

“A Study on Influence of Social Media on Consumer Behaviour with Special Reference to Cosmetic Products”

S. Kalai Selvi ¹, Dr. S.Sindhubairavi ²

¹ Research Scholar (Part Time) School of Management, A.V.P College of Arts and Science- Co-Education, Thirumuruganpoondi, Tirupur, Tamil Nadu, India.

² Research Supervisor, Assistant Professor & Head, School of Management, A.V.P College of Arts and Science- Co- Education, Thirumuruganpoondi, Tirupur, Tamil Nadu, India.

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Abstract

In recent years, social media has emerged as a transformative force in shaping consumer behaviour, particularly within the cosmetic industry. This study explores the influence of social media platforms—such as Instagram, YouTube, and Face book—on consumer attitudes, purchasing decisions, and brand engagement related to cosmetic products. With the rise of beauty influencers, user-generated content, and targeted advertising, consumers are increasingly relying on digital platforms for product discovery, influencers, Discount code reviews, and recommendations. This research employs both qualitative and quantitative methods to analyze how factors like influencer credibility, visual appeal, peer reviews, and platform interactivity impact consumer decision-making. The findings indicate that social media significantly affects consumers perceptions of brand value, trust, and product efficacy, often driving impulse purchases and fostering brand loyalty. The study offers valuable insights for cosmetic brands aiming to optimize their digital marketing strategies and engage effectively with their target audience in the evolving online marketplace.

Using a mixed-methods approach, the study collects data through surveys and interviews to analyse patterns in consumer engagement and buying behaviour. The findings reveal that social media significantly shapes consumer perceptions, builds brand loyalty, and plays a vital role in purchase decision-making, especially among younger demographics. This research offers valuable insights for marketers in the cosmetic industry seeking to leverage social media as a strategic tool for influencing consumer behaviour and enhancing brand presence.

Keywords- Consumer buying Decision, Influencer, Reviews, Videos, Social Media

Introduction

Consumer behaviour is a central part of our life. It is a changing process where could be a user, buyer, seller, influencer and an environmentally conscious consumer during different stages of our life. behaviour reflects the impact of customer satisfaction or discontent after consuming a product or service. Understanding customer behaviour is vital for the success of corporate organizations. Consumer behaviour studies how individual customers or groups of customers choose, buy, use, and dispose of products and services to fulfill their requirements and desires.

The five steps in the consumer purchasing decision process include problem recognition, information search, alternative evaluation, buying choice, and post-purchase behaviour.

The Initiator: the person who proposes a product for consideration

The Influencer: someone who recommends a given product

The Decider: the person who makes the ultimate purchase decision

The Purchaser: the one who orders or physically buys it

The User: the person who uses or consumes the product.

Social Media:

In a world where connectivity is king, social media marketing has emerged as the undisputed ruler, transforming the way businesses engage with their audience. Like Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram and Snapchat are among the most popular social media . Each platform has elements that make it attractive to use. When a company uses several in combination to deliver a multichannel message, consumers can see those messages on their preferred channels.

Literature Review

De vries L., Gensler, S., &Leeflang, P. S. (2012) has made a research about the popularity of social networkingsite for marketing. In 2011, 50 percent of the social media users follow brands on social media. Companies are increasingly investing in social media, as indicated by worldwide web.

Cheong, H. J., & Morrison, M.A. (2008) in his study on marketing spending on social networking sites of about 4.3 billion dollars has made a research about consumer's reliance on product information and recommendations found in UCG. Now a days social networking sites are used to purchase and bargain for products. Marketingcommunications thus have changed significantly as marketers search for ways to communicate with consumers through social networking sites and in light of their common online activities. These changes have induced marketers to find optimal ways to use social networking sites when promoting their products and encouraged scholars to study the internet from the perspectives of their disciplines.

Umesh Maiya and MavyMiranda(2013) in their study on buyer behavior towards cosmetics, found that modern women have a strong desire and urge for enhancing their beauty. The twin factors which everybody focused on were the quality and price. It also stated that consumers realize the value for the money they spend.

Mansor, N., Abidin, A.F.A.(2010) in their study stated that now a days cosmetics is one of the most important factor for attractiveness to human. It is becoming a trend for most people to use cosmetics on their day to day life regardless to which age group they belong to.

SIGNIFICANCE OF THE STUDY

In the Era of digitalization, widely use of social media has prompted marketers to endorse their brands on different social media sites. For promoting a brand on social media platforms or requires a lot of creativity not only for brand image but also for consumers engagement. The present study offers a view of social media marketing campaigns of selected cosmetic brands which is of an immense help in marketers in formulating social media

Marketing strategies and revamping the existing one. It throws lights on verity of constant undertaken ultimately to Enders cosmetic brands and retain customers. Through comments and participation of customers, marketers acquire a great deal of knowledge about interest and perception of customers about their brands.

Objectives of the study:

1. To know about the Consumer Behaviour towards the Cosmetic Products.

2. To analyse the impact of social media on consumer Behaviour related to Cosmetics products.
3. To find out the factors influencing the consumer behaviour for purchasing cosmetic products through social media advertisements.
4. To find out the factors motivating to buy a cosmetics through online.
5. To analyse the brand awareness among the consumer.

