



Releasing Prettiness: How Social Media Marketing Empowers Women's Cosmetic Purchasing Journey

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Abstract

Social media has revolutionized the way consumers make purchasing decisions, including in the cosmetic industry. Studies indicate that online ads on social media influence nearly 90% of respondents to consider purchasing cosmetic products, making social media marketing a significant factor in the industry. Emerging markets like India and China will play a significant role in shaping the competitive landscape and driving changes in consumer needs and demands in the next decade. Consumer purchasing behavior is influenced by factors such as needs, tastes, financial capacity, self-concept, culture, and personal values. Social media marketing plays a crucial role in shaping women's buying behavior, as it influences their purchase intention through information, recommendations, and creating a favorable perception of brands and products. Women consumers play a significant role in the cosmetic industry as they make informed decisions to enhance their attractiveness due to education and financial independence. This study aims to explore the influence of social media marketing on women's buying behavior for cosmetic products, considering demographic variations.

Keywords: *Social Media, Cosmetics, Women.*

1. Introduction

The cosmetics business has become a forerunner in using the power of social media to impact purchasing decisions in the ever-changing world of consumer behavior and digital marketing. Because of their pervasiveness, social media platforms have become vital tools for product research and information collecting. Leading cosmetic brands and marketers have noticed this paradigm shift and seized on platforms such as Facebook, Instagram, and YouTube. They not only promote their products through targeted campaigns, but they also actively communicate with consumers in real-time. The cosmetics business, in particular, has established itself as an early adopter of the digital revolution. Influencers, exemplified by celebrities such as Kylie Jenner, have emerged as major participants in this volatile market. These influencers use their enormous social media following to interact with their audience on a personal level, as well as to successfully create and promote their own cosmetic lines. This personalized and honest approach has struck a chord with customers, opening up a new channel for brand-consumer relationships. Established cosmetics behemoths like L'Oréal have understood the need to adapt to the digital age as well. Social media campaigns have become an essential component of their overall marketing plans, serving not only to increase brand awareness but also to encourage meaningful connection with their target audience. Social media's immediacy and engagement allow these firms to remain relevant and responsive in an ever-changing market.

The enormous influence of online ads on social media, according to research findings, underscores the vital role of Social Media Marketing (SMM) in impacting customer decisions in the cosmetics sector. The fact that over 90% of respondents are considering cosmetic product purchases based on social media marketing demonstrates the power of these platforms. SMM has evolved beyond traditional advertising approaches to become a dynamic and necessary strategy for organizations navigating the modern economic climate. Advertising through multiple channels, such as online forums, social media platforms, and blogs, is part of the evolution of SMM. Popular platforms like as LinkedIn, Facebook, YouTube, and Twitter have become essential for businesses looking to engage with customers, create brand credibility, and remain ahead of the competition. Businesses recognize the potential to attract new clients, increase visibility, and ultimately drive revenue by allocating around 15% of their marketing budget on social media platforms. Understanding customer behavior and developing effective SMM strategies have become critical for companies looking to maintain a competitive edge in the cosmetics industry. In essence, SMM in the cosmetics sector is about providing an engaging brand experience rather than simply advertising products. Its goals are to raise brand recognition, meet consumer needs, and deliver rapid customer service. This transformational marketing technique enables organizations to save money, develop a steady revenue stream, and build and sustain relationships with new and existing customers. SMM's capacity to reach hitherto untapped market segments cements its position as a vital and transformational force in the cosmetics industry's marketing environment. Within this environment, the major goals of SMM are increasing brand recognition, answering consumer demands, and providing timely customer service. Businesses use social media for more than just product promotion; they use

it to save money and produce a steady cash stream. Online social networking advertising has grown significantly, with variable rates of acceptance across industries.

Several main goals of social media marketing include disseminating company news, improving brand awareness, developing community, and engaging customers. The dynamic relationship between businesses and consumers, the usage of social media channels for advertising products and services, and the multidirectional discourse between brands and customers are all highlighted in definitions of social media marketing. According to Thangaraja and Abirami (2018), SMM not only allows businesses to create and maintain relationships with new and existing clients, but it also allows them to tap into previously untapped market niches. SMM's quick and easy interactions with potential clients include advertising on numerous social media sites, cementing its position as a vital instrument in the cosmetics industry's marketing armory. Social media platforms enable the sharing of information, opinions, and networking within a network of users. This interactive nature of social media has a significant influence on consumer purchasing decisions. Consumer buying behavior refers to how consumers behave when making purchasing decisions for a product. The stimulus-response model of consumer buying behavior explains that marketing stimuli and other influences enter the consumer's "black box" (their mind), interact with their personal characteristics and decision-making processes, and ultimately generate a response.

