III.3.1.1. Semiotic Analysis of *nikkietutorials*' Product Placements

III.3.1.1. a. Denotation. Across all eight videos, a woman named "Nikkie" appears as a young white woman in her mid-20s to early 30s, with long straight blonde hair, blue eyes, fair skin, and round face. She wears earrings and has manicured nails in most videos. In every video, she appears close to the camera, with only her face and shoulders visible against a plain white background. Her tone is consistently excited, happy, and lively, often speaking in a loud, fast-

paced voice. She sometimes sings short phrases, laughs, smiles, and frequently varies her vocal tone. She uses friendly language and expressive hand gestures throughout.

In most videos, she begins with a bare face, light skin with no makeup, and ends with a full-face makeup look that showcases the transformation created using the promoted product. She regularly presents makeup or skincare items such as foundation, concealer, toner, lipstick, or serum from various brands like *Maybelline*, *TirTir*, *Juvia's Place*, and *Half Magic Beauty*. She always holds the product close to the camera, zooms in for close-up shots, applies it to her face while reacting instantly, and gives immediate feedback. Occasionally, she mentions ingredients or highlights visible effects like shine, coverage, or skin texture.

In videos 1 and 6, she reacts to another woman's video applying a product before trying it herself, offering visible comparisons and transformations. Video 2 is different as she reacts to an old photo of herself with a red, irritated skin and no makeup, comparing it with her current clear complexion to show the product's effectiveness. Video 4 is set in a completely different setting where she sits at a table with a stainless steel tools alongside another woman. She cuts lipsticks from different brands in an experimental style, revealing sparkles inside and comparing them to the lipstick from her partnered brand. The remaining videos (videos 3, 5, 7, and 8) follow a consistent format: detailed product presentation, immediate product testing, dramatic transformation, and enthusiastic reactions using expressive voice, smiling, and hand gestures.

III.3.1.1.b. Connotation. In her videos, nikkietutorials often appears genuinely impressed by the products she presents, using a lively tone, expressive gestures, repeated positive phrases, and emotional comparisons to suggest that she truly enjoys and trusts the items. Her joyful attitude, confident speech, and visible personal transformations, such as showing improvement in her skin or transitioning from a bare face to full glam, create a sense of

authenticity and emotional connection. She frequently uses personal storytelling, playful performances, and dramatic before-and-after comparison to show satisfaction and trust. These elements collectively build the impression that the products have not only enhanced her appearance but also positively impacted her life. However, her exaggerated expressions, dramatic tone shifts, and repeated compliments may also be interpreted as persuasive strategies aimed at convincing viewers of the product's quality. Even when the scenes feel spontaneous, her energy and excitement can serve a clear commercial purpose, especially since the videos function as informal advertisements. Her tone, style, and use of trendy language like "viral" or "crazy promotion" also create urgency and appeal especially to younger audiences. Most of the brands she collaborates with, such as *Tir Tir*, *Eborian*, and *Half Magic Beauty*, are positioned as high-quality luxury products; this is an appeal to makeup lovers who place a greater importance on the product's quality and popularity rather than its affordability.

III.3.1.1.c. Myth. In all the analyzed videos, Nikki subtly reinforces a powerful and common cultural myth: that femininity, especially for transgender women, is something that must be earned, performed, and proven through beauty rituals. Her soft gestures, excited tone, and dedication to skincare and cosmetics carry a deeper message: to be seen and accepted as a "real woman," one must master beauty rituals, fix visible imperfections, and conform to dominant societal beauty standards. In other words, being a "real woman" equals wearing makeup, having soft gestures, or performing traditional beauty rituals, as if femininity depends entirely on looking and acting in that specific way. These videos promote the broader idea that womanhood is not just an identity but a visual performance tied to flawless skin, glowing results, and the use of the right products. For transgender women in particular, the myth suggests that

social acceptance and self-worth are achieved only through discipline, effort, and deep engagement with the beauty industry.

III.3.1.2. Semiotic Analysis of mikaylajmakeup's Product Placements

III.3.1.2.a. Denotation. In all the analyzed videos, a woman named “Mikayla” appears as a young white woman in her mid-twenties, with long, dark, curly hair, green eyes, and fair, white skin. She frequently appears either with full face of makeup, including foundation, well-defined eyebrows, thick lashes, glossy lips, highlighter, or completely bare-faced, showing her natural skin. She often films in personal spaces like her bedroom, bathroom, or what looks like a personal beauty room, surrounded by shelves filled with beauty products, lights, and mirrors. In every video, Mikayla engages in a series of actions: she holds products close to the camera, applies them on her face, and reacts immediately to the results. Occasionally, she presents multiple products or large boxes filled with various items like lipsticks, concealers, foundations, and toners from brands such as *Dermalogica*, *Tir Tir*, and *McoBeauty*. Whenever she promotes skincare, Mikayla appears with full makeup and then removes it using the product she features. Conversely, when promoting makeup, she usually starts with no makeup and applies it using the featured products. Throughout her videos, she speaks loudly and energetically, often with an excited or dramatic tone. She uses expressive hand gestures and wide eyes, especially when emphasizing something. She always reacts positively, smiling, showing visible joy, and expressing her love for the product, often complimenting its effects and describing how it makes her feel.

III.3.1.2.b. Connotation. In all the eight videos, Mikayla conveys a sense of honesty and spontaneity. Her minimal makeup, familiar home settings, like her bathroom or bedroom, and the casual atmosphere make the scenes feel more real and relatable. Her loud voice, expressive hand

gestures, and wide-eyed expressions suggest genuine excitement and surprise, encouraging viewers to perceive her reactions as sincere. By trying the products on the spot, mentioning the ingredients and their effects, and reacting instantly, Mikayla creates an impression of authenticity and an image of knowledge and trustworthiness rather than just someone who promotes any product. Her confident tone and energetic body language further reinforce the impression that she genuinely enjoys the products and wants her audience to feel the same way. However, this strong excitement can also be seen as a deliberate persuasive performance used to build trust, evoke curiosity, and convince viewers of the product's effectiveness. While her reactions often seem spontaneous, they can appear exaggerated or dramatic, revealing an intentional strategy to make her endorsements more convincing and engaging. Additionally, the products she promotes are generally positioned as professional or luxury. Brands like *Dermalogica*, indicating that her target audience likely includes viewers who are willing to invest in good quality skincare regardless of price or affordability.

III.3.1.2.c. Myth. At a deeper level, Mikayla's videos reinforce the cultural ideology that a woman's value, confidence, and identity are closely tied to her physical appearance. The hidden message is that femininity and womanhood are inseparable from beauty rituals and visible transformations. These videos subtly promote the belief that beauty must be maintained at all times, even in private, relaxed spaces, suggesting that looking flawless is not a choice but a constant social expectation. The casual settings and everyday routines do not challenge traditional beauty norms but instead make them feel natural and necessary, turning skincare and makeup into daily rituals of self-worth. The visuals support the idea that to be seen, accepted, or admired, women must improve their natural features, carefully manage their appearance, and invest in products that promise perfection or flawless results. Through this narrative, beauty

becomes a form of responsibility that defines how women navigate confidence, power, and acceptance in their daily lives.

III.3.1.3. Semiotic Analysis of iluvsarahii's Product Placements

III.3.1.3.a. Denotation. The analyzed videos show iluvsarahii, a 36-year-old woman with fair skin, straight brown hair, and brown eyes. She is known for her captivating content that combines makeup artistry with practical beauty demonstrations. She offers a comprehensive mix of makeup routines, showcasing the application of various products like bronzers, setting powders, and brow pencils and highlighting the benefits she experiences from using them. iluvsarahii collaborates with renowned brands like *Lancome*, *Covergirl*, and *Benefit*, highlighting her prominent status in the beauty industry. In her videos, she demonstrates how to apply these products to her face, often providing clear before-and-after comparisons to highlight their effectiveness. Additionally, the products are presented in a user-friendly way, typically accompanied by tutorials or step-by-step demonstrations to guide her audience. Her content includes different types of videos: Videos 1 and 2 focuses on skincare and self-care routines, while Videos 3 through 8 emphasizes full makeup applications. The setting for her makeup routines varies, but mostly filmed in her personal room or bathroom. Across these videos, iluvsarahii explores a variety of makeup styles, showcasing her professional makeup artistry skills and demonstrating the effectiveness of the beauty products she uses. Notably, iluvsarahii does not speak directly in most of her videos, but uses voiceovers instead.

III.3.1.3.b. Connotation. iluvsarahii's personality shines through her content, characterized by warmth, relatability, and a touch of humor. She communicates in a conversational tone, making her audience feel like they are chatting with a trusted friend. Her voice is smooth, measured, confident, loud, and approachable, instilling trust in her

recommendations, and she uses clear straightforward language that resonates with her followers. Her ability to connect with her followers on a personal level makes her a trusted figure within the beauty community. However, this authentic and friendly communication style can also be seen as a persuasive technique aimed at influencing followers and subtly serving commercial interests.

III.3.1.3.c. Myth. *iluvsarahii*'s videos frequently feature product placements for luxury skincare and makeup. These products are presented as essential tools for achieving confidence and an attractive appearance. The seamless integration of these products into her beauty and fitness routines reinforces a particular cultural myth and a social construction: that true femininity, confidence, and social value are achieved through constant self-improvement and aesthetic perfection. Her dedication to fitness and skincare contributes to her polished and confident appearance, implicitly suggesting that being slim, light-skinned and attractive are qualities linked to empowerment and desirability. The central message behind her overall content is that empowerment is achieved through buying products, adhering to beauty routines, and lifestyles that align with Western beauty standards. This normalizes the ideas that being beautiful means working hard on your body and appearance.

III.3.2. Semiotic Analysis of Micro Influencers' Product Placements

III.3.2.1. Semiotic Analysis of *_ayshabegum_*'s Product Placements

III.3.2.1.a. Denotation. In all the analyzed videos, Aysha appears as a young Muslim woman in her 20s, with fair to slightly brown skin, black or very dark brown eyes, and black eyebrows. She wears a hijab in different colors, such as pink, red, black, or brown, and is usually shown sitting close to the camera with only her face visible. The background in each video remains simple and neutral, often grey, keeping the focus on her face and the product. She presents different beauty products, including mascara, serum, primer, and blush, from brands like

Juviasplace, YesStyle, Muacosmetics, and Raisetheroom, holding them close to the camera to let the viewers see the brand and packaging clearly. A notable feature of her videos is that she uses pre-recorded voiceovers while silently performing on screen. Her on-screen expressions include miming the word “WOW”, accompanied by key sentences or words written on the screen, while she opens her eyes wide to express excitement. She smiles frequently, moves her head gently from side to side, and sometimes blows kisses, either to the camera or to the product, showing playful appreciation. Her voiceover tone varies depending on the product she promotes, sometimes calm and soft, and other times loud and expressive, but always enthusiastic. She usually applies the product directly to her face, often comparing before and after results. Each video ends with a complete look while turning her head left and right to highlight the effect and consistently showing the product close to the camera while pointing at it as if addressing the viewer directly.

Some videos include unique elements, such as using scotch tape on one side of her face to demonstrate foundation coverage (Video 1), testing multiple lipstick shades (Video 4), or reacting nostalgically to past videos (Video 5). In others, she starts with a loud attention-grabbing statement: “Life-changing hacks that you need to know about!” (Video 3), or opens a large box of Korean skincare and makeup products and reacts joyfully to each item, including blowing kisses to the products (Video 5). Despite these slight variations, the overall pattern of expressive behavior, close-up framing, and enthusiastic product display remains consistent across all her videos.

III.3.2.1.b. Connotation. In all the eight videos, Aysha consistently uses wide eyes, a big smile, and a loud, cheerful voice to express excitement and enthusiasm. Her reactions, marked by repeated smiles, playful gestures, dramatic expressions, and exaggerated “wow” moments,

suggest that she is either genuinely impressed by the products or intentionally performing this excitement to influence her audience. This expressive performance serves as a persuasive technique designed to build trust, signal satisfaction, and emotionally connect with viewers, encouraging them to believe in the product's quality and effectiveness. Moreover, her calm presentation in some videos, combined with emotionally charged visuals, such as before and after comparisons or natural faces reveals, adds a layer of authenticity and transparency to her content. However, the structured nature of the videos and the intensity of her reactions also suggest that these performances are strategic, aiming to raise product credibility and drive viewer's engagement. Importantly, most of the products she promotes come from affordable brands and are clearly targeted at everyday consumers rather than luxury buyers. By adding excitement, warmth, and personal touches to budget-friendly items, Aysha elevates their value and positions them as beauty essentials for a wide and diverse audience.

III.3.2.1.c. Myth. Across all videos, Aysha challenges traditional stereotypes that often appear in western societies, which portray Muslim women as oppressed, passive, or excluded from modern life. By presenting hijabi women as confident, expressive, and fully engaged in modern beauty culture, she presents a different image of Muslim women, her visible Muslim identity, modest clothing, and use of makeup and skincare position her as a powerful symbol of how beauty and faith-based identity can coexist harmoniously. This challenges outdated Western beliefs that view Muslim women as silent or disconnected from global beauty trends by showing her joy, expertise, and a playful personality. At the same time, her content reinforces a broader cultural myth: that beauty routines, whether achieving “glass skin” or embracing natural flaws, enhance confidence and empowerment. By promoting affordable and globally recognized brands, Aysha shows Muslim women as active participants in the beauty industry, where modesty

does not limit creativity, influence, or visibility. Ultimately, her representation not only redefines modesty as strength and honesty but also highlights that Muslim women are not just followers of trends, they help shape them.

III.3.2.2. Semiotic Analysis of whitneyshepherd's Product Placements

III.3.2.2.a. Denotation. whitneyshepherd is a young woman likely in her mid-20s, with hazel eyes, fair skin, and long straight hair, typically brown but occasionally blonde in some videos. She is known for her close-up makeup application and product demonstration, focusing primarily on highlighting and applying various cosmetics. Her content frequently features a range of makeup items, including foundation, mascara, and brow pencil, and she collaborates with brands like: *Morphe*, *e.l.f. Cosmetics*, and *Anastasia Beverly Hills*, reflecting her active and influential presence within the beauty influencer community. In her videos, Whitney often demonstrates product application on one side of her face, sometimes using step-by-step tutorials, while in other cases, she appears already wearing partial makeup, then applies the featured product to show its effect. Her presentation style is often soft, calm, and warm, accompanied by a subtly persuasive tone aimed at encouraging product purchase. The structure of her videos remains consistent, centered on detailed makeup application. Visually, the setting of her tutorials is minimalistic, with the camera zoomed in on one side of her face. Notably, there is only one video in which her full face and body are visible, and in that instance, she appears to be in a room.

III.3.2.2.b. Connotation. Whitney consistently conveys a warm and approachable image, through her friendly vibe, constant smiles, and kind facial expressions, suggesting sincerity and emotional accessibility. Her soothing voice and respectful communication style create a positive and trustworthy atmosphere that appeal to her audience. Through clear and informative

explanations paired with passion, she effectively promotes the products she features. Her sincere presentation style, marked by visible enjoyment and appreciation for the featured items, reinforces her authenticity and helps build a genuine connection with her followers. This authenticity enhances her persuasive impact by encouraging viewer interest and product purchase. In addition, she often uses voiceovers instead of speaking directly in her videos. This technique allows her to express herself more confidently and clearly, contributing to a polished and professional content. Her makeup looks vary across videos, reflecting her interest in exploring different styles and her eagerness to present transformative beauty products to her audience.

III.3.2.2.c. Myth. The product placements in Whitney's content present cosmetics as essential tools to cover flaws, enhance beauty, and boost confidence in women. This reinforces the cultural myth that looking beautiful is achievable through the use of the right products. The myth conveyed in her content suggests that femininity is synonymous with always being made-up and camera-ready, and that true beauty comes from using makeup to create a flawless face. Yet, beauty products are not just about creativity or fun; they are becoming a strong way to feel confident and fit in with others. Many women use cosmetics not just to look good, but to feel better about themselves and feel accepted by those around them. The core message conveyed is that makeup is necessary to feel beautiful and empowered. This promotes the idea that appearance is everything and the beauty products are the key to fitting in, hiding imperfections, and being confident.

III.3.2.3. Semiotic Analysis of monica.raviii's Product Placements

III.3.2.3.a. Denotation. The videos feature Monika, a 27-year-old woman with brown skin, brown eyes, and short curly dark hair. She uses and promotes a variety of beauty products,

including cleansing balms, foundations, and highlighters, often collaborating with a well-known brands such as *Revlon* and *The Ordinary*. In her videos, Monika explains how each product works, highlights its key features, and shows before-and-after visuals or her reactions to demonstrate their effects. Throughout her content, Monika follows a consistent routine: presenting the products, applying them to her face, sharing the results, and speaking directly and enthusiastically to the camera to engage and persuade her audience. Each video focuses on different aspects of skincare and makeup. Videos 1 and 8 focus on skincare routines. Videos 2 and 6 feature skincare product testing in collaboration with partner brands. Videos 3 and 5 show makeup application and demonstrations. Videos 4 and 7 offer makeup tips and spotlight specific products. Most of her videos are filmed in her room, while one video is filmed in her car. Throughout her videos, Monika displays a range of makeup styles, emphasizing the transformative power of the products she uses.

III.3.2.3.b. Connotation. Monika's appearance with natural non-filtered skin combined with her use of multiple beauty products while speaking directly to the camera in an enthusiastic and friendly tone, and filming in modest or casual settings, creates a warm and familiar atmosphere that feels personal and approachable. These elements suggest her genuine excitement and a desire to build a close, trusting relationship with her followers. These qualities also give the impression that she truly values the products and sincerely wants her followers to enjoy them. However, this emotional connection can also function as a persuasive technique. Her warmth and friendliness subtly encourage followers to trust her recommendations and see the product as part of authentic experience.

III.3.2.3.c. Myth. The product placements in Monika's videos reinforce dominant societal myths about beauty standards, especially the expectation for brown women to conform to

specific skincare and makeup rituals. These videos suggest that to be accepted and feel confident, brown women must invest significant time and effort into beauty practices that promise perfect skin. The underlying myth embedded in the videos is that women, especially those with brown skin, must dedicate time and effort to beauty routines to achieve self-acceptance. This reinforces the belief that having radiant, perfect skin leads to self-acceptance, promoting the idea that women can gain confidence and empowerment by enhancing their physical appearance. The central message suggests that femininity and womanhood are closely linked to beauty routines and visible changes, implying that mastering these practices is essential not only for enhancing personal confidence but also for achieving social acceptance and belonging.

III.4. Comparative Analysis of Macro and Micro Beauty Influencers: Principles, Routes, and Semiotic Elements

Using Cialdini's Six Principles of Persuasion (1983), the Elaboration Likelihood Model (1986), and Barthes's Semiotic Theory (1957/1972, 1964/1977), this analysis compares the persuasive principles, routes of persuasion, and visual semiotic elements employed by three Macro influencers (nikkietutorials, mikaylajmakeup, and iluvsarahii) and three Micro influencers (_ayshabegum_, whitneykshepherd, and monica.raviii) in their product placements on Instagram.

