

The ‘Wealth Myth’ of Beauty Influencers

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Abstract:

Nowadays, more and more beauty influencers on the Internet can turn their online popularity into a significant financial advantage easily. The results analyzed important findings and information on the procedures utilized by effective forces to be reckoned with manipulative calculations, paid advertising, and brand organizations by using data analysis and questionnaires. After analysis, it has been discovered that these factors increase engagement and participation among those beauty influencers affected and create a feedback loop between those who have better resources and backgrounds. According to the findings of the study, success on social media platforms is not entirely dependent on individual success. Instead, the top influencers’ power and profitability are heavily influenced by money, strategic relationships, and algorithmic advantages. The study doubts the concept of equal opportunity in social media into question by finding discrepancies between beauty influencers with and without a lot of resources. The conclusion emphasized the importance of increased transparency about the external factors that determine the success of beauty influencers. By revealing the truth of top beauty influencers’ advancement, results show that the company can help consumers better understand the components of online entertainment and nurture a more computerized environment. The study advocates for a more level playing field for influencers of all types to succeed and contributes to a larger debate over the prevalence of social media meritocracy.

Keywords: Social media meritocracy; business strategies; Internet influencers; fans action.

1. Introduction

This research mainly focuses on the myth of the increasing profit of beauty bloggers. This research is very meaningful to the nowadays social study by carrying out from the sociological aspect. In this study, the Internet fan’s actions are analyzed clearly. The literature analysis method is used to find and read relevant information and literature. The advantage of this method is that it can thoroughly examine the causes and consequences of social media meritocracy. The ultimate purpose of this research is to clarify the explanation behind social media meritocracy and its impact. To achieve this purpose, the study examines several aspects of the causes of social media meritocracy, as well as its success.

2. Social Media Meritocracy

As socioeconomic fault lines increasingly divide Western nations, the market of influencers is getting more unequal [1]. The truth is that social media platforms do not truly provide an equal playing field for each influencer. The payoffs for more productive influencers are lower than those distributed in a social media meritocratic way [2]. Beauty influencers who have more than ten thousand fans

can have greater popularity and their videos would be sent to more viewers for a hundred thousand. In contrast, beauty influencers have less than a thousand and might have only a thousand viewers for one video. Nevertheless, algorithms, paid promotions, and brand collaborations are all greatly integrated into helping increase the power of the most successful influencers. Each of these factors plays a crucial role in amplifying an influencer’s reach, engagement, and overall impact. For instance, a beauty influencer might use paid promotions to boost the popularity of the views of a brand collaboration post. If the post gets more engagement, the algorithm of the platform might increase its popularity even more. As a result, a cycle of growth and popularity is set up. Influencers who comprehend the analytics that underlie these aspects can make decisions more effectively. Also, they would recommend their friends who are influencers as well to the brands for promotions to gain profit together [3]. For another example, data on which posts perform best can help decide what content to promote and which brands to work with. In a similar situation, the information learned from brand collaborations can be used to improve content strategies in the future or negotiate better deals with brands. For the viewers, social media meritocracy is the main

cause of increasing profit among beauty influencers. As the tags are leading the trend, most people would be influenced and follow these trends [4]. People can see the tags of 'self-discipline' all the time nowadays. Self-discipline is deeply related to appearance [5]. The standards of a girl's self-discipline are whether she has smooth skin, slender legs, long black hair, and slim waist. Nowadays, it seems that only a girl who meets this standard can lead the right life and be self-disciplined. But no one talks about the cost of maintaining this 'perfect' appearance.

As people all know, social media meritocracy shackles not only women but almost everyone in this new era. At the same time, social media, where everyone shares filtered, overly self-disciplined lifestyles, has pushed social media meritocracy even further [5]. This phenomenon has become a polished, honeyed consumerism trap and a tool to protect the profit of the upper classes: the top beauty influencers. In that case, one might adopt a binary mindset that may turn radical, anxious, and self-critical. People might build a 'perfect' person in the name of 'self-discipline'. The distance between ordinary people and perfect is so-called 'business opportunities' [6]. Therefore, more and more followers would be attracted to this fake perfection and be willing to spend money to improve their quality of life.