Marketers need to understand how these stimuli are transformed into responses within the consumer's decision-making process, which consists of two main components: the buyer's characteristics and the buyer's decision-making process. Understanding consumer buying behavior is crucial for marketers as it directly affects their revenue, profit, and customer relationships. The automotive industry is expected to undergo significant changes, driven by shifting sales patterns, tightening environmental regulations, and market segmentation. The industry is divided into three main segments: premium (10%), mid-range (70%), and entry (20%) based on brand and market positioning. By 2025, automotive OEMs are projected to grow by 50%. However, the industry faces challenges such as cost pressures, business complexities, market divergence, digital demands, and changing paradigms. In India, the automotive industry is expected to grow steadily due to the expanding market for private vehicles fuelled by the majority of working young Indians, rising prosperity, improved access to finance, and a wider range of vehicle price options. Emerging markets like India and China will play a significant role in shaping the competitive landscape and driving changes in consumer needs and demands in the next decade (N. A. Dodoo, 2018).

Objective

To explore the relationship between Social Media Marketing (SMM) effectiveness, Customer Purchase Intention, and purchasing behavior in the context of women's cosmetic products.

Research Questions

- How does Social Media Marketing effectiveness influence Customer Purchase Intention?

- To what extent does Customer Purchase Intention impact actual buying behavior in the context of women's cosmetic products?

The cosmetics industry is expanding globally, driven by the desire for improved appearance and self-confidence. It encompasses various product categories and is growing rapidly, particularly in India. Consumer purchasing behavior is influenced by factors such as needs, tastes, and financial capacity, as well as internal and external elements like self-concept, culture, and personal values (Johnson, N. H & Solomon, B, 2010). Customer sentiments play a significant role in cosmetics purchasing decisions. The cosmetics industry is expanding globally, driven by the desire for improved appearance and self-confidence. Factors such as needs, tastes, financial capacity, self-concept, culture, and personal values influence consumer purchasing behavior in the cosmetics industry (Taylor, D. G., Lewin, J. E., & Strutton, D. 2011).

Social media marketing plays a crucial role in shaping women's buying behavior, as it influences their purchase intention through information, recommendations, and creating a favorable perception of brands and products. Cosmetics play a significant role in conveying individuality and positive image. They offer various ways to enhance physical features and express identity. The cosmetics industry, particularly in India, is experiencing significant growth driven by increasing concerns about appearance. Strong branding creates trust, loyalty, and market share, while brand preference indicates consumer preference and loyalty (Marangunić, N., & Granić, A. ,2015). Cosmetics are products used to maintain and beautify the body, enhancing appearance and self-awareness.

Product popularity and consumer satisfaction determine a product's position in the minds of consumers. Advertisements often promote unrealistic beauty standards, leading to feelings of inadequacy among women (Trivedi, J., & Sama, R, 2020). The impact of these campaigns influences consumers to purchase products to align with the depicted beauty ideals. Women consumers play a significant role in the cosmetic industry as they make informed decisions to enhance their attractiveness due to education and financial independence.

The beauty industry increasingly relies on social media to promote cosmetic products. However, there is limited understanding of how social media marketing influences women's buying behavior (Hameed, S. S et.al, 2020). Factors such as the platform, content, influencer credibility, and demographics can impact purchasing decisions. Studying these factors can help marketers create effective campaigns and empower consumers to make informed choices. This study aims to explore the influence of social media marketing on women's buying behavior for cosmetic products, considering demographic variations. This aim of the study focuses on to identify the impact factor of buying behaviour when purchasing cosmetic products.

2. Literature review

2.1 Social Media Marketing

Social media marketing (SMM) is an emerging marketing strategy in today's dynamic business environment. It involves utilizing various online communities, social media platforms, and blog promotion to advertise products and services. Popular social media websites like

LinkedIn, Facebook, YouTube, and Twitter are widely used by individuals. Businesses typically allocate around 15% of their marketing budget to social media platforms to attract new customers (Fernandes et al, 2020).

Given the importance of connecting with customers and building trust, businesses devote significant attention to social media marketing. As trust is established, customers are more likely to visit the brand's official website to learn more. This increased visibility and customer engagement ultimately lead to higher revenue. In the fiercely competitive market, understanding consumer behavior and developing effective social media marketing strategies have become essential for the growth of businesses (N. A. Dodoo, 2018). Prompt responses to customer inquiries are prioritized on these platforms to provide high-quality service. Social media marketing allowing them to engage with customers, enhance brand visibility, and drive revenue growth.

