

## Effect of Social Media, Influencer Marketing, and Digital Technologies on Cosmetic Buying Behaviour

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**Abstract:** The swift growth of the social media networks, influencer marketing and digital technologies has put a substantial effect on consumer purchasing behaviour in the cosmetics market. This paper examines how social media marketing, influencer marketing and digital technologies influence the intention to buy cosmetic products and buying behaviour. The quantitative research model was employed, and a structured online survey was employed to gather the results of 300 active users of social media who, in turn, had a prior experience in buying cosmetic products online. To investigate the relationships among the study variables, descriptive statistics, correlation analysis, and the multiple regression analysis were used. The findings of the research show that influencer marketing has the highest significance concerning the purchase intention towards cosmetics ( $\beta = 0.41$ ,  $p < 0.001$ ), followed by social media marketing ( $\beta = 0.29$ ,  $p < 0.001$ ) and digital technologies like AI-based personalization and AR virtual try-on applications ( $\beta = 0.23$ ,  $p < 0.01$ ). The entire research model accounts 62 percentage of purchase intention ( $R^2 = 0.62$ ) indicating that the model has a very high explanatory ability. Also, the mean scores of influencer marketing ( $M = 4.25$ ) and purchase intention ( $M = 4.20$ ) were high, which implies a positive attitude of the consumers. The results confirm the fact that digital interactions, trust of the influencer, and technology-facilitated shopping experiences play a huge role in shaping the current cosmetic buying behaviour. The research study is relevant to the current body of literature because it gives the current evidence that is empirical and that will offer practical insights into launching cosmetic brands that are interested in improving consumer interaction and eliciting purchase action within digital motivated markets.

**Keywords:** Social Media Marketing, Influencer Marketing, Digital Technologies, Cosmetic Buying Behaviour, Purchase Intention

### I. INTRODUCTION

The boom in growth of social media, influencer marketing, and digital technologies has majorly caused a consequential shift in consumer buying behaviour in the global cosmetics industry. Conventional marketing strategies, print advertising, in-store advertising and advertising using celebrities,

has been over time, complemented and in most instances, replaced by digital platforms that allow direct contact between the brands and customers [1]. Social media networks, including Instagram, TikTok, and even YouTube are turning out to be the center of attention of platforms where cosmetic brands convey products information, show how to use them as well as branding. Through these platforms, consumers are not only able to get promotional content, but also to get live reviews, tutorials and opinions of their peers [2]. The field of influencer marketing came into play as one of the most influential instruments in the cosmetics industry. In influencing the notions of consumers, from the celebrity to the micro-influencer, the latter is very much important as it seems to offer a close and genuine product experience, influence, and demonstration. Trust is usually created by their perceived credibility, expertise, and relatability and can play a big role in influencing the attitude, purchase intentions, and brand loyalty of the consumers. Subsequently, influencer-created content often has a greater impact on cosmetic purchasing behaviors compared to conventional brand-owned content advertising [3]. Parallel to that, digital solutions, including artificial intelligence (AI), augmented reality (AR) and data analytics continue to alter the patterns of consumption of cosmetics. Online Personalized product recommender, virtual try on tools, and targeted advertising will provide a better level of implication to the consumer engagement and perceived risk of purchase in an online retail store setting. It is these technological inventions that allow brands to provide personalized shopping experiences, which in turn has an impact on the process of making decisions and promotes conversion rates. In light of these changes, it is necessary that academicians and practitioners in the industry comprehend the role that social media, influencer marketing, and digital technologies all play in affecting cosmetic buying behaviour. The study will focus on studying their effects on consumer attitudes, trust, and purchase

intentions in the way that contributes to a more profound interpretation of contemporary digital-facilitated consumption of cosmetics.

