



## A Study on the Influence of Social Media on the Purchase of Skin Care Products

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### ABSTRACT

Influencers on social media, particularly in the skincare sector, have grown to be significant providers of knowledge and inspiration for customers. This study looks at how consumers' purchasing decisions for skin care products are influenced by social media influencers. Utilizing both qualitative and quantitative research techniques, a mixed-methods approach was adopted. During the qualitative phase, observations and interviews with friends and family members were conducted to learn more about their perspectives, attitudes, and experiences about social media influencers and how they affect the purchasing of skin care products. The quantitative phase includes a thorough survey of people who use skin care products to determine their exposure to social media influence, their trust in and reliability with regard to social media, the kinds of skin care goods they have bought based on influencer recommendations, etc. Marketing professionals who want to optimise their marketing strategy and effectively work with influencers should be aware of how social media influencers affect the purchase of skin care goods. Understanding the possible advantages and disadvantages of depending on influencer recommendations in the context of purchasing skin care products will also help customers make educated selections.

Keywords: Socialmedia, Influencers, Instagram, YouTube, Skincare and Beauty Products.

### Main text

YouTube and Instagram are the major players in social media platform, each with its own set of unique features that make them excellent for promoting and purchasing skincare products. With the advent of an array of YouTubers and Bloggers and vloggers, marketing of cosmetic products has become relatively easy for the companies.

Influencers generally generate video content on YouTube that highlights their skincare regimens, reviews new products, and provides tips and guidance on how to attain healthy, beautiful skin. These influencers frequently have a huge and engaged audience, allowing them to reach a large audience and impact purchasing decisions.

On the other hand, Instagram is well-known for its visual content and has become a popular platform for beauty and skincare bloggers to display their favourite products. These influencers frequently publish photographs and videos of themselves using different skincare products and extensive evaluations and recommendations for their fans.

Influencers on YouTube and Instagram may be a useful resource for consumers looking to buy skincare products since they provide helpful insights and recommendations based on their personal experiences. However, keep in mind that not all influencers provide the same content and are considered right, so do your own research and study reviews from numerous sources before making a purchasing decision.

### Literature Review:

**Rebeka-Anna Pop, Zsuzsa Saplacan, (2020):** 'Social Media Goes Green—The concludes that the 21st century's green consumption patterns are driven by social media. This study examines the effect of the Theory of Planned Behavior on consumers' intentions and motivations (egoism and altruism) toward green cosmetics. According to online surveys and PLS modeling, social media plays a major role in influencing attitudes, subjective norms, and buying intentions. This knowledge can be used by marketers to create social media communication plans that are successful for green cosmetics.

**Mohammad Osman Gani, et al July 2022):** Consumers have become more cautious about using chemical-mixed conventional skin care products, hence they are shifting towards organic products. This study further investigates the impact of customer participation and social media on the propensity to purchase organic beauty products. Results from 213 datasets show that social media and consumer engagement have a favorable effect on purchase intention. Purchase intention and social media influence are significantly mediated by consumer participation. Although generativity did not have a

moderating influence, the study advises spending more money on social media to boost involvement. The study encourages future investigation of social media's impact on the use of organic beauty products and provides novel insights into its function.

**Metta Darmatama et al (August 2021)**, The popularity of TikTok among young people has spurred marketers' interest in advertisements for beauty products. The difficulties lie in grabbing the attention of the audience and dispelling false beliefs. The goal of the study, which made use of the SOR theory, associative memory model, reasoned action theory, and AISAS model, was to evaluate the influence of TikTok advertisements and beauty product image on consumer purchasing decisions. With 96 respondents, multiple linear regression analysis of quantitative data demonstrated a strong impact of TikTok advertising and product picture on purchasing decisions. The most important factor to consider is the product *image*.