In terms of Cialdini's principles of persuasion (1983), both Macro and Micro beauty influencers relied heavily on the principles of Liking, Commitment, and Authority, although their ways of applying them differed. Macro influencers often used their large followings and perceived expertise to build emotional connection and establish credibility. For example, nikkietutorials and mikaylajmakeup frequently adopt a friendly tone, share personal stories, show expertise, and demonstrate consistent product use, which help form a strong connection with their followers by presenting themselves as trusted experts. In contrast, Micro influencers

apply these principles by encouraging small, relatable actions and using casual spontaneous language to create a sense of intimacy with their followers. The principle of reciprocity was occasionally used by both groups, while social proof and scarcity, appeared less prominently.

Regarding the routes of persuasion, both influencer groups rely on both the central and peripheral routes. However, Macro influencers showed a relatively balanced use of the two routes, but also more inclined to integrate the central route, especially when discussing product ingredients or benefits in detail, as seen in *ilvusarahii*'s and *nikkietutorials*' more informative content. While Micro influencers do use the central route, they generally favor the peripheral route through spontaneous, emotionally charged communication styles that prioritize empathy and personal connection over expertise.

Finally, when analyzing the visual and symbolic elements through Barthes's semiotic theory (1957/1972, 1964/1977), clear distinctions emerge between Macro and Micro influencers. Macro influencers display a higher degree of performance and smoothness in their visual storytelling. Their videos often contain strong mythic narratives that tie beauty to social identity, gender norms, and emotional transformation. For example, *nikkietutorials* constructs myths around femininity, self-acceptance, and transformation, particularly in relation to her transgender identity. These videos use close-up shots of products and are filmed in curated beauty rooms. Micro influencers, on the other hand, usually film in everyday, familiar places with a simple and natural style. Their myths often emphasize authenticity, affordability, and self-care, showing beauty as something that is part of normal daily life rather than something perfect and fancy. This contrast highlights how Macro influencers create content that looks impressive and dream-like, while Micro influencers create content that feels more natural and easy to relate to.

Conclusion

This chapter presented the findings obtained from the analysis of persuasive techniques used in product placements by both Macro and Micro beauty influencers on Instagram. The analysis was guided by three main theories: Cialdini's Six Principles of Persuasion (1983) used to uncover verbal persuasive strategies; the Elaboration Likelihood Model (1986) used to examine the central and peripheral routes of persuasion; and Barthes' Semiotic Theory (1957/1972, 1964/1977), which provided insights into visual and symbolic elements in influencers' content. The study identified clear differences in the persuasive strategies of Macro and Micro beauty influencers on Instagram. The next chapter will discuss and interpret these research results in light of the research objectives and existing literature.

Chapter Four: Discussion of the Findings

Introduction

This chapter discusses the results obtained from the analysis of 48 product placements featured in the Instagram content of six beauty influencers, three Macro and three Micro influencers. The discussion relies on Cialdini's Six Principles of Persuasion (1983) and the Elaboration Likelihood Model (1986) to interpret the verbal content (captions and spoken discourse), and Barthes' Semiotic Theory (1957/1972, 1964/1977) to interpret the visual content (videos). The chapter begins by interpreting the findings through these theoretical lenses, then compares and discusses the persuasive techniques employed by the two influencer groups. In addition, the chapter aligns the findings with existing literature, and addresses the research questions and hypotheses by confirming or refuting them.

IV.1. Discussion of the Findings Based on Cialdini's Principles of Persuasion (1983)

The analysis of 48 product placements by six influencers using Cialdini's six principles of persuasion (1983), which are reciprocity, commitment, liking, scarcity, social proof, and authority, revealed that all six principles appear across the analyzed content. However, the prominence and manner of their use vary depending on the influencer's category (Macro or Micro) and their communication style.

IV.1.1. Discussion of Reciprocity

Reciprocity, as explained by Cialdini (1983), means that when someone gives us something, we often feel the need to give something back in return. In beauty influencers content on Instagram, this often manifests as offering followers something helpful, such as discount codes, product recommendations, or beauty tips to build trust and encourage engagement or purchases. This technique appears in the content of all six influencers studied. However, the

degree to which reciprocity appeared and the way it appeared varied depending on the influencers and their individual communication style.

Reciprocity appears widely in the content of the three Macro influencers (nikkietutorials, mikaylajmakeup, and iluvsarahii) through discount codes, giveaways, free advice, and product demonstrations. For example, nikkietutorials shares a discount code in the caption of Product Placement 8 (PP 8), saying, *“Use my code NIKKIE to save some \$\$ at checkout!”*. These gestures act as both a financial benefit and a friendly gesture, making viewers feel cared. This is a form of soft persuasion where influencers guide their followers towards buying products without forcing them. They also provide product benefits and free advice, such as Nikkie’s claim in Product Placement 3, *“Exfoliating is the key to avoid dull and patchy... look.”*, (spoken discourse), and iluvsarahii’s description of the product’s qualities in Product Placement 2, *“It is also calming and soothing, so perfect for these colder days.”* (caption) These kinds of tips make followers feel valued, which can strengthen their trust in the influencer and motivate them to consider buying the product. Additionally, detailed step-by-step guidance reinforces this principle by offering valuable, practical help that the audience can easily follow and benefit from. For example, Mikayla says, *“Let me show you step-by-step,”* (PP 4, spoken discourse), and iluvsarahii shares, *“I’m going to go in with the facial treatment sheet mask,”* followed by, *“I do leave these for about 15 minutes.”* (PP 1, spoken discourse). These easy-to-follow steps reflect the influencers’ intention to help their followers, which can make people trust them more and increase their engagement. These examples illustrate how Macro influencers use various forms of giving to build trust and connection with their audience. When audiences receive something beneficial for free, they are more likely to feel grateful and motivated to return the favor, making the persuasive message more effective.

Reciprocity in Micro beauty influencers' content appears more subtly and indirectly, focusing on sharing personal useful tips and step-by-step routines rather than discount codes. In other words, their captions and videos were less promotional and more relational. For instance, *_ayshabegum_* shares skincare secrets like, *"this has been the secret to my glass skin"* (PP 3, spoken discourse). Monica also provides useful tips like *"the best hack to help with super dry skin"* (PP 8, spoken discourse). This approach helps the influencers establish a real connection with their followers, focusing more on trust and building relationships with them than just selling products. Additionally, they guide their followers through detailed routines, offering practical value and making beauty practices easier. This act of helpfulness creates a sense of gratitude prompting followers to engage by showing trust and interest in the promoted products. For example, Whitney explains, *"I'm prepping my skin with the Holy Hydration face cream, then using the Hilo Glow liquid filter..."* (PP 6, spoken discourse), and Monica instructs, *"First mix Salmon Color Corrector with the Brightening Concealer..."* (PP 7, spoken discourse). These examples show how Micro influencers rely on informative and personal advice to build trust and connection, through a subtler and more indirect form of reciprocity rather than direct giveaways or discounts. This indicates that reciprocity in influencer marketing goes beyond material offerings.

Reciprocity is an effective persuasive technique because when followers receive something valuable, like discount codes, giveaways, useful tips, or step-by-step advice, they often feel the need to give something back by supporting the product. Indeed, as stated by Ahmed et al. (2024), "The reciprocal and influential relationship between influencers and their followers is of utmost importance in cultivating brand loyalty, as influencers operate as mediators who promote the link between consumers and organizations." (p.2). In other words,

reciprocity between influencers and their followers helps strengthen brand loyalty and encourages support for promoted products.

IV.1.2. Discussion of Commitment

Commitment, as explained by Cialdini (1983), refers to the tendency to remain consistent with past statements or actions, especially when they are public or repeated. In beauty influencers' Instagram content, commitment can appear in two main ways: influencers showing loyalty to certain products or brands through repeated use, and encouraging followers to take small actions like liking, commenting, or sharing. This principle appears in the content of all six influencers studied, though its use varies based on each influencer's communication style and strategy.

In the content of Macro beauty influencers, commitment appears clearly through their repeated use and emotional attachment to products. For instance, nikkietutorials emphasizes her long-term loyalty by saying *"I talk about this all the time, my savior"* (PP 2, spoken discourse), which suggests a strong commitment. Mikayla expresses her trust in a product with phrases like *"I have been talking about this routine for years,"* (PP 4, spoken discourse),-highlighting her long-term loyalty and commitment. iluvsarahii highlights her commitment, stating, *"I do this weekly and it's just non-negotiable in my routine,"*(PP 1, spoken discourse). These are personal routines and habits that show strong product attachment. This continued use can help reinforce the influencer's credibility and build followers' trust. Commitment also shows through emotional attachment when influencers label products as favorites. By sharing personal preferences, they create a sense of sincerity and consistency, which builds trust and makes followers more likely to align with their choices, such as Nikkie's *"my favorite makeup brand"* (PP 5, spoken discourse), Mikayla's *"my signature TirTir shade"*, (PP 2, spoken discourse), and iluvsarahii's *"probably my*

favorite brow pencil from them” (PP 8, spoken discourse). Although less common, commitment also appears through calls for small actions, like Mikayla’s *“like this post, follow, share, tag a friend, comment”*, (PP 5, caption) and iluvsarahii’s *“let me know in the comments what you guys think and would you try this out”* (PP 2, spoken discourse), encouraging viewers to engage and take an action. As Gelati and Verplancke (2022) explain, “Influencers share content on the network and create commitment from their followers. By sharing, liking and commenting on the posted content, followers spread marketing information and give visibility to brands.” (p. 49).

Micro beauty influencers also use commitment through consistent product use and brand loyalty. They demonstrate authenticity and reliability, which encourages followers to adopt similar habits or trust the brand more deeply. For example, *_ayshabegum_* says, *“TirTir Ready Cushion Foundation has been my go-to”*, (PP 1, spoken discourse). Whitney shows commitment with *“I am going to be wearing this trio all summer long”*, (PP 1, spoken discourse). This kind of commitment makes them appear more genuine and trustworthy, which may encourage followers to feel more comfortable in trying those products themselves. Another way commitment appears is through emotional attachment, when influencers call a product their favorite, such as *_ayshabegum_*’s *“my all-time favorite”* (PP 5, caption), and Whitney’s *“my favorite brow product”* (PP 4, caption), and Monica’s *“one of my favorite skin tints of 2025”* (PP 5, spoken discourse). Although less frequent, commitment can be seen in calls for small actions like *_ayshabegum_*’s *“comment down below which ones are your favorite shades”* (PP 7, spoken discourse) and Whitney’s *“comment flawless and I will send you the link directly”* (PP 2, caption). These small steps create a sense of participation which can gradually lead to stronger involvement and brand loyalty over time. Overall, commitment is a strong and prevalent strategy used by Micro influencers in their content. To sum up, both influencer groups rely heavily on the

principle of commitment because it is effective and expected in beauty content, helping followers trust the products that are loved and used by influencers.

IV.1.3. Discussion of Social Proof

Social proof, as explained by Cialdini (1983), is the tendency to look at the actions and choices of others to decide what to do, especially when they are uncertain. On Instagram, beauty influencers use this principle by highlighting viral products, popular items, or trending beauty styles, making them seem widely accepted and socially approved. This reduces doubt and encourages followers to try the products themselves. Indeed, as stated by Reijnen (2023), “marketers can leverage social proof by encouraging SMIs [social media influencers] to share positive reviews and testimonials from satisfied customers, which can help consumer to cope with the associated risk.” (p. 31). While all six influencers use social proof, the way and the degree to which it is used vary from one influencer to another.

In the content of Macro beauty influencers, social proof appears, but less prominently than other persuasive principles. nikkietutorials highlights product popularity in statements like *“I know you have seen the number one bestseller foundation on Amazon, the Viral Cushion Foundation, all over social media”* (PP 7, spoken discourse). This shows how she relies on the products’ existing popularity to enhance credibility. By highlighting its status as bestseller or viral, she taps into the idea that if many others trust and use the product it must be worth trying. Mikayla emphasizes social proof by stating *“MCoBeauty is Australia’s leading luxe-for-less beauty brands”* (PP 5, caption), and iluvsarahii suggests approval by saying *“their complexion brushes are truly some of the best out there”* (PP 7, spoken discourse). These examples show that Macro influencers refer to social proof by mentioning viral popularity, reviews, or best-seller products. They use their large followings and brand associations to show that many people like a

product, which makes followers want to try it too, because when people see that many others approve or use a certain product they perceive it as trustworthy and desirable.

For Micro beauty influencers, the use of social proof is also limited and appears more subtly across their content. For example, in *_ayshabegum_*'s posts, she highlights audience reactions by saying "*the amount of compliments that I have received when I have used this hack is unbelievable*" (PP 3, *spoken discourse*). Whitney expresses social proof with comments like "*you can't tell me this foundation doesn't deserve to be viral*" (PP 2, *spoken discourse*). Monica highlights product popularity by stating "*this is why Korean skincare is elite*" (PP 1, *spoken discourse*). These examples show that Micro influencers mention popularity and public opinion occasionally, but without making it the main persuasive strategy.

The reason social proof is less prominent in the content of both Macro and Micro beauty influencers more likely relates to how beauty content connects with audiences. Followers expect authentic reviews, routines, and honest opinions rather than just trends. Instead of saying, "This is viral" or "Everyone is using this," they prefer to say things like "I've been using this for weeks" or "This is my go-to". These statements feel more personal and credible, making influencers look genuine and experts rather than just trend followers. Overusing social proof might sound like they are just jumping on trends rather than giving a real recommendation.

IV.1.4. Discussion of Liking

Liking, as explained by Cialdini (1983), means we are more easily influenced by people we like, admire, or feel connected to. For beauty influencers on Instagram, this often shows through friendly, relatable, and personal communication styles that build trust, and encourage purchase and engagement. This persuasive principle appears as the most prominent in the content

of all six influencers studied, but its use differs depending on each influencer's communication style with their followers.

Macro influencers build trust by confidently recommending products, sharing personal experiences, and highlighting their personalities. For example, Nikkie's excited lines, such as *"oh! Oh, baby, it is time to get lifted"* (PP 1, spoken discourse) show her vibrant and energetic personality which makes her appear more relatable and approachable building emotional connection and likability. Similarly, mikaylajmakeup often uses emotional and expressive language when sharing her product experiences, helping her followers to feel connected through her honesty like *"Let me show you exactly why I love this"* (PP 3, spoken discourse). iluvsarahii shares product reviews in a confident and friendly tone, which makes her seem real and trustworthy, using comments like *"My dry skin girlies I got you"*, (PP 2, spoken discourse) By doing so, she creates a sense of closeness and community by directly addressing a specific group in a warm and caring way. This shows that she understands their needs, making her more relatable. These influencers connect with their followers by being likable, friendly, and open about their own experiences, and this makes people trust what they say and pay more attention to the products they recommend.

In contrast, Micro influencers create a personal and warm connection with their followers through friendly, casual communication and invitations to interact. Whitney's line, *"Just one coat really lengthens and separates my lashes so well"*, (PP 5, spoken discourse) presents a clear, personal opinion that helps her seem sincere. By openly sharing her own experience in a natural way, she builds a sense of trust and friendliness. Aysha strengthens her bond with her followers using friendly expressions like *"Look at these! Girl!"* (PP 4, spoken discourse). This creates a friendly and informal vibe, making her seem approachable. Monica adds humor and

relatability by sharing personal stories, such as “*My fiancé actually hates me because I forced him to try this one product*” (PP 6, spoken discourse), which makes her seem more relatable and fosters liking.

In summary, the liking principle emerged as the most prominent persuasion strategy, and both influencer groups use it in different ways to build trust and connect with their followers. It is worth noting that no matter how it is used, liking is closely linked to other persuasive principles, especially reciprocity and commitment. More specifically, when followers like an influencer they are more likely to reciprocate by liking, commenting, or buying. Once followers start supporting or using a product, they may feel motivated to remain consistent in their behavior over time.

IV.1.5. Discussion of Authority

Authority, according to Cialdini (1983), means people are more likely to trust and follow advice or recommendations from experts or those with specialized knowledge. In beauty influencers on Instagram, this shows through highlighting professional experience, association with well-known brands, or using technical language to build credibility. This persuasive principle occurred regularly among all six influencers, but its use varies noticeably between Macro and Micro influencers, often influenced by their audience size and brand collaborations.

Macro influencers usually show authority by highlighting their years of experience, and partnership with big beauty brands. For instance, when nikkietutorials says, “*essential step to makeup-prep*” (PP 2, caption), she positions herself as someone with expert knowledge. By using confident and instructional language, she presents her advice as professional guidance. Mikayla builds trust through detailed ingredient knowledge, stating, “*It contains ingredients like rice enzyme, salicylic acid*”, (PP 3, spoken discourse), which positions her as a knowledgeable

and trustworthy source. Iluvsarahii highlights credibility and authority by thanking well-known brands like *“Thank you so much, Covergirl for working with me in this video”* (PP 8, spoken discourse). In this example, she shows her personal connection with a trusted brand, which boosts her image and makes her appear friendly, professional, and supported by well-known brands.

These findings suggest that Macro influencers build trust by showing their partnership with big brands. They also highlight their expert knowledge by explaining the ingredients or benefits of the products they promote, which helps inform their followers and makes their recommendations seem more reliable. This approach fits with the central route of persuasion from the Elaboration Likelihood Model (1986), where people are more likely to be convinced when they pay attention to detailed and logical information.

Micro influencers use authority primarily through technical terms because it allows them to display specialized knowledge, which helps their followers perceive them as experienced or knowledgeable. Aysha, for example, mentions product certifications and qualities in *“Best part is they’re both vegan certified and fragrance free”* (PP 8, spoken discourse) to show her expertise. Whitney builds credibility by explaining benefits, saying things like *“I love the C bright putty primer because it’s infused with vitamin C, that’s gonna help even out your skin tone”* (PP6, spoken discourse). By mentioning both ingredient and its effect, she not only shows familiarity with the product but also educate her audience. This combination of knowledge and explanation make her appear as a reliable source. Monica demonstrates in-depth product knowledge in *“Eight types of deeply hydrating hyaluronic acid”* (PP 2, spoken discourse) to strengthen her authority.

In summary, the authority principle occurred prominently among both Macro and Micro influencers. This is because they often present themselves as experts in skincare or makeup, by showcasing their experience, collaborations with well-known brands or deep knowledge of ingredients and product functions. It is true that Micro influencers may not be as famous as Macro influencers, but they still use smart strategies, like using specialized terms, mentioning brand names, and narrating their personal experiences, to sound like experts and persuade their followers to trust them. This strategy helps Micro influencers appear both knowledgeable and relatable, which builds trust with their followers. They share tips in a friendly and approachable way, to show that their expertise is real and sincere. Even without the support of major brands or large followings, Micro influencers earn credibility by being genuine. As noted by Kay et al. (2020), when consumers see a product promoted by both a Micro influencer and a Macro influencer, they tend to perceive the Macro influencer as relying more on their popularity and fame to persuade. As a result, they are generally more trusting of endorsements from Micro influencers than those from Macro influencers because of their authenticity (cited in Gerlich, 2023).

IV.1.6. Discussion of Scarcity

Scarcity, as explained by Cialdini (1983), means that people are more likely to desire something if they believe it is limited or only available for a short time. In the case of beauty influencers on Instagram, this often takes the form of limited time offers, limited stocks, and exclusive product launches to create urgency and motivate followers to act quickly. This technique appears occasionally in the content of some influencers, while it was completely absent in the content of others.