3. Methodology and Data Analysis

The global beauty business was valued at \$511 billion in 2021 and is anticipated to increase to \$716 billion by 2025. Nowadays, the beauty influencers driving much of the digital economic growth. For instance, more than 75% of beauty companies collaborate with beauty influencers on Instagram, one of the most prominent platforms for beauty influencers. Furthermore, TikTok's popularity is fast growing, especially among younger audiences. Top beauty influencers can make huge amounts of money through brand partnerships, sponsored content, and affiliate marketing. For instance, depending on their engagement rate and audience demographics, influencers with one million followers can charge anywhere from \$10,000 to \$50,000 per sponsored post on Instagram.

To gain insights into consumer preferences, a questionnaire was conducted with 79 respondents participating. Beauty bloggers were favored by 49 respondents approximately 62% of all respondents, making them the second most popular kind of blogger after the vlogging influencers. This indicates that people have a moderately high level of interest in beauty influencers who are perceived as more accessible and relatable and can make it easier for themselves to gain popularity and monetize their influence.

The results from the questionnaire additionally analyzed the consumer behaviors of the respondents, especially according to the products that they would be interested in if the beauty influencers recommended. About 42% of all the respondents expressed a preference for buying makeup products recommended by beauty influencers, while 21% favored skincare products, and 27% preferred purchasing clothing and wearing. According to the data, beauty influencers have a significant impact on consumer preferences for a wide range of products, including fashion and lifestyle items in addition to skincare and makeup.

Furthermore, the data revealed that most respondents prefer beauty influencers with a great number of followers. From the questionnaire, 42.86% of participants favored influencers with more than 1,000,000 followers. In this scenario, it indicates a strong correlation between follower count and perceived credibility or influence. This trend highlights the competitive nature of the influencer landscape and that gaining a large popularity of viewers is crucial for success [4]. As a result, many aspiring influencers are motivated to increase their following by utilizing a variety of strategies, including content optimization, collaboration with other influencers, and using platform algorithms to increase the popularity of viewers and reach.

4. The Hidden Factors Behind Influencer Success and Its Impact on Followers

The most successful beauty influencers frequently emphasize the significance of personal effort, creativity, perseverance, and support for their success. They would feature their difficulties and troubles, and afterward, they express that their prosperity is because of their ability, devotion, and difficult work. Additionally, numerous external factors are undervalued. A significant number of followers are unaware of or underestimate the significance of external factors like early access to opportunities, financial resources, industry connections, algorithmic advantages, and so on [7]. Influencers have the impression that anyone who is trying to achieve the same goal can succeed, as long as they don't express their opinions publicly. For example, the "Rags to Riches" Appeal is that audiences are deeply moved by stories of influencers who allegedly started with nothing and went on to become extremely successful. The narrative of "rags to riches" appeals to the desire for upward mobility and reinforces the notion that success is accessible to anyone willing to put in the necessary effort. The success of ambitious beauty influencers is entirely dependent on replicating, resulting in rapid success, burn-out, frustration, and excessive content creation spending. External factors like marketing funds or relationships in

the industry may also be undervalued. These variables are significant for the improvement of Internet beauty influencers. Because of the idealized nature of the Internet, consumers who make aspirational purchases, i.e., those who purchase products online in the hopes of achieving similar success and greater contentment, are more likely to have unreasonable expectations, be dissatisfied with their lives, and make more ambitious purchases. Customers might become frustrated or lose confidence in the powerhouses they once respected once they understand the outside factors that added to their prosperity [7]. Accordingly, they might have negative mental viewpoints like confidence, dread, and disappointment with their life, as they frequently show an ideal and reflective self-contrasted with those with extraordinary impact. Such ceaseless examinations compound mental medical conditions, for example, misery and apprehension about body image as well as inspire insecurities and an inability to embrace success, especially among trying powerhouses. Consistent “inadequacy of magnificence” can be the consequence of stress that prompts ridiculous standards, undesirable ways of behaving, and ceaseless self-doubt.

5. The Reality Behind the “Wealth Myth”

Fans assume a critical part in the monetary outcome of beauty bloggers. They’re eager to buy items suggested by influencers, share their favorite bloggers with others, and draw in with their substance by enjoying, remarking, and in any event, going to occasions where these beauty influencers show up [8]. This strong support base drives the productivity of beauty bloggers.

Companies and platforms also play a crucial role in expanding benefits. Stages give spaces where fans can give virtual gifts to influencers, with the platforms taking a level of the cash spent. To attract more users, bloggers frequently sign contracts with these platforms. As forces to be reckoned with fill in notoriety, their supporters are probably going to go along with them on different platforms, expanding both the bloggers and the platforms’ scope and profitability [8].