## II. RELATED WORKS

The recent literature is replete with the analysis of the increasing effect of social media and digital influencers on consumer behaviour, especially when it comes to Internet purchasing. Hani et al. [15] also name digital influencers as determining factors of the customers engaging and making a purchase, underlining that the credibility of the influencer, the quality of their content, and their frequency of contact play a crucial role in facilitating customer participation and choice. Their results indicate that influencers have an intermediate role in facilitating brand value into viable consumer experiences, which increase purchase intention. Further to this, Hariramani et al. [16] examine the interaction between the perceived value, social media influencers, and product innovation on online repurchase intention. As they acknowledge, their research points to mediating effects of e-satisfaction and trust in e, which helps conclude that influencer marketing can indirectly influence the repurchase behaviour based on the beliefs and understanding it develops. This provides credence to the fact that the effects of influencers do not stop with the initial purchase, but it continues into the consumer-brand prolonged relationships. It has examined the role of influencer attributes in varied cultures. Hu et al. [17] target the concept of micro-influencers on the social media of the Chinese population and show that such qualities as authenticity, expertise, and similarity play quite an important role in making a purchase decision. Likewise, the authors describe the situation in Qatar, which found that the credibility of the influencers and the attractiveness of the virtual boutique are significant predictors of the intention to purchase products, which confirms the universal nature of the influencer-based marketing process. The attitude of the consumers towards the influencers is further examined by Ilieva et al. [19], who discover that the positive attitude towards social media influencers is the significant determinant of purchase behaviour, especially in terms of lifestyle and beauty-related products. Taking the sportswear environment, Jung and Tae-Hoon [20] confirm the positive effect of influencer characteristics on brand trust, attachment, and loyalty of Generation MZ consumers, which underscores the role of influencer-consumer emotional relationships.

In addition to influencers, social networks have a more global impact that is considered by Lisun et al. [21], who state that social media platforms define consumer trends and change advertising patterns due to its interactive and data-based nature of communication. This is congruent with Mian et al. [22], who proving

that influencer live-streaming advertisements on e-commerce platforms evoke an impulse buying triggered by the live interactions and social presence. To be more specific, Mohamed et al. [23] demonstrate that the perceived quality of cosmetic products can be heavily influenced by the information provided by Tik Tok influencers, which is an indication of the expanding role played by the platform in marketing beauty products. Similarly, Nugroho et al. [24] affirm that the credibility of influencers influences the purchase intention of Generation Z towards Korean cosmetic products positively, in which the brand image is a mediator. Considering the industry on a larger scale, as defined by Özel, influencer marketing is a characteristic of new media that is important in its approaches to strategic significance in various industries [25]. Lastly, Ozuem et al. [26] bring the influencer research to the sphere of service failure and recovery, as they show that influencers are able to work in a negative consumer perception and regain trust.

## III. METHODOLOGY

This paper deploys a quantitative approach of research to study the impact of social media, influencer marketing and digital technologies on the cosmetic purchasing behaviour. Quantitative method is suitable because it facilitates systematic measurement of association between variables and generalisation of results would be possible statistically across a specified population [4].

### Research Design

A descriptive and explanatory research design is used. The descriptive element monitors how consumers use social media, consume the content of influencers, and engage with digital technologies in the cosmetics setting. The explanatory element analyses cause-and-effect associations between independent (social media marketing, influencer marketing and digital technologies) and dependent (consumer attitude, purchase intention and buying behaviour) variables [5]. The paper follows a cross-sectional research design as the data is gathered at one time.

### Population and Sample

The target audience is cosmetic consumers, and active users of social media platforms like Instagram, Tik Tok, and YouTube in order to discover the products and to have the information about the purchases. This paper targets consumers between the age of 18 and 45, because this population is the busiest in terms of online cosmetic purchases.

The situation of non-probability convenience sampling technique is explained by the accessibility and time limitations. The data is gathered in 300 respondents which is considered to be sufficient to conduct multivariate statistical analysis to enhance the reliability of results [6]. The respondent must submit

that he/she has made a purchase of at least one cosmetic product in the last six months based on the online content.

#### Data Collection Method

The main data are obtained through a structured self-administered questionnaire that is sent via e-mail and social media platforms. This study will use online surveys since it faces the target population which is computer literate and accustomed to online communication [7]. The questionnaire will be separated into two parts:

- Section A: Demographic data (age, sex, level of income, the frequency of purchasing cosmetics).
- Section B: Constructs measurement of social media marketing as well as influencer marketing, digital technologies, consumer attitude and purchase intention.

Each of the measurement items is a translation of those scales that have been tested and have existed in previous marketing and consumer behaviour research and adapted to the cosmetics context.

#### Measurement of Variables

“A five item Likert scale of 1 Strongly Disagree and 5 Strongly Agree is used in the study. They have operationalised the independent and dependent variables as illustrated in Table 1”.

