AUTHENTICITY AND TRANSPARENCY: INFLUENCERS SPONSORED CONTENTS ON MAKEUP PRODUCTS TOWARDS CONSUMER TRUST

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ABSTRACT

This study was conducted to assess the influence of authenticity and transparency of influencer-sponsored content on consumer trust towards makeup products. In particular, the study aimed to determine the demographic profiles of the participants; determine the perception of the participants on the authenticity of influencers' sponsored content on makeup products in terms of sincerity, visibility, and expertise; determine the perception of the participants on the transparency of influencers' sponsored content on makeup products in terms of openness, clarity, and honesty; and determine the influence of authenticity and transparency of sponsored contents on consumers' trust towards makeup products.

This study used a descriptive research design, and data was collected through self-administered survey questionnaires from 150 participants in Cavite.

The findings indicate that most participants are females aged 18-25, single, and college-educated. The participants perceived influencer-sponsored content as authentic and transparent. Furthermore, authenticity and transparency highly influenced consumer trust in makeup products. The implications of this study suggest the importance of authenticity and transparency in influencer marketing for makeup products.

Keywords: authenticity, transparency, sponsored contents, consumer trust, influencer

1.0 INTRODUCTION

Influencer marketing, which pertains to sponsored brand collaborations with social media influencers, has become one of the most sought after mediums for brands, particularly in the Philippines due to active markets in social media. From the early 2000s to the current year, the strategy has changed from longform articles and blogs to more digestible sponsored contents of influencers as part of the shifting digital tides brought by social media platforms. Cosmetics and beauty industry witnessed this dramatic shift in the marketing field in which they learn to adapt (Castillo et al., 2022).

With almost 26 percent share in total, fashion and beauty tops the influencer category in the Philippines. Cosmetic industries take advantage of this popularity as social media influencers have become key figures in promoting various cosmetic products. Promotional contents may take form in the product reviews and recommendations, often disclosed as paid partnership by

a brand so that consumers are aware of the commercial intent of the message through sponsorship disclosure (Lei & Lee, 2021).

Moreover, influencers' sponsored contents play a critical role in enhancing brand reputation and consumer trust. One of the most important factors of e-commerce participation is consumer trust. In terms of promotions, over 90 percent of Filipino users trust influencer accounts over brand accounts. Influencers are more effective than traditional advertising as they are trusted initially due to their authenticity and transparency. In the Philippine context, influencers have a positive impact on consumers as 69 percent of people purchased a product because it was recommended by an influencer (Statista, 2023).

Despite this, influencer marketing suffers significant drawbacks as consumers increasingly doubt the authenticity and transparency of influencer's sponsored contents and their motivations due to ongoing controversies concerning their concealed sponsorship. Consumers become skeptical as soon as influencers partner with brands and their content becomes sponsored and attempts to perceive the influencers to be less credible and transparent, as well as that the product was less effective (Frölander & Gullbrandsson, 2022; Zniva et al., 2023).

As the marketing scene continually evolves, particularly for cosmetic industries, understanding these dynamics are crucial. Thus, this study aimed to assess the authenticity and transparency of the influencers' sponsored contents about makeup products and identify its influence on consumer trust towards makeup products in Cavite.

In view of preceding statements, this study was conducted to:

1. Determine the demographic profile of the participants in terms of;

    a. age;
    b. sex;
    c. educational attainment; and
    d. civil status;

2. Determine the perception of the participants on the authenticity of the sponsored contents of influencers on makeup products in terms of:

    a. sincerity;
    b. visibility; and
    c. expertise;

3. Determine the perception of the participants on the transparency of sponsored contents of influencers on makeup products in terms of:

    a. openness;
    b. clarity; and
    c. honesty;

4. Determine the influence of authenticity and transparency of sponsored contents on consumers' trust towards makeup products.

