



IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE PURCHASING BEHAVIOUR OF CUSTOMER TOWARDS BEAUTY PRODUCTS IN COIMBATORE DISTRICT

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ABSTRACT :

The rapid proliferation of social media has significantly transformed consumer behaviour, particularly in the beauty industry. This study explores the impact of social media influencers on the purchasing decisions of consumers in the Coimbatore district, with a focus on beauty products. Social media influencers, often perceived as relatable and trustworthy, play a crucial role in shaping consumer preferences through their content and personal recommendations. The research aims to understand how various factors such as influencer credibility, content quality, engagement level, and follower trust affect consumer buying intentions. A quantitative approach was employed through structured questionnaires distributed among beauty product consumers in Coimbatore. The findings reveal a strong correlation between influencer marketing and consumer purchase behaviour, emphasizing that authenticity, expertise, and emotional connection with the audience significantly enhance influencer effectiveness. This study provides valuable insights for marketers and brands to strategize influencer collaborations to maximize their reach and impact in regional markets.

Keywords: Digital Marketing, Brand Endorsement, Social Media Engagement, Customer Preferences, Consumer Purchasing Behaviour, Beauty Products, Influencer Marketing.

INTRODUCTION:

The study of social media marketing and its impact on customer purchase behaviour is a growing field of research, particularly in the realm of beauty products (cosmetics). Social media platforms, such as Instagram, Facebook, and YouTube, have revolutionized the way that companies market their beauty products and interact with consumers. In the context of beauty products, social media marketing can include the use of visually-driven platforms, such as Instagram and YouTube, to showcase products and promote brand awareness through the use of influencers, brand ambassadors, and other social media personalities. Additionally, many beauty companies use social media to connect with customers, receive feedback on products, and create a sense of community and engagement around their brand. Today's world is taken by social media marketing websites. from the beginning, which was just started for entertainment. These days, these websites allow their users a plethora of opportunities to sell their items on different social media platforms and grow their business by drawing in customers with eye-catching ads. The cosmetics sector is undergoing a significant transition in today's digitally driven world, partly due to the widespread influence of social media platforms. Social media has developed into a vital instrument for influencing consumer preferences and business trends, from product evaluations and influencer endorsements to cosmetic tutorials and more. Consumers demand authenticity and accountability, pushing the industry towards sustainable and socially responsible practices. The impact on the cosmetic industry is constantly evolving, redefining beauty standards, transforming marketing strategies, and influencing product innovation to meet global audience expectations. Social media platforms like Instagram and Facebook allows customers to see how their friends and influencers are using and interacting with a certain product, which can influence their own purchasing decisions. Additionally, customers can also use social media to ask for recommendations and read reviews of products, which can further influence their purchasing behaviour.

Overall, social media marketing has the potential to be a powerful tool for beauty companies looking to connect with and influence customers. As the use of social media continues to grow and evolve, it is likely that its impact on consumer purchasing decisions will continue to be a topic of ongoing research and interest. As the cosmetics market is one that is highly influenced by trends and visual representation of the products, the use of social media has proven to be an effective way to reach and engage customers and therefore its impact on customer purchase behaviour is worth studying.

REVIEW OF LITERATURE

1. Verywellmind (2023), which found that influencers promoting beauty products often capitalize on this trend to drive sales. The rapid evolution of influencer marketing strategies also raises concerns about fake followers, algorithm changes, and influencer burnout, which can impact their long-term effectiveness. Despite these challenges, research consistently indicates that influencer marketing remains one of the most impactful and engaging promotional strategies in the beauty industry, effectively shaping consumer preferences, enhancing brand loyalty, and driving purchasing decisions. Moving forward, future research should focus on long-term brand-consumer relationships, the role of artificial intelligence in

2. influencer marketing, and ethical considerations surrounding influencer promotions, ensuring that authenticity and transparency remain at the core of digital marketing strategies in the beauty industry.
3. 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.
4. 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.
5. 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.
6. 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.

RESEARCH METHODOLOGY:

Descriptive research design will be applied to fulfill the objectives of this research. Descriptive research design is used to describe the features of the population and the phenomenon in the research. There are various method of descriptive research like case study, survey method and observation method. A total of 148 valid responses were obtained and used for analysis. The demographic profile of the respondents revealed that 64.8% were female and 35.2% were male. In terms of age, 71.2% fall within 18-25 years of age group, 21.2% consists of individuals below 18, only 5.5% in the 26-30 range and just 2.1% above 30.

The data collected were analysed using simple percentage analysis to understand consumer perception, motivation, and satisfaction with social media influencers. The questionnaire was designed to ensure content relevance and clarity, enabling the study to provide useful insights into the awareness, attitudes, and consumers in relation to social media influenced in buying behaviour.