**Ayu Chrisniyanti, et.al (Sept 2022)**: Looks into how social media marketing affects young adults intention to buy skincare goods in Indonesia. The survey had 271 respondents as a sample between the ages of 18 and 34. Results indicate that social media marketing activities have a positive, significant impact on consumers' intention to make a purchase. This effect is mediated by subjective norms, perceived behavioral control, brand awareness, and social brand engagement. valuable information for researchers and skincare companies.

**Syawaluddina, et.al (2019)**, This study talks about the impact of social media on the purchase behavior of cosmetic products in Indonesia, it talks about how social media advertising, E-Marketing, and product quality influence consumer decisions. This research reveals that all these three factors have a significant impact but the most influential factor among these is product quality.

**Kabiru Jinjiri Ringim, Andi Reni (2019)**, 'This study examines how social media platforms like Instagram, Facebook, Whatsapp, and Telegram play a vital role in making an impact on the purchase decision of cosmetics in Darussalam, it talks about the youth and the importance of looking attractive and beautiful, they have used the theory of planned Behaviour (TPB). The findings reveal that attitudes, subjective norms, and perceived behavioral control significantly impact consumer intention to buy cosmetic products. Additionally, social media has a positive effect on consumer behavior and purchasing behavior. Attitude, subjective norm, and perceived behavioral control predict the buying behavior of consumers through social media.

**Michellia Lois Dayoh, et.al (2022)** 'The Effect of Social Media Marketing Activities to Purchase Intention', This study talks about the rise of social media and modern marketing practices, it examines how Social media marketing can enhance consumer purchase intentions and promote products mediated by value equity and social brand engagement for skincare cosmetic. The findings indicate that social media marketing has a significant and positive effect on value equity.

**Ida Puteri Mahsan, et.al (2022)** Brings out the importance of social media in choosing a beauty brand, it enhances how social media marketing is cost-effective to enhance brand awareness and engage potential buyers. Research focuses on consumer views of persuasiveness and credibility in social media beauty ads. The study explores how visual communication by marketers attracts and motivates online buyers, considering cultural beauty ideals and the impact of misleading information.

**Abdul Manan, Hasman (2020)** This focuses on customers' perceptions of social media ads and their intentions to purchase health and beauty products. The findings revealed that trust and affective attitudes had a significant positive impact on purchase intentions. However, credibility and authenticity did not show significant relationships in this context. This suggests that consumers prioritize trustworthiness and emotional appeal when engaging with social media marketing. Companies should prioritize efforts to build trust and foster emotional connections with their audience to bolster brand reputation and drive sales in the digital era.

**Denton, Kiersten (2019)** This study examines the influence of persuasive marketing in the beauty industry on Millennials and Generation Z through social media. The survey highlights a significant impact on beauty product purchases, though word-of-mouth from trusted sources remains vital, showing a dynamic interplay between modern and traditional influences on young consumers.

**Lena Ellitan, et.al** The study was conducted with 160 respondents in Surabaya and it confirms that social media marketing significantly influences the brand image and trust, leading to increased purchase intentions for skincare products. It also highlights the indirect impact of social media marketing on purchase intentions through brand image and trust, emphasizing the importance of effective strategies for brand perception and consumer decisions.

**Lena Ellitan,etal** This research examines the impact of social media marketing on brand image, brand trust, and purchase intention in Jordan's beauty centres. The study utilized a quantitative method with 374 respondents and found that social media marketing to certain extent affects image of the brand and trust. Further brand image and trust strongly influence purchase intention, with the former accounting for 70% of the variance and the latter for 55%.

#### **Objectives of Research:**

To bridge the gap in studies related to influencer marketing an attempt has been made to understand the true impact of social media influencers, especially related to skincare products, on the purchasing decision of consumers.

- To analyze the impact of social media influencers on consumer behavior in purchasing skincare products.
- Provide insights that can help skincare companies develop effective marketing strategies using social media influencers.