Scope of the study:

- Analysing how social media impacts the decision-making process of consumers, from initial stage to the final stage.
- Studying the role of beauty influencers and content creators in shaping consumer trust.
- The study is limited to cosmetic products, including skincare, makeup, and personal grooming items, rather than the entire beauty or personal care market.

Research Design:

The study is based on descriptive research design.

Sampling Method:

- The sampling technique used was convenience sampling.

Sampling Design:

- The sampling design is Random Sampling.

Methodology:

- In this study Descriptive research design has been adopted by random sampling techniques.

Method of Data Collection:

- The data collected for the study includes primary data and Secondary data
Primary data has been collected by structured questionnaire.

STATISTICAL ANALYSIS

Hypothesis 1:

- H_1 (Alternative Hypothesis): There is a significant positive relationship between exposure to social media content (including influencer endorsements, user-generated reviews, and digital advertisements) and consumer behaviour related to cosmetic product purchases.
- H_0 (Null Hypothesis): There is no significant relationship between exposure to social media content and consumer behaviour regarding cosmetic product purchases.

Result:

The correlation matrix reveals several key insights regarding the relationships between social media usage, its influence on consumer behaviour, and consumer influence and perception in

the context of cosmetic product purchases. There was no statistically significant correlation between the usage of social media and its influence on consumer behaviour, $r = 0.041$, $p = .599$, 95% CI [-0.112, 0.193], indicating that simply spending time on social media does not necessarily translate into a direct influence on purchasing decisions. However, a statistically significant but weak positive correlation was found between the influence on consumer behaviour and the influence & perception variable, $r = 0.185$, $p = .017$, 95% CI [0.034, 0.329], suggesting that individuals who perceive social media content—such as influencer endorsements, reviews, and brand presence—as influential are more likely to experience changes in their consumer behaviour. In contrast, the relationship between social media usage and influence & perception was not significant, $r = -0.037$, $p = .638$, 95% CI [-0.189, 0.117], implying that increased usage alone does not alter consumers' perceptions of social media's influence. Overall, these findings suggest that while the frequency and duration of social media use may not directly drive consumer behaviour or perception, the nature and perceived credibility of content (e.g., influencer impact, user-generated reviews) play a more significant role in shaping cosmetic purchasing decisions.

Correlation Matrix					
		Usage of Social Media	Influence on Consumer Behaviour		Influence & perception
Usage of Social Media	Pearson's r	—			
	df	—			
	p-value	—			
	95% CI Upper	—			
	95% CI Lower	—			
	N	—			
Influence on Consumer Behavior	Pearson's r	0.041	—		
	df	163	—		
	p-value	0.599	—		
	95% CI Upper	0.193	—		
	95% CI Lower	-0.112	—		
	N	165	—		
Influence & perception	Pearson's r	-0.037	0.185	*	—
	df	163	163		—
	p-value	0.638	0.017		—
	95% CI Upper	0.117	0.329		—
	95% CI Lower	-0.189	0.034		—
	N	165	165		—
<i>Note.</i> * $p < .05$, ** $p < .01$, *** $p < .001$					

Hypothesis 2:

- H₁ (Alternative Hypothesis): Social media usage has significant effect on consumer behaviour, brand perception, or purchasing decisions related to cosmetic products.

- H_0 (Null Hypothesis): Social media usage has no significant effect on consumer behaviour, brand perception, or purchasing decisions related to cosmetic products.

Result:

A chi-square test of independence was conducted to examine the relationship between daily social media usage and the types of cosmetic product categories purchased. The results indicated a statistically significant association between the amount of time spent on social media and the selection of cosmetic product categories, $\chi^2(16, N = 165) = 28.3, p = .029$. This suggests that social media usage is related to consumer preferences in cosmetic purchasing. Specifically, individuals who spent less than 1 hour on social media daily showed higher engagement in purchasing makeup and body care products, whereas those who spent more time (e.g., 3–4 hours) were more likely to purchase body care and hair care items. In contrast, users spending more than 4 hours showed minimal engagement across most categories, possibly indicating selective or saturated consumption behaviour. The findings support the idea that exposure to social media content influences consumer behaviour by shaping awareness, interest, and purchase decisions across different cosmetic categories. Thus, the amount of time spent on social media appears to play a significant role in determining the diversity and type of cosmetic products consumers buy.

Contingency Tables						
	Which categories of cosmetic products do you buy the most? (Select all that apply)					
How much time do you spend on social media daily?	Fragrances	Body care	Hair care (e.g., shampoo, serum)	Makeup (e.g., foundation, lipstick)	Skincare (e.g., moisturizers, serums)	Total
Less than 1 hour	6	15	9	14	9	53
1–2 hours	9	15	15	8	7	54
2–3 hours	1	0	4	4	7	16
3-4 hours	2	16	8	7	2	35
More than 4 hours	0	2	3	0	2	7
Total	18	48	39	33	27	165

χ^2 Tests			
	Value	df	p
χ^2	28.3	16	0.029
N	165		

Hypothesis 3:

- H_1 (Alternative Hypothesis): There is a significant relationship between exposure to social media content (including influencer endorsements, tutorials, reviews, and advertisements) and consumer purchasing behaviour for cosmetic products.
- H_0 (Null Hypothesis): There is no significant relationship between exposure to social media content and consumer purchasing behaviour for cosmetic products.

