





A Study on Consumers Buying Behaviour Decision in Social Media towards Cosmetic Products

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Consumer buying behavior in the cosmetics industry has been significantly influenced by the rise of social media platforms such as Instagram, TikTok, YouTube, and Facebook. These platforms serve as key channels for cosmetic brands to connect with potential buyers through influencer endorsements, targeted advertisements, and user-generated content. This study examines the factors that shape consumer decision-making when purchasing cosmetic products on social media, with a focus on visual appeal, social proof, influencer marketing, and the psychological impact of trends. To study factors affecting buyer’s decision for purchasing cosmetic products. Tools used for the study as percentage analysis using descriptive statistics and rank analysis. The problem faced by consumer buying behaviour is lack of awareness while seeing product. The suggestion for the problems of the study some products come with limited or extended warranties than can provide peace mind if there are any defects or issues later.

Keywords: *Social Media, Consumer Buying Behavior, Personal Care..*



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1. INTRODUCTION

In recent years, social media has become a dominant force in shaping consumer behavior, particularly in the cosmetics industry. Social media platforms such as Instagram, Facebook, and YouTube have transformed the way consumers discover, evaluate, and purchase beauty products. As digital communication and online shopping

grow, social media serves as a key tool for marketers, influencers, and brands to connect with consumers, impacting their purchasing decisions. Consumers’ buying behavior toward cosmetics is influenced by various factors, including product visibility, reviews, influencer endorsements, and the ability to directly interact with brands are Lakme, Ponds, Plum, Faces Canada, Maybelline,

etc., The visual and interactive nature of social media makes it an ideal platform for beauty brands to showcase their products are Moisturizer, Foundation, Compact power, Sunscreen, Face serum, etc., demonstrate their effectiveness, and foster brand loyalty. Additionally, user-generated content and peer reviews provide social proof, making consumers feel more confident in their choices. The visual nature of cosmetics aligns perfectly with social media's image-driven platforms, allowing consumers to easily see product effectiveness through high-quality photos, tutorials, and before-and-after demonstrations. Understanding behavior of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy. According to Global cosmetic industry report the advanced education provided by brands about the products' ingredients and benefits have made today's consumer more aware of what they're putting on their bodies, and making them more willing to pay.

2. OBJECTIVE OF THE STUDY

- Analyze demographic profile of consumers buying cosmetic products.
- Study factors affecting buyer's decision for purchasing cosmetic products.
- Analyze the problems of the cosmetic products.
- Examine purchase pattern of consumer for cosmetic products.
- Identify the brand preference for cosmetic products.

3. REVIEW OF THE LITREATURE:

Mr. E. Ratnam et.al (2015) "Consumer buying behavior of cosmetic product in Jaffna District" This project would identify the marketing mix status of the cosmetic product and External stimuli of the product in Jaffna District. This study on consumer buying behavior tends to expose the status of the cosmetic users characteristics and marketing present condition. The recommendations of the project would also be given the awareness to cosmetic users and marketers to guide them in their future activities.

Shravya Jain et.al (2023) "Consumer behavior towards cosmetic products" The goal of the study is to investigate how advertisements affect customer purchasing decisions. The advertisement alter how consumer's consume product's in addition to that, but they must change the way they approach the product. As customer's awareness of appearance and attractiveness grows, the market for cosmetics and beauty products has experienced substantial expansion. Understanding this industry should help marketers find marketing opportunities to maximize the effectiveness of their efforts and utilization of resources.

Andi Reni et.al (2018) "Social media on the consumer buying behavior of cosmetic products" The study adopted a descriptive research design in form of cross-sectional and survey in nature. A sample size of twenty-five (25) respondents drawn from Brunei Muara district of Brunei Darussalam. Also, the social media has a significant positive mediating effect on consumer behavior and intention to purchase the cosmetic product in Brunei Darussalam. The findings were that the cosmetic products quality, price, friends, and acquaintances are important factors that will change the consumer behavior unexpected.