**Methodology:**

**Data Collection:**

In order to carry out research on the purchase intention, a structured questionnaire was employed as a means of collecting primary data. Among potential customers, 200 questionnaires were distributed, and 100 of them were deemed valid. The questionnaire consisted of 12 components, which were categorized into six sections, each pertaining to a specific variable utilized in the study. These variables included demographic variables, Purchase intentions, perceived innovativeness, perceived monetary benefits, perceived cost, perceived risks, and perceived environmental benefits.

**Analysis of data:**

Data obtained from the questionnaire were analysed through charts, Regression, and Correlation.

**Analysis and Interpretation:**

Before evaluating the responses using statistical tools, we went through the responses as such to understand the consumer’s mindset on the purchase of a skincare product

**Table 1.1: Trust of Social Media Influencers**

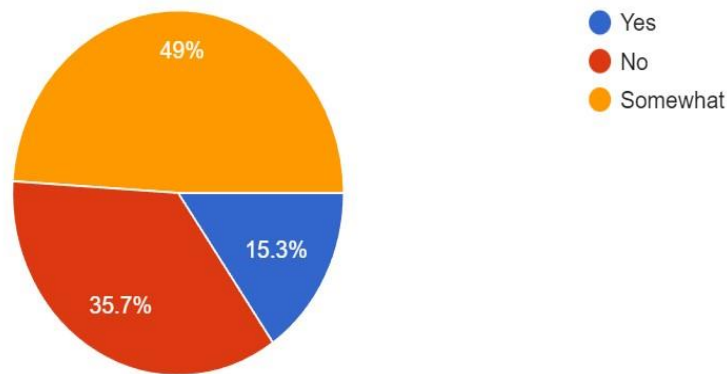
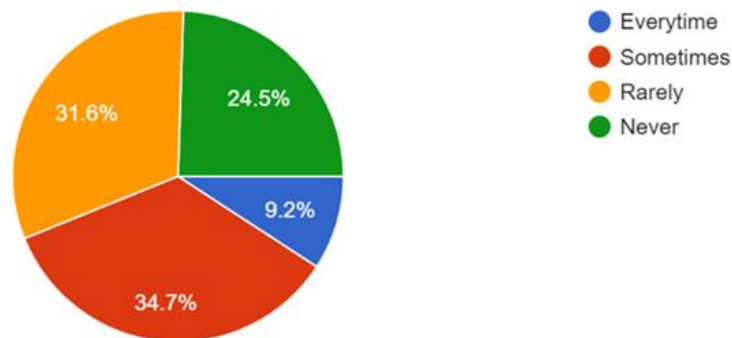


Table 1.1 indicates that only 15.3% respondents trust the social media influencer while buying a skin care product,

Respondents trust on Social Media Influencers while buying skin care products	Responses	Percentage
Yes	15	15.30
Somewhat	44	49.00
No	33	35.70
<b>Total</b>	<b>92</b>	<b>100</b>

whereas 35.7% of respondents said that they don’t trust and 49% of respondents remained neutral, as they said they won't either trust entirely nor show distrust. Sometimes they also get influenced by these types of influencers. This shows that there are a lot of people making vlogs and uploading on social media, with a certain amount of paid promotion in between. Even the individuals are supposed to market certain products at the beginning of their vlog. The responses indicate that people have not yet started believing such influencers in totality.

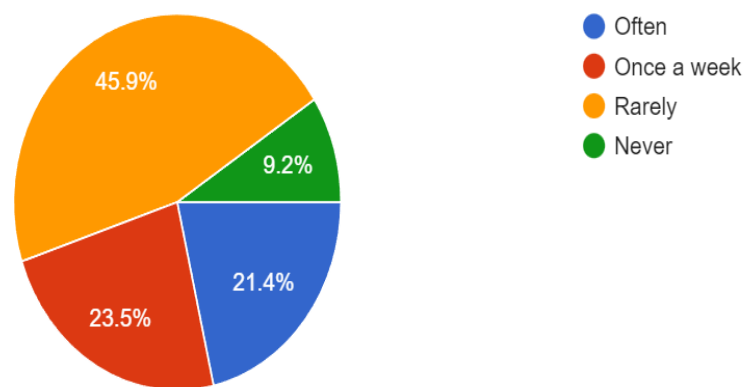
**Table 1.2: Frequency of Buying Behaviour Exclusively based upon Social Media Influencer**