Macro influencers use the scarcity principle to create urgency. For example, Mikayla emphasizes limited-time offers, saying, “*For one day only, on June 6th, they are going to be 30% off on Amazon*” (PP 7, spoken discourse). This strategy works effectively with their large audiences, because it creates a sense of urgency that encourages quick action. When followers feel that a product is only available for a limited time or in limited quantities, they are likely to make fast purchasing decisions, which help brands sell more in a short period of time. In contrast, iluvsarahii does not use the scarcity principle, her goal seems to be building a personal connection with her followers, rather than creating urgency to buy. This shows that not all Macro influencers rely on scarcity to persuade their followers. While some use it to create urgency and encourage quick purchases, others prefer to build trust by being authentic and focusing on long-term relationships with their followers. In fact, some Macro influencer may avoid using urgency altogether because they want their followers to feel free to decide without pressure.

In contrast, Micro influencers tend to use scarcity less prominently or not at all. Whitney and Monica focus more on how the product works, without creating a sense of urgency. These findings suggest that most Micro influencers in this study prefer to focus on showing how products actually work and building a sense of trust with their followers. Instead of pressuring them, to make quick purchases, their main aim is to create lasting relationships through their honest recommendations. However, Aysha clearly uses scarcity by encouraging immediate purchase like “*This is a limited edition, so once it’s gone, it’s gone*”, (PP 5, spoken discourse). This finding suggests that some Micro influencers do use scarcity to make people buy quickly, but not all of them do. It depends on their own style and what they want to achieve with their content.

Overall, scarcity is the least used persuasive principle, especially among Micro influencers. Micro influencers usually do not promote limited-time offers or exclusive products, and usually do not collaborate with well-known brands. Instead, they focus on building trust with their followers, rather than creating urgency to pressure them. The findings contradict the conclusions drawn by Naruei et al. (2023), who found scarcity highly persuasive in digital marketing, but also warned against its misuse as it could lead to negative consequences and damage consumer trust. The limited use of scarcity in this study may reflect a strategic choice to avoid possible problems that can happen because of the false application of this technique. As Naruei et al. (2023) suggest, “The inappropriate and false use of these principles can have a negative and harmful consequence” (p. 135), which might explain why beauty influencers tend to rely more on less risky persuasive strategies.

The Findings revealed that both Macro and Micro beauty influencers use the key principles of persuasion identified by Cialdini (1983). Based on this analysis, the first hypothesis that suggests, “Both Macro and Micro beauty influencers are likely to use the key principles of persuasion identified by Cialdini (1983), in their product placements on Instagram”, is partially confirmed.

IV.2. Discussion of the Findings Based on the Elaboration Likelihood Model (1986)

Developed by Petty and Cacioppo (1986), the Elaboration Likelihood Model (ELM) provides a dual-route theory of persuasion: the peripheral route and the central route. Both routes of persuasion were identified across the analyzed product placements selected from the content of six beauty influencers on Instagram. However, their use varied depending on the influencer category.

IV.2.1. Discussion of the Peripheral Route

According to Petty and Cacioppo's (1986) ELM, the peripheral route to persuasion relies on superficial cues rather than careful thinking or strong arguments. Beauty influencers on Instagram rely on the peripheral route to persuade their followers. For example, they may post "Get ready with me videos", that focus on aesthetics, showcase luxury brands to create a sense of prestige, offer discount codes or limited time offers to create urgency, and highlight likes public opinions as forms of social proof.

Even though Macro influencers appear to rely on both routes of persuasion in a balanced way, they strategically use the peripheral route by focusing on emotions, visuals, social proof, and brand appeal instead of offering deep product explanations. They grab attention with celebrity fame, trending hashtags, and brand partnerships. For example, nikkietutorials uses energetic and catchy phrases like "*So creamy, so good!*" (PP 1, spoken discourse) and "*VIRAL Red Cushion*" (PP 7, caption) to make the products seem fun and exciting and highlight its popularity, while also offering discount codes to create urgency like "*use my code 'Nikkie' to save some \$\$*" (PP 8, caption). These examples of peripheral route activate Cialdini's principles of liking, social proof and reciprocity. The energetic and catchy phrases trigger the principle of liking, as they reflect the influencer's enthusiasm. Referring to a foundation as "viral" activates social proof, suggesting that many others use and approve the product. In addition, offering a discount code engages reciprocity as she is giving something beneficial to her followers. Similarly, mikaylajmakeup relies on excitement and emphasizes visuals by using expressions like "*Look at how incredible this looks*" (PP 1, Spoken discourse), which activates the principle of liking. In addition, she uses limited-time offers like "*for ONE DAY ONLY*" (PP 7, caption), which activates the principle of scarcity increasing the product's value and creating urgency.

iluvsarahii leans into emotional and passionate language like “*reset, recharge and regain our glow*” (PP 1, caption) and “*instantly hugged my skin*” (PP 2, spoken discourse), to demonstrate the product’s effects, rather than mentioning their ingredients. Additionally, she collaborates with famous brands to quickly build trust. Together, these Macro influencers use emotional tone, social proof, and credibility to persuade their followers without needing detailed explanations.

In contrast, Micro influencers use the peripheral route through relatable language, personal stories, and emotional connections, instead of providing extensive details. For instance, *_ayshabegum_* uses friendly expressions like “*bestie*” and creates a sense of urgency with “*you better run and buy this*” (PP 2, spoken discourse), activating Cialdini’s principles of liking and scarcity. *whitneyshepherd* captivates her audience with rich and descriptive beauty terms like “*satin cream*” and “*golden sunset highlight*” (PP 1, spoken discourse), and personal commitment “*I’m going to be wearing this trio all summer long*” (PP1, spoken discourse). *monika.raviii* engages with her followers by sharing personal stories and humor like “*had to do the influencer gasp*” (PP 2, spoken discourse), which humanizes her content and builds trust. She also incorporates detailed sensory words to describe the visible changes, such as “*My lips are so juicy*” (PP 7, spoken discourse), which helps the followers visualize the product’s effect. Moreover, she builds trust by mentioning popular brands like “*@sephora!*” and “*@theordinary*”, to make her content persuasive.

IV.2.2. Discussion of the Central Route

As explained by Petty and Cacioppo (1986), the central route focuses on the strength and quality of the argument, relying on facts, logic, or personal experience rather than surface-level impressions. In the context of beauty influencers, the central route manifests through detailed explanations of product ingredients, scientific benefits, personal testimonials, honest reviews,

and deep demonstrations, which encourage followers to critically assess products before making purchasing decisions.

The central route appears in the content of the three Macro influencers through detailed descriptions of ingredients, explanations of product benefits, and personal experiences that encourage thoughtful evaluation. These influencers often relied on factual information and logic to persuade their audience, focusing on how and why the products work. For example, nikkietutorials in Product Placement 3 (spoken discourse), explains, *“This is a gentle leave-on exfoliant with salicylic acid, which quickly unclogs pores.”* Here, Nikkie provides clear information that appeal to followers who want to understand what the product contains how it functions. This reflects the central route as it engages the audience through logical reasoning and detailed product information, encouraging thoughtful evaluation. Similarly, mikaylajmakeup used the central route in Product Placement 3 (spoken discourse) by noting, *“It contains ingredients like rice enzyme, salicylic acid, it leaves my skin feeling balanced and healthy and not dried out.”* She combines product facts with personal experience which make the message more relatable and encourages the audience to engage more thoughtfully and deeply. iluvsarahii’s content also reflects this route, as seen in Product Placement 1 (spoken discourse), *“This includes patera, which is a natural anti-aging ingredient for fermentation, so it’s going to target all skin concerns, dark spots, fine lines, and even texture, while also boosting hydration and radiance in your skin.”* This quote shows how iluvsarahii engage the central route to persuade her audience by mentioning a specific ingredient (patera) and explaining its function (anti-aging, treats skin concerns, and boots hydration and radiance). This detailed explanation reflects her expertise (Authority) and helps her convince her audience through facts and logic rather than emotions or visuals.

These examples show that Macro influencers rely heavily on the central route by focusing on content that informs and educates the audience. This may be because their followers usually look for helpful advice, honest opinions, and clear detailed information about the product, aligning with their role as trusted, professional figures in the beauty industry. This aligns with Nasaruddin et al. (2023), who found that one of the reasons behind the use of convincing statements is to create a sense of trustworthiness, making it easier for audiences to believe influencers' promotional content. In their study, they observed that influencers often apply this technique when writing captions for promoted brands, using content that appears reasonable and fact based. One way this is done is through the use of scientific remarks, which are difficult to refute and help position the influencer as knowledgeable about the product, thus enhancing the overall trustworthiness of the message. This aligns with the findings of the current study, where Macro influencers, as prominent figures in the beauty industry, strategically used fact-based claims and logical appeals to maintain a professional and credible image, which is consistent with the central route of persuasion.

The central route is less dominant in the content of the three Micro influencers compared to the peripheral route. However, it was still evident in a number of product placements through the use of informative language, ingredient mentions, and references to product benefits. These instances reflected moments where the influencers occasionally relied on logic and factual details, although less consistently than Macro influencers. For example, in *_ayshabegum_*'s content, the central route appeared in *Product Placement 4* (caption), where she described, "*The Hydra Juice Shimmer Lip Stylos with tripeptide and vitamin E,*" highlighting key active ingredients, helping the audience understand what makes the product effective and encouraging them to focus on real benefits. By mentioning specific ingredients, Aysha activates Cialdini's

principle of Authority, positioning herself as someone knowledgeable about the products she promotes. This expert-like approach makes her seem more trustworthy and credible. In whitneyshepherd's case, this route occurred in the *Product Placement 2 (spoken discourse)*, where she noted, *"This is for anyone that wants a flawless velvet matte finish that blurs imperfections, has a second skin feel, but is also hydrating to keep your skin looking plump and bouncy."* monika.raviii used the central route occasionally as well, as seen in *Product Placement 1 (Spoken discourse)* where she said, *"It has black rice extract. It can help soothe sensitive skin while adding some hydration."* These examples show that while Micro influencers did use the central route, it occurred less prominently and often in a more simplified or casual tone. This might be because their followers are typically used to relatable and emotionally engaging content, making surface cues more effective than logical arguments and scientific explanations.

It is worth noting that some influencers strategically blend both the central and peripheral routes of persuasion in the same product placement, a technique referred to as hybrid persuasion or dual-route to persuasion which refers to the use of multiple persuasive strategies or channels at the same time. For instance, they may use the central route in the captions by providing detailed product information, ingredient lists, or expert recommendations which highlight their knowledge and professionalism. At the same time, these influencers integrate the peripheral route in their videos using personal stories, humor, or casual, friendly language to create a sense of closeness and relatability with followers. By combining both routes, influencers can appeal to followers who process messages deeply and those who respond more to emotional cues, which leads to maximizing their persuasive impact. This strategy aligns with Pan (2024) who found that informational and comparative advertising (central route) rely on argument quality and product detail, while emotions and social responsibility advertising (peripheral route) build

impressions through feelings and heuristics. Pan's conclusion that different advertising types activate different routes, support the findings of the current study that influencers depending on their type strategically blend both routes to persuade followers. Based on the analysis of the selected product placements, the second proposed hypothesis that "Both Macro and Micro beauty influencers apply both central and peripheral routes of persuasion in their product placements on Instagram", is confirmed

IV.3. Discussion of the Findings Based on Barthes's Semiotic Theory (1957/1972, 1964/1977)

The analysis of the 48 product placements selected from the Instagram content of three Macro and three Micro beauty influencers revealed various denotations (literal meanings), connotations (associated meanings), and myths (underlying cultural associations) in both visual and verbal elements such as facial expressions, gestures, camera angles, voice tone, setting, and product presentation. Each of these signs contributes not only to the literal meaning of the content but also to deeper, cultural and ideological associations that subtly promote ideas about beauty, femininity, identity, and self-worth.

IV.3.1. Discussion of Denotations in Visual and Verbal Persuasive Elements

According to Barthes' semiotic theory (1957/1972, 1964/1977), denotation is the literal or surface meaning of a sign. However, even these simple elements can influence how a message is understood and can be used to persuade. Denotation is identified in the influencers' visual and verbal content. The content shared by Macro influencers contains clear repeated visual and verbal signs that shape how their product promotions are interpreted. They all show clean, styled looks and fair skin, which reflects popular Western beauty ideals and makes the promoted products seem like tools to reach that image. Their backgrounds are chosen carefully. Nikkie

uses a plain white background that keeps the focus on her and the product adding a sense of authenticity, while Mikayla and iluvsarahii film in personal rooms, making them seem more relatable and trustworthy. Close-up shots of their faces and products make the experience feel personal, especially when they test the products on camera and react right away helping viewers trust what they see. Their happy expressions, hand movements, and friendly, excited voices make the videos feel like advice from a friend, not advertisements. They also use before-and-after videos or react to others' clips to show that using the products can really change your look. All these things work together to build trust and make viewers want to try the products themselves.

In contrast, Micro influencers emphasize relatability and authenticity through their more natural and diverse appearances. Each influencer has a unique feature: Aysha wears a hijab and has a soft, expressive face; Whitney has a natural and elegant style; Monica shows confidence with her short curly hair and dark skin. These looks help define their identity and make them seem real and relatable, showing that everyday women can still achieve great beauty results. Their video backgrounds also carry meanings. Aysha uses simple grey backgrounds to highlight her face and products, Whitney films with plain backgrounds to keep the focus clear on her face, and Monica films in everyday settings like her room or car, making her videos feel natural and honest. Close-up shots are another key feature to make viewers feel involved and make the videos more personal and intimate. The way they show the products also stands out. Aysha holds the product close to the camera before using it, as if speaking directly to the viewer, Whitney shows clear step-by-step demonstrations, and Monica compares before and after looks to show the results and prove the product works. These methods help build trust and make the videos feel transparent. Their facial expressions and voices also show their personalities. Aysha is playful and smiles a lot, Whitney is calm and soft-spoken, and Monica is energetic and clear. These

features make Micro influencers' content feel close, honest, and personal, turning beauty videos into shared experiences. Overall, Macro influencers show polished, ideal beauty looks and aspirational lifestyles that feel almost dreamlike, while Micro influencers share real and diverse styles presenting themselves as ordinary people sharing their daily routines that help them connect closely with their followers.

IV.3.2. Discussion of Connotations in Visual and Verbal Persuasive Elements

The connotations found in the content of Macro influencers suggest more than just surface-level emotions; they help shape how trust, authenticity, and persuasion are visually and emotionally built, making their experiences appear real and believable. Across the three influencers, different styles are used to create the impression that their experiences with the products are personal and real. Nikkie and Mikayla's loud, cheerful voices, expressive gestures, and dramatic reactions like smiling or laughing may signal genuine excitement, making the content more relatable and engaging. However, these reactions can also serve as persuasive techniques, making viewers wonder if they are truly obsessed with the products, or part of a performance designed to sell them. In contrast, iluvsarahii's calm and friendly voice suggests professionalism, presenting her as confident and knowledgeable. On-camera product testing and immediate reactions give a sense of spontaneity and honesty, positioning her as trustworthy, not just someone promoting a product. Finally, by choosing to promote high-quality luxury products, these influencers reinforce their professional image, positioning themselves as credible figures who appeal to audiences that prioritize quality and effectiveness over affordability. In the end, all these connotations shape how the viewer feels about both the influencer and the product. The happiness might be real, but it is also carefully presented to build trust and encourage purchase. Whether loud and energetic or calm and professional, each influencer uses emotion and

storytelling not only to entertain, but to persuade, making the experience feel personal and convincing.

Micro influencers use connotation to create content that feels emotional and persuasive, blending genuine expression with performance. Aysha's energetic voice and bright smile suggest real joy and satisfaction, but also act as tools to emotionally engage and convince viewers. Whitney, on the other hand, uses calm voiceovers and warm, kind expressions to convey trust and relatability, keeping her content gentle yet clear. Monica brings a lively, friendly energy, often connecting beauty to self-esteem and social belonging, showing how beauty routines boost her confidence. Their choice to promote mid-range, accessible products reinforces their image as relatable and trustworthy, appealing to viewers who value quality without high costs. Despite their different styles, all three rely on emotion, honesty, and relatability to make their recommendations feel believable and their promoted products more appealing.

IV.3.3. Discussion of Cultural Myth and Ideologies

The analysis of Macro influencers' product placements reveals that they do not just showcase products, they also promote ideals that shape how femininity, confidence, and social acceptance are culturally understood. In nikkietutorials' case, her identity as a transgender woman adds a deeper layer to the myth: detailed beauty routines and soft gestures suggest that femininity must be earned and performed through flawless appearance. The repeated message is that being seen as a "real woman" requires visible effort, discipline, and full participation in beauty culture. This reflects Barthes' (1957/1972) idea that myths take cultural beliefs and makes them feel natural. Similarly, Mikayla's casual home settings present beauty routines as ordinary daily habits, reinforcing the myth that self-care is not just personal, but an expected duty. Her videos imply that natural beauty is insufficient; to be accepted or admired, women must enhance

their appearance and invest in products that promise perfection. This aligns with Barthes' view that ideology can be hidden, making these routines seem normal rather than something people feel pressured to do. *iluvsaraii* presents empowerment as tied to continuous self-improvement through skincare, makeup, and a polished lifestyle. Her calm, confident tone supports the belief that success and strength are reflected in flawless beauty and fair skin. Across all three Micro influencers, these myths function as Barthes (1957/1972) describes: they transform cultural beliefs into something that feels natural and normal. Beauty becomes more than physical appearance; it becomes a requirement for femininity, empowerment, and social acceptance.

The content of the three Micro influencers also carries subtle yet powerful beauty myths that shape how femininity, confidence, and self-worth are defined. Aysha challenges Western stereotypes by appearing confident and expressive while wearing the hijab, yet her flawless appearance and beauty routines imply that even modest women must meet beauty standards to be seen as empowered. Whitney promotes the idea that beauty is a form of creative discipline, and her emphasis on transformation reinforces the myth that womanhood requires mastering makeup to achieve a perfect look. Monica's videos suggest that brown women must correct perceived flaws through skincare to feel confident, turning self-love into something earned through beauty practices. Together, these influencers normalize the belief that beauty work is an essential part of being a woman. As Barthes (1957/1972) explains, such myths turn cultural pressures into everyday practices, making them feel natural, rather than imposed.

Visuals play a central role in persuasion by shaping how meanings are communicated and received, often expressed without actually speaking. Through carefully chosen camera angles, facial expressions, gestures, and product demonstrations, influencers create visual messages that feel authentic and emotionally engaging. As Barthes (1964/1977) explains, visuals carry both

surface meaning (denotation) and deeper cultural meanings (connotation and myth). In this way, persuasive power lies not only in the words influencers use, but in what they perform: excitement becomes proof of satisfaction, product testing suggests transparency and honesty, and everyday settings make beauty practices seem natural and necessary. Together, these visual choices make the message feel personal, honest, and convincing. Based on the analysis of the selected product placements, the third hypothesis that, “Both Macro and Micro beauty influencers incorporate the semiotic elements of denotation, connotation, and myth to convey meaning in their product placements on Instagram”, is confirmed

IV.4. Discussion of the Comparative Findings in Macro and Micro Beauty Influencers’ Product Placements

IV.4.1. Discussion of Differences in Persuasion Principles between Macro and Micro Influencers

The comparative analysis revealed that Macro and Micro beauty influencers consistently use Cialdini’s (1983) principles of liking, commitment, and authority to persuade their followers, but they apply these strategies in distinct ways. Macro influencers use liking by showcasing strong personalities and trustworthy recommendations to connect with large audiences. In contrast, Micro influencers rely on warmth, shared experiences, and direct engagement to build close and relatable connections with their followers. This shows that although both types of influencers use liking to persuade their followers, they do it in different ways based on how many followers they have and how close they are to them.