Social media platforms such as Facebook, Twitter, and LinkedIn provide virtual spaces for users to share content and connect with others. Initially used for gaming, social media has evolved into a significant tool for e-commerce, enabling businesses to conduct transactions and engage with customers. In their study "Customers are the King of the Market: A Pricing Approach Based on Their Opinion-Target Costing", *Ashish Kumar Sana and Susanta Kanrar (2012)* (Officer, R. O. K., 1984) emphasize the importance of customer opinions in product development. They also highlight the role of target costing as a pricing strategy to create competitive advantages based on customer preferences and price consciousness (Trivedi, J., & Sama, R., 2020).

2.2 Women Consumer Buying Behaviour

Gender disparities in purchasing behavior and the importance of interpersonal aspects for women shoppers (Alavi, M, 2009). "Women and Shopping - An Empirical Study in Bangalore City" (Murugaiah V and Radhika Vishvas, 2008) discusses the increasing influence of women in purchasing decisions and the market targeting women consumers. "Brand Loyalty of Women Consumers with Respect to FMCG" (Kamalaveni D, Kalaiselvi S, and Rajalakshmi, 2008) explores the relationship between brand loyalty and specific product qualities for women consumers.

Age, social influence, product knowledge, and product category as factors impacting young consumers' product involvement and the growing economic power and influence of women as consumers and decision-makers and social media involves the changing purchasing habits of urban working women and their focus on service, quality, and price. According to various studies, consumer culture and preferences influence the choice of cosmetics. Factors such as brand image, packaging, and quality play a significant role. Age, profession, and marital status also impact cosmetic purchases (Jamil, K, et al 2022). Brand loyalty is influenced by factors like product quality, name, design, price, promotion, and retail environment. Customers rely on friends, advertisements, and salespeople for information and decision-making. Packaging and perceived quality affect consumer perception of product value.

Retail location, channel convenience, and advertising influence purchasing decisions. Impulse purchases are influenced by factors like discounts, retail displays, promotions, and salespeople

behavior. Women are more likely to make impulsive cosmetic purchases. Brand perception, customer happiness, and perceived quality affect brand choice and loyalty (Lee, J., & Hong, I. B., 2016). Social and environmental factors, as well as media and word-of-mouth, influence purchasing decisions. Cultural factors like power distance impact brand trust. Risk aversion and brand trust influence customer loyalty. Domestic brands and brand diversity influence brand choice behavior. Customer satisfaction and meeting demands contribute to brand loyalty. Brand extension is positively related to brand affect, quality, and loyalty.

2.3 Technology Acceptance Model

The Technology Acceptance Model (TAM) is a framework used to analyze and predict the acceptance and use of new technology. It focuses on users' intentions, behaviours, and attitudes toward technology (Guritno and Siringoringo, 2013). The model suggests that perceived ease of use and perceived utility are the two key beliefs that influence an individual's intention to use a particular technology. Perceived ease of use refers to the extent to which a person perceives a technology as easy to use, while perceived utility refers to the degree to which a person believes a technology will be beneficial in enhancing productivity (Tamilmani, K et al 2019). The TAM model aims to understand and predict user acceptance of technology before they actually interact with it, providing insights for design improvements and recommendations. Studies have shown that users value simplicity of use and ease of learning when accepting new technologies, with a high percentage of users considering these factors important in their acceptance of mobile payment systems (Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D, 2003)

2.4 Factor influencing buying behaviour among Women

Perceived usefulness

The Technology Acceptance Model (TAM) predicts online purchasing behavior by considering perceived utility and perceived ease of use (Lim et al, 2016). Perceived usefulness directly influences intention to use technology, which in turn affects consumer behavior. Numerous studies have validated the correlation between perceived usefulness and online purchase intention, with the latter strongly influencing actual online purchases (Guritno and Siringoringo, 2013). Therefore, perceived usefulness is a significant factor in customers' online purchase decisions, as supported by previous research on the TAM model (Laohapensang, 2009).

Perceived ease of use

Perceived convenience in online shopping refers to how easily consumers can connect with websites and find product information (Asnawati, A. et al, (2022). Users expect a user-friendly experience that is clear, simple, controllable, and flexible. Perceived ease of use influences reuse and addiction (Rezaei et al., 2020). Perceived usefulness relates to individuals' inclination to use an application and their belief in its ability to enhance efficiency (Pitafi et al., 2020).

Hedonic Motivation

Hedonic shopping refers to engaging in social or academic activities to enhance one's identity or appearance through fashion (Fernandes et al, 2020). It is seen as a way to relieve stress, experience enjoyment, and alter mood. Hedonic consumption involves sensory aspects, fantasy, and social interaction, driven by various rewards and the assistance provided by the products (Salimon, M. G. et, al 2017). It is characterized by self-determination and self-interest. This study aims to explore how customers' perceptions of store environments, retail experiences, the role of fashion, and the influence of hedonic value impact their buying preferences (Tamilmani, K et al 2019).