Frequency of buying behaviour based upon social media influencer	Responses	Percentage
Sometimes	33	34.70
Every time	8	9.20
rarely	30	31.60
never	21	24.50
<b>Total</b>	<b>92</b>	<b>100</b>

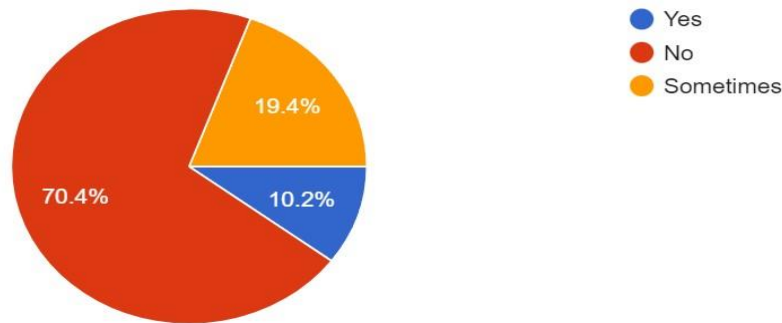
As been analysed in table 1.1 that only 15.3% of respondents trust social media influencers while buying skin care products, the same was reflected when they were asked about the frequency with which they purchase based upon social media influencers. Table 1.2 shows that only 9.2% of respondents buy products based on the influencer's suggestions. Whereas a major chunk i.e. 31.6% said that their buying frequency depends very rarely on influencers 34.7% said they tend to get influenced sometimes and 24.5% of respondents said that they never get influenced by any of such influencers.

**Table 1.3: Frequency of watching social media on insights about skin care products**



Frequency of watching social media to know about skin care products	Responses	Percentage
Once a week	20	23.50
Rarely	43	45.90
Often	21	21.40
Never	8	9.20
<b>Total</b>	<b>92</b>	<b>100</b>

Table 1.3 provides an overview of participants' usage patterns when it comes to utilizing social media as a source of information about skincare products. 45.9% respondents felt that they use the social media sparingly to get the know how about skin care products, whereas 23.5% respondents said they use it intermittently and 21.4% said they used very often. Out of 100% respondents only 9.2% said that they never used social media to know about the skin care products. This shows that though 21.4% respondents depend on social media to know about the skin care products, but only 15.3% (Table 1.1) believe the influencers and 9.2% (table 1.2) respondents said that they get influenced by the influencer. Hence it can be interpreted that frequency of using social media does not have any impact on individual's choice, with regard to buying skin care product based on influencers.

**Table 1.4: Frequency of buying skin care product based upon Influencers against others suggestions**

Frequency of buying Skin care products based upon Influencers	Responses	Percentage
NO	66	70.40
Sometimes	16	19.40
Yes	10	10.20
<b>Total</b>	<b>92</b>	<b>100</b>

Table 1.4 reflects the respondent's behavior towards suggestions given by others versus suggestions given by social media influencers. The majority i.e. 70.40% respondents rightly said that they don't get influenced by social media influencers, rather they will also consider suggestions given by specialists while buying skin care products. 19.4% of respondents were little hesitant to mention clearly and only 10.2% of respondents said their decisions are based on social media influencers more than others recommendations.