In addition to liking, the findings showed that both groups use the principle of commitment by their repeated use and emotional attachment to products and encouraging interaction from their followers. However, Macro influencers demonstrate commitment by

consistently promoting or endorsing certain products over time. This repeated promotion signals to their followers that they can be trusted. In contrast, Micro influencers express commitment in a more personal way, through continuous, genuine use and transparent communication within their smaller communities. This approach fosters a deeper sense of trust and loyalty on a closer, more individual level.

Moreover, both Macro and Micro influencers use authority to gain trust, but do so differently based on recognition and audience size. Macro influencers emphasize their large follower counts, significant experience in the beauty field, and collaborations with well-known brands to highlight their expertise and reinforce their credibility. This visible display of authority appeals to their wide audiences and strengthens their image as professional figures or product promoters. In contrast, Micro influencers convey authority more subtly through specialized beauty language, personal experiences, and in-depth product reviews. This strategy helps them appear knowledgeable and trustworthy within their smaller communities. Because they have fewer followers, Micro influencers depend more heavily on authenticity and personal relationships to establish themselves as credible figures. This finding implies that authority is not just about fame or number of followers, it can also come from being relatable, consistent, and knowledgeable.

These differences exist because Macro influencers need to meet big business goals and appeal to a wide audience, often working like professional brand promoters. Micro influencers meanwhile focus on being genuine and sharing their knowledge valuing strong connections with their followers over mass reach.

IV.4.2. Discussion of Differences in Routes of Persuasion between Macro and Micro Influencers

Both Macro and Micro beauty influencers use both the central and peripheral routes of persuasion in their content. However, Macro influencers tended to show a more balanced use of the two routes, while Micro influencers relied more heavily on the peripheral route. The presence of the central route in the content of Macro influencers can be explained by several factors. First, they often promote skincare products, which naturally require more detailed explanations about ingredients, benefits, and how these products work. Second, Macro influencers are widely recognized figures and have their own status in the beauty industry, and they tend to position themselves as experts. To maintain this professional image, they rely on logical appeals, facts, and technical terms to show credibility and knowledge. At the same time, they also incorporate the peripheral route by incorporating visual appeal, friendly tone, or emotional expressions to keep their content engaging and accessible to a wider audience.

Micro influencers also used both routes, but they relied more heavily on the peripheral route. They are usually seen as regular users sharing honest opinions and everyday routines. Their content feels more casual and spontaneous, which fits better with peripheral cues like trust, friendliness, or aesthetics. In addition, since Micro influencers often partner with smaller brands, their product placements feel more like personal recommendations than formal advertisements, making the peripheral route a more natural choice in their communication style. While they do use the central route in some cases, especially when giving honest reviews or explaining how they used a product, these explanations were usually simpler and less technical compared to those of Macro influencers. In short, Macro influencers mix both routes to reach broader audience, while Micro influencers focus more on emotional and personal content to strengthen

trust within smaller communities. These findings align with the study by Conde and Casais (2023), which found that Micro influencers create stronger emotional bonds called parasocial relationships which can directly increase how likely followers are to accept their recommendations. On the other hand, the researchers found that Macro influencers are seen as more popular and serve as opinion leaders, which can influence followers in a more indirect way. Both the current research and the study by Conde and Casais (2023) show a similar pattern: Micro influencers work through emotional closeness, while Macro influencers influence people through their status and expertise.

IV.4.3. Discussion of Differences in Semiotic Construction of Beauty Myths

Both Macro and Micro influencers shape and spread powerful ideas or myths about what beauty means, but the kind of messages they promote can vary depending on their size and communication style. Macro influencers often focus on beauty myths centered around transformation and perfection. Their content usually features flawless, professional looks, enhanced by perfect lighting and luxury products. This gives the impression that beauty is a kind of personal project you work hard on, that takes time, money, and skill. These influencers tend to repeat certain beauty routines and styles so often that they start to feel like the “normal” way to look good. The repetition teaches their followers that being feminine means following these beauty steps especially through consuming the right products. This reflects Butler’s (1990) idea of gender performativity, which suggests that gender is not something fixed, but something you create through repeated actions. In this case, influencers perform femininity again and again through beauty rituals and intensive use of products, making it feel natural and expected. Over time, this shapes how femininity is seen, understood and experienced.

Micro influencers, on the other hand, spread different kinds of beauty myths, ones that focus more on being real, empowered, and approachable. Their content often feels more personal and relaxed, showing beauty as something that is part of everyday self-care rather than a professional performance. They appear as both relatable and inspiring, making followers feel like beauty is for everyone, not just experts or celebrities. Some Micro influencers, like hijabi influencers (for instance, *_ayshabegum_*), offer a fresh perspective by blending modesty with modern fashion. They challenge Western beauty standards that often focus on revealing clothing or following specific looks or trends. Instead, by combining religious identity with modern style, they show that it is possible to be stylish, attractive, and modest at the same time. Gökarıksel and McLarney (2010) support this idea, explaining how Muslim women combine their religious beliefs with fashion to reshape what femininity can look like. They argue that hijabi women create new meanings of femininity by pairing modest clothing with beauty and fashion practices.

The analysis and discussion of the findings revealed that while both Macro and Micro beauty influencers use Cialdini's principle of persuasion (1983), the dual routes of persuasion from ELM (1986), and Barthes' semiotic elements (1957/1972, 1964/1977) in their product placements on Instagram, they apply these verbal and visual persuasive techniques differently. Therefore, the fourth hypothesis that, "There are significant differences between Macro and Micro beauty influencers' use of the principles of persuasion, routes of persuasion, and semiotic elements in their Instagram product placements", is confirmed.

Conclusion

This chapter discussed the results obtained from the analysis of the persuasive verbal and visual techniques employed by Macro and Micro beauty influencers on their Instagram product placements. This discussion and interpretation of the findings was based on Cialdini's six

principles of persuasion (1983), the dual route to persuasion outlined by the Elaboration Likelihood Model (1986), and Barthes' semiotic elements (1957/1972, 1964/1977). The discussion of the findings provided answers to the main questions, and the validity of the hypotheses was verified.

General Conclusion

The present study aimed to explore the persuasive techniques employed by Macro and Micro beauty influencers in their product placements on Instagram. More specifically, the research was guided by four main objectives. The first objective was to identify the principles of persuasion applied by both groups of influencers in their promotional content. The second objective focused on exploring which route of persuasion, central or peripheral, is predominantly used by these influencers to persuade their audience. The third aim was to examine the semiotic elements embedded within the product placement strategies adopted by Macro and Micro influencers. Finally, the fourth objective sought to compare the use of persuasive principles, persuasive routes, and semiotic elements between these two categories of beauty influencers.

To achieve the stated objectives, address the research questions, and evaluate the hypotheses proposed in the general introduction, a qualitative research method was employed. Data were collected from the official Instagram accounts of six beauty influencers, three Macro influencers and three Micro influencers. The final corpus consisted of 48 product placement cases, including both captions and video content, with eight examples selected from each influencer. The analysis followed Krippendorff's (2004) content analysis approach, which focuses on interpreting patterns and meanings within textual and visual data. To examine the persuasive strategies used, the corpus was analyzed using three theoretical frameworks: Cialdini's Six Principles of Persuasion (1983), the Elaboration Likelihood Model by Petty and Cacioppo (1986), and Barthes' Semiotic Theory (1957/ 1972, 1964/ 1977).

The findings presented in Chapter Three, along with the discussion in Chapter Four, directly addressed the research questions. First, the analysis confirmed that all six of Cialdini's principles of persuasion (1983) were present across the selected content. However, the ways in which these principles were applied varied according to the influencer's category and individual

communication style. Second, both the central and peripheral routes of persuasion were identified in the product placements, yet their use differed between Macro and Micro influencers. Third, the study uncovered a range of denotations, connotations, and myths embedded in the visual and verbal elements of the content, illustrating how meaning is constructed through semiotic cues. Finally, the comparative analysis between Macro and Micro beauty influencers revealed several key distinctions. While both groups consistently employed the principles of liking, commitment, and authority as dominant persuasive strategies, they did so in ways shaped by their follower base and perceived role. Moreover, although both categories used both persuasion routes, Macro influencers tended to show a more balanced application of central and peripheral routes, whereas Micro influencers relied more heavily on the peripheral route. Lastly, the semiotic comparison revealed that Macro influencers conveyed messages centered on transformation, perfection, and aspirational beauty ideals, whereas Micro influencers emphasized relatability, empowerment, and everyday self-care, portraying beauty as a realistic and accessible part of daily life.

In light of these findings, three of the proposed hypotheses were confirmed and one was partially confirmed. First, the results revealed that the first hypothesis was partially confirmed since both Macro and Micro beauty influencers employ the key principles of persuasion in their product placements on Instagram except for the principle of scarcity which was absent from the content of some influencers. Second, it was established that both categories of influencers utilize both the central and peripheral routes of persuasion in their promotional content. Third, the analysis validated that Macro and Micro influencers integrate semiotic elements, namely denotation, connotation, and myth to construct and convey meaning within their posts. Finally, the fourth hypothesis was also confirmed, as the study identified significant differences between

Macro and Micro influencers in their application of persuasive principles, the routes of persuasion, and the semiotic structures present in their content.

Like any study, this research is subject to some limitations. One key limitation is the exclusion of the audience's perspective. The analysis focused exclusively on the content produced by influencers, without investigating how followers interpret or respond to the persuasive techniques used in product placements. Another limitation concerns the types of products promoted by the selected influencers. While the study examined beauty products in general, it did not distinguish between skincare and makeup items. However, the analysis revealed that these two categories are often promoted using different strategies, suggesting that future research could benefit from examining them separately. Additionally, the study did not provide a comparative analysis of written captions versus spoken discourse in video content. In several cases, the persuasive techniques used in captions differed from those expressed verbally, indicating the potential presence of layered or hybrid persuasive approaches.

In light of these limitations, several directions for future research can be proposed. First, incorporating the audience's perspective would be highly valuable. Examining how followers perceive and respond to the persuasive techniques used by beauty influencers by analyzing the interaction through likes and comments could offer deeper insights into the effectiveness and reception of these strategies. Second, future studies might also consider analyzing skincare and makeup products separately, as these two categories appear to be promoted using distinct persuasive approaches. Third, a more detailed examination of the relationship between spoken discourse and written captions could reveal how influencers strategically combine different modes of communication to enhance persuasive impact. Lastly, future research could explore the hybrid nature of product placements, focusing on how multiple persuasive techniques coexist

and interact within a single post. Such investigations would contribute to a deeper understanding of digital persuasion in influencer marketing.

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Appendices

Appendix1: The official accounts of six influencers

← **nikkietutorials** ✓




NikkieTutorials
2,921 posts 19M followers 445 following


♡ founder @nimya ♡
🎧 podcast @lightlesslounge 💡
❤️❤️❤️❤️❤️❤️❤️
www.nimya.com

🔍 **Nikkie's Glow Babies** ✨ 90.3K members
Followed by noor_jnm_officiel, zahra_beauty_dbk and 6 others

Follow **Message** **Shop** +👤




📱 📺 📷



Macro- influencer 1 :

<https://www.instagram.com/nikkietutorials?igsh=dG44ZWVjZWZxMG1n>

← **mikaylajmakeup** ✓

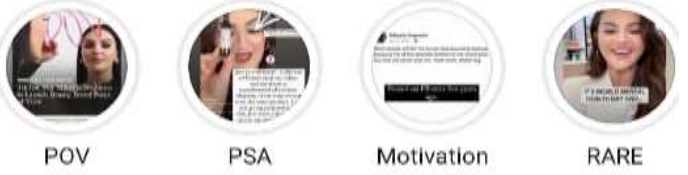


Mikayla Nogueira Hawken
902 posts 3.3M followers 1,150 following


Makeup Artist
Makeup Artist | Masshole | Wife | Dog Mom | 27
Founder @povbeauty | BACK IN STOCK 🚚
povbeauty.com and 1 more

📍 **mikaylajmakeup** 📍 **Massholes & Makeup Lov...**
Followed by inesbeautys and _hadjer.jo

Follow **Message** +👤



POV PSA Motivation RARE



Macro-influencer 2 :

<https://www.instagram.com/mikaylajmakeup?igsh=NnlmcDRzbjhb20=>

← **iluvsarahii** ✓



Karen Sarahi Robles

4,207 posts 6.6M followers 4,016 following

Beauty • Running • Life
Founder @lybrelashes
iluvsarahii@revel-mgmt.com
🔗 gofund.me/183a0372 and 3 more

👁️ **CHIRLA** DZD5,454,272.89 raised of DZD5,889,0...

Followed by maiiys, thedollbeauty and 2 others

Following ▾

Message



Suggested for you

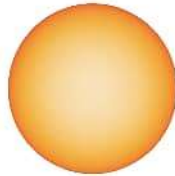
[See all](#)



karinagarc1a ✓

Karina Garcia Aguilar

Follow



wetheurban ✓

WE THE URBAN

Follow

← **_ayshabegum_** ✓



Aysha Begum

1,060 posts 230K followers 1,023 following

Beauty Content Creator | Reviews | Lifestyle On YouTube

✉️ Email : ayshabegum@thebloggerag... more
🔗 youtu.be/kE_yPxvdOmQ?si=3tnlw0xAQSE7KPFh

@_ayshabegum_

Followed by oulfaxoul and _hadjer.jo

Following ▾

Message



PR



REPORTS



EVENTS



EID



Macro-influencer 3 :

<https://www.instagram.com/iluvsarahii?igsh=MWJwdWMyN2o2aDFibw==>

Micro- influencer 1 :

https://www.instagram.com/_ayshabegum_?igsh=cDQ0Z3hoa3diaGJh

← whitneyshepherd



WHITNEY SHEPHERD ♡ MAKEUP

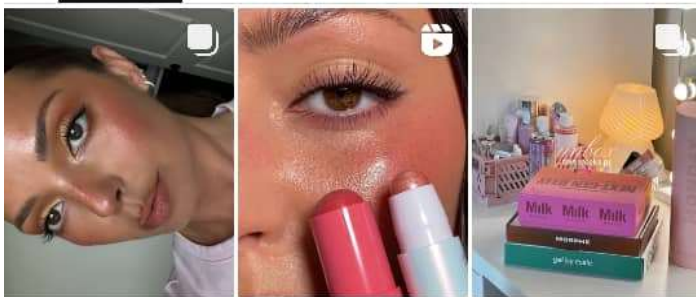
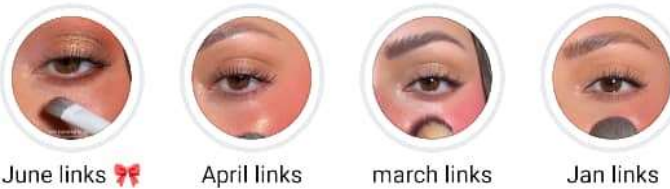
603 posts 157K followers 1,196 following

up-close tutorials + makeup inspo
certified beauty lover girl
currently: defrosting my makeup for spring
more
dimebeautyco.com/products/tinted-glow-won...

angel cakes 198 members

Followed by _hadjer.jo

Follow Message Email +



← monica.raviii



Monica Ravichandran she/her/hers

1,444 posts 498K followers 1,417 following

Digital creator
los angeles
no bs beauty for brown skin
info@glowbymonica.com (@therealdba) ... more
shopmy.us/monicaravichandran and 4 more

monica.raviii Monica's Glow Fam

Followed by _ayshabegum_

Follow Message Subscribe



Micro- influencer 2 :

<https://www.instagram.com/whitneyshepherd?igsh=MWhlYWxvaWN5a2w5Zg==>

Micro- influencer 3 :

<https://www.instagram.com/monica.raviii?igsh=MTNhNHpjcWhoaGY5OQ==>

Appendix 2: nikkietutorials' Product Placements



Liked by sitaisyah9513 and others
nikkietutorials let's lift those gorgeous features UP!
👉 using the new viral @maybelline LifterStix - so creamy, so good! 🥰❤️ #MaybellinePartner (A D)
April 13

PP 1 :

<https://www.instagram.com/reel/DIZPApAI9aQ/?igsh=djl3MWhsanp3aTJv>



Liked by chae1738 and others
nikkietutorials CC Red Correct is my go-to for redness FOREVER! 🥰❤️ @erborian_usa 🌟 (A D)
#ErborianPartner #CCRedCorrect #ErborianUSA #KoreanSkincare
March 24

PP 2 :

<https://www.instagram.com/reel/DHl2QtEofv1/?igsh=OHBpdzhmemN4aGgy>



Liked by loveaiyka and others
nikkietutorials the ONE essential step to makeup-prep: 2% BHA exfoliating toner by @paulaschoice 🥰 (A D)
March 17

PP 3 :

<https://www.instagram.com/reel/DHT1Nt9oCa0/?igsh=d3l3sbmhqcXo2cHI3>



137

Liked by sarah_smiles_xo and others
nikkietutorials @donni.davy challenged me to see if the @halfmagicbeauty Crystal Butter Lip Balms really ARE the sparkliest, dreamiest balms WITHOUT the grit 🌟👉 let's find out together! ➡️ (A D)

March 9

PP 4 :

https://www.instagram.com/reel/DG_OQHrI KXU/?igsh=MWowcnNobW5leGdibw==



250

Liked by cest_moi_2 and others
nikkietutorials Exciting news! @moiracosmetics is now available in Europe! 🌍 Shop your favorites now at zalando.com and yepposoonsoo.com 🌟 treat yourself today! (A D) #MoiralInEurope #moiracosmetics

December 15, 2024

PP5:

<https://www.instagram.com/reel/DDm8hw2onte/?igsh=MXUyMHJwa3p2NjgwYg==>



216

Liked by mahraahamdan and others
nikkietutorials perfect makeup prep & a hydrating serum ALL in one! the @mixsoon_usa Bean Essence is a must for any routine! 🌟 (A D)

December 12, 2024

PP 6 :

<https://www.instagram.com/reel/DDfNplho2HZ/?igsh=MW5hcDBkYmd2ZzMO>



👍 377 📌

Liked by [sabihamustafa_](#) and others
nikkietutorials getting that Clean Girl aesthetic easily with TIRTIR's Milk Ampoule + the VIRAL Red Cushion! 🥰❤️ grab both at 30% off during Amazon Prime Day! 🔥 (A D) #tirtirpartner #tirtir #kbeauty #AmazonPrimeDay

July 16, 2024

PP 7 :

<https://www.instagram.com/reel/C9fbpvLobV8/?igsh=ejViZjN1dTB1MWxp>



👍 808 📌

Liked by [_lukas_lannister](#) and others
nikkietutorials the new [@juviasplace](#) Radiance Boosters are NO JOKE! 🤩 use my code "NIKKIE" to save some \$\$ at checkout! 🥰❤️ (a d)

February 25, 2024

PP 8 :

<https://www.instagram.com/reel/C3x6vhdCHXw/?igsh=MWQ0N3ZpbHQxazVqYw==>

The spoken discourse from each product placement was manually transcribed, and the persuasive principles present were systematically identified. Sentences reflecting these principles were highlighted, while the name of the relevant principle was inserted in brackets.