Nilesh Anute et.al (2015) "Consumer buying behavior towards cosmetic products" The personal care industry is one of the largest consumer sectors in the country. The purchasing power and disposable incomes of the Indian consumer have considerably increased and it has created a niche for leading organization. The Indian cosmetics industry is growing in terms of product development and marketing. The preference of Indian consumers is changing from the 'merely functional' products to more 'advanced and specialized cosmetic items.

4. RESEARCH METHODOLOGY:

- **Data collection:** This research is based on primary data. This data was collected through Questionnaire distributed via college. This survey is used to measure consumer buying behavior on social media.
- **Sample size:** Sample is selected on the basis of consumer buying behavior of social media marketing. A total of 25 respondents at college students for the study.

➤ **Tool of analysis:** Simple percentage analysis using descriptive statistics.

Qualifications, and Marital status. The following Table1.1 presents the personal details of the respondents.

5. PERSONAL DETAILS OF THE RESPONDENTS

The personal details of the respondents include factors such as Age, Gender, Educational

Table-1: Personal Details of the Respondent

Particulars		Total Users	
		No of Respondents	Percentage
Age	Below 18 years	7	28.0
	18-20 years	5	20.0
	20-21 years	8	32.0
	About 22 years	5	20.0
	Total	25	100
Gender	Male	5	20.0
	Female	20	80.0
	Total	25	100
Educational Qualifications	Upto12	1	4.0
	Under Graduate	11	44.0
	Post Graduate	13	52.0
	Total	25	100
Marital status	Married	4	16.0
	Unmarried	21	84.0
	Total	25	100

Source: Primary data

Interpretation: From the above table1.1, out of 25 respondents, 8(32.0 per cent) respondents came under the age group of 21-30 years, 20(80.0 per cent) respondents are female,13(52,0 per cent) respondents have PG qualification,21(84.0 per cent) respondents are Unmarried.

6. FAMILY DETAILS OF THE RESPONDENTS

Family details of the respondents include the factors such as Family Nature, Family Size and No. of Dependents in the family. These are Percentage in Table 1.2

Table-2: Family Details of the Respondents

Particulars		Total Users	
		No of Respondents	Percentage
Family nature	Joint family	9	36.0
	Nuclear family	16	64.0
	Total	25	100
Family Size	Up to 3	4	16.0
	4-6	19	76.0
	Above6	2	8.0
	Total	25	100
No. of Dependents	Up to one	12	48.0
	Two	10	40.0
	Above two	3	12.0
	Total	25	100

Source: Primary data

Interpretation: From the above table 1.2 that 25 respondents, 16(64.0 per cent) respondents are living as nuclear family, 19(76.0 per cent) respondents have 4-6 members in their family, 12(48.0 per cent) up to one members as their dependents.

7. Usage of Cosmetic Products

Table-3: Usage of Cosmetic Products

Particulars		Total Users	
		No of Respondents	Percentage
Usage of cosmetic Products	Moisturizer	5	20.0
	Foundation	5	20.0
	Compact powder	12	48.0
	Sunscreen	3	12.0
	Total	25	100
Often do you use the Cosmetic	Daily	4	16.0
	Weekly	10	40.0

product	Monthly	7	28.0
	Before occasions	4	16.0
	Total	25	100.0
Acquire the knowledge from the respondents	Family	8	32.0
	Parents	6	24.0
	Siblings	5	20.0
	Medias	6	24.0
	Total	25	100.0
Prefer to buy cosmetic products with promotional offers like	Discount offer	11	44.0
	Free gift	9	36.0
	Special offer	4	16.0
	Exchange	1	4.0
	Total	25	100.0
Brand to use the Cosmetic products	Lakme	10	40.0
	Faces Canada	7	28.0
	Ponds	8	32.0
	Total	25	100.0

Source: Primary data

Interpretation: From the above table 1.3 it is clear the out of 25 respondents, 12(48.0 per cent) respondents are using compact powder (cosmetic), 10(40.0 per cent) respondents are often use (monthly) the products, 8(32.0 per cent) respondents are acquire knowledge from the family members, 11(44.0 per cent) respondents are preferred to buy cosmetic products with promotional offer like discount offer,10(40.0 per cent) respondents Lakme brand to use the products.