#### Correlation analysis:

Correlation analysis was done to understand the real-time **check of the interdependency of the variables.**

**Table 1.5: Correlation Analysis**

S.NO	HYPOTHESIS	CORRELATION VALUE	INTERPRETATION
	<p><b>H10:</b> There is no connection between the age group and the influencers' recommendations on social media.</p> <p>H1a: There is a connection between the age group and the advice given by social media influencers.</p>	-0.17245	H10 is accepted as it indicates that age advances the respondent's dependency on social media influencers decreases while choosing a skin care product. However, the correlation is very close to zero, which shows a weak connection.
2	<p>H20: Gender and social media influencers have no impact on people's buying decisions on skin care products.</p> <p>H2a: Gender and social media influencers have an impact on the purchase decision to buy skin care products.</p>	0.05070	H1a is accepted the correlation value is positive which suggests that gender is a substantial factor in determining the impact of social media influencers on skincare product purchasing motive.
3	H30: There is no link between social media usage and the age group while buying skincare products.	0.031611	H30 is accepted as the correlation value is positive, this suggests that there is a tendency for higher social media usage to be associated with a younger age group for purchasing skincare products.

	H3a: There is an link between social media usage and the age group while buying skincare products.		
4	H40: There is no relation between age groups and social media influencers over dermatologists.  H4a: There is a relationship between age groups and social media influencers over dermatologists.	0.087544	<b>H4a is accepted as the correlation value is positive. This suggests that there may be an impact between age groups and their choosing of social media influencers above dermatologists.</b>

### Findings:

- 60 of the respondents have a trust in social media influences while buying the skincare products.
- 41 of the respondents prefer getting influenced by social media for their frequent purchasing
- 63 respondents believe in social media for choosing their skincare products.
- There is no association between age group and the influencer's recommendation on purchase of the product as -0.17 is the correlated value.
- There is no negative relationship was found between gender, age group, and the influence of social media influencers.
- The study emphasizes the variety of ways that influencers have an impact on consumer behaviour and purchasing choices.
- In order to maximize the impact of influencer partnerships, authenticity, expertise, and relatability should be stressed.
- Informed consumer choices are greatly influenced by social proof and trust.
- The study advances knowledge of consumer behaviour by offering useful insights for skincare marketers and customers.

### Recommendations:

- Younger customers should be the focus of marketers' social media influencer marketing initiatives since they are more likely to be influenced by these suggestions.
- Marketers have to think about focusing their social media influencer marketing efforts on women.
- Marketers should use social media to bridge with customers of all ages since even seniors are utilizing it to research and buy skincare goods.
- Marketers should focus on building credibility and trust with consumers by showcasing the expertise of their social media influencers.
- It is crucial to remember that all of these correlations are weakly negative or weakly positive, indicating a lack of a significant association between the variables. Nevertheless, they may still be instructive and utilized to direct marketing initiatives.

### Diversified marketing strategies:

Businesses in the skincare sector needs to understand that social media is only a small part of their overall marketing strategy. They ought to keep putting their attention on a varied marketing approach that includes a number of elements known to affect consumer decisions, including product quality, brand reputation, pricing, and individualized advice.

### Educational Content:

Brands can use their social media platforms to educate customers about skincare, ingredients, and good practices by posting educational content. By offering interesting and useful material, they may establish themselves as trustworthy information providers, which will help to increase consumer trust and buy decisions.

### Engage with Customers:

Customers should be actively engaged by brands on social media by leaving questions, comments, and/or concerns. As a result, brand loyalty may increase and show a dedication to customer satisfaction, both of which may affect consumers' purchase decisions.

### Monitor and Adjust:

Constantly keep an eye on customer trends and behaviours to make necessary adjustments to your marketing plans. Brands should be flexible in modifying their strategy if social media trends change or if new opportunities present themselves.

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## Conclusion:

The correlation values in each of these analyses are nearly zero, indicating that the observed associations are not meaningful. Although there may be a few tinier trends or linkages, social media's general influence on decisions to buy skincare products seems to be rather small.

It's critical to remember that correlation does not imply causation and that additional, unrecognized factors may be at work. However, the research reveals that social media doesn't have a significant impact on consumers' decisions on buying skincare products based on the data and analysis that is currently available. In this situation, other elements including product effectiveness, brand reputation, personal recommendations, and individual tastes might have a greater impact on consumer decisions.

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