Social Influence

Hung et al. (2022) found that reference group influence positively affects users' perceptions of website usability, attributes towards use, and actual online purchases. Cultural factors impact product usage, while individuality and social comparisons relate to fashion opinion leadership. Subjective norms influence impulsive purchase decisions. Other studies explored normative social influence, word-of-mouth impact, and the influences of culture, peer groups, and family decision-making (Ayodele, A. A et al, 2017).

Attribute

Gueguen and Jacob's study found that wearing makeup enhances female attractiveness and increases male tipping behavior. Traditional Chinese and Buddhist values influence preferences for skin fairness, smoothness, and anti-aging. The changing social environment in the latter half of the 20th century impacted women's consumer behavior and social status (Nizar Souiden at. el's). Souiden et al.'s research highlighted that personal, sociocultural, and advertising factors influence men's attitudes towards using male cosmetics. Consideration of personal norms, brand beliefs, attributes, and purchase intentions are important when developing new products for various consumer subgroups (Oliver, R. L, 1993).

Trust

The research paper on Thai consumers' perception of facial herbal cosmetic products found that the marketing mix significantly influences their perception. Brand loyalty factors and the quality of packaging contribute to higher customer satisfaction (Manzoor, U et al, 2020).

Men prefer buying their favourite cosmetic brands and purchasing all their cosmetics from the same store. Advertising tactics impact consumers' purchasing decisions, as observed in Dove's Campaign for Real Beauty. Market atmosphere and social media influence affect shopping behavior. Relationships have untapped potential for marketers to leverage in shaping brand perception (Tracie Chin, S. H et.al, 2014).

Informativeness

The informativeness of paid promotions refers to their effectiveness in creating awareness among customers about available brands or products (Kiran, K. U., & Arumugam, T. 2020). Virtual networking platforms are primarily used by individuals to obtain information, and unique content is a key motivator for accepting ads, as stated by Rukuni et al. (2017). Advertising aims to raise awareness and showcase the uniqueness of a brand, and research

suggests that the informational value of a product is a crucial factor in predicting its advertising effectiveness. Consumers also watch advertisements to gain information, as highlighted by Najiba et al. (2016).

Satisfaction

Kristensen et al. (1999) examined the impact of cosmetics on impression formation. The growth of the cosmetic industry is attributed to higher income levels, increased focus on health and fitness, and growing fashion and beauty consciousness. The study found that consumers' facial image influenced the number of cosmetics they used. Additionally,, Apaolaza-Ibáñez et al. (2011) revealed that women primarily purchase cosmetics for emotional reasons, contributing to increased spending in the industry. From the support of previous literatures, the conceptual framework has been formed.

3. Conceptual framework

In figure 1 the independent variable refers to customer purchase intention. Customer desire to purchase that phone is the independent variable called customer purchase intention. It represents how much you really want to buy it. It represents the level of intention or willingness a customer has to make a purchase. This can be influenced by various factors such as personal needs, desires, attitudes, and external stimuli. The dependent variable is buying behavior, which is the actual action taken by customers in terms of making a purchase. It reflects the observable behavior or choices made by customers when it comes to buying products or services.

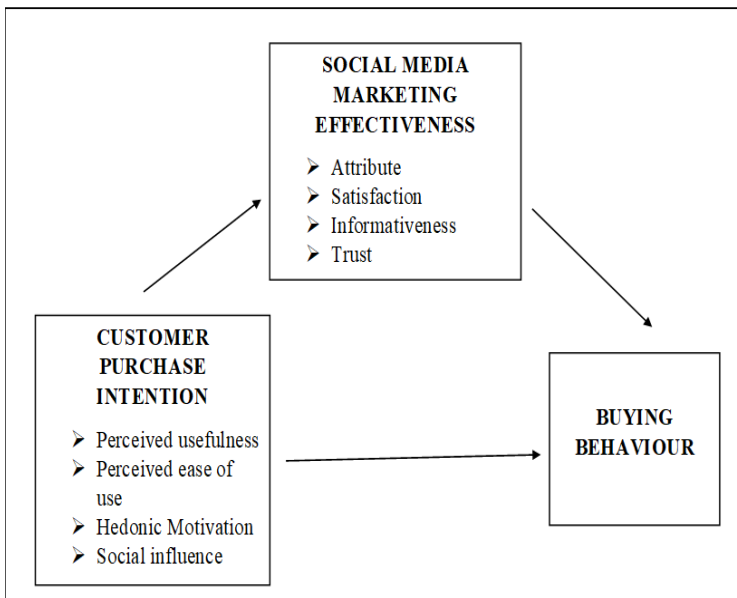


Figure 1: Proposed conceptual framework

The mediating variable, in this case, is social media marketing. It acts as a middleman, influencing your purchase intention by providing information and creating a buzz around the product through social media. It refers to the use of social media platforms and strategies by businesses to promote their products or services, engage with customers, and build brand awareness. Social media marketing acts as a mediator between customer purchase intention and buying behavior. It influences customers' purchase decisions by providing information, recommendations, and creating a favorable perception of the brand or product through various social media channels.