Nikkietutorials' Spoken discourses transcript:

- **Spoken discourse 1 (April 13, 2025)**

OKAY! Oh, I love a good lift. I love a good sculpt. I love a good lift. look! Oh, my God, the before. Oh! Oh, baby, (Liking) it is time to get lifted with the new Maybelline Lifter sticks. These are about to be your new go-to for an effortlessly sculpted and lifted look, honey. Here's one chick. To cover as a base, one shade to sculpt. Oh, lift me up! Then one shade to touch up slash bright. **Oh, I love this. (Liking)** This formula right here is so creamy and ultra-blendable, never leaving you patchy, cakey, or dry. Like, this formula is here to take care of you. Now, you know, I'm a sponge girl, so I love to blend these up with a sponge, but of course you can also go in with a brush. These Lifter Stix come in 18 shades, and they have these beautiful light-diffusing pigments for the most gorgeous natural finish. I mean, come on, look at that. The skin is back to skin honey. I like, look at that. Yes, the difference. Oh, it just glides and blends out so smoothly and nice and even. Look at the difference. Now, that is the lift I am talking about. Oh, **24-hour hydration, because this is formulated with cranberry seed oil. (Authoriy) I am snatched. Oh, it is time to get lifted, (Liking)** and Maybelline is here to help you get up.

- **Spoken discourse 2 (march 24, 2025)**

Can you believe this was my skin just like a short year ago? **Yes! Yes!(Liking)** The Aborean CC Red Correct. **I talk about this all the time. My savior (Commitment)** this is Korean skincare with makeup benefits. **And you will see how this will instantly take down the redness (Authority) .The more you use this, the more it actually fights the redness in your skin. (commitment)** The proof is in my face, the pudding. **This blurs texture and fine lines. It instantly brightens your face. It tones down that redness.(Authority)** You can use this as a primer. You can use this for skincare. You can use this for everything. So it got these like cream pigments that once you start blending them into the skin, they kind of like burst and adjust to a wide variety of skin tones. **I feel like the more I use this, the less I go in with like my full coverage. (commitment) I still love my full (Liking)** coverage foundation. But I don't feel like the need to go in with them every single time. **This is that one product that you slap on (reciprocity).** You take away the redness and **you just have that extra boost of confidence. (reciprocity)** and you're ready to like take on the day. **I mean, look at that neutralized and gorgeous.(Liking) With this, you can have that sort of like clean skin look (reciprocity)** without having to like really pound it all on. And it's an **incredible team player (Liking).** So I love to use this as a primer. You can wear it on its own, of course, clearly. Pairs really well with other products on top of it, and the dream skin. **Oh, wait (Liking).** Did someone say flawless and redness free? **Every person that has gone out and bought this because of my videos has fallen in love with this one. (Social proof)** And this is a banger. CC red correct. **Obsessed! (Liking)**

- **Spoken discourse 3 (march 17, 2025)**

Everyone knows that the one thing I always preach about is that skin care plus skin prep is the step to flawless makeup looks always (Commitment). A good skin prep literally does have to work for you. Paula's Choice 2% BHA Exfoliating Toner is here to change everything. **Exfoliating is key to avoid a dull, patchy, cakey look. Exfoliating with this helps get rid of**

dead skin cells, (Authority) helping you create the most smooth, even base for makeup application (reciprocity). Now, if you're new to exfoliants, you can start every other day or a few times a week. And this is a **gentle,(Liking)** leave-on exfoliant with salicylic acid, which quickly unclogs pores and even smooths fine lines. This stuff is great to get rid of those dead skin cells. **It gives you this, like, soft, fresh exfoliated base that will be so smooth for makeup to go on top of. (Reciprocity).** I mean, like, look! **Don't rinse off,(Liking) apply your favorite primer, then go in with your foundation, (reciprocity)** and that's it. Your skin is ready for the smoothest makeup application ever. **Like, let me really zoom you in.(Liking) See how smooth that skin is? Bye, texture, bye!(Liking)** Exfoliating really is the best well-kept secret to **flawless looks. (Reciprocity) So now, baby,(Liking)** make the right choice. Paula's Choice.

- **Spoken discourse 4 (march 9, 2025)**

Donnie Davey, Head of Makeup Artists for Euphoria, challenged me to find out if there actually are crazy sparkly lip balms that aren't just called advertisement. Let's try that together, shall we? Here we're looking at a competitor brand, and that is **sparkly as hell. (Liking)** We've come through and there's nothing left. It's like a matte lip balm. **Where's the shimmer? Where's the glitter go?(Liking) It's like a jellyfish. What's going on? (Liking)** We've got this like pH-changing, sparkly, dark vampiness going on. We cut it in half. Where's the sparkle? Come on, this is misleading. **Where's the sparkle? Look at that jelly texture again. Introducing the Crystal Butter Lip Balm by Half Magic Beauty. Look at all that glitter. Look at all that shine.(Liking)** And even when we cut the Half Magic Beauty Crystal Butter Lip Balm in half, there is still all the sparkle. And this is buildable, so you can wear it sheer, but also full-on. Almost like lipsticks, **now Half Magic said, we're not playing around with shimmer.(Liking)** This super buttery, **12-hour hydrating formula (authority)** packs a punch, whether you're looking for a soft color and shimmer, or buildable, high-intensity sparkle. Crystal Butter takes the lip care that you need daily and supercharges it with high-impact glitter without the gritty feeling. It is literally infused with ethereal sparkle through and through, so you get that insane shimmer and the comfortability all the time, **oh Crystal Butter. Obsessed!(Liking)**

- **Spoken discourse 5 (December 15,2024)**

Oh, baby,(Liking) it is time to tap into the holiday makeup looks using one of **my favorite makeup brands,(commitment)** Moira! Holiday makeup looks are my absolute favorite because you can go all out, but you can also keep it in. Everything, **all is good, all is good.(Liking)** **Using my Moira (commitment)** A moment with you palette to lay down some of the groundwork. The Moira Diamond Days Liquid Shadow comes. Look at this. This right here is gold star, and **I love her.(Liking) Blend out the edges a bit using a brush,(reciprocity)** but, **I mean, I mean.(Liking)** And then, if we take Always from that palette, **oh, my God. True magic.(Liking)** Holiday magic happens. **Darkening up the outer corners slightly. On the inner corners, first a bit of the Supernova Gel Liner in Chroma.(reciprocity).** Then, from the palette, place to me on top. Then, using another Supernova Gel Liner in Flair on the waterline, and see what it kind of did there? We got gold, bronze, and silver. **Like, look at these swatches.(Liking)** They're sick. Now, some of the Signature Ombre Blusher, which gives you

that sunset blush in one, go because it's already applied like that onto the brush. **It's genius.(Liking) Add in the Dream light Highlighter in Dream light,(reciprocity)** and this is what they say a dream. **And on top of these delicious Caramel Nude Lips, some Butter Bliss Lip Balm in Rule Breaker. (reciprocity) Oh, delicious. Now,(Liking)** this is **an offensive holiday look.(Liking)** I don't know what is. And the best part is that Moira is now available in Europe! At Zalando.com and Yepposoonsoo.com, baby's Biscuit and Moira Glam now. **Obsessed!(Liking)**

- **Spoken discourse 6 (December 12, 2024)**

Does your chin look like this, **oh sadly, sometimes, yes. Oh my god, yes.(Liking)** **The Mixsoon Bean Essence is the perfect makeup prep skincare product that gently exfoliates while providing deep hydration.(Authority)** **Will it work? Oh, it will. Trust me, it will.(Liking)** **You have most definitely seen me use this before because I love this stuff.(commitment)** This is an exfoliator, essence, and hydrator all in one, and **we're going to take three, three pumps. You want to massage this into the skin for a couple of minutes,(reciprocity)** and **it's going to exfoliate the skin and get rid of all the patchiness, dryness, and dead skin cells. Especially during these winter months when your face tends to look patchy, greasy, and just dry and cracked and cakey, like on your chin and around your nose, by massaging the essence onto these areas.(Authority)** This is a gift sent from the flawless skin angels of love. **Oh my god, ew, look what comes out of my face, ew!(Liking)** **Whenever you're about to do your glam and you feel like it's looking a little dry and patchy, Bean Essence, Bean Essence (reciprocity). I mean, look!(Liking)** And from there, **you're good to go.(Liking)** **Your face will look so, smooth, so flawless.(Authority)** **Makeup looks so good(Liking)** on top of this. On my dry areas, **everything looks smooth, buttery and gorgeous. Obsessed!(Liking)**

- **Spoken discourse 7 (July 16, 2024)**

I know you've seen the number one best-seller foundation on Amazon, the viral cushion foundation, all over social media. **You've seen these. I know. (social proof).** If there never was a perfect time to buy these. It is now, because there is a **crazy Amazon(Liking) Prime promotion happening.(Scarcity)** The Tir Tir, mask-fit, rid-cushion foundation, and the product that I'm using right now, that looks a little questionable, but makes **it look really glowy,(Liking)** the Milk Ampoule. And the glow it gives. **Ceramic Milk Ampoule.(Authority)** It's kind of a slept-on product, but I'm here to wake you up, **because it instantly gives you glass skin.(Authority)** **Like, it is so gorgeous.(Liking)** **It plumps the skin.(Authority)** And with this, I am prepped. I'm ready to go. I'm going to do, like, this **clean-girl aesthetic,(Liking)** so, like, minimalistic routine, with **beautiful, gorgeous skin.(Liking)** **I know you know why this foundation is so good but just a little reminder (social proof),** it lasts for 72 hours, which is nuts. For me, it truly gives me the most flawless skin in such a short amount of time. **I know you've seen me try these before, (commitment)** but my favorite thing is that it's **so lightweight and thin.(Liking)** Like, it barely feels like you're wearing anything, and it just gives you full coverage, flawless. If you're unsure about your color, or the formula, and you just want to get your feet wet and try it for a time, they also have minis that are **only \$12 during prime day.**

(scarcity) And that is what we call clean-girl makeup skin that will actually last. **Get into the skin. Get into the skin. Get into the skin. Get into the skin. Obsessed!(Liking)**

- **Spoken discourse 8 (February 25, 2024)**

Did somebody say dupe? You know what, I really thought I was giving a look, but now that I look at it, **I just look like Doris from Shrek, who's the guy? juviasplace said, hold my earrings, baby,(Liking)** because this is their Radiance Booster. This is juviasplace's take on flawless, **radiant, lightweight, but glowy skin.(Liking)** They say **this formula blurs, it smoothens the skin, it illuminates the skin.(Authority)** Basically, this is their take on that clean girl makeup. The glow on this is actually next level. **You can wear it on its own, of course, or you can wear it before foundation to get an even more flawless finish. (Reciprocity) I'm sorry. Look at the glow.(Liking)** She's glowing. Now you know. **My love(Liking)** for a full type of beach is an addiction that cannot be stopped. **Taking one of my all-time favorite foundations by juviasplace, (commitment)** this is the I Am Magic Radiance Foundation, and taking this face to a full coverage level. **Oh, okay.(Liking)** Now these two together, **look at the glow.(Liking)** The two of these together, **vicious! You know what?(Liking)** juviasplace always gets it right. Like, they never miss. **She said, Miss Charlotte, I'll take you from here.(Liking)** Just look at that glow. Look at the luminosity. **This product is my new go-to.(commitment) Obsessed!(Liking)**

Appendix 3: mikaylajmakeup's product placements



👍 299

Liked by amberd821 and others
mikaylajmakeup 24 HOUR WEAR CONCEALER???
@esteelauder did NOT come to play with this
formula. It's INCREDIBLE! And the wand?!?! LOVE.
#EsteeLauderPartner #MyShadeMyStory
#EsteeLauder

February 20

PP 1 :

<https://www.instagram.com/reel/DGT9WdeybAV/?igsh=MTczeTE2dGN1dHdsZQ==>



👍 915

Liked by amberd821 and others
mikaylajmakeup **@TIRTIR** Inc. never fails to AMAZE
me with their products... these Waterism glow tints
are EVERYTHING! But more importantly, only \$8!
Perfect for Valentines Day! **#TirTirPartner #TirTir**
#makeup #liptint #beauty

February 7

PP 2 :

https://www.instagram.com/reel/DFv_3_tJOpw/?igsh=anpwendiZzc5Y3Vn



23.7K 615 394

mikaylajmakeup New Year New Skin and @dermalogica IS ALWAYS SO GENEROUS!!! FOR A VERY LIMITED TIME, Buy a full size Daily Microfoliant and receive a tote bag including a travel sized Precleanse Cleansing Oil, Special Cleansing Gel, and Dynamic Skin Recovery SPF 50! Purchase 1-unit Daily Microfoliant 2.6 (full size) and receive a 4-piece GWP valued at \$71. Total value with Daily Microfoliant is \$139. Use code MIKAYLA on Dermalogica.com! ❤️ #DermalogicaPartner #Dermalogica #DailyMicrofoliant #Precleanse #NewYearNewSkin

January 13

PP 3 :

https://www.instagram.com/reel/DEx8QB7J8_m/?igsh=MWZhdWpzOHc1MHo2dQ==



742

Liked by **amberd821** and others

mikaylajmakeup The best holiday gift is a great skincare routine, so I have to share mine! I'm obsessed with @dermalogica and am so grateful for all it's done for my skin over the years. They have an AMAZING Cleanse and Glow kit for the holidays with my entire routine. It's a great savings – Enjoy! #Dermalogica #Skincare #Skincareroutine #DermalogicaPartner

November 13, 2024

PP 4 :

<https://www.instagram.com/reel/DCU01QHJAP9/?igsh=OTR3enk0aDZlcG1j>



13.4K

Liked by inesbeautys and others

mikaylajmakeup WINNERS:

@niasimone.e

@curtygirl_gina

#AD | HUGE MCOBEAUTY GIVEAWAY!!!!

You guys LOVED my MCoBeauty review, so I am SO excited to be partnering with them to give you the chance to win their ENTIRE RANGE!

MCoBeauty is Australia's leading luxe-for-less beauty brand, known for their AFFORDABLE, ACCESSIBLE and HIGH QUALITY products – some of which might look a little familiar ☺️

THE PRIZE:

2x GRAND PRIZE WINNERS will win the ENTIRE MCoBeauty range (over 150 products across makeup and skincare in shades hand-picked for you by the MCoBeauty team!)

HOW TO ENTER:

- * Like This Post
- * Follow @mikaylajmakeup and @mco beauty_us
- * Share This Post to Your Story
- * Tag a friend and comment which MCoBeauty product you're most excited to try!
- * For an extra entry, Follow @mco beauty_us on TikTok

THE DETAILS:

This giveaway begins now and will end on October 2, 2024 at 11:59PM EST. A winner will be announced on October 3, 2024 on @mco beauty_us Instagram Stories. This giveaway is not affiliated with Instagram. Must be 18+, US legal resident (excluding Rhode Island). Link to full terms and conditions here: <https://bit.ly/mco beautyxmikaylajmakeup> [bit.ly]

PSA:

DO NOT RESPOND TO SCAM PROFILES CLAIMING TO BE ME AND ASKING FOR ADDITIONAL INFORMATION, YOU DO NOT HAVE TO TAKE ADDITIONAL STEPS

September 26, 2024

PP 5 :

<https://www.instagram.com/reel/DAYn7hPpSRW/?igsh=NWltMnNIYjA4bGF4>



433

Liked by butterfly92872 and others

mikaylajmakeup THE VIRAL @sungbooneditor_global @sungbooneditor_us COLLAGEN MASKS ARE ON SALE FOR 35% OFF ON @Amazon Prime Day 🎉 ADD TO CART! 🛒

#primeday #sungboonpartner #collagen #collagenmask #sungbooneditor #sungbooncollagenmask #overnightmask #antiaging #agingcare #kbeauty #koreanskincare #DeepCollagenPowerBoostingMask #collagenfacemask #glassskin

July 16, 2024

PP 6 :

<https://www.instagram.com/reel/C9fCy51pNvi/?igsh=MXBlc2Z4NWw0bTJjMA==>



693

Liked by starlight_and_moon.dust and others
mikaylajmakeup KOREAN INSPIRED MAKEUP USING A FULL FACE OF TIRTIR 🥰❤️

For ONE DAY ONLY, June 6th, TIRTIR is going to be 30% off on @Amazon! It is the perfect time to try 🥰👉

Products Used:
Milk Skin Toner
Ceramic Milk Ampoule
Mask Fit Red Cushion Shade 21 Cool Ivory
Mask Fit Makeup Fixer
Waterism Glow Tint Cassis Plum
My Glow Rosy Lip Oil
#TIRTIR #TIRTIRPartner #CushionFoundation
#KBeauty #KoreanBeauty #Makeup #Skincare
#MaskFitRedCushion

June 6, 2024

PP 7 :

<https://www.instagram.com/reel/C74H9O8OkLn/?igsh=bnBIOTMweXk0eXhp>



30.8K 517 1,135

Liked by inesbeautys and others
mikaylajmakeup To celebrate National Lipstick Day, Maybelline is giving you the chance to win a kit of Maybelline Super Stay lippies - that's 20 full size lipsticks! Link to enter in my stories! @Maybelline #maybellinepartner #ad

July 17, 2023

PP 8 :

<https://www.instagram.com/reel/Cuz3A3OpG0x/?igsh=MWp1dmF2MG9keDFuYw==>

Mikaylajmakeup's spoken discourse transcript

- **Spoken discourse 1(February 20, 2025)**

Am sorry a 24h wear concealer! Am I hearing that right! This is esteelauder's new Double Wear Stay-in-Place Concealer. **I am so excited to put this on my face.(Liking) This has 24-hour oil control and it also provides immediate moisture to the skin.(Authority)** I am using shade 3C. Love how much product this applicator holds. **So this concealer was designed to be able to contour, highlight, sculpt the face. Medium to full buildable coverage and it's transfer and water resistant.(Authority)** The moment of truth. I don't know **why I am so excited to blend this out,(Liking)** but I'm just going to use a damp sponge and press this into the skin. Look at the coverage. Yeah you can literally tell it doesn't look dry or cakey at all. I mean Look at the material. **Look at how incredible this looks. (Liking)** This concealer is unbelievable. My under eyes look insane. **This is my new obsession. (Liking)**

- **Spoken discourse 2 (February 2, 2025)**

TirTir **what is this? Oh,(Liking)** this is their waterism Glow Tint. There are so many shades. **Wow. Like... This is insane. Wow.(Liking)** As you can see, they stain. They're gonna leave a nice stain on your lips. **Look at this. I'm sorry the keychain? Like, send this to your significant other because for a Valentine's Day?(Liking)** Speaking of Valentine's Day, let's do like a Valentine's Day lip combo with the six shades **that are my favorite.(commitment)** For me, **Shade Wintery(reciprocity)** is an obvious one for Valentine's Day. Like, it is this beautiful pink shade. Oh my god. Is this not the perfect shade of pink for Valentine's Day? Or **Shade Fifteen.(reciprocity)** This is a beautiful magenta. These are as thin as water, by the way. They're a stunning tint. Kinda just melt right into your lips. **Look at this color.(Liking)** Or, if you want an even richer red, **number seven.(reciprocity)** **Look at this shade. Oh. I know a lot of us wear red on Valentine's Day. You're kidding.(Liking)** This is everything. **This next shade is what I am calling my signature Tir Tir shade.(commitment)** Okay? Trademark that shit. This is the Mikayla shade. It's technically called **Nutty Pink.(reciprocity)** But this is like my iconic shade. And it is a beautiful nude pink. If you're into a nude, but with a little bit of a pink undertone, **this is my fave.(commitment)** Look how beautifully my lips have stained from all of these. **Love Shade Eveny.(Liking)** Because it has like a lilac-y, purple undertone. This one is like everyday, super wearable. Lastly, **shade Mauve Blush(reciprocity).** You know I love a good mauve. **Oh, so pretty.(Liking)** **This one's definitely gonna be like a top seller.(social proof)** All the shades are absolutely beautiful, **but these are definitely my top six that I would wear, especially on Valentine's Day.(commitment)** They're perfect for that. Not to mention, this stains so well, that on Valentine's Day or whatever, **if you're kissing your significant other,(Liking)** it's not gonna come off. And, to top it off, they're eight bucks. **tir tir, you have my hat. You know that. I love TirTir(commitment).**