Financial backing can help you get access to high-quality products, professional photography, and marketing teams. When beauty bloggers achieve a specific follower count, advertising firms start to pay heed, inviting them to advance their items. High-quality brands frequently seek contracts with these influencers because they are aware that doing so will benefit both parties [9]. For instance, a beauty blogger could charge \$10,000 for a solitary promotion in a video. This makes a commonly valuable plan: associations gain detectable quality and clients, while

bloggers increase their compensation and effect. Moreover, companies frequently invite these Internet famous people to exceptional occasions and gatherings to lift their permeability and prevalence.

Take Kylie Jenner for instance, she is one of the most famous beauty influencers in the entire world. As a member of the Kardashian-Jenner family, Kylie Jenner had significant assets available to her all along. Her family’s unscripted television distinction, enormous web-based entertainment following, and abundance gave her a monstrous stage. In 2015, she launched Kylie Cosmetics by making use of these resources. Due to her extensive social media presence, the Kylie Lip Kit, the initial product of the brand, sold out in a matter of minutes. Kylie added a wide range of makeup products to her product line to diversify after the Kylie Lip Kit’s success. Kylie’s prosperity has made her a social symbol and a business good example, especially for youthful business visionaries. Forbes named her the youngest self-made billionaire in 2019, but this distinction sparked controversy because of her privileged background. In any case, her accomplishments have shown the force of individual marking and web-based entertainment in building a fruitful business. She extended her own business as well as expanded her fame.

6. Succeed Critical Element Analysis

Success in life often comes from being creative, persistent, and maintaining close connections with one’s audience, even when resources are limited. Take Emma Chamberlain, for instance — she didn’t have a major financial plan or extravagant gear when she began on YouTube, yet her substance and interesting style immediately put her aside. In a similar situation, despite having limited resources, other influencers have built their brands by concentrating on smaller-scale content, interacting directly with their followers, and consistently delivering high-quality work. While monetary support is useful, these accounts demonstrate the way that realness and consistency can prompt progress in the force to be reckoned with industry [9]. Making genuine connections with their audience is crucial for aspiring influencers who want to grow. They need to keep their distinctive voice, produce content regularly, and actively interact with their fans through live conversations, comments, and direct messages. Collaborating with other famous beauty influencers in a similar platform can likewise help develop and extend the community. Influencers can boost their popularity without spending a lot of money by focusing on timing, gaining knowledge from a variety of content types, and knowing how to use social media effectively [10].

Transparency and honesty are key to building trust with

fans and setting realistic expectations for future influencers. When influencers openly discuss their struggles, the role of paid promotions, and the external support they receive, they remove the curtain that often hides the real challenges behind their success. By being transparent, influencers can cultivate a more certified relationship with their audience. This honesty supports their standing as well as establishes a more reasonable and better climate via web-based entertainment.

7. Conclusion

This essay challenges the idea that success on social media platforms is solely based on merit to examine the beauty influencer industry's meritocracy. Popular influencers who have a large number of followers benefit from increased visibility and engagement, whereas those who have fewer followers have difficulty gaining traction. Factors like calculations paid advancements, and brand joint efforts fundamentally support an influencer's scope, making a cycle where perceivability generates greater perceivability, frequently eclipsing individual exertion and imagination. Consumer behavior is influenced by this perceived meritocracy, which also sets standards for beauty and self-discipline that can be harmful to mental health.

Aspired influencers are impacted by the perception that influencer success is solely merit-based by the pressure to achieve rapid success, which frequently results in burn-out, frustration, and overinvestment in content creation. Therefore, for the viewers, social media meritocracy is the main cause of increasing profit among beauty influencers. The distance between ordinary people and perfect is so-called 'business opportunities'. There are many possible reasons for why the beauty influencers can profit so much. For platforms, they deduct a percentage from the work done by the bloggers and provide benefits to those relatively popular ones. For companies, using their internet celebrities to make money is the main motive. For fans, the social media nobility is the main cause. For beauty influencers, their desire to become more famous and the pressure of competition is the main cause. By promoting transparency and authenticity, the industry can foster a healthier digital environment, making success accessible

not only to the privileged few but also to those who bring genuine value to their audience. This research advocates for greater awareness of the realities within the influencer economy and calls for a more equitable social media landscape.

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