The impact of social media marketing on purchase intention leads them to decide. It's the actual action they take based on your heightened purchase intention and the influence of social media marketing. In simpler terms, customer desire to buy something (purchase intention) is shaped by the information and influence you receive through social media (social media marketing). This, in turn, affects your actual decision to make the purchase (buying behavior). The customer purchase intention is measured by four subconstructs which includes perceived usefulness, perceived ease of use, hedonic motivation and social influence. Social media marketing is measured by four subconstructs which includes attributes, satisfaction, trust and informativeness.

Customer purchase intention sets the stage, social media marketing plays a role in shaping that intention, and ultimately, women customer buying behavior is influenced by this interplay between your intentions and the impact of social media marketing. In summary, the independent variable (customer purchase intention) influences the mediating variable (social media marketing), which, in turn, impacts the dependent variable (buying behavior). This suggests that a customer's intention to make a purchase is influenced by social media marketing efforts, which ultimately affects their actual buying behavior.

This conceptual paper focuses on the influence of social media marketing on women's buying behavior in the cosmetics industry. With the rise of social media platforms like Facebook, Instagram, and YouTube, consumers now rely on social media for product research and information, making it a significant factor in the industry. Social media marketing has become a dynamic strategy used by businesses to connect with customers, enhance brand awareness, and provide prompt customer service. So, this model provides insights into the relationship between social media marketing, purchase intention, and buying behavior among women in the cosmetics industry. By understanding these dynamics, marketers can develop targeted and impactful campaigns to engage with their target audience and drive positive consumer outcomes.

3.1 Hypotheses:

H1: There is a positive relationship between Social Media Marketing effectiveness and Customer Purchase Intention.

H2: Customer Purchase Intention positively influences buying behavior in the women's cosmetic industry.

H3: Social Media Marketing effectiveness mediates the relationship between Customer Purchase Intention and buying behavior.

4. Research methodology

A cross-sectional research design is used in the study to capture a picture of the interactions at a certain point in time. To collect numerical data for statistical analysis, quantitative approaches are used.

4.1 Sampling Selection

The target demographic is women aged 18-45 who are active on social media and have purchased beauty items online in the last year. To assure representation across different age groups, social media platforms, and geographic regions, a convenient sampling technique is used.

4.2 Data Collection

The major form of data collecting will be online surveys. The survey will include standardized scales to assess the efficiency of social media marketing, customer purchase intent, and purchasing behavior. Demographic data as well as social media usage patterns will be collected.

4.3 Instrumentation

Each variable is measured using standardized scales.

- Social Media Marketing Effectiveness: Measuring engagement, reach, and influence on social media platforms using recognized measures.
- Customer Purchase Intention: Using social media exposure to assess participants' intents to purchase cosmetic products.
- Buying behaviour: Investigating actual shopping habits, frequency, and types of cosmetic products purchased.

5. Analysis

5.1 Confirmatory Factor Analysis

The high eigenvalue (3.436) of Customer Purchase Intention indicates that it is a substantial construct, explaining over 69% of the variance in the data. The Kaiser-Meyer-Olkin (KMO) sample adequacy index (0.858) indicates that the data is adequate for component analysis, and the Bartlett's test of sphericity (p-value 0.05) indicates that the variables within this concept are connected. With an eigenvalue of 2.827, the Social Media Marketing Effectiveness construct explains nearly 71% of the variance. With a KMO of 0.797, the data within this construct is sufficiently correlated for factor analysis.

Table 1: The Kaiser-Meyer-Olkin (KMO) Test

Constructs and Dimensions	Eigenvalue	% variance	KMO Measure of Sampling Adequacy	Bartlett's test significance
Customer Purchase Intention	3.436	68.72	0.858	0.000

Social Media Marketing Effectiveness	2.827	70.68	0.797	0.000
Buying Behaviour	2.823	70.56	0.800	0.000

The results of the Bartlett's test (p-value 0.05) confirm that the observed variables are not independent. Buying Behavior has a significant eigenvalue of 2.823, explaining almost 71% of the variation. The KMO value of 0.8 indicates that the variables in this construct are highly correlated. The Bartlett's test (p-value 0.05) indicates that the observed variables are interrelated, justifying their eligibility for factor analysis.