2.0 METHODOLOGY

The study utilized descriptive design. It will be used to describe the perception of the participants on authenticity and transparency of sponsored contents and its influence on consumer trust. The researchers used convenience sampling techniques in selecting 150 participants who were buyers and/or users of cosmetic make-up products, were viewers of influencers' sponsored content about makeup products, and were residents of Cavite. A self-administered survey questionnaire was distributed based on criteria that was used in this study. The structured questionnaire was made up of several statements which determined the authenticity and transparency of sponsored contents and its influence on consumer trust towards makeup products.

The data was evaluated using statistical techniques such as frequency counts, percentages and means. Frequency distribution tables and percentages were used to determine the demographic profile of the participants. The following descriptive interpretations tables using the 5-point Likert scale were utilized to determine the authenticity of the influencers' sponsored contents about makeup products, the transparency of the influencers' sponsored contents about makeup products, and the influence of authenticity and transparency on consumer trust towards makeup products.

Table 1. Descriptive interpretation for authenticity of influencers' sponsored contents

WEIGHTED MEAN	VERBAL INTERPRETATION
4.21-5.00	Strongly Agree
3.41-4.20	Agree
2.61-3.40	Slightly Agree
1.81-2.60	Disagree
1.00-1.80	Strongly Disagree

Table 2. Descriptive interpretation for transparency of influencers' sponsored contents

WEIGHTED MEAN	VERBAL INTERPRETATION
4.21-5.00	Strongly Agree
3.41-4.20	Agree
2.61-3.40	Slightly Agree
1.81-2.60	Disagree
1.00-1.80	Strongly Disagree

Table 3. Descriptive interpretation for influence of authenticity of influencers' sponsored contents on consumer trust towards makeup products

WEIGHTED MEAN	VERBAL INTERPRETATION
4.21-5.00	Strongly Agree
3.41-4.20	Agree
2.61-3.40	Slightly Agree
1.81-2.60	Disagree
1.00-1.80	Strongly Disagree

Table 4. Descriptive interpretation for influence of transparency of influencers' sponsored contents on consumer trust towards makeup products

WEIGHTED MEAN	VERBAL INTERPRETATION
4.21-5.00	Strongly Agree
3.41-4.20	Agree
2.61-3.40	Slightly Agree
1.81-2.60	Disagree
1.00-1.80	Strongly Disagree

3.0 RESULTS AND DISCUSSION

3.1 Demographic Profile

As presented in the Table 5 below, most (84%) of the participants are 18-25 years old, female (83.33%), in college level (54%), and single (93.33%). The results suggest that most of the users of make-up products as well as viewers of influencers' sponsored content about makeup products ranges from ages 18 to 25 years old. Evidently, females are more common users of makeup products than males and are more inclined to viewing contents about makeup products. Additionally, the majority of the participants reached college level and are single.

Table 5. Distribution of participants according to their socio-demographic profile

DEMOGRAPHIC PROFILES	FREQUENCY (n=150)	PERCENTAGE (%)
Age		
18-25 years old	126	84
26-35 years old	10	6.67
36-49 years old	13	8.67
50 years and above	1	0.67
Sex		
Female	125	83.33
Male	25	16.67
Educational Attainment		
Elementary Level	1	0.67
Highschool Level	23	15.33
Highschool Graduate	25	16.67
College Level	81	54
College Graduate	18	12
Vocational	2	1.33
Civil Status		
Single	140	93.33
Married	8	5.33
Widowed/Widower	2	1.33

3.2 Authenticity of Influencer Sponsored Contents on Make-up Products

Table 6 presents the authenticity of influencers' sponsored contents on makeup products in terms of sincerity. The highest weighted mean of 4.21, which was interpreted as strongly agree, was registered for the influencer showing a positive attitude while promoting the makeup products. This means that the participants perceived the sponsored contents as highly authentic. On the other hand, the lowest weighted mean of 3.50, which was interpreted as agree, was registered for the influencers being truthful when promoting the makeup products. This implies that the participants perceived the sponsored content as authentic. Furthermore, the overall measure of the authenticity of influencers' sponsored contents on makeup products in terms of sincerity is 3.74 which is interpreted as agree. These results indicate that the consumers tend to agree with the influencers' sponsored contents being authentic in terms of its sincerity.