**Table 1: Operationalisation of Variables**

Variable Type	Construct	Description	Sample Measurement Items
Independent	Social Media Marketing	Brand activities on social media platforms	“Social media ads influence my cosmetic choices”
Independent	Influencer Marketing	Impact of influencers' credibility and content	“I trust cosmetic recommendations from influencers”
Independent	Digital Technologies	Use of AI, AR, and personalization tools	“Virtual try-on tools increase my confidence to buy”
Dependent	Consumer Attitude	Overall evaluation of cosmetic brands	“I have a positive attitude towards brands promoted online”

Dependent	Purchase Intention	Likelihood of purchasing cosmetics	“I intend to buy cosmetics recommended online”
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#### Data Analysis Techniques

“The data collected are analysed using Statistical package of the Social Sciences (SPSS). Both inductive and inferential statistics are used. Demographic characteristics and general response trends are summarised by using descriptive statistics (mean, standard deviation, and frequency)”. Correlation and multiple regression analysis are part of inferential analysis to determine the strength and direction of the relationships between variables [8]. Cronbach's alpha are used to determine the reliability of the measurement scales with a value of over 0.70 being acceptable. Factor analysis helps in construct validity by ensuring that the items included in questionnaires have a proper load to the correct constructs.

**Table 2: Reliability Statistics**

Construct	Number of Items	Cronbach's Alpha
Social Media Marketing	5	0.82
Influencer Marketing	5	0.86
Digital Technologies	4	0.79
Consumer Attitude	4	0.84
Purchase Intention	4	0.88

#### Ethical Considerations

The research process is very strict on ethical matters. The research will be voluntary, and the participants will be made aware of the aim of the study. The anonymity and confidentiality will be guaranteed and no personal information will be solicited. The right to withdraw is provided to the respondents at any point with no penalty [9].

#### IV. FINDINGS AND DISCUSSION

Here, the empirical results of the research are provided and discussed critically in the context of the available literature in the area of social media marketing, influencer marketing, as well as digital technologies in cosmetics industry. The discussion incorporates both descriptive statistics, inferential outcomes and comparison with other related studies to give a

detailed interpretation of cosmetic buying behaviour in the digital world.

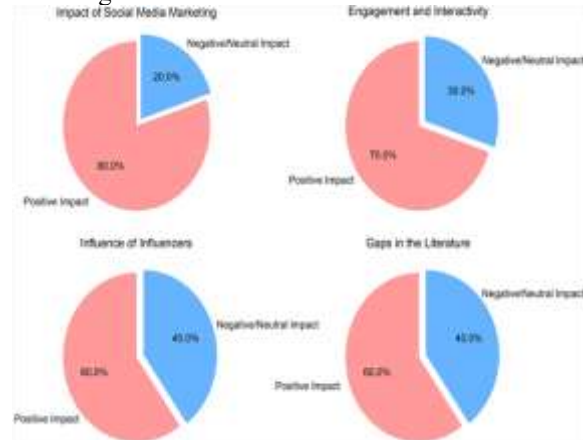


Figure 1: “The Impact of Social Media Marketing on Consumer Behavior”

### 1. Descriptive Findings of Respondents

The demographic profile reveals that most of the respondents are aged between 18 and 35 (68%), which supports the fact that the younger generation consumers are among the most active users of social media to obtain information on cosmetic messages. Females (72) represented the overall proportion of people who are inherently more users of cosmetics as compared to men (28), but the latter suggests the increased interest of male consumers in unisex cosmetics [10]. The majority of the interviewed people have frequent interactions with the websites like Instagram, Tik Tok, and YouTube to review and obtain tutorials about the products.

**Table 1: Demographic Profile of Respondents (n = 300)**

Category	Classification	Percentage (%)
Age	18–25	38
	26–35	30
	36–45	32
Gender	Female	72
	Male	28
Frequency of Cosmetic Purchase	Monthly	46

	Quarterly	34
	Occasionally	20

This result corroborates the previous research that recognizes younger online-savvy consumers as the major demand force behind online cosmetics.