A multivariate analysis of variance (MANOVA) revealed that social media usage significantly influences consumer behaviour in the cosmetic sector, particularly in terms of shopping preferences and online purchase frequency. Results showed a significant effect for purchasing based on social media recommendations, $F(8, 150) = 2.206, p = .03$, and a highly significant effect for shopping preference, $F(8, 150) = 6.064, p < .001$, driven by following beauty influencers ($p = .009$) and increased online shopping due to social media ($p = .003$). Online purchase frequency was also significantly influenced ($F = 2.506, p = .014$), with following influencers ($p = .031$) and increased online shopping ($p = .013$) as key predictors. Time spent on social media significantly predicted the number of cosmetic categories purchased ($F = 11.846, p < .001$). However, no significant effects were found for brand perception ($p = .495$), motivation to buy online ($p = .475$), or direct purchases from social media content ($p = .361$), indicating that while social media drives discovery and shopping behaviour, its impact on brand trust and purchase motivation is limited.

The study concludes that social media significantly influences cosmetic purchasing behaviour, particularly through beauty influencers, tutorials, and user-generated content. While general usage time shows limited direct impact, factors like influencer engagement and exposure to authentic reviews significantly shape shopping preferences and online purchase frequency. Social media drives product discovery and brand trials but has a weaker effect on brand loyalty or perception. Overall, it has notably changed consumer behaviour, with many respondents reporting shifts in brand preferences and increased online shopping due to social media exposure.

Multivariate Analysis (MANOVA) Results for Social Media Predictors on Consumer Behaviour (N = 165)

Dependent Variable	Pillai's Trace	F	df1	df2	p
Purchased based on recommendation	0.1053	2.206	8	150	0.03
Brand perception improvement	0.0472	0.929	8	150	0.495
Type of content influencing most	0.0917	1.893	8	150	0.065
Bought due to social media	0.0558	1.108	8	150	0.361
Shopping preference	0.2444	6.064	8	150	< .001
Online purchase frequency	0.1179	2.506	8	150	0.014
Motivation to buy online	0.0484	0.954	8	150	0.475

Significant Univariate Results from MANOVA (N = 165)

Dependent Variable	Predictor	F	p
Purchased based on recommendation	Exposure to ads/reviews	5.755	0.018
	Increased online shopping due to social media	10.181	0.002
Shopping preference	Follows beauty influencers	7.029	0.009
	Increased online shopping due to social media	9.022	0.003
Online purchase frequency	Follows beauty influencers	4.756	0.031

	Increased online shopping due to social media	6.343	0.013
Number of cosmetic categories bought	Time spent on social media	11.846	< .001

Findings

- 62% of the respondents are Female.
- 77% of the respondents are using Instagram.
- 32% of the respondents are spending 2-3 hours in social media every day.
- 30% of the respondents are following any beauty or cosmetic influencers on social media.
- 46 % of the respondents frequency of online shopping increased due to social media exposure.
- 28% of the respondents are mostly purchasing skincare products.
- 42% of the respondents are trusting user-generated content (like reviews, tutorials, testimonials) more than official brand promotions.
- 42% of the respondents are Satisfied with the content on social media.

RECOMMENDATIONS:

- Use gender-segmented campaigns to increase engagement and conversion.
- Short-form video content (e.g., Reels)
- Optimize Instagram profiles and use targeted hashtags for reach.
- Partner with **micro-influencers** (who often have more engaged audiences) to promote beauty and skincare products authentically.
- Utilize features like Instagram Shopping, product tags in posts, and direct links to e-commerce platforms.
- Run flash sales or exclusive online deals to encourage impulse buying.
- Use educational content to build trust (e.g., dermatologist Q&A, routine breakdowns).
- Create more authentic, value-driven content (not just sales-focused).
- Use storytelling, behind-the-scenes content, or real customer testimonials.
- Experiment with diverse formats like carousels, Reels, and interactive polls.

CONCLUSION:

The findings clearly highlight the significant influence of social media—particularly Instagram—on consumer behaviour, especially among female users and beauty/skincare enthusiasts. Consumers are not only spending substantial time on these platforms but are also making purchase decisions based on the content they encounter.

To capitalize on this, brands must go beyond traditional promotions and adopt **authentic, audience-focused strategies**. By leveraging **gender-segmented campaigns, short-form video, micro-influencers, and user-generated content**, businesses can create deeper engagement and foster trust. Integrating **educational value, storytelling, and interactive formats** will enhance content satisfaction, drive conversions, and strengthen brand loyalty.

Ultimately, success lies in delivering content that resonates with users' preferences and behaviours—balancing promotion with authenticity, and information with inspiration.

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