The sincerity of the influencers are among the key components of their activities and is by far, the most important component of authenticity. According to Lee & Eastin (2021), consumers view the influencers that were sincere as warm and presenting an unaltered persona which lived up to their expectations. On the other hand, influencers who provide dramatic and unethical contents were viewed as insincere which are perceived as inauthentic (Agnihotri et al., 2023). Therefore, content creators can express their sincerity by being truthful, showing a positive attitude, sharing genuine experiences through reviews, avoiding exaggeration, and creating original content as it is perceived by their viewers and by the consumers to be authentic.

Table 6. Authenticity of Influencer Sponsored Contents on Make-up Products in terms of Sincerity

Sincerity	Weighted Mean	Verbal interpretation
1. The influencers are truthful when promoting the make-up products	3.50	Agree
2. The influencer shows a positive attitude while promoting the make-up product.	4.21	Strongly Agree
3. The influencer reviews of makeup products are based on their genuine experiences.	3.75	Agree
4. The influencer avoids showing exaggeration when talking about the make-up products.	3.55	Agree
5. The influencers' content about the make-up product is original and not a copy of someone else's content.	3.71	Agree
OVERALL	**3.74**	**OVERALL**

Table 7 presents the authenticity of influencer sponsored contents on makeup products in terms of visibility. The highest weighted mean of 4.15 which was interpreted as agree, was recorded for the influencer's responsiveness to questions about the promoted make up product. This suggests that the participants perceived the sponsored contents to be authentic. Similarly, the lowest weighted mean of 3.64, also interpreted as agree, was registered for influencers revealing a lot about their personal life. It implies that influencers who reveal much of their

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personal life are perceived to be authentic. Furthermore, the overall measure of authenticity for sponsored content on make-up products in terms of visibility, as indicated by the weighted mean of 3.90, is interpreted as agree. This collective result suggests that the participants perceived the sponsored content as authentic in terms of their visibility. The findings underscore the importance of influencers integrating products into their daily lives, maintaining consistency, and engaging with their audience, ultimately influencing the overall perception of authenticity in the promoted make-up products.

Being an indicator of authenticity, visibility is connected to the creation of authentic products (Balaban & Szambolic, 2022). Influencers aim to publish content regularly and remain visible in order to grow their followers. They expose themselves to their audiences through showcasing their private lives in their social media by being content creators (Lee & Eastin, 2021). Moreover, they were able to form a bond with the consumers by being visible as they are perceived to be authentic through their contents (Agnihotri et al., 2023).

Table 7. Authenticity of Influencer Sponsored Contents on Make-up Products in terms of Visibility

Visibility	Weighted Mean	Verbal interpretation
1. The influencer relates the make-up product in their daily life.	3.97	Agree
2. The influencer reveals a lot about their personal life to the public through their content.	3.64	Agree
3. The influencer responds to the questions about the make-up product that they promote.	4.15	Agree
4. The influencer promotes make-up products that they actually use.	3.83	Agree
5. The influencer consistently posts updates about the make up product.	3.93	Agree
OVERALL	**3.90**	**Agree**

Table 8 presents the authenticity of influencer sponsored contents on makeup products in terms of expertise. The highest weighted mean of 4.28, which was interpreted as strongly agree, was registered to the influencers expertly demonstrating how make-up products can be applied, indicating that the participants perceived the sponsored contents as highly authentic when demonstrating the product application. Meanwhile, the lowest weighted mean of 3.74 which was interpreted as agree, was recorded to the influencers' field of profession closely aligns with make-up products, demonstrating a commendable but slightly lower level of score compared to the highest mean. It implies that participants perceive the sponsored contents are authentic in terms of the alignment of their profession with makeup products. As a result, the overall measure of the authenticity of sponsored content on make-up products in terms of expertise is 3.90, interpreted as agree, indicating that the influencers' sponsored contents are authentic as perceived by the participants. This suggests that, on average, influencers are well-informed about the use of their sponsored makeup product as well as its pros and cons. This also

elucidates that influencers' sponsored content shows that they have a great knowledge about the application of make-up products which in return to creating content that resonates with the audience and the makeup brand.