5.2 Measurement Model Analysis

Customer Purchase Intention (CPI) is made up of four components (CPI1, CPI2, CPI3, and CPI4), all of which have high loadings (over 0.89). The composite reliability of 0.96 suggests a strong internal consistency, while Cronbach's alpha of 0.883 validates the construct's dependability. The high AVE (0.857) indicates that the variation captured by the indicators is significantly greater than the threshold, showing convergent validity. Social Media Marketing Effectiveness (SMME) is composed of four components with loadings ranging from 0.81 to 0.86 (SMME1, SMME2, SMME3, SMME4).

Table 2: Confirmatory Factor Analysis Result

Constructs	Factors	Loadings	Composite Reliability	Cronbach's alpha	AVE
Customer Purchase Intention	CPI1	0.94	0.960	0.883	0.857
	CPI2	0.94			
	CPI3	0.93			
	CPI4	0.893			
Social Media Marketing Effectiveness	SMME1	0.84	0.903	0.811	0.701
	SMME2	0.84			
	SMME3	0.86			
	SMME4	0.81			
Buying Behaviour	BB1	0.941	0.966	0.884	0.878
	BB2	0.921			
	BB3	0.929			
	BB4	0.957			

The composite reliability of 0.903 suggests a high level of internal consistency, while Cronbach's alpha of 0.811 confirms the construct's reliability. While the AVE (0.701) indicates convergent validity, it is lower than the AVE for Customer Purchase Intention. Buying Behavior (BB) is made up of four variables (BB1, BB2,

BB3, BB4), each with a high loading of 0.921 to 0.957. The composite reliability of 0.966 suggests a high degree of internal consistency, while Cronbach's alpha of 0.884 confirms the construct's reliability. The AVE of 0.878 indicates strong convergent validity, with the indicators capturing a considerable share of the variance.

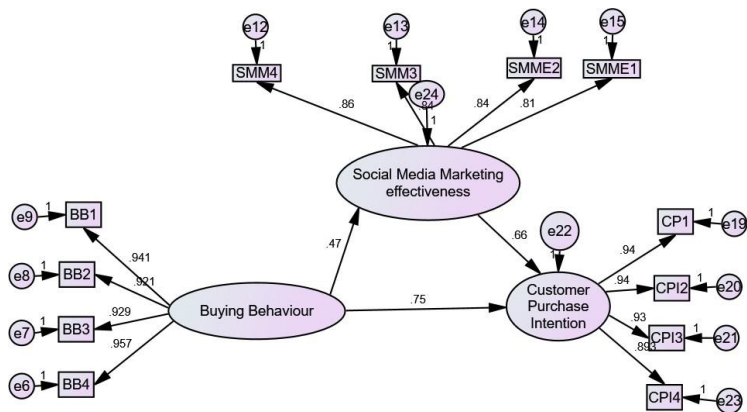


Figure 2: Structural path model

All constructs have high loadings, showing that the factors chosen accurately represent their respective constructs. Values of composite reliability greater than 0.9 for each construct indicate good internal consistency. Cronbach's alpha values are often more than 0.8, indicating strong dependability. The AVE values for each construct are substantially above the required threshold of 0.5, showing convergent validity.

In summary, the constructs' measures of reliability and validity (Customer Purchase Intention, Social Media Marketing Effectiveness, and Buying Behavior) show that they are trustworthy, internally consistent, and effectively represent the diversity within the observed indicators.

5.3 Hypothesis Testing

The path coefficient of 0.631 implies that there is a positive association between Customer Purchase Intention and Purchasing Behavior. The p-value of 0.000 is less than the significance

level of 0.05, indicating that the hypothesis is well supported. This implies that a higher level of Customer Purchase Intention is linked to a higher likelihood of real Buying Behavior. Customer Purchase Intention and Social Media Marketing Effectiveness have a positive association, as indicated by the path coefficient of 0.623. The p-value of 0.000 is less than the significance level of 0.05, indicating that the hypothesis is strongly supported. This implies that higher Customer Purchase Intention is associated with stronger Social Media Marketing effectiveness. The path coefficient of 0.432 indicates that there is a positive association between Social Media Marketing Effectiveness and Purchasing Behavior. The p-value of 0.000, which is less than the significance level of 0.05, suggests that the hypothesis is strongly supported. This implies that a more effective Social Media Marketing plan is related with a greater likelihood of actual Purchasing Behavior.

