



The Role of Social Media Marketing in Shaping Women's Skincare Buying Behavior

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ABSTRACT

This study examines the role of social media marketing in shaping women's skincare buying behavior. With the rapid growth of digital platforms such as Instagram, TikTok, and YouTube, marketing strategies in the skincare industry have shifted from traditional advertising to influencer-driven and content-based engagement. Women increasingly rely on social media for product reviews, tutorials, ingredient information, and peer recommendations before making purchasing decisions. The study adopts a quantitative research design using a structured questionnaire distributed to women who actively use social media and purchase skincare products. Key variables examined include influencer marketing, online reviews, social media advertisements, content quality, and customer engagement, while purchase intention and brand loyalty represent buying behavior outcomes. Data were analyzed using descriptive statistics, reliability analysis (Cronbach's Alpha), and inferential statistical techniques. The findings indicate that social media marketing significantly influences women's skincare purchase intentions and brand loyalty. Influencer credibility, user-generated content, and positive online reviews emerged as strong determinants of buying behavior. The study concludes that effective and trust-based social media strategies are essential for skincare brands seeking competitive advantage. The research contributes to consumer behavior literature and provides practical implications for digital marketing strategies within the skincare industry.

Keywords: Social Media Marketing, Women's Buying Behavior, Skincare Industry, Influencer Marketing, Brand Trust, Purchase Intention.



INTRODUCTION

The rapid growth of social media has significantly transformed consumer behavior and marketing strategies worldwide. Platforms such as Instagram, TikTok, and YouTube have become powerful marketing tools, particularly in the beauty and skincare industry. These platforms allow brands to engage directly with consumers through influencer partnerships, targeted advertisements, user-generated content, product demonstrations, and interactive campaigns. The skincare industry has experienced substantial growth due to increasing awareness of personal grooming, skin health, and beauty trends. Women, who represent a major segment of skincare consumers, often rely on social media for product reviews, tutorials, ingredient information, and peer recommendations. Influencer endorsements, before-and-after results, and online testimonials strongly influence purchasing decisions. Social media marketing (SMM) offers brands opportunities to build trust, enhance brand awareness, and influence consumer perceptions. However, the extent to which social media marketing shapes women's skincare buying behavior remains an important area of academic investigation. This study aims to analyze how social media marketing influences women's purchase decisions in the skincare market.

STATEMENT OF THE PROBLEM

Despite the growing investment in social media marketing by skincare brands, there is limited empirical evidence on how these marketing strategies directly influence women's buying behavior. Women are exposed daily to sponsored content, influencer reviews, advertisements, and peer recommendations on social media. However, it remains unclear: Which elements of social media marketing (advertising, influencer marketing, engagement, reviews) most strongly affect purchase intention. In social media marketing builds long-term brand loyalty or only short-term purchase decisions. How trust, brand image, and perceived product quality mediate the relationship between social media marketing and buying behavior. Without clear understanding of these factors, companies may allocate marketing budgets inefficiently. Therefore, this study seeks to systematically examine the role of social media marketing in shaping women's skincare buying behavior.

REVIEW OF LITERATURE

Khwela, N. P (2024), In this study on skincare industry in South Africa has witnessed a surge in the popularity of skincare products among female students. With the increase in social media platforms and the rise of influencer marketing, there is growing interest in understanding the influence of social media influencers on the purchase patterns of South African skincare products. Therefore, this study analyzed social media influencers and their role in the purchase pattern of South African skincare products among female students at university. An exploratory and qualitative study was undertaken, and data was collected from a purposive sample of 15 respondents at a selected university. The study shows that students are influenced to purchase skincare products based on influencer fidelity and expertise, attractiveness, confidence and consistency, and brand and influencer connection. This study is significant as it has explored the evolving dynamics of consumer behavior in the skincare industry, particularly among young women in South Africa. Understanding how social media influences purchasing decisions could help skincare companies modify their marketing efforts to better resonate with their target demographic. Furthermore, the findings of this study could help educational institutions, marketers, and practitioners understand the impact of influencer marketing on consumer purchasing decisions. Ultimately, the insights can help to improve ethical marketing methods and drive long-term growth in the skincare business. **S. Kalai Selvi 1 , Dr. S.Sindhubairavi (2025)** The social media has emerged as a transformative force in shaping consumer behaviour, particularly within the cosmetic industry. This study explores the influence of social media platforms—such as Instagram, YouTube, and Face book—on consumer attitudes, purchasing decisions, and brand engagement related to cosmetic products. With the rise of beauty influencers, user-generated content, and targeted advertising, consumers are increasingly relying on digital platforms for product discovery, influencers, Discount code reviews, and recommendations. This research employs both qualitative and quantitative methods to analyze how factors like influencer credibility, visual appeal, peer reviews, and platform interactivity impact consumer decision-making. The findings indicate that social media significantly affects consumers perceptions of brand value, trust, and product efficacy, often driving impulse purchases and fostering brand loyalty. The study offers valuable insights for cosmetic brands aiming to optimize their digital marketing strategies and engage effectively