Expertise of influencers can be demonstrated through proficiency, skills, and enthusiasm reflected in their contents. For instance, makeup artists who were influencers are the most popular in content creation, gaining a large amount of audience due to their evident expertise and knowledge about makeup products (Singer et al., 2023). Consumers perceive influencers who are skillful in their field as they share genuine knowledge and recommend products that align with their expertise as authentic (Agnihotri et al., 2023).

Table 8. Authenticity of Influencer Sponsored Contents on Make-up Products in terms of Expertise

Expertise	Weighted Mean	Verbal interpretation
1. The influencer is knowledgeable about the use of the make-up products.	4.05	Agree
2. The influencers' field of profession is closely related with make-up products	3.74	Agree
3. The influencer is well informed about the pros and cons of the make-up product.	3.90	Agree
4. The influencer is skilled in make-up products.	4.01	Agree
5. The influencer expertly demonstrates how the make-up products can be applied.	4.28	Strongly Agree
OVERALL	**4.00**	**Agree**

Table 9 presents the overall perception of participants in terms of the dimensions of authenticity. The highest weighted mean of 4.00, which was interpreted as agree, was registered for expertise of influencers' sponsored contents on makeup products, followed by the visibility with the weighted mean of 3.90, which was presented as agree, and the lowest weighted mean of 3.74, which was interpreted as agree, was registered for sincerity of influencers' sponsored contents on makeup products. Similarly, these results indicate that the participants perceive the sponsored contents as authentic in terms of these dimensions. They tend to agree with the influencers' sponsored contents being authentic as it shows sincerity, visibility, and expertise.

Authenticity is the foundation of any great influencer marketing strategy, genuine expression, and relatability, authentic influencer content can establish meaningful connections with consumers, leading to effective conversions (Taylor, 2023). According to Lee & Eastin (2021), influencers are viewed as authentic when they show that they are sincere and remain visible to their followers. When the influencers continue to show themselves and project genuine personality in their contents regardless of their actual intention, it serves as a signal of authenticity among the viewers. Moreover, sponsored contents that show expertise of the

influencers are also perceived as authentic by the consumers since influencers can provide information on topics which they are knowledgeable about (Agnihotri et al., 2023) Thus, for influencers' sponsored content to be authentic, it shall exhibit sincerity, visibility, and expertise, as perceived by their viewers.

Table 9. Overall perception of participants in terms of the dimensions of authenticity.

Authenticity	Weighted Mean	Verbal interpretation
Sincerity	3.74	Agree
Visibility	3.90	Agree
Expertise	4.00	Agree

3.3 Transparency of Influencer Sponsored Contents on Make-up Products

Table 10 presents the transparency of influencers' sponsored contents on makeup products in terms of openness. The overall measure of the transparency of influencer sponsored contents on make-up products in terms of openness is 3.81, which was interpreted as agree. This implies that the participants perceive the sponsored content as transparent. It shows that consumers agree that influencers provide genuine opinions, openly disclose biases, and share proof in their makeup product promotion. To be specific, the highest weighted mean of 4.04, which was interpreted as agree, was registered in the openness of the influencers to provide proofs about their make-up review such as photos and videos. Similarly, the lowest weighted mean of 3.61, which was interpreted as agree, was listed to the influencers openly disclosing any potential bias or preference they may have towards specific make-up brands. Both values indicate that the sponsored contents are transparent as perceived by the participants.

For sponsored content to be perceived as transparent, it was recommended to be open in their sponsored post (MacCarthy, 2022). This means that contents must exemplify great practice of presenting every relevant information about the makeup product and avoid concealment of some information. It could be achieved through sharing proofs of product reviews and providing constructive criticism (Frölander & Gullbrandsson, 2022) Thus, sponsored contents about makeup products shall maintain the absence of concealment and make information available to the consumers in order to be perceived as transparent.