Table 3: Hypothesis Testing Result

Hypothesis	Path Co-efficient	P values	Supported/Not supported
Customer Purchase Intention --> Buying Behaviour	0.631	0.000	Supported
Customer Purchase Intention --> Social Media Marketing Effectiveness	0.623	0.000	Supported
Social Media Marketing Effectiveness --> Buying Behaviour	0.432	0.000	Supported

The path coefficients and p-values support all three hypotheses. The positive path coefficients suggest that when Customer Purchase Intention and Social Media Marketing Effectiveness rise, so will the chance of Purchasing Behavior. These findings highlight the importance of both Customer Purchase Intention and Social Media Marketing Effectiveness in determining customer purchasing behavior in the context of the investigated cosmetic business. In conclusion, the empirical data corroborate the expected correlations, giving useful insights into the dynamics of customer decision-making as well as the efficiency of social media marketing in influencing purchasing behavior in the beauty business.

6. DISCUSSION

The conceptual framework developed in the study provided a comprehensive understanding of the interplay between customer purchase intention, social media marketing, and buying behavior. It showed that social media marketing acts as a mediator between customer purchase intention and buying behavior, influencing customers' purchase decisions by providing information, recommendations, and creating a favorable perception of the brand or product through various social media channels.

The significant positive association between Customer Purchase Intention (CPI) and Buying Behaviour (BB), as indicated by the path coefficient of 0.631, has deep implications for marketers and correlates with established theoretical frameworks, most notably the Theory of Planned Behavior. This strong link verifies the theoretical underpinnings that suggest consumer intentions play a critical role in shaping subsequent behaviors, particularly in the context of cosmetics purchasing decisions. According to the Theory of Planned Behavior, an individual's intention to do a behavior is a powerful predictor of actual conduct, with attitude, subjective norms, and perceived behavioral control all influencing intention. The positive link observed between Customer Purchase Intention and Buying Behavior in the context of this study

confirms the significance and usefulness of this theoretical framework in understanding and forecasting consumer actions. This connection is not only academic; it emphasizes a real requirement for marketers. Understanding and actively influencing consumers' intentions emerge as critical elements in guiding them to concrete purchasing decisions. This suggests that marketers should look beyond the traditional tactics that are only focused on raising awareness and interest. Instead, they should invest deliberately in activities that form and foster consumer intents throughout the whole customer journey.

The significant positive relationship (path coefficient of 0.623) between Customer Purchase Intention and Social Media Marketing Effectiveness emphasizes the interdependence between customer intents and the efficacy of social media marketing efforts. Marketers must develop methods that resonate with their target audience as consumers increasingly rely on social media for product discovery and information. The participatory nature of social networks, as well as adapting material to customer interests, can improve the perceived efficacy of social media advertising. This discovery further emphasizes the significance of collecting and evaluating consumer sentiment, engagement metrics, and comments on social media sites. Marketers can assess the effectiveness of their methods in influencing consumer intentions by actively monitoring these indicators and adjusting campaigns accordingly.

The positive link (path coefficient of 0.432) between Social Media Marketing Effectiveness and Purchasing Behavior emphasizes social media platforms' transformative influence in the consumer decision-making process. A well-executed and engaging social media campaign not only cultivates positive intentions, but also converts those intentions into actionable steps. This highlights the importance of marketers constantly refining and optimizing their social media strategy to ensure that they resonate with the audience and generate real-world purchasing behavior. Marketers can consider using user-generated content, influencer collaborations, and interactive elements to improve the success of their social media efforts. These tactics can help to create a more engaging and influential social media presence, which can influence consumers' purchasing decisions.

The study unfolds as an investigation of the complex dynamics of consumer behavior in the cosmetics business, focusing on the linkages between Customer Purchase Intention (CPI), Social Media Marketing Effectiveness (SMME), and Buying Behaviour (BB). The study not only verifies the Theory of Planned Behavior's theoretical underpinnings, but it also offers light on the practical ramifications for marketers navigating this complicated landscape. The observed strong positive association between CPI and BB highlights the importance of consumer intentions as predecessors to practical purchasing activity. Marketers are being challenged to go beyond standard methods and invest strategically in programs that actively influence and nurture consumer intentions throughout the customer journey. This strategy approach emphasizes psychographic targeting, engaging social media marketing, emotive storytelling, and honest value communication. These insights give a road map for marketers to successfully traverse the cosmetics sector, ensuring a smooth transition from intent to purchase in an ever-changing digital world.

7. Theoretical Implications

The findings of the study are an important step forward in our knowledge of consumer behavior in the cosmetics sector, particularly through the perspective of the Theory of Planned Behavior (TPB). The discovered strong positive association between Customer Purchase Intention (CPI) and Buying Behaviour (BB) not only validates but also strengthens TPB's usefulness in decoding the complex dynamics of subjective and emotionally-driven purchases. This theoretical alignment emphasizes the long-term relevance of established frameworks, emphasizing the critical role of intentions in driving later consumer actions.