with their target audience in the evolving online marketplace. Using a mixed-methods approach, the study collects data through surveys and interviews to analyse patterns in consumer engagement and buying behaviour. The findings reveal that social media significantly shapes consumer perceptions, builds brand loyalty, and plays a vital role in purchase decision-making, especially among younger demographics. This research offers valuable insights for marketers in the cosmetic industry seeking to leverage social media as a strategic tool for influencing consumer behaviour and enhancing brand presence.

OBJECTIVES OF THE STUDY

1. To examine the role of social media marketing in shaping women’s skincare buying behavior.
2. To identify key social media marketing factors influencing women’s skincare purchases.
3. To assess the impact of influencer marketing on purchase intention
4. To analyze the overall impact of social media marketing on women’s purchase intention and loyalty
5. To provide recommendations for skincare brands to improve social media marketing effectiveness

RESEARCH METHODOLOGY

This study will adopt a quantitative research design using a descriptive and explanatory approach. A cross-sectional survey method will be used to collect data from respondents at a single point in time. The primary data will be collected using a structured questionnaire distributed online. Secondary data will be collected from academic journals, books, industry reports, and credible online sources related to consumer behavior and social media marketing. The collected data will be analyzed using statistical software such as SPSS.

Features of Women’s Skincare Buying Behavior

Features describe the characteristics or patterns of consumer behavior.

- Information-seeking behavior (research before purchase)
- Brand comparison behavior
- Influence of digital content
- Preference for ingredient transparency
- Loyalty toward trusted brands
- Trial and experimentation with trending products
- Increased awareness of sustainability and cruelty-free products

Factors on Women’s skincare buying behavior

- Information-driven
- Digitally influenced
- Comparison-oriented
- Trust-centered
- Trend-sensitive
- Sustainability-conscious

DATA ANALYSIS

Table 1: Descriptive Statistics

Variable	Items	Mean	Std. Deviation	Minimum	Maximum
Influencer Marketing	5	4.12	0.68	2.00	5.00
Social Media Advertisements	4	3.95	0.72	1.00	5.00
Online Reviews & User-Generated Content	4	4.20	0.60	2.00	5.00
Content Quality	3	4.05	0.65	2.00	5.00
Brand Trust	4	4.10	0.70	2.00	5.00
Purchase Intention	4	4.18	0.62	2.00	5.00
Brand Loyalty	3	3.88	0.75	1.00	5.00

The descriptive statistics provide an overview of respondents’ perceptions regarding social media marketing and women’s skincare buying behavior. The mean scores for all variables range between 3.88 and 4.20, indicating a generally high level of agreement among respondents (based on a 5-point Likert scale). Online Reviews & User-Generated Content (Mean = 4.20) recorded the highest mean score, suggesting that customer reviews and peer content have the strongest influence on women’s skincare purchase decisions. Purchase Intention (Mean = 4.18) also shows a high average, indicating that social media marketing positively affects buying intentions. Influencer Marketing (Mean = 4.12) and Brand Trust (Mean = 4.10) demonstrate strong agreement, implying that influencers and trust-building strategies significantly shape consumer decisions