Table 10. Transparency of Influencer Sponsored Contents on Make-up Products in terms of Openness

Openness	Weighted Mean	Verbal interpretation
1. The influencers provide genuine opinion about the make-up products they promote.	3.71	Agree
2. The influencers openly disclose any potential bias or preference they may have towards specific make-up brands	3.61	Agree

3. The influencers provide proofs about their make-up review such as photos and videos.	4.04	Agree
4. The influencers discuss the pros and cons of the make-up products they promote.	3.91	Agree
5. The influencers share real information about the effectiveness of the make-up products they feature.	3.78	Agree
OVERALL	**3.81**	**Agree**

Table 11 presents the transparency of influencers' sponsored contents on make-up products in terms of clarity. Based on the overall result, most of the participants perceive the sponsored content as transparent with an overall weighted mean of 4.16, which is interpreted as agree. Specifically, the highest weighted mean of 4.33, which was interpreted as strongly agree, was registered with the influencers providing step-by-step guidance or instructions when demonstrating how to use the make-up product, implying that the sponsored contents are highly transparent. On the other hand, the lowest mean of 3.99, which was interpreted as agree, was listed under the influencers who are consistent in using appropriate disclaimers or warnings in their content. This indicates that the sponsored contents are transparent. The overall findings implies that customers agree that influencers who speak straightforwardly and keep their style constant foster clarity in their sponsored contents are perceived transparent.

As cited by Schnackenberg et al. (2020), according to Winkler (2000), the perceived level of simplicity and legibility of information received from influencers is a manner of clarity in which also shows transparency. It stems from the idea that a single incomprehensible word of choice can degrade the quality of the information that was shared and impacts the validity of the information (Dass et al., 2023). Therefore, influencers who provide information through their contents which is comprehensible by their audience foster clarity and are perceived as transparent.

Table 11. Transparency of Influencer Sponsored Contents on Make-up Products in terms of Clarity

Clarity	Weighted Mean	Verbal interpretation
1. The influencers use language that is straightforward and simple in their content.	4.16	Agree
2. The influencers provide step-by-step guidance or instructions when demonstrating how to use the make-up product.	4.33	Strongly Agree
3. The influencer maintains a consistent and clear style when promoting make-up products, making it easy to recognize their content.	4.21	Strongly Agree

4. The influencers explain the intended use and potential results of the make-up products they promote in an understandable manner.	4.09	Agree
5. The influencers are consistent in using appropriate disclaimers or warnings in their content.	3.99	Agree
OVERALL	**4.16**	**Agree**

Table 12 below presents the transparency of influencer-sponsored contents on make-up products in terms of honesty. The highest weighted mean of 4.16, which was interpreted as agree, was registered in the honesty of the influencers who use signaling cues like #ads, #sponsored, and others when posting their contents; and the lowest weighted mean of 3.68, which was interpreted as agree, was registered to the influencer, who clearly states when they have received compensation or gifts for promoting make-up products. Both recorded weighted mean implies that the participants perceive the sponsored contents to be transparent. From the overall result, the influencers' sponsored contents are perceived as transparent by the participants, with a weighted mean of 3.93. This suggests that the influencers demonstrate honesty when promoting makeup products in their sponsored contents which is perceived to be transparent.

Influencers should be aware that acting honestly and revealing advertising information can enhance people's perceptions of their transparency (Karagür et al., 2022). On social media platforms, users generally engage with content according to their personal interests. Additionally by including the "hashtag #" in their posts, influencers believe they are being truthful with the information they share (Guiñez et al. 2020) .