8. FACTOR ANALYSIS

Table-4: Consumer Buying Behaviour

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.827
Bartlett's Test of Sphericity	Approx. Chi-Square	164.669
	Df	10
	Sig.	.000

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1.	4.298	85.953	85.953	4.298	85.953	85.953
2.	.508	10.155	96.108			
3.	.098	1.956	98.064			
4.	.060	1.198	99.262			
5.	.037	.738	100.000			

9. PROBLEM FACE BY SOCIAL MEDIA MARKETING THROUGH THE COSMETIC PRODUCTS

Table-5: Problem Face by Social Media Marketing Through the Cosmetic Products

Particulars	Total Users		
	No of Respondents	Percentage	
Lack of awareness while seeing product review & image.	Satisfied	6	24.0
	Dissatisfied	9	36.0
	Neutral	5	20.0
	Agree	2	8.0
	Non agree	3	12.0
	Total	25	100.0
Lack of information about buying or product may get difference.	Satisfied	1	4.0
	Dissatisfied	15	60.0
	Neutral	6	24.0
	Agree	1	4.0
	Non agree	2	8.0
	Total	25	100.0
Reducing quality and quantity of the beauty product.	Satisfied	9	36.0
	Dissatisfied	3	12.0
	Neutral	7	28.0
	Agree	25	20.0

	Non agree	1	4.0
	Total	25	100.0
While buying the online beauty product website will delay the delivery time	Satisfied	3	12.0
	Dissatisfied	4	16.0
	Neutral	6	24.0
	Agree	8	32.0
	Non agree	4	16.0
	Total	25	100
Difficult to build customer relationship while buying the beauty product.	Satisfied	12	48.0
	Dissatisfied	2	8.0
	Neutral	2	8.0
	Agree	1	4.0
	Non agree	8	32.0
	Total	25	100.0

Source: Primary data

Interpretation: From the above Table-5, it is clear that out of 25, respondents problems faced by social media marketing through the cosmetic products, 9(36.0 per cent) respondents are satisfied by lack of awareness while seeing products, 15(60.0 percent) respondents are Dissatisfied by lack of information about buying or product may get difference, 9(36.0 per cent) respondents are satisfied by reducing quality and quantity of the beauty product,8(32.0 per cent) respondents are agree to buying the online beauty products website will delay the delivery time, 12(48.0 per cent) respondents are satisfied to difficult to build customer relationship while buying the beauty product.

10. RANK ANALAYSIS

It is observed that analysis of the overall opinion of the regarding problems of using Social Media Marketing, “Difficulties to find that preferred social Media Marketing is lack of awareness while seeing product review & image”

has a score 20(80%) holds a first rank, the next problem is “Lack of information about product” has a score of 15(60%) holds a second rank, the next problem is “Reducing quality and quantity” with a total score 7(28%) holds a third rank, as far a “Delay the delivery time” has a score of 7(28%) holds a fourth rank , “Difficult to build customer relationship” has a score of 8(32%) holds a fifth rank with total score of respondents.

11. SUGGESTIONS

- Choose platforms that allow hassle- free returns in case the product doesn't meet expectations.
- Some products come with limited or extended warranties that can provide peace of mind if there are any defects or issues later.
- Produce in larger batches to benefit from economies of scale, lowering the cost per unit and potentially reducing the quantity in each product.

- Always review the expected delivery date or shipping policy before completing the order. Some websites provide a range of delivery times, so you can plan accordingly.
- Provide detailed guidance on how to use your products, including tutorials, videos.

12. CONCLUSION

Personal care sector is an integral part of the nation's economy with its huge potential. The personal care industry is one of the largest consumer sectors in the country. The purchasing power and disposable incomes of the Indian consumer have considerably increased and it has created a niche for leading organization in this segment in the last decade resulting in phenomenal growth in this sector. According to Global cosmetic industry report the advanced education provided by brands about the products' ingredients and benefits have made today's consumer more aware of what they're putting on their bodies, and making them more willing to pay.

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