- **Spoken discourse 3 (January 13, 2025)**

Bye-bye designer,(Liking) when you can buy Dermalogica. **You can get this super nice Dermalogica tote with the purchase of a full-size daily Microfoliant, but that's not all. Also as a gift, you're going to get a travel-size pre-cleanse, special cleanser gel, and dynamic skin**

recovery (Reciprocity). Let me show you exactly why I love this. (Liking) Cleanse to remove all my makeup. Look at all of that. Special cleanser gel to remove impurities, I can go in with the daily Microfoliant. When you add water, it turns into this really lovely paste. **It contains ingredients like rice enzyme, salicylic acid. It brightens your skin and polishes it to perfection.(Authority)** One of the main reasons I love it is it is so amazing on sensitive skin. It leaves my skin feeling balanced and healthy and not dried out. If you've been wanting to try Dermalogica, **now's the perfect time (scarcity).** And the daily Microfoliant is the perfect product to start with. So again, **if you use code MIKAYLA on Dermalogica.com, you get all this stuff with your purchase. (Reciprocity).**

- **Spoken discourse 4 (November 13, 2024)**

I wear so much makeup every day(Liking) that my skin care routine has to be on point. **So let me show you step-by-step.(reciprocity).** Dermalogica Pre-Cleanse. This is a cleansing oil, **and step one of my double cleanse.(reciprocity)** **It quickly melts off all of that makeup and debris.(Authority)** Took off my waterproof mascara, eyeliner. Dermalogica Special Cleansing Gel. This is a foam and gel cleanser that keeps my skin feeling clean, smooth, and hydrated. **Feels so good.(Liking)** And the Dermalogica Daily Microfoliant. **This is a rice-based powder that helps with uneven skin tone and to brighten.(Authority)** When you add water, it turns into this really lovely, gentle, exfoliating paste.**(Liking)** **I've been talking about this routine for years. And clearly, it's working for me. (Commitment)** **While I have you, I just have to share this. (Reciprocity).** This is their Cleansing Glow Kit. This is the entire routine in one case. Retail for \$129, but valued separately at \$179, if you were to buy this all separate. **Plus, you get the rinse guarantee. (Reciprocity)** So, if you've been dying to try their routine, get the kit. Get the kit. **There's a reason I talk your ear off about Dermalogica all the time.(commitment)** Try it and see for yourself.

- **Spoken discourse 5 (September 26, 2024)**

You guys(Liking) completely blew up my video about McoBeauty, and it has over 20 million views.**(social proof).** As a thank you, we want to give two of you the entire **McoBeauty range.(reciprocity),** That's over 150 products. **Whether you've seen them at Kroga, trended on Amazon, or all over social media, you've seen them, (social proof),** and they are not here to mess around. **No one does luxe-for-less quite like MCoBeauty.(Authority)** In fact, **let me show you my top five favorite products (Commitment)** so you can see exactly what I mean. The hydrate and Glow Mist. Some of these products may look familiar. **This is so nice(Liking)** prior to putting your makeup on. **Look at that glow, flawless glow.(Liking)** This gives the skin **such a beautiful glow(Liking)** with a little bit of coverage. How stunning. Blush and Contour Wands, **so gorgeous.(Liking)** Set with the Miracle Flawless Powder. Top it with some Lip Lace Gloss. **Now it's your turn to try McoBeauty, Details in the caption (commitment).** Good luck.**(Liking)**

- **Spoken discourse 6 (July 16, 2024)**

This is the skin I want to wake up to every morning. **I know you've seen these masks all over TikTok. (Social proof),** I too was influenced, okay, and I don't regret it.**(Liking)** Since it

went viral, y'all have made this the number one selling mask on Amazon. (Social proof) They have the Deep Collagen Power Boosting Mask and three new ones, Brightening, Soothing, and Hydration. And all of these contain collagen. I love the OG, I've been using it for months, (commitment) but today I want to try the Hydrating. I've been out in the sun a lot recently, so my face is feeling dry. During the Prime Day sale, these are going to be 35% off. Means instead of \$19 for a set, they're going to be \$12.35. Or only \$3 for each individual sheet. (scarcity) Oh my God, that feels so good, it is so cold. (Liking) These are just Easy to put on. My face already feels better. I'm getting 37 grams of collagen right now, which is 39 times greater than any other Korean collagen mask on the market. (Authority) Okay, I'll be back in a few hours. I am so excited (Liking) to see how this makes my skin look. Okay, it is several hours later. The mask has turned transparent, which means all that collagen serum has absorbed into my skin. (Authority) Now we get to reveal the glass skin. It is glowy, (Liking) it is hydrated. My skin feels so refreshed. I literally feel like a piece of glass. A new woman (Liking). While these are on sale, check them out. You will not regret it. This is the serum.

- **Spoken discourse 7 (June 6, 2024)**

Look what was just sent to me from Korea. This is so cool! (Liking) And it came filled with all of their products. We have to do a Korean-inspired look using all TirTir. I'm going to go in with my personal fave, (commitment) the Milk Skin Toner. It's got chamomile and rice bran, and it's going to smooth and soften the skin. (Authority) Now I'm going to go in with the Ceramic Milk Ampoule. (Reciprocity) This product is incredible if you want that glass skin effect (Reciprocity). It gives glow, it moisturizes, it nourishes the skin. (Authority) Look at the glow! (Liking) We're going to go in with the iconic cushion foundation. 30 shades, the most shades of any Korean cushion foundation. This is the Mask Fit Red Cushion. It comes in a regular size and a mini. This is going to give full, long-lasting coverage. Look at the coverage and glow. Okay, (Liking) we are going to lock this gorgeous skin in with the Mask Fit Makeup Fixer. This is going to make it last even longer. Like, look at this glass skin. (Liking) This is the Tir Tir Waterism Glow. These have a lip tint. I'm going to put a little on the lips and smooth it in with my finger. (Reciprocity) It gives a hydrated, long-lasting lip stain. So light and fresh for summer. And the skin is giving. I know that so many of you have wanted to try Tir Tir. (Social proof) For one day only, on June 6th, they're going to be 30% off on Amazon. So on June 6th, run to Amazon because it's for one day only (scarcity). Don't sleep on this brand. They're incredible. Glass skin is waiting for you.

- **Product placement 8 (July 17, 2023)**

In honor of National Lipstick Day, let's try a bunch of my favorite Maybelline lippies. So my two favorite lip products from Maybelline (Commitment), Maybelline Super Stay Matte Ink and Maybelline Super Stay Vinyl Ink. These are, like, iconic. (Liking) I feel like this outfit and look needs a red. This is shade Wicked. (Reciprocity) I feel like it's gonna rock with this outfit. Oh, yes. It's the finish for me. (Liking) The finish of these is so beautiful. Stop it. Hello? (Liking) That is, like such a pretty color. Oh, my goodness. (Liking) And these don't

smudge or transfer. **Let's do this shade.(Reciprocity)** It's super unique. It's called Fearless. **Oh, yeah. It's so vampy. Okay,(Liking)** Maybelline Super Stay Matte Ink. I wanna try these two shades so bad. **This looks gorgeous. Oh. So fun.(Liking)** **And now this gorgeous pink.(Reciprocity)** **Wait a minute. I'm obsessed.(Liking)** Make sure you shake them up real good. They last up to 16 hours.

Appendix 4: iluvsarahii's product placements



iluvsarahii We all deserve a self-care skin day to reset, recharge and regain our glow 🌟 Using a few of my holy Grail @SKII.USA products like their Facial Treatment Essence and Facial Treatment Mask to address my skin concerns. #SKIIPartner #ad
February 13

PP 1 :

<https://www.instagram.com/reel/DGBo9IZTPf/a/?igsh=MWgwZjMxMnpiajZ6bw==>



Like by nollyvolta and others
iluvsarahii Dry skin SOS!! @olehenriksen did not play with the hydration when it came to thier new Après Skin Multi-Use Rich Rescue Crème. This instantly hugged my skin with a layer of hydration. It's also calming and soothing so perfect for these colder days. Let me know if you give it a try #OlePartner
January 26

PP 2 :

<https://www.instagram.com/reel/DFRCbSkyddy/?igsh=MTFjaDkwaDVycXdpOA==>



iluvsarahii You know it's a good makeup day when my skin has that bounce 🌟 been loving @paulaschoice Pro-Collagen Peptide Plumping Moisturizer for daily/ am use. Its a lightweight gel-cream packed with 3X Pro-Collagen Peptides for 24-hour hydration, plump and bounce for my skin #paulaschoicepartner
January 6

PP 3 :

<https://www.instagram.com/reel/DEfhkguvww-/?igsh=MTRzMzY4OGNuMDNnOQ==>



79

Liked by nollyvolla and others
 iluvsarahii #LancomePartner Soft and easy Sugar Plum inspired makeup using all products from @lancomeofficial

- Teint Idôle Skin Transforming Bronzer : Shade 4
 - Blush Subtil: 365 Blushing Tresor
 - Idôle Tint Liquid eyeshadows - 06 Canyon Clay + 02 desert sand
 - Idôle liquid liner in brown
 - Hypnose Drama Mascara
 - Lip Idôle liner in : 53 the tea is hot
 - Lip Idôle butterglow : 21 throwing beige
- December 30, 2024

PP 4 :

<https://www.instagram.com/reel/DEOC2KcTPBU/?igsh=Mjc1MzMwbG9zZW0w>



21K 4,456 276

iluvsarahii A little magic ✨🌟 How I set and bake my skin with @benefitcosmetics The Professional Power Powder.

Fell in love with this powder over the summer! It instantly sets and smooths skin, blurs the look of pores, and is long wearing with a natural matte finish! #poreprofessional #benefitpartner

December 27, 2024

PP 5 :

<https://www.instagram.com/reel/DEGLs9RTxWF/?igsh=ZndpNjhjZ3dtdGJ0>



44

Liked by nollyvolla and others
 iluvsarahii #LancomePartner Sculpted and Sunkissed using @lancomeofficial NEW Teint Idole Ultra Wear Skin Transforming Bronzer 🌟 you guys know I'm a bronze girl, so they spoke to me, the formula is amazing, a velvety texture that melts right into my skin.

A major plus is that it's packed with Vitamin C and Vitamin E so it's going to boost skin's hydration and has skin-smoothing benefits.

November 21, 2024

PP 6 :

https://www.instagram.com/reel/DCpnX_PSacB/?igsh=cTcybXl3eXRpaWQ3



❤️ 💬 101 📌

Liked by elizabethssaaal and others
ilvsarahii As a full coverage lover, this foundation has my approval @itcosmetics NEW CC+ Natural Matte Foundation SPF40 blew me away. It has a comfortable full coverage formula that's long lasting, color correcting, blurring and pore refining! @ultabeauty #ITCosmetics #CCNaturalMatte #ITCosmeticsPartner #softmatte #makeuptok

April 25, 2024

PP 7 :

<https://www.instagram.com/reel/C6MYzAU P7Z1/?igsh=MWczcmRrYjBzdm1udg==>



❤️ 💬 96 📌

Liked by reisreis.luh and others
ilvsarahii Beautiful brows done easy and breezy with @covergirl 🍷 I can't believe I'm just discovering their clean fresh brow collection which includes 1mm nano pencil, Filler Pomade Pencil and Brow Enhancer gel wax, soo good! #COVERGIRLPartner #EasyBreezyBeautiful

April 22, 2024

PP 8 :

<https://www.instagram.com/reel/C6E82mwysDV/?igsh=ZXo5OWpoMDR6YnJ6>

Iluvsarahii's spoken discourse transcript

- **Spoken discourse 1 (February 13, 2025)**

Come with me and let's get into my self-care skin day featuring SKII. **I really enjoy having a self-care day at home, (Liking)** and as an SKII partner, I have the perfect products to help soothe my skin. So let's start out with a facial steamer. Gonna make sure that my skin is clean, all oils, dirt, bacteria, and any products on my skin is completely off. **So lately my skin has been extra dry and dull (Liking)**, so we're brightening it back up. **I'm going in with the facial treatment sheet mask. (Reciprocity)** These are incredible because it actually has the poteriun ingredient here. **It's going to nourish and replenish the moisture in your skin, (Authority)** and **I love adding (Liking)** this along my hands and neck area as well. **And I do leave this on for about 15 minutes.(Reciprocity)** but once it's done, you can instantly see and feel the difference. It wouldn't be a self-care day if I didn't get under my UV red therapy light. **I do this weekly, and it's just a non-negotiable in my routine (Commitment).** The last product I cannot skip is a facial treatment Essence. **This includes Patera, which is a natural anti-aging ingredient for fermentation. So it's going to target all skin concerns, dark spots, fine lines, uneven texture, while also boosting hydration and radiance in your skin.(Authority)** And because of that, **I love wearing this(Liking)** underneath my makeup. It just makes my complexion glow, also the perfect hack for dry winter skin, **so the perfect product to include into your routine. (Commitment)**

- **Spoken discourse 2 (January 26, 2025)**

My dry skin girlyies, I got you. **(Liking)** I have loved olehenriksen's Straight Cream and Peptide Boost Moisturizer for years.**(Commitment)** But lately, my skin is extra dry and stressed. I need to bump it up. That's why **I'm so excited (Liking)** about olehenriksen's après Skin Multi-Use Rich Rescue Cream. And let's get first into the texture because it is **so thick and rich. (Liking)** It's packed with ceramides, electrolytes, and vitamins to rescue dry, stressed skin and also strengthen the skin's moisture barrier. **It is also a multi-use cream, so you can use this in the daytime as an overnight moisturizer or even as a leave-on mask. (Authority)** It's some serious SOS for the skin. Also, keeping my lips hydrated with the Palp Preserve Peptide Treatment. **I mean, this combo is so good. (Liking)** Let me know in the comments what you guys think and would you try this out? **(Commitment)**

- **Spoken discourse 3 (January 6, 2025)**

Im having such a good makeup day. I mean, do you see the bounce on my skin?**(Liking)** I've been using the Pro-Collagen Peptide plumping Moisturizer from Paulaschoice as a daily moisturizer.**(Commitment)** It's a gel cream that is super lightweight. It's packed with **3X Pro-Collagen peptides that give you 24 hours of hydration. It plumps the skin, improves the bounce, and helps retain a healthy, natural collagen, as well as the elastin and protein production in your skin. (Authority)** And we all know that peeling is every girl's worst nightmare when it comes to makeup. **So I'm doing my daily makeup routine (Commitment)** so you could see how this wears as it does prep the skin for makeup as well **(Reciprocity).** And I have no primer on, just the moisturizer and a couple of products, and **do you see the**

radiance and glow my skin is giving back?(Liking) The power of peptides in this moisturizer is truly incredible.(Liking)

- **Spoken discourse 4 (December 30, 2024)**

I have partnered with Lancome to show you guys how to get this Sugar Plum fairy inspired makeup look for the holidays.(Reciprocity) I'm going to start off with their bronzer in the shade number 4 to warm up my skin. Now your cheeks got to really glow for this look, so I'm going in with their blush in the shade Blush and Treasure. **Now I'm going to go in with two of the Idol Tint Liquid Eyeshadow (Reciprocity).** The first one's in Canyon Clay. Really blend this color out, as I want this to be very diffused. **Now I'm going to go in with Desert Sand(Reciprocity)** that has a metallic finish, and **I'm going to apply this to the inner corner of my eye and lid(Reciprocity).** For a little extra sparkle, I picked up some glitter and applied this right into the center of my lid. I then applied them lined up their brown liquid liner. **I'm going to finish off my eyelashes with the Hypnose Drama Mascara (Reciprocity).** **This adds lots of volume, lots of length, and just really gives a lot of texture on your lashes. (Authority)** I'm going in with their lip liner in the shade Tea is Hot. **These are incredible (Liking) waterproof, smudge-proof, wear this to 8 hours.(Authority)** And I'm complimenting it with the Lipidol Butter Glow in the shade Throwing Beige. This adds instant color and is so hydrating. Final touch of blush across my cheeks and nose. And here is the finish. **All of the products are tagged in the caption down below(Reciprocity). Let me know if you guys would wear this look (Commitment).**

- **Spoken discourse 5 (December 27, 2024)**

A key Product for snatch, and flawless complexion is setting powder, so Here's my complexion before I set. **I want to show you guys the shine and just all the products on my skin. (Liking)** Got a lot of liquids and creams that we got to lock into place. Somebody used the Professional Power Powder from Benefits. This instantly sets, smooths, and blurs my skin. Now, it's got a natural matte finish, but **it does have this really silky soft formula. It's very weightless and just sets so seamlessly. (Authority)** Now that I've set my entire skin with the brush, **I'm going to go in with a beauty blender and take underneath of my eyes.(Reciprocity)** I take this really close to the inner corner of my eyes, along the sides of my nose, and just until where the bottom of my eyelash ends. **Now, I'm going to go back in with that same brush (Reciprocity)** and lightly pat underneath of my eyes. **Then slowly blend it out (Reciprocity)** in circular motion. **I mean, wow. It looks so smooth and flawless, (Liking)** and there is zero flashback with this powder as well. **I actually love everything came out. It looks gorgeous. (Liking)** Let me know down below what you guys think (Commitment).

- **Spoken discourse 6 (November 21, 2024)**

I've partnered with Lancome, to show you guys (Liking) how to get a lift, and a sculpted effect using the NEW Teint idole Ultra Wear Skin Transforming Bronzers(Reciprocity). I already applied it to one side of my face, **and I always follow the three techniques,(Reciprocity)** which is basically applying the bronzer along the forehead, the cheekbones, and the chin area to give that three shades. I also like to go in patting motions, which really creates a

more softer effect versus having harsh lines. This bronzer also makes it really easy to achieve. Because **It has this velvety texture that just seamlessly melts into the skin. It's super natural.**(Authority) It just gives you a **sun-kissed finish. I also love that**(Liking) I can multi-use this bronzer,so I'm going to be adding this as my eyeshadow. **It is so pretty. It is so crazy,**(Liking) the power of bronzer. It just gave me an instant sun-kissed look to my face. **I love that**(Liking) there's no muddy finish . Also, seven shades available. You're going to love it.