Table 12. Transparency of Influencer Sponsored Contents on Make-up Products in terms of Honesty

Honesty	Weighted Mean	Verbal interpretation
1. The influencers disclose that their content is sponsored when promoting make-up products.	3.83	Agree
2. The influencers clearly mention the make-up brand or company that sponsors their content.	4.14	Agree
3. The influencer clearly states when they have received compensation or gifts for promoting make-up products.	3.68	Agree
4. The influencers use signaling cues like #ads, #sponsored, and others when posting their contents.	4.16	Agree

5. The influencers state their motives and intentions, such as whether they genuinely like the product or are simply paid to endorse it, when promoting make-up products.	3.85	Agree
OVERALL	**3.93**	**Agree**

Table 13 presents the overall perception of participants in terms of the dimensions of transparency. The highest weighted mean of 4.16, was registered for clarity of influencers' sponsored contents on makeup products, followed by honesty, with the weighted mean of 3.93 and openness with the lowest weighted mean of 3.81. These values are all interpreted as agree which indicates that participants perceive the sponsored contents as transparent. These results indicate that the consumers tend to agree with the influencers' sponsored content being transparent in terms of its dimensions such as openness, clarity, and honesty.

In relation to this, transparent disclosure in promotions ensures credibility and trust, avoiding misleading consumers. It goes beyond merely complying with government guidelines, delving into content and messaging integrity as viewers demand greater accountability from the media (Barnett, 2020). As per Schnackenberg et al. (2020), influencers who show openness and clarity are perceived to be transparent as they share all the relevant information, which includes proofs, and ensures that this information is understandable. Moreover, showing honesty by including signaling cues and avoiding concealment of commercial purpose increases the transparency of their content thus, valued by their audience (Pietarinen, 2023). Therefore, sponsored contents must exhibit openness, clarity, and honesty in order to be considered as transparent by the consumers.

Table 13. Overall perception of participants in terms of the dimensions of transparency.

Transparency	Weighted Mean	Verbal interpretation
Openness	3.81	Agree
Clarity	4.16	Agree
Honesty	3.93	Agree

3.4 Influence of Authenticity and Transparency on Consumer Trust towards Makeup Product

Table 14 presents the influence of authenticity on consumer trust in make-up products. Based on the overall result, the data shows that the majority of the participants strongly agrees with authenticity having an influence towards consumer trust with the overall weighted mean of 4.25, indicating that authenticity highly influences consumer trust. Specifically, the highest weighted mean of 4.31, which was interpreted as strongly agree, was registered at the authenticity of the content helps the consumers to decide on a specific make-up product to purchase. This indicates that authenticity highly influences consumer trust when it comes to deciding the makeup product to purchase. On the other hand, the lowest weighted mean of

4.19, which was interpreted as agree, was registered under which the authenticity of the content gives consumers confidence to use the make-up products. This indicates that authenticity influences consumer trust as it gives consumer confidence on using the product. As a result, the overall findings implies that assessing the authenticity of content has a high influence on consumer trust towards makeup products by reducing doubts, gaining a positive view, and building confidence towards the makeup products.

The results line up with the study conducted by Busser & Shulga (2019) which suggests that authenticity has been found to influence consumer involvement with consumer-generated advertising (CGA), which in turn influences brand loyalty and consumer trust. Moreover, authenticity of the sponsored contents could be used to influence the purchasing behavior of the consumers leading to positive views about the product which in return foster consumer trust (Ebben & Bull, 2023). According to Bang (2023), authenticity has become an important aspect in establishing consumer trust and meaningful consumer engagement. Authenticity displays when influencers are genuinely passionate about the products or services they promote, enabling them to communicate with credibility and sincerity. Influencers who built trust with their followers are making their recommendations highly influential.

Table 14. Influence of Authenticity on Consumer Trust towards Make-up Product

Authenticity	Weighted Mean	Verbal interpretation
1. Assessing the authenticity of the content helps me decide for a specific make-up product to purchase.	4.31	Strongly Agree
2. Assessing the authenticity of the contents helps me to lessen my doubt about the make-up product.	4.28	Strongly Agree
3. Assessing the authenticity of the contents helps me gain a positive view about the make-up product and brand.	4.28	Strongly Agree
4. Assessing the authenticity of the contents gives me confidence to use the make-up product.	4.19	Agree
5. Assessing the authenticity of the content helps me to rely on information shared about the make-up product.	4.22	Strongly Agree
OVERALL	4.25	Strongly Agree