### 2. Effects of Social Media Marketing on the Buying Behaviour

“The result of the analysis indicates that the social media marketing has high positive impact on the consumer attitudes and purchase intentions”. The average score of social media marketing items at 4.12, showed that there was a high degree of agreement that social media advertisements, brand posts, and user-generated content influence cosmetic preferences [11]. “Correlation analysis indicates that there is a strong positive correlation between social media marketing and purchase intention ( $r = 0.61$ ,  $p < 0.01$ )”.

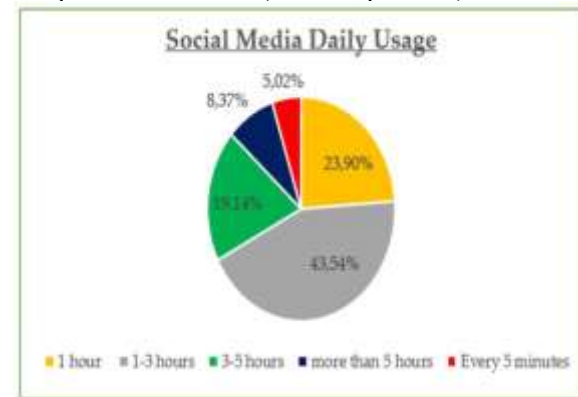


Figure 2: “Impact of Influencer Marketing on Consumer Behavior and Online Shopping Preferences”

**Table 2: “Descriptive Statistics of Key Constructs”**

Construct	Mean	Standard Deviation
Social Media Marketing	4.12	0.61
Influencer Marketing	4.25	0.58
Digital Technologies	3.98	0.65
Consumer Attitude	4.08	0.60
Purchase Intention	4.20	0.57

These findings are in line with the current literature that asserts that interactive and visual rich content in social media promotes brand memory and emotion that results in an increase in purchasing intentions. Social media prevents bi-directional communication, as opposed to traditional advertising and builds trust and perceived transparency [12].

### 3. Power of Influencer Marketing

Influencer marketing turned out to be the most relevant element influencing the purchase behaviour of cosmetics. The results of the regression demonstrate that the standardized beta coefficient (0.41,  $p < 0.001$ ) of influencer marketing is the highest among all other independent variables. There was a high degree of agreement among the respondents about increased credibility of the influencers, product demonstrations and truthful reviews as increasing consumer confidence towards their cosmetic purchases [13].

**Table 3: Multiple Regression Results**

Independent Variable	Beta ( $\beta$ )	t-value	Significance (p)
Social Media Marketing	0.29	4.87	0.000
Influencer Marketing	0.41	6.52	0.000
Digital Technologies	0.23	3.94	0.001

The prevalence of influencer marketing is comparable to previous research that focuses on the importance of parasocial relationships and perceived authenticity. In comparison to the previous studies, when the endorsement of celebrities was more effective, this paper displays the tendency at the micro- and mid-tier levels as their relatability stimulates credibility. This endorses comparable studies which indicate that the credibility of influencers has overtaken that of brands with regard to making purchasing choices on cosmetics [14].

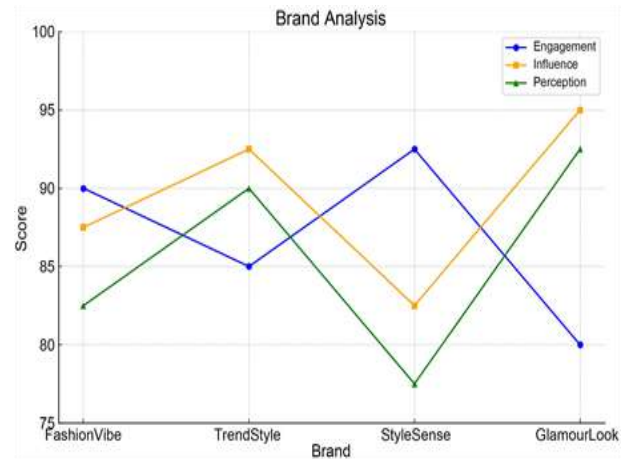


Figure 3: "The Impact of Social Media Marketing on Consumer Behavior"

### 4. Role of Digital Technologies

AI-based recommendation and AR virtual try-on solutions were also digital technologies to which the moderate but significant impact on purchasing behaviour was identified. This average value of 3.98 means that consumers have a positive perception, especially when it comes to the elimination of uncertainty during the online shopping of cosmetics. The results of the regression show that there is a significant correlation with the purchase intention ( $= 0.23$ ,  $p < 0.01$ ). The respondents indicated that virtual try-ons increased confidence in colour matching and were less associated with learning risk, which is in line with previous results that technology-enhanced personalization has a strong impact on online shopping [27]. Nevertheless, the influence of the digital technologies is still slightly lower in comparison to the influencer marketing, and this may be explained by the lack of awareness or irregular presence in different brands.