- **Spoken discourse 7(April 25, 2024)**

The power of this foundation has me a little shook right now. This is one side without any foundation, and this is one side with. So let's dive into this. So I'm using a Cosmetic CC Natural Matte Foundation along with a foundation brush. I'm going to start by applying one pump onto one side of my face. Immediately you can see that it is full coverage. **This formula is non-caking, long-lasting, pore-refining, as well as color-correcting.**(Authority) I'm going to run this over my lips ,you can just see how it evens my skin out. **I mean, hello, absolutely.**(Liking) Now, I also want to talk about how amazing this brush is. If you don't have any cosmetics brush, what are you doing? **Their complexion brushes are truly some of the best out there (Social proof)**, and the brush makes everything apply on so seamlessly. Here's the finish on my skin. It looks absolutely beautiful. I'm going to finish my makeup off-camera, and I am back with this bronzy, golden look. **If you want your skin to look like you're wearing a filter, you definitely pick up this foundation now (Reciprocity).**

- **Spoken discourse 8 (April 22, 2024)**

Getting beautiful brows should be **easy, breezy, and affordable.** (Liking) CoverGirl has three clean, fresh brow products that we're going to be using. **So I'm going to start with (Reciprocity)** the Brow Filler Pomade Pencil. This is great for filling and shaping brows, especially because I have a lot of missing hair right in the center. It wears all day. It's waterproof, smudge-proof, and extremely pigmented. You can see I'm sketching it on very lightly. But **now I'm going to use the back of the pencil to smudge it in (Reciprocity).** Next is probably my **favorite brow pencil from them (Commitment)**, and that's the 1mm Nano Pencil. This is great for defining brows and giving you those hair-like strokes. It's so pigmented, and fills perfect for those sparse areas, leaving the brows looking very natural. **And lastly, I'm going to set it with the Enhanced Gel Wax (Reciprocity).** It's clear, lightweight, and it's used for giving you fuller-looking, lifted brows. And I don't know if you guys know, but **these Covergirl products are all clean, vegan formulas, and it's formulated without parabens, mineral oil, talc, fragrance, nothing.**(Authority) And the icing to this look is some mascara. So I'm using Lash Blast Volume, Fullness, and Length all-in-one. **Let me know down below what you guys think (Commitment).** Thank you so much, Covergirl, for working with me in this video.

Appendix 5: _Ayshabegum_'s product placements



404 22 1

ayshabegum The Tirtir red cushion foundation is now available at @bootsuk! 🎉 And here's the best part: you can get a 15% discount every time you buy a cushion foundation, plus a free 50ml milk toner. 🎁 This offer is available from March 18th to April 1st, so hurry and grab yours before it's gone! 🏃‍♀️

#tirtir #cushionfoundation
#kbeauty #tirtirpartner #kbeautymakeup
#longlasting #highcoverage

41 responses · Vote

March 26

PP 1 :

https://www.instagram.com/reel/DHqew86MP_E/?igsh=MTFxYTJiMXBsbWZxZg==



261 49 1

ayshabegum you heard about the Raise the Roof mascara? It's amazing! It lengthens, flakes, and smudges-free. And guess what? It's only £5.99! That's a steal, best friend @collectioncosmetics_uk #raisetheroom #makeupreview #ad

March 10

PP 2 :

<https://www.instagram.com/reel/DHA8KWDs5Ls/?igsh=MWJjM3R0OXNkNWdoYg==>



33

Liked by mortensen.ava and others
ayshabegum how to achieve glass skin using these makeup hacks with my favourite white truffle spray serum from @dalba_global . Don't miss out on this amazing product - you can shop it on Amazon now!

#dalba #dalbasprayserum #dalbaGlow
#GlowMakeupHack #MakeupPrep #TruffleGlow ad

49 responses · Vote

February 27

PP 3 :

<https://www.instagram.com/reel/DGIbzxMpZ/?igsh=MXJxMmU4bmFvc2xqdw==>



21

Liked by mansoore_noberi and others
ayshabegum NEW @muacosmetics Hydra Juice Shimmer Lip Stylos with tripeptide & vitamin E have just landed, they are only £3.50 and let me tell you they are a 10 out of 10! 🌹

ad #muamakeupacademy #makeupswatch
#makeupreview

February 22

PP 4 :

https://www.instagram.com/reel/DGX_rkBsXLf/?igsh=MWYzM2VvODEydGxuYQ==



31

Liked by farzinsameera and others
 ayshabegum The iconic mint melt primer is back for a limited time! My all-time favourite £8 primer exclusively at Superdrug and elfcosmetics.co.uk @elfcosmeticsuk @superdrug

#elfcosmeticsuk #eyeslipsface #elfingamazing #vegan #crueltyfree #ad

29 responses · Vote
 February 19



15

Liked by your_local_little_latina and others
 ayshabegum Don't forget to use my discount code to save some money DISCOUNT CODE: AYSHA10 💰! You won't find me shopping for Korean skincare and beauty anywhere else. My go-to place is @YesStyle ad

#Koreanskincare #glassskin #skincare
 21 responses · Vote
 February 18

PP 5 :

<https://www.instagram.com/reel/DGQhMD3seA-/?igsh=d3Z2bGc2ZXltb29k>

PP 6 :

<https://www.instagram.com/reel/DGOOfdWMMh9/?igsh=MTJteGNudTI2cmd3bg==>



42

Liked by mansoore_noberi and others
 ayshabegum Hey there, beauty lovers! 🥰 If you're looking to give your cheeks a radiant glow, you simply have to try the NEW cream blushes from @JuviasPlace. They're not only gorgeous but also super affordable, coming in at just \$16! ✨ ad

#JPCreamBlush #JPBlushAnytime #JPNewBlush #BlushingWithJuvias #deweymakeup #JuviasPlace

21 responses · Vote
 February 17

PP 7 :

<https://www.instagram.com/reel/DGLR YdWsB2O/?igsh=MTgxdGtnMmpnd2hkaQ==>



510 24 5

ayshabegum For good make up you need good skin care prep some of my recent favourites have been the @haruharuwonder_official Black rice hyaluronic toner and black rice Bakuchiol eye cream. These are both now available at Boots in store and online! ad link: <https://amzn.to/3z6RGt2>

#haruharuwonder #vegan #koreanskincare #glassskin #ricetoner #eyecream #bakuchiol

September 28, 2024

PP 8 :

<https://www.instagram.com/reel/DAdl3vss2Uu/?igsh=MTF3ZjNheWV4OGg4dA==>

Ayshabegum_ 's spoken discourse transcript

- **Spoken discourse 1(March 26, 2025)**

You want a full coverage, weightless finish foundation? This one's for you. The Tir Tir Ready Cushion Foundation **has been my go-to (Commitment)** and it's definitely worth the hype. The coverage on this is **so good.(Liking)** **Full coverage, covers all my redness, all my pigmentation, and the glow that it leaves as well.(Authority)** Look at the before and after. Doesn't feel heavy on the face, it's super skin-like compared to my other full coverage foundation and **look at that bestie. I've been breaking out like crazy (Liking)** and it's covered all of my imperfections. **I'm not exaggerating,(Liking) every time I use this (Commitment) people talk about how smooth and flawless my skin looks (Social proof) and best part guys,(Liking)** this is available at Boots UK.

- **Spoken discourse 2 (March 10, 2025)**

I've been on the hunt for the best mascara and I found it, bestie. (Liking) I'm no gatekeeper. (Reciprocity) It's the Collection Rise the Roof Mascara. **I love(Liking)** the fact that it amps up your lashes. **It's intensely pigmented, and trust me on this, the length is roof-raising. (Authority) The before, the after, god!(Liking)** , the lashes look three times longer and fuller. **I love (Liking)** that flexible brush. **It defines, it separates.(Authority)** I haven't even added much to my lashes, and **look at the intense length that I added.(Liking)** The formula is a flake and smudge-free. I totally see why the roof-raising lash effect lasts up to 24 hours. **It's \$6.99. You know what to do. You better run and buy this. (Scarcity)**

- **Spoken discourse 3 (February 27, 2025)**

Life-changing makeup hacks that you need to know about (Reciprocity). I finally mastered the technique on getting glowy skin-like makeup.(Authority) I got the moisturizing out of the way. **This has been the secret to my glass skin(Commitment)**, in the dalba White Truffle Spray Serum. But there's a technique behind it. So first, **I spray my makeup brush that I'm going to use to blend my foundation with.(Reciprocity) I love this serum(Liking)** because my makeup hasn't peeled with it. There's no cakiness inside. It gives that effortless natural glow. **When blending, do not swipe. Make sure you pat with this(Reciprocity).** It melts the product into the skin better. If you struggle with **dry, cakey(Liking)** under eyes, **this is the hack for you. You need to spray your sponge with this product and then melt it into the skin. (Reciprocity)** You can see the instant illumination this adds. And it blends so seamlessly. **This product is so versatile. It's a four-in-one. A toner, serum, a setting spray, a booster. (Authority)** What can't it do? The Enhanced Glow. I mix it in with my blusher and my contour. **The amount of compliments that I've received when I've used this hack is unbelievable(Social proof).** Make sure you try these hacks and these products.

- **Spoken discourse 4 (February 22, 2025)**

The colour, the hydration, and the shimmer, 10 out of 10. **Look at these! Girl,(Liking)** I nearly fainted when I saw that MUA Makeup Academy **came out with the Hydro Juice Shimmer Lip Stylos with triple peptide and vitamin E.(Authority)** You know **how much I love(Liking)** the lip balm and lip oils, right? **The shimmer in these made your lips look super juicy and**

big.(Authority) I loved it(Liking) because of my complexion. Well, most of the shades look so good on me, to be honest. (Liking) She was hydrating, she was lightweight. It's the type of product where you don't need to put anything underneath. No lip liner, so effortless, you know? And you know these are going to be super affordable. What's your favourite shade? Watermelon Toffee and Cherry Kiss was mine. Can't get over how good these are.(Liking)

- **Spoken discourse 5 (February 19, 2025)**

Of course my Tik Tok brings me back my favorite primer! (Liking) I was originally a user of the mint milt Primer (Commitment). I fell in love (Liking) with primers because of this primer. The jelly texture, and my skin's super dewy. (Liking) The glow that it left, unbelievable and it had this cooling sensation. I'm gonna run out and get a whole load of these (Commitment), because this is a limited edition. So once it's gone, it's gone (Scarcity). You just need a pea-sized amount when you use this. Once it becomes tacky, I apply my foundation, and you still see that glow peeking through. It doesn't break the bank, it's only £8. It's available online on healthcosmetics.co.uk or Superdrug.

- **Spoken discourse 6(February 18, 2025)**

You can continue to have nothing giving, and that was my sign to go on YesStyle and do the biggest shopping spree of my life. Don't worry,(Liking) I haven't forgotten about you. You can get money off your order when you use this code (Reciprocity), so have fun(Liking). I'm not even joking when I say I loved every single thing(Liking) that I got from this haul. All of the viral products(Social proof) I ever wanted to try out, I bought from Yesstyle. They literally had so many different brands. They even had my favorite spot patch brand,(Commitment) Cosrx, they're so good.(Liking) My skincare game is going to be on another level. I know glass skin is waiting for me. Whether you're struggling with hyperpigmentation, dryness, large pores, they have every serum you can ever dream of. But I'm going to heavily influence you to get this one from Tir Tir.(Authority) Look at the glow.(Liking) I had little glass skin when I used this. Korean skincare is another level, and this just reaffirmed all my thoughts and feelings. Not only do they have Korean skincare, but they also have Korean beauty products. This cushion foundation did not disappoint. It's full coverage and glowy.(Liking) The eyeshadows were so blendable. The shimmery shades impressed me so much.(Liking) After trying all of these, I'm definitely going to go back on YesStyle and shop some more (Commitment).

- **Spoken discourse 7(February 17, 2025)**

Look at that glow! Look at that pigmentation!(Liking) The fact that it's affordable, 10 out of 10. Juvia's Place have come out with a Blushed Cream Blush range, and I'm in love!(Liking) They have 8 shades, so it's really hard for me to pick my favorite, but I pick Pink Passion and Pinch Me to do an ombre blush moment. The way these melt into the skin, I was actually shocked.(Liking) Creamy formula makes it so easy to blend,(Liking) and the luminous, radiant finish.(Liking) I'd like to see my reflection in my cheeks! They're highly pigmented and buildable, so a little bit goes a long way. The cherry on the top is the fact that these are so affordable. I mean, look at that glow! Don't worry, best friend,(Liking) because I switched

all of the shades for you, so you can pick your favorite and see which one you want to get.(Recipocity). I know you will find something you like, because they have a mixture of pinks, peaches, reds, berry tones. JuviasPlace thinks of everything. The shape of the jar is designed to simplify application with any tool. **So comment down below which one are your favorite shades,(Commitment)** and I can't wait for you to try these.

- **Spoken discourse 8 (September 28, 2024)**

My foundation and concealer used to crack and crease like this (Liking) till I got the right products for good skin prep. **This is a secret on how to make your makeup last longer and look a lot healthier (Reciprocity).** These two combos are elite. Starting off with the Harahara One Dark Black Rice Hyaluronic Toner. It left my skin **so plump and bouncy.(Liking)** Because it has a **black rice fermented extract, it helps with moisturizing, giving that nourishing effect.(Authority)** When I use this, I know my skin is going to be moisturized and ready for that foundation.**(Commitment)** You won't crack all day. **Don't forget to prep your under eyes as well (Reciprocity).** This is the **Black Rice Bakuchiol Eye Cream. Bakuchiol is my favorite because it's good at brightening dark circles and providing anti-aging effect. (Authority)** It's not sticky or oily, which means that it doesn't make your concealer crease. **Best part is they're both vegan certified, fragrance free (Authority),** and they're available at Boots. **So you better run. (Scarcity)**

Appendix 6: whitneyshepherd's product placements



9,138 38 770

whitneyshepherd A look that screams: I am the sun 🌞💖💖💖

NEW @morphebrushes Cheek Thrills multi-finish face trio ✨ 3 formulas in one compact with a full mirror, giving you endless ways to layer for your own personalized look! #morphepartner

This is the shade Beach Bonfire & I'd say it fully lives up to its name 😊 brushes used:

- Mini Cloud Cushion Puff
- M201 Angled Powder Blush Brush
- M204 Rounded Cream & Liquid Blush Brush

Want the links sent to you? Let me know & I'll send it! ✨👉

#sunsetblush #summermakeuplook #makeuptutorial #blush #newmakeup #morphe #highlight

April 3



7,023 31 2

whitneyshepherd Juicy & bright complexion 🍊✨ Using the new @elfcosmetics C-Bright Putty Primer + some other amazing products 🛒 SHOP BY CLICKING LINK IN BIO

THE C-BRIGHT PUTTY PRIMER is infused with 2% vitamin C to help brighten and even out skin tone. It also:

- gives you a smooth, radiant, and flawless complexion that you can wear with or without makeup
 - Primes skin for makeup with its velvety finish that grips on to makeup for all day wear
 - FRAGRANCE FREE
 - Great for oily, dry, and combination skin ✨👉👉👉
- #elfpartner #elfcosmetics

Everyday makeup, glowy makeup, makeup ideas, makeup primer, natural makeup, makeup for beginners, blush

September 24, 2022

PP 1 :

https://www.instagram.com/reel/DH_jUhCPFiz/?igsh=MWJ2bHhtOTZldjk2bA==

PP 2 :

<https://www.instagram.com/reel/DFYAz2pv0rP/?igsh=MWoydmx5YzBreTJ6MQ==>



424 19 14

whitneyshepherd Mascara tips and tricks using the new @anastasiabeverlyhills Lash Sculpt Mascara AD #LASHSCULPT

I'm really loving this formula- it's lengthening, it feels super lightweight, and it has some really nourishing ingredients like Biotin, Collagen, and Peptides. But it doesn't skip on the volume and gives a gorgeous texture to my lashes without any issues like clumping and flaking!

#mascara #lashtips #lashtipsandtricks #makeuptutorial #abhjunkies #anastasiabeverlyhills #everydaymakeup

August 7, 2023

PP 3 :

<https://www.instagram.com/reel/DEz8Ku4vR8u/?igsh=cnYzcnk0eGJobTF3>



1,492 36 102

whitneyshepherd My new brow obsession... Brow Freeze Gel @anastasiabeverlyhills AD. Available now at Sephora and ABH.com ✨

You all know Brow Freeze is my favorite brow product, so I absolutely love that they came out with Brow Freeze Gel that's an all-in-one beginner friendly brow product. You can easily tame your brows and shape them as you like- you can achieve a super natural and lifted look, or get a bold fluffy/laminated effect. It's so fun trying different brow looks, and this product makes it so easy :)

#anastasiabeverlyhills #ad #abhbrows #browtransformation #browtutorial #browgel #makeuptutorial

January 8, 2024

PP 4 :

<https://www.instagram.com/reel/C12anY2v38T/?igsh=djU4dG5wejZyNXXRp>



6,286 31 6

whitneyshepherd The most beginner friendly brow pencil ✨ comment if Brow Wiz is a staple in your makeup collection 💕 AD
@anastasiabeverlyhills

Products:

- Brow Wiz in the shade soft brown
- Brow Freeze and Brow Freeze applicator
- Magic Touch Concealer

#abhbrows #abhpartner #browwiz #browpencil
#browshaping #browtutorial #browgoals
#makeuptutorial #makeupcommunity
#browsbrowsbrows

July 16, 2022

PP 5 :

https://www.instagram.com/reel/CvpY9_IMVAY/?igsh=MTBsbnNvMzYxbnd



14.7K 37 6

whitneyshepherd My new fav eye look of 2022 ✨ using the new @anastasiabeverlyhills Nouveau palette 🍷 Ad.

This palette has the most stunning and wearable green shades- I can't get over it!! What do you rate this look??

Products:

- @anastasiabeverlyhills
- Nouveau palette
- Stick Blush in the shade Bubblegum
- Lip Gloss in the shade Peachy
- Highlighter in the shade Iced Out
- ABH Norvina lashes in the style Dreamy

soft glam makeup, green eye makeup, wearable makeup, eyeshadow tutorial, makeup tutorial
#anastasiabeverlyhills #abhpartner #eyelook
#eyeshadow #eyeshadowtutorial
#eyemakeuptutorial #eyemakeupideas #newmakeup
#softglam #softglammakeup #lashesonpoint
#prettymakeup

June 21, 2022

PP 6 :

<https://www.instagram.com/reel/Ci5bDyFJfeX/?igsh=MXVqM21uNnk1MXFtZQ==>



3,906 67 475

whitneyshepherd truly impeccable I've been testing this foundation & the moment I put it on, I gasped in awe my skin has been so bad recently & I've been struggling with finding the right product- as you know I lean towards dewy foundations so I wasn't expecting much but this truly took my breath away.

It covers all my redness, blurred out my pores, and masked any dry patches/breakouts in an instant all while being so lightweight and hydrating.

It sits on the skin so beautifully and the setting spray really adds that extra touch of blurring/locking everything in.

This is the best matte foundation I've ever used personally and is what I'll be reaching for when I want flawless no fuss makeup

Trust me- the moment you try it you'll be in LOVE Comment "flawless" and I'll send you the link directly!

I also want to shout out the foundation brush!! It's literally perfect with this formula. I didn't use a beauty sponge at all for the application & the foundation applied like a dream. I love when you're able to just swipe a product on effortlessly!!

