

A STUDY ON IMPACT OF SOCIAL MEDIA TOWARDS THE CONSUMER BUYING BEHAVIOUR OF COSMETIC PRODUCTS.

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ABSTRACT

This study examines the impact of social media on consumer buying behavior, specifically within the cosmetic industry. In recent years, the cosmetic sector has experienced a significant shift in marketing strategies, largely driven by the rise of social media platforms like Instagram, and YouTube. These platforms offer a direct connection between brands and consumers, enabling personalized marketing and influencer-driven content that influences purchasing decisions. The research focuses on understanding how social media interactions, such as influencer endorsements, product reviews, tutorials, and user-generated content, shape consumer perceptions and buying behaviour towards cosmetic products.

Through a mixed-methods approach, combining surveys and interviews with social media users and industry experts, the study aims to identify key factors that drive consumer engagement and influence their purchasing decisions. The findings suggest that social media plays a critical role in shaping brand awareness, trust, and consumer loyalty in the cosmetic market. Additionally, it reveals that the visual and interactive nature of social media content significantly enhances product desirability, influencing both impulse and planned purchases. The study concludes that brands in the cosmetic industry must strategically leverage social media platforms to build stronger relationships with consumers and optimize their marketing strategies to cater to evolving consumer behaviours.

INTRODUCTION

In the digital age, social media has become an influential force in shaping consumer behaviors across various industries, with the cosmetic industry being one of the most impacted. The rapid growth of platforms like Instagram, YouTube, and Facebook has transformed the way consumers interact with brands, discover products, and make purchase decisions. Social media allows brands to reach their audience directly, offering personalized, engaging, and visually appealing content, which is particularly effective in the cosmetic sector, where product aesthetics and visual representation are crucial.

Cosmetic brands, both global giants and emerging names, have capitalized on the power of social media influencers, beauty bloggers, and user-generated content to promote their products. This trend has significantly altered consumer purchasing habits, with many consumers relying on social media for recommendations, reviews, tutorials, and first-hand experiences before making a purchase. As a result, social media has not only changed the way consumers perceive cosmetic products but also reshaped the decision-making process. This study aims to explore the influence of social media on consumer buying behaviour within the cosmetic industry, examining how platforms, content types, and social media engagement impact purchasing decisions.

OBJECTIVE OF THE STUDY

- To analyse the role of social media platform in influencing consumer awareness and interest in cosmetic products.
- To examine the impact of influencer marketing, online reviews, and user-generated content on consumer purchase decisions.
- To identify the key social media factors that contribute to brand loyalty and repeat purchases in the cosmetic industry.

SCOPE OF THE STUDY

The scope of this study is focused on understanding how social media platforms influence consumer buying behaviour, particularly in the context of cosmetic products. The study aims to explore the extent to which platforms such as Instagram, Facebook affect consumers' awareness, perception, interest, and purchase decisions regarding cosmetics.

This research primarily targets individuals who are active users of social media and purchase cosmetic products either online or in physical stores. It includes both male and female consumers, with a particular focus on the youth and working professionals aged between 18 to 35 years, who are known to be more engaged on social platforms and more receptive to digital marketing and influencer content.

Geographically, the study is limited, ensuring practical feasibility in terms of data collection and analysis. The research considers various aspects such as influencer marketing, product reviews, brand promotions, visual content, and peer recommendations shared on social media.

However, the study does not cover offline promotional methods, traditional advertising media, or the broader category of non-cosmetic consumer products. It also excludes consumers who are not regular users of social media.

GAP ANALYSIS

Although numerous studies have examined the role of digital marketing in consumer behaviour, there is limited research specifically focusing on the impact of social media on buying behaviour within the cosmetic industry. Most existing literature centres around broader product categories or global markets, often overlooking localized consumer insights and the unique

influence of visual platforms like Instagram, YouTube. Additionally, the growing role of micro-influencers and user-generated content in shaping cosmetic preferences remains underexplored.

Furthermore, many studies tend to highlight consumer perception and purchase intention rather than analyzing the actual shift in buying behaviour influenced by social media engagement. There is also a lack of comparative insights across different demographic segments such as age, gender, and income groups. With the ever-evolving nature of social media trends, real-time and updated research is needed to capture how features like reels, stories, and influencer content actively drive cosmetic purchases today.

RESEARCH METHODOLOGY

Research Type:

Descriptive Research – This research focuses on describing the characteristics and patterns of consumer buying behaviour influenced by social media in the context of cosmetic products. It aims to explore what impact social media has on consumers without delving into the reasons or causes behind such behaviour.




Objective:

To describe the current status and trends in how social media platforms influence consumer purchasing decisions related to cosmetic products.



Nature of Research:

The research is quantitative in nature, as it involves collecting numerical data through structured surveys to analyse consumer responses.


Tools Used:

-  Survey Questionnaire – Used to collect primary data from respondents.
-  Online Platforms – Google Forms and social media channels for questionnaire distribution.
-  Secondary Data – Past studies, articles, and reports on social media marketing and consumer behaviour.

Sampling Method:

-  Sampling Technique: Convenience Sampling
-  Sample Size: 100–125 respondents

Target Group:

-  Social media users aged 18–35 who use or purchase cosmetic products

Data Collection Method:

Data will be collected using a structured close-ended questionnaire, including multiple-choice and Likert scale questions to quantify opinions and behavioural patterns.

Data Analysis Techniques:

Descriptive statistics (percentages, mean, charts) and basic inferential tools (if applicable) will be used for analysing the collected data using Excel or SPSS.

Outcomes:

The study will provide insights into who is influenced by social media, what platforms are most effective, where consumers engage with content, when they are most likely to be influenced, and how often social media impacts their cosmetic purchasing behaviour.

TOOLS AND TECHNIQUES

I have issued a google form with structured questionnaire and I have received 110 responses.

Based on that I used Simple Percentage Analysis in the study.

CONCLUSION

The study highlights the significant role social media plays in shaping consumer buying behaviour, particularly in the cosmetic industry. Platforms like Instagram, YouTube have emerged as powerful tools that not only influence product awareness but also drive purchase decisions through influencer marketing, product reviews, and visually appealing content. Consumers, especially those aged 18 to 35, increasingly rely on these platforms to discover, evaluate, and purchase cosmetic products.

It is evident from the findings that social media is no longer just a communication tool but has evolved into a persuasive marketing channel. The visual nature of cosmetic products aligns well with social media's interactive and image-centric features, making it an ideal space for brands to engage with their target audience. As consumer preferences continue to be shaped by digital trends, marketers and cosmetic brands must strategically leverage social media to stay relevant and competitive in the dynamic marketplace.

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