4 DATA ANALYSIS

Simple Percentage Analysis:

TABLE 4.1
FREQUENCY OF USING SOCIAL MEDIA

USAGE	RESPONSE	PERCENTAGE
DAILY	107	73.8%
A FEW TIMES A WEEK	28	19.3%
ONCE A WEEK	6	4.1%
RARELY	4	2.8%
TOTAL	148	100%

INTERPRETATION

The table shows Majority of respondents, 73.8%, engage with social media influencers on a daily basis, Additionally, 19.3% of respondents interact with influencers a few times a week, showing that a substantial portion still relies on influencer content regularly, albeit with slightly less frequency. A smaller segment, 4.1%, engages with influencer content once a week, while only 2.8% of respondents rarely follow influencers. These findings highlight the high

level of dependency on social media influencers, particularly among daily users, reinforcing the impact and effectiveness of influencer marketing in the beauty industry.

Majority of respondents, 73.8%, engage with social media influencers on a daily basis

TABLE 4.2
THE SOCIAL MEDIA PLATFORM USED THE MOST FOR BEAUTY
PRODUCT RECOMMENDATIONS

SOCIAL MEDIA PLATFORMS	RESPONSE	PERCENTAGE
INSTAGRAM	96	66.7%
YOUTUBE	33	22.9%
TREADS	5	3.5%
FACEBOOK	3	2.1%
OTHER	7	4.9%
TOTAL	148	100%

INTERPRETATION

The table shows the most preferred platform for engaging with social media influencers, with 66.7% of respondents relying on it for beauty product recommendations. YouTube, accounting for 22.9% of responses, is the second most popular platform, likely due to its long-form content, detailed product reviews, and tutorials, which allow consumers to make informed purchasing decisions. Threads and Facebook have significantly lower engagement, with 3.5% and 2.1%, respectively, indicating that these platforms may not be as influential in beauty-related marketing. Additionally, 4.9% of respondents use other platforms, suggesting niche audiences who may engage with influencers on emerging or less mainstream social media channels.

Majority preferred platform for engaging with social media influencers, with 66.7% of respondents relying on it for beauty product recommendations

TABLE 4.3
CONSUMERS TRUST ON RECOMMENDATIONS OF SOCIAL MEDIA
INFLUENCERS

TRUST LEVEL	RESPONSE	PERCENTAGE
HIGH TRUSTWORTHY	34	23.4%
SOMEWHAT TRUSTWORTHY	34	23.4%
NEUTRAL	57	39.3%
SOMEWHAT UNTRUSTWORTHY	10	6.9%
NOT TRUSTWORTHY	10	6.9%
TOTAL	148	100%

INTERPRETATION

The tables shows the most 46.8% of respondents find influencers somewhat or highly trustworthy, a significant 39.3% remain neutral, indicating uncertainty about influencer credibility. A smaller segment (13.8%) views influencers as somewhat or completely untrustworthy, likely due to concerns about sponsorships and authenticity.

Most response (46.8%) falls under somewhat or highly trustworthy

TABLE 4.4
TRUSTABLE ACTIONS OF THE SOCIAL MEDIA INFLUENCERS

FACTORS OF TRUST	RESPONSE	PERCENTAGE
THEIR EXPERTISE IN BEAUTY PRODUCTS	53	37.1%

HONEST AND BALANCED REVIEWS	58	40.6%
TRANSPARENCY ABOUT SPONSORSHIPS AND PAID PRODUCTS	39	27.3%
PERSONAL EXPERIENCE WITH THE PRODUCTS	40	28%
NUMBER OF FOLLOWERS	16	11.2%
TOTAL	148	100%

INTERPRETATION

The shows that honest and balanced reviews (40.6%) are the most important factor influencing consumer trust in social media influencers. Expertise in beauty products (37.1%) also plays a crucial role, followed by transparency about sponsorships (27.3%) and personal experience with the products (28%). Interestingly, the number of followers (11.2%) is the least significant factor, suggesting that consumers prioritize authenticity and knowledge over popularity.

Most important factor influencing consumer trust in social media influencers (40.6%)

FINDINGS

- Majority of respondents (71.2%) fall within the 18-25 age group
- Majority of respondents were female (64.8%)
- Majority of respondents (54.5%) fall in the below 10,000 income category
- Majority of respondents, 67.4%, are undergraduate students
- Majority of respondents, 73.8%, engage with social media influencers on a daily basis
- Majority preferred platform for engaging with social media influencers, with 66.7% of respondents relying on it for beauty product recommendations
- Most response (46.8%) falls under somewhat or highly trustworthy
- Most important factor influencing consumer trust in social media influencers (40.6%)

RESULTS AND DISCUSSIONS

The results suggest that consumers value transparency, real-time product usage, and honest reviews over heavily sponsored or scripted content. Moreover, while influencer marketing is highly effective, the trust factor can be compromised if audiences perceive excessive commercialization.

Brands targeting customers in Coimbatore and similar urban districts should consider collaborating with micro or mid-tier influencers who maintain high engagement rates and credibility within their niche. Overall, the study supports the effectiveness of influencer marketing, while also highlighting the importance of authenticity and value-driven content.

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