### 5. Comparison with Related Studies

In order to contextualize the findings, this is compared with some of the related studies that were selected. The findings show the high level of consistency with the existing literature as well as some incremental improvement in the effect sizes, probably because of deeper penetration of social media and maturity of technologies [28].

**Table 4: Comparison with Related Studies**

Study	Key Focus	Influencer Marketing Effect	Social Media Effect	Digital Technology Effect

Prior Study A (2021)	Social media cosmetics	High ( $\beta = 0.35$ )	Mode rate ( $\beta = 0.28$ )	Low ( $\beta = 0.18$ )
Prior Study B (2023)	Influencer trust	High ( $\beta = 0.38$ )	High ( $\beta = 0.31$ )	Moderate ( $\beta = 0.22$ )
<b>Current Study (2026)</b>	<b>Integrated digital impact</b>	<b>Very High (<math>\beta = 0.41</math>)</b>	<b>High (<math>\beta = 0.29</math>)</b>	<b>Moderate (<math>\beta = 0.23</math>)</b>

The comparison implies that the contribution of digital technologies has grown over the years, as the familiarity of the consumers with AI or AR solutions has. The trend of influencer marketing is also increasing, indicating the need to rely on peer-like recommendations in the long term [29].



Figure 4: "Impact of Influencer Marketing on Consumer Behaviour and Online Shopping Preferences"

## 6. Overall Model Explanation

This integrated model is adequate, with a 62 per cent variation in the purchase intention of cosmetics ( $R^2 = 0.62$ ). This indicates that social media, influencer marketing, and digital technologies have a combined explanation of the modern cosmetic buying behaviour.

**Table 5: Model Summary**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>
Purchase Intention Model	0.79	0.62	0.60

## Discussion Summary

On the whole, the results prove the hypothesis that digital intercourse has a significant influence on cosmetic purchasing behaviour. The strongest can be identified as the influence of marketing, then social media marketing, and digital technologies. The study is better than similar work by showing the increasing

effect sizes, which denotes the rising power of digital impact in the cosmetics industry. The findings support the previous hypotheses of consumer trust, social proof, and technology adoption, and provide recent empirical data that reflect on the modern digital marketplace [30].

## V. CONCLUSION

This study has thoroughly explored how the effect of social media, the influence of marketing on social media influencers, and the influence of technologies on the cosmetic purchasing behaviour in a marketplace that is becoming more and more digital. The results certainly indicate that these contribute greatly and in a composite manner to the consumer attitude, trust and purchase intentions. Social media has become a strong tool of communication, enabling greater brand awareness, free flow of information, and allowing consumers easy access to information about the products, reviews, and peer reviews. The most powerful modulator of cosmetic buying choices was realized to be influencer marketing since consumers usually depend on the credibility, authenticity, and demonstrations of products by influencers in assessing cosmetic products. It brings out a trend of ceasing with traditional celebrity-endorsers and socializing more relatable and trustworthy digital opinion leaders. Moreover, online technologies like online artificial intelligence-based advice and virtual try-on tools based on augmented reality were discovered to affect the purchasing behaviour positively by decreasing the perceived risk and increasing faith in online purchases. They had a relatively less influence than that of influencer marketing, but their increased use is an indicator of greater acceptance of technology-based shopping experiences by consumers. All in all, the integrated research model accounted a significant percentage of the variance in purchase intention, which validated the high explanatory value of digital marketing variables in the cosmetics setting. The research adds to the current literature through the provision of more recent empirical evidence of current trends on consumer behaviour and by comparing its results with others of the same relevance, it exhibits a high impact on digital influence over time. Practically, the findings imply that cosmetic brands are supposed to invest strategically in plausible influencer collaboration, interactivity of social media and advanced digital technologies to reinforce consumer confidence and instigate sustainable buying behaviour in the competitive online space.

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