This study's theoretical confirmation adds significantly to the larger discourse in consumer psychology. Scholars and practitioners get significant insights into the psychological variables that influence purchasing decisions by confirming the predictive value of intentions in the cosmetics setting. This validation lays a solid platform for future research efforts, serving as a springboard for more sophisticated inquiries into the complex interplay of attitudes, subjective norms, and perceived behavioral control in the cosmetics sector. As theories grow to account for the complexities of today's consumer landscapes, the empirical support for TPB in this study is a significant contribution, expanding the theoretical toolkit available to scholars and practitioners alike. This confirmation encourages future investigation into TPB's generalizability across many industries and circumstances, resulting in a better understanding of its universal usefulness in unraveling the complexities of consumer decision-making.

8. Practical Implications

The practical implications of this research have the ability to revolutionize marketers operating in the dynamic landscape of the cosmetics sector. The recognized emphasis on actively molding and nurturing consumer intents marks a paradigm shift in marketing strategies, challenging marketers to go beyond traditional promotional methods. Instead, they are encouraged to use holistic ways that involve customers throughout their purchasing cycle. The study's fundamental method is psychographic targeting, a critical tool that allows marketers to adapt communications to flawlessly coincide with the beliefs and lifestyles of their target audience. Based on a detailed understanding of customer psychographics, this method helps marketers to build memorable and tailored messages that go beyond conventional appeals, fostering stronger connections and favorable buy intentions. Social media platforms stand out as critical vehicles for putting these practical consequences into action. Using compelling ads, emotional storytelling, and clear value communication on platforms like Instagram, Facebook, and Twitter has become critical. These platforms function as dynamic arenas in which companies can actively connect with their audiences, constructing storylines that elicit emotions and convey the unique value proposition of their products. Within this practical context, the incorporation of influencer cooperation appears as a viable technique. Marketers may harness real endorsements to increase the reach and impact of their campaigns by engaging with influencers that align with the brand's values and resonate with the target demographic. Influencers serve as relatable personalities, helping to shape good buy intentions through genuine connection with the company.

In essence, these practical implications provide a strategic roadmap for marketers, equipping them with the tools they need to successfully traverse the intricacies and ever-changing dynamics of the cosmetics sector. Marketers can craft campaigns that not only resonate but actively shape and nurture positive purchase intentions, ultimately translating them into tangible and sustained buying behavior by taking a consumer-centric approach, leveraging psychographic insights, and embracing the power of social media and influencer collaborations.

9. CONCLUSION

The study examined the influence of social media marketing on women's buying behavior for cosmetic products. Through an extensive literature review, various factors influencing

consumer behavior in the cosmetic industry were identified, including social media, women, technology acceptance, hedonic motivation, social influence, attributes, trust, informativeness, and satisfaction. The framework highlighted the significant role of social media in shaping women's buying behavior for cosmetic products. Social media platforms such as Facebook, Instagram, and YouTube have revolutionized the way consumers make purchasing decisions by providing easy access to information and creating a growing trend of spending hours on these platforms. Marketers have leveraged social media to promote their products and services, with the cosmetics industry being one of the most active in this regard. Influencers like Kylie Jenner have successfully used social media to launch their cosmetic lines, while companies like L'Oréal have utilized social media campaigns to enhance brand recognition. Studies have indicated that online ads on social media influence nearly 90% of respondents to consider purchasing cosmetic products, making social media marketing a significant factor in the industry. Furthermore, the study identified various factors influencing women's buying behavior in the cosmetic industry, such as personal needs, tastes, financial capacity, self-concept, culture, and personal values. Women consumers play a crucial role in the cosmetic industry as they make informed decisions to enhance their attractiveness due to education and financial independence. The study also highlighted the importance of brand image, packaging, quality, age, profession, marital status, and customer satisfaction in influencing consumer purchasing decisions.

10. Limitations

While this study provides useful information, it has drawbacks. The study was restricted to a specific group and industry, limiting its general application. Its one-time snapshot approach is useful for discovering relationships but does not demonstrate cause and effect. Using self-reported data could introduce bias. The study briefly mentioned influencer marketing, but this dynamic subject warrants further investigation. Because technology advances, conclusions may become out of date, and more research on how loyalty and happiness influence customer choices is needed. The study did not go thoroughly into cultural differences, leaving that area for future research. Recognizing these limitations allows us to better grasp the breadth of the study and indicates possibilities for further investigation.

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