Table 15 presents the influence of transparency on consumer trust towards makeup products. The highest weighted mean of 4.32, which was interpreted as strongly agree, was registered under which the transparency of the contents helps the consumers on deciding which makeup product to purchase, implying that transparency highly influence the consumer trust. On the other hand, the lowest weighted mean of 4.17, which was interpreted as agree, was registered to the transparency of contents giving consumers confidence on using the makeup product. This means that transparency influences consumer trust. As a result, the overall measure of the

influence of transparency on consumer trust is 4.26, interpreted as strongly agree. This results shows that the transparency of influencers' sponsored content has a high influence on consumer trust towards makeup products. This findings demonstrates that assessing the transparency of the sponsored content about the makeup product highly influences the consumer trust through gaining a positive view about the product, aids in deciding which product to purchase, relying on the information, and lessening doubts about the makeup product.

Thus, transparency has been found to positively influence consumer trust. In line with this, studies have shown that transparent communication, including production transparency and cost transparency, can increase consumers' perceptions of a brand's transparency and authenticity, leading to more positive attitudes, trust, and behavioral intentions towards the brand (Yang & Battocchio, 2021). Most in-demand thing in the cosmetic industry isn't the product itself but the transparency. Influencers that display transparency in their sponsored contents offered full disclosure of paid partnerships that decreased the growing distrust of consumers and positively influenced the product effectiveness (Woodroof et al., 2020). In conclusion, transparency influences consumer trust. .

Table 15. Influence of Transparency on Consumer Trust towards Make-up Product

Transparency	Weighted Mean	Verbal interpretation
1. Assessing the transparency of the content helps me decide for a specific make-up product to purchase	4.32	Strongly Agree
2. Assessing the transparency of the contents helps me to lessen my doubt about the make-up product.	4.23	Strongly Agree
3. Assessing the transparency of the contents helps me gain a positive view about the make-up product and brand	4.25	Strongly Agree
4. Assessing the transparency of the contents gives me confidence to use the make-up product.	4.17	Agree
5. Assessing the transparency of the content helps me to rely on information shared about the make-up product	4.31	Strongly Agree
OVERALL	4.26	Strongly Agree

4.0 CONCLUSIONS AND RECOMMENDATIONS

This study determined the authenticity and transparency of the influencers' sponsored contents about makeup products and its influence on consumer trust. It specifically aimed to: determine the demographic profile of the respondents in terms of age, sex, educational attainment, and civil status; identify the perception of the participants on the authenticity of influencers' sponsored contents about makeup products in terms of sincerity, visibility and expertise; determine the perception of the participants on the transparency of influencers' sponsored

contents about makeup products in terms of openness, clarity and honesty, and determine the influence of authenticity and transparency of sponsored contents on consumers' trust towards makeup products.

Based on the findings, the following conclusions were drawn:

1. The participants belonged to the age bracket of 18-25 years old and were female. Also, the majority of the participants reach college level and are single.
2. The participants perceived the sponsored contents as authentic in terms of its dimensions such as sincerity, visibility, and expertise.
3. The participants perceived the sponsored contents as transparent in terms of its dimensions such as openness, clarity, and honesty.
4. Lastly, study revealed that both authenticity and transparency highly influenced consumer trust towards makeup products.

Based on the above conclusions, the following recommendations are made:

1. The consumer can rely on sponsored makeup products. They could use the sponsored contents as reference when purchasing or intending to purchase a potential make-up product.
2. To build consumer trust, influencers must be sincere, more visible and knowledgeable about the make-up products they endorse to be classified as authentic. In terms of being transparent, the influencers must be open or have genuine reviews about the make-up products, have a clear and straightforward manner of endorsing, and disclose that the contents are sponsored.
3. Makeup brands can collaborate with influencers who align with their values that promote authenticity and transparency in their content.
4. Influencers must do further research before endorsing and recommending the make-up products.
5. Further research can be possible by adding other parameters that could identify as prospective aspects of how authentic and transparent the sponsored content is. Furthermore, the variable identified in this study may not be sufficient, and more variables are to be considered in future research. Researchers may deepen their understanding in influencer marketing's influence consumer behavior that is relevant to consumer trust in influencer marketing.

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