@ultabeauty @anastasiabeverlyhills #IMPECCABLEFOUNDATION #ABHsponsored #foundation #makeuptutorial #newmakeup #mattemakeup https://liketk.it/543HS

71 responses · Vote January 23

PP 7 :

<https://www.instagram.com/reel/CgFlrPXICvg/?igsh=ZW0xZ2Z6amc4cGo5>



231 25 19

whitneyshepherd #LOrealParisPartner #ad I said perfect 3 times because I really mean it! @lorealparis Le Shadow Sticks make eye shadow SO easy, quick, and since they're perfectly pigmented, you can achieve an everyday eyeshadow look without worrying about applying too much or messing up. They blend like a dream & feel cooling on the lids! #LOrealParisMakeup #TargetPartner #Target @target

I've linked everything for you! Link: https://liketk.it/52IOT Shop directly on my LTK shop

#quickmakeup #everydaymakeup #makeupforbeginners #makeuptutorial #eyeshadow

January 14

PP 8 :

<https://www.instagram.com/reel/CfEuB2QIDtD/?igsh=bGw3MzR0Y3I2dWVt>

Whitneyshepherd's spoken discourse transcript

- **Spoken discourse 1 (April 3, 2025)**

This sunset cheek look is stunning,(Liking) and you can get this look with just one palette. This is the Cheek Thrills Multi-Finish Face Trio from Morphe in the shade Beach Bonfire. **I'm starting off with a satin cream as a base so the glow peeks through at the end, and building up the pigment with a velvet powder, then finishing it off with a luminous balm on the upper part of my cheeks, a little bit on the nose (Reciprocity),** and this just brings everything together, giving your skin **a gorgeous golden sunset highlight effect.(Liking)** **I'm going to be wearing this trio all summer long (Commitment).**

- **Spoken discourse 2 (January 28, 2025)**

You can't tell me this foundation doesn't deserve to be viral (Social proof). Anastasia Beverly Hills' new Impeccable Foundation is going to become your favorite foundation you've ever tried. This is for anyone that wants a flawless velvet matte finish that blurs imperfections, has a second skin feel, but is also hydrating to keep your skin looking plump and bouncy. Pop it off with the Impeccable Blurring Matte Setting Spray that also blurs and hydrates, locking in your flawless base for up to 24 hours. Your secret to **perfect looking skin. (Liking)**

- **Spoken discourse 3 (January 14, 2025)**

So you want an everyday soft glam eye look, but you don't have a lot of time.(Liking) L'Oreal's Lash Shadow Sticks are perfect for this. **They go on so smoothly with the perfect amount of pigment and blend out effortlessly (Liking).** You'll feel **this cooling effect (Liking)** on the lips when you apply it, and you'll love how quickly your eye look comes together. L'Oreal's Telescopic Mascara is the perfect way to finish off this look. It gives you so much length and volume. Thanks Target and L'Oreal for partnering with me. Go ahead and shop these products online and in-store at Target.

- **Spoken discourse 4 (January 8, 2024)**

The all-new Brow Freeze Gel from Anastasia Beverly Hills effortlessly transforms your brows. The applicator allows you to **lift, sculpt, and lock even the most stubborn hairs in place.(Liking)**This one-step, easy-to-use product is clear and fast-drying, setting your brows in place without any **stickiness or flaking.(Liking)** **And of course,(Liking)** the Brow Freeze Gel **pairs perfectly(Liking)** with any of your favorite ABH brow products and is now available at Sephora.

- **Spoken discourse 5 (August 7, 2023)**

Here's how I transform my lashes (Reciprocity) using the new Anastasia Beverly Hills Lash Sculpt Mascara. **I start by applying an even coat to all my lashes (Reciprocity)** from root to tip. Just one coat **really lengthens and separates my lashes so well and gives me an effortless, natural look. (Authority)** But on days where I want more volume,(Liking) **I go ahead and wiggle the brush from the middle to the tips of my lashes (Reciprocity)** for more definition. **And a step that I recommend (Authority)** never skipping over is tightlining. It compliments the mascara so well, it just makes your lashes look so much fuller and thicker.(Liking)

- **Spoken discourse 6 (September 24, 2022)**

Everyday base routine using e.l.f. Cosmetics. (Commitment) First, **I'm prepping my skin with the Holy Hydration Face Cream (Reciprocity)**, and here's the hero product of this entire makeup look. **I love the C. Bright Putty Primer(Liking)because it's infused with vitamin C, that's gonna help even out your skin tone, brighten your complexion, and creates a perfect base for your makeup to last all day.(Authority)**On top of that, **I'm using the Halo Glow Liquid Filter in shade 3 all over the face (Reciprocity)**, and 6 to bronze. Next, I'm using **the Luminous (Liking) Putty Blush to add some color to my cheeks,(Liking) and setting everything using the Halo Glow Setting Powder.(Reciprocity)** All of these products **work so well together.(Liking)**

- **Spoken discourse 7 (July 16, 2022)**

Let's transform these brows. **I'm using my favorite brow pencil (Commitment), Brow Wiz. I like to work in sections, using the fine tip applicator to shade in sparse areas (Reciprocity)**, and going back in with the spoolie to blend the product through. The applicator is **so precise, so it perfectly fills in and gives shape to my brows.(Liking)** Now that they're all filled in, **I'm using Brow Freeze to create some lift and texture. And lastly, I'm using concealer(Reciprocity) to help clean up that shape that we created using Brow Wiz. These products are so beginner-friendly and foolproof,(Authority) you have to try them.**

- **Spoken discourse 8 (June 21, 2022)**

Starting off this soft glam look with eye primer and using the all-new Anastasia Beverly Hills Nouveau palette. **First I'm using the shade Flirt (Reciprocity)** and applying that to the crease. **Next, I'm taking the shade Liberty and applying it as a liner (Reciprocity).** and then the shade Wings, which is this **gorgeous (Liking) green reflective shade and accenting that liner.**

Then I'm going back to the shade Liberty (Reciprocity) and applying it to the crease and lower lash line. Next, I'm adding some dimension using the Eyestout highlighter (Reciprocity). And to finish off this look, I'm using the Norvina Collection Dreamy Lashes (Reciprocity). I am so in love with how this look (Liking) turned out and I hope you try it.

Appendix 7: monica.raviii's product placements



12.4K 131 741

monica.raviii A CLEANSING BALM GRINDER!?! Where has this been my whole life... but let's see if it actually can take off my pre shower makeup 😊 AD #houseofhurpartner @houseofhur_official

#houseofhurcleansingbalm #koreancleansingbalm #koreanskincare #kbeauty #sensitiveskin #acnepositivity #acneprone #browngirlskincare #skincareroutine #takemymakeupoff #houseofhur

April 11

PP 1 :

<https://www.instagram.com/reel/DIUHA bRvtKQ/?igsh=MTA0M3VzbjRwNmNjc>



2,918 63 51

monica.raviii FINALLY AN OVERNIGHT COLLAGEN MASK THAT WON'T BREAK ME OUT 🙌 Thank you @peaceoutskincare for always taking care of our skin available @sephora AD #PeaceOutSkincarePartner #CleanAtSephora

#collagenmask #couplelesskincare #dryskin #browngirl #browngirlskincare #skincareroutine #peaceoutskincare #dryacneproneskin #acnepositivity #acne #glowyskin #overnightmask #themorningshed

March 21

PP 2 :

<https://www.instagram.com/reel/DHd8oQfpYGN/?igsh=aWF3ZzBsaXRkdG90>



3,827 117 249

monica.raviii @milkmakeup ATE with their new hydro grip gel tint in 15 flexible shades! It has light to medium coverage so it's perfect for everyday wear and I am using shade 9! Shop now at @sephora or milkmakeup.com [milkmakeup.com] AD

#milkmakeuppartner #hydrogrip #liveyourlook #hydrogeltint #hyperpigmentation #baseroutine #milkmakeupskintint #milkmakeup #browngirlmakeup #skintint #nofoundationmakeup #darkspots #acnemakeup #makeupforacne #discoloration

February 26

PP 3 :

<https://www.instagram.com/reel/DHWIS34PiMk/?igsh=MTk1Zno2cmljN3lxNw==>



7,797 98 1,621

monica.raviii THE END RESULTS THOUGH 🙄 @theordinary came out with their 15% GF solution and at first I thought it was too good to be true but I had Chris test it for 30 days cause our wedding is coming up this year and I was really impressed!! He also has super sensitive skin and didn't irritate his skin like retinol does! Definitely worth checking out @sephora! AD #theordinarypartner

#fianceeskinicare #skincareroutine #theordinary #growthfactors #skincareforfinelines #skincarejunkie #glowingskin #hydratedskin #theordinaryskincare #boyfriendskincare #skincareformen #mensskicare

February 6

PP 4 :

<https://www.instagram.com/reel/DGyV80iy9dd/?igsh=NHl6amMydjZodnFh>



❤️ 5,468 💬 163 📌 170 📌

monica.raviii Can you also believe everything I used was from the drugstore!?!? @revlon in particular has really been on top of it for 2025! Hope these makeup tips were helpful and all products are linked in my bio with shades ❤️ !! ✨ AD #revlonpartner Shop now @amazon

Products Used

- @revlon Glimmer Brightening Concealer in shade 154
- @revlon Glimmer Lip Oil in shade Plum Pop
- @revlon Glimmer Blush Drops in shade field of roses
- @revlon ColoStay Lip Liner in shade chocolate
- @revlon Glimmer Lip Gloss in shade Bronze Spark
- @revlon Glass Shine Balm in shade Spiced Wine

#drugstoremakeup #2025makeuptips #makeuptips #browngirlmakeup #revlonmakeup #revlon #makeupforbrownskin #beginnermakeup #makeupforbeginners

January 21

PP 5:

<https://www.instagram.com/reel/DGizupJ9Vb/?igsh=MW5zeDZvdzM3bXQyag==>



❤️ 10K 💬 143 📌 426 📌

Liked by _ayshabegum_ and others

monica.raviii Anyone else have the DRIEST skin in the winter 😭❄️!?! THE best hack to help with super dry skin? 😭❄️ using @olehenriksen's new Apres Skin multi-use Rich rescue crème as a leave on mask. It deeply hydrates without being greasy! I've even been using it for my dry hands 😊 and as my overnight moisturizer. AD #olehenriksenpartner

#dryskin #winterskincare #olehenriksen #browngirlskincare #skincareroutine #skincarejunkie #winterdryness #moisturizerhack #moisturizer

January 7

PP 6 :

<https://www.instagram.com/reel/DFvWu mPPFJK/?igsh=M3JydTR5cHpucW0w>



3,846 71 73

monica.raviii If you feel like you need to CAKE on the foundation to cover your acne or hyperpigmentation, THIS IS FOR YOU ❤️ @milkmakeup ATE with their new hydro grip gel tint in 15 flexible shades! It has light to medium coverage so it's perfect for everyday wear AD #milkmakeupartner

#hyperpigmentation#baseroutine
#milkmakeupgeltint #milkmakeup #browngirlmakeup
#skintint #nofoundationmakeup #darkspots
#acnemakerup #makeupforacne #discoloration

March 18

PP 7:

<https://www.instagram.com/reel/DFGNShgtZMH/?igsh=MTFtdmsxcXI2NDIkNQ>



18.3K 113 450

monica.raviii POV: You can basically pick ANY shade and it will work for you @hauslabs really did THAT with their new Glassy Highlighter Balm! Check it out @sephora AD #hauslabspartner

#hauslabsglassyhighlighter #hauslabs
#highlighter #highlighterbrownskin
#makeupforbrownskin #browngirlapproved
#browngirlmakeup #hauslabshighlighter #ladygaga

March 4

PP 8 :

https://www.instagram.com/reel/DEiCa_wPk14/?igsh=cmIxb3V0ODQwOGZu

Monica.raviii's spoken discourse transcript

- **Spoken discourse (April 11, 2025)**

This is why Korean skin care is elite (Social proof). Please find me another cleansing balm that keeps everything so clean. This way, you never waste any product. This is the House of Hur Midnight Soothing Cleansing Balm, and **it's made specifically for sensitive skin,(Authority)** and **your girl is peeling from a dermatologist's office procedure.(Liking)** Real cleansing balm test is if it can remove my pre shower makeup. **It's designed specifically for sensitive skin and won't clog your pores, (Authority)** which is my problem with a lot of cleansing balms on the market. Black, because **it has black rice extract, it can help soothe sensitive skin (Authority)** while adding some hydration. It had some waterproof liner going on here, **so I'm curious(Liking)** to see if it'll remove all that. Don't ask me why I have a spray can of water. It's like turning like into this milky, milky texture. **I'm gonna go wash my face right now, and I will be back. (Liking)** It looks really clean, but it's not tight or dry. For the micellar water test, that's how you know your makeup is actually gone, especially under my eyes, which is where I can never seem to remove my makeup. Nothing, It retails for \$22 with 50 milliliters of product. **all my makeup gurlies, acne-prone gurlies(Liking)** out there, I definitely recommend checking this out.

- **Spoken discourse 2 (March 21, 2025)**

You guys are not gonna believe the box we just received so good, Chris had to do the Influencer gasp. Our skin has been kind of going through it, and we're getting married in five months.(Liking) Peace Out Skin Care knew about that and sent us their overnight recovery kit. We were the most intrigued about their overnight bio collagen recovery mask, because our skin has been really, really dry. And I had to stop using the viral K-Beauty overnight mask, because it would always make me break out. Apparently, **PeaceOutSkinCare formulated this for also acne-prone skin types. And this has eight types of deeply hydrating hyaluronic acid. (Authority)** What really got us was the color theory of these masks. **Like, look how different the shades of this mask looks on both of us.(Liking)**so used to these masks slipping off my face, **so I was really impressed(Liking)** it was still there in the morning. The morning shed was indeed hitting different, because our skin, **look at how glowing (Liking)** our skin is. Keep in mind, this was my before and after one use of this mask. Our skin needed that, so thank you so much, PeaceOutSkinCare.

- **Spoken discourse 3 (March 18, 2025)**

Growing up with undiagnosed ADHD and parents who didn't believe in mental health was kind of a struggle,(Liking) but I did become a professional at doing my makeup in under five minutes.(Authority) always starts with a long-wearing, medium-covered skin tint. And then I never had time for brushes, so this is gonna be a no-brush routine, because It's slightly tacky powder grips to it really well. I wish Milk Makeup had come out with their Sculptix way back when I was learning how to do my makeup because they're so easy , recently ran out of **my favorite lip and cheek shade(Commitment)** in the shade Muse. **Love how beautifully (Liking)** these blend out without a brush. Finally, I'm just finishing it off with the brows because the brows shape the face. That's it. Five minutes, five products, and perfect for my ADHDers.

- **Spoken discourse 4 (March 4, 2025)**

Lady Gaga, this is inclusivity. This is the first time that I could wear any shade of highlighter and it wouldn't look ashy on brown skin. To prove that to you, we're going to use the lightest shade. Hauslabs just launched their brand new Bio Radiant Glassy Highlighter Balms and these are not just your average highlighter. And on my no-makeup makeup days, when I throw on my glasses, this is my favorite thing to just up the makeup look. First, I'm going to take the House Labs Glassy Balm and it's a glassy lilac. Apply that to my cheeks. **Isn't even the lightest shade works on darker skin is because none of these have a white base (Authority).** Aciopal has the **most gorgeous like pinky shift.(Liking)** Not your average highlighter because you could use it all over the face. It's glossy, but it's not sticky. Our gloss is my favorite way to make my eyes pop is putting this on my eyes. Even apply this on your lip. Lip liner, a little bit of powder. It's glossy, but my hair, isn't going to stick to my face. **I love how this is a highlighter that doesn't emphasize my texture (Liking)**

- **Spoken discourse 5 (February 26, 2025)**

Social media will make you believe that you could only cover up acne and hyperpigmentation with a full-coverage foundation, which is simply not the case. **So let me show you how I make this super natural-covered skin tint look even better than a full-coverage foundation (Reciprocity).** Milk Makeup just launched their brand new Hydro Grip Gel Tint, **and I've been testing this for a few weeks now, and I've been loving (Liking) how this wears and looks on my combination skin (Commitment).** Wanna spot conceal any acne scars and hyperpigmentation. Gonna help me use a lot less product, going with shade 9 of the Milk

Makeup Hydro Grip Gel Tint. **My favorite way to apply this is actually with my fingers (Reciprocity). This is a long-wear skin tint. Slightly tacky, like the primer, but it's not, like, overly sticky.(Authority) The crazy part is you get that gorgeous, dewy finish,(Liking) but it's oil-free(Authority).** The secret, if you have any hyperpigmentation, is to mix a little bit of an orange color corrector with the skin tint. A more salmon shade, **Then you can load up the product on a brush for the areas that are a little bit more gray (Reciprocity)** and have hyperpigmentation. Because this skin tint is slightly tacky, I found that powders grip to it really, really well. Sorry, but you can't tell me this doesn't look like I have a full beat of foundation on. **One of my favorite skin tints of 2025, and I already did a wear test (Commitment).** Definitely worth checking out at Sephora.

- **Spoken discourse 6 (February 6, 2025)**

My fiancé actually hates me (Liking) because I forced him to try this one product for his fine lines and wrinkles for 30 days(Commitment) because our wedding is coming up this year, and it worked so good for his fine lines and wrinkles that I stole it from him.(Liking) The Ordinary just launched their brand new 15% GF solution, **and I've been seeing a lot of hype around it(Social proof). No one has actually tested it over a period of time, so I volunteered Chris.(Reciprocity)** But the serum's kind of insane because for \$15. It claims to reduced the appearance of fine lines and wrinkles, firm the face and neck area, and by the way, it doesn't have any retinol or basically any actives. It stands for growth factors, and there are three different kinds, and this product has all three kinds. **Growth factors are naturally occurring proteins,(Authority) and there are clinical studies that show that they promote cell turnover and stimulate collagen production(Authority). Didn't believe it at first, but after 30 days, this is what Chris's results were (Commitment). I feel like it really reduced the appearance of Chris's crow's feet. (Liking)** His skin isn't as dry as the before picture. **I can't wait to see my results with this product (Commitment)**

- **Spoken discourse 7 (January 21, 2025)**

You don't suck at makeup, (Liking) you just don't know these three makeup tips. If you're trying to have a glob in 2025, these are definitely the ones to know (Reciprocity). First, **if you have crusty, dusty lips like me(Liking)** and aren't using a lip oil before you start your makeup, **girl, what are you doing?(Liking)** Some of us not only have dark circles, but also have fine lines and a whole literal hollow under your eyes, this is for you. **Mix a salmon-colored**

color corrector with a brightening concealer and then blend it out (Reciprocity). See along the hollow and then you can use an even lighter brightening concealer. I know this one **looks scary,(Liking)** but it's actually the new Revlon Glimmer Correcting Concealer. **It really add much coverage, but it adds a lot of luminosity.(Authority)** what kind of highlighting that shadow, it kind of disappears. And it also looks super natural. I'm sorry, It's 2025, we are no longer applying blush straight to our face. **Load up your brush first, then apply it to your face (Reciprocity).** Been loving these new Revlon Glimmer Blush Drops, for darker skin, this is the blush to try. Next, **if you have pigmented lips, a double lip line. Your lips just Ashy, Start with a darker lip liner and then go in with a terracotta shade of lipstick (Reciprocity).** Orange can cancel out the pigmentation. **I've been loving(Liking)** topping my lip combos off with the new Revlon Super Lustrous Glimmer Lip Glosses. **My lips look so juicy.(Liking) You can find all the products linked in my bio with shades (Reciprocity).** I told you it wasn't that hard, that's why I say.

- **Spoken discourse 8 (January 7, 2025)**

Oh no, (Liking) it's a six-month progress (Commitment). They came up with a new product. **My dryness is from winter. (Liking)** Thicker. Ten minutes. Clear. Rub it in. And glow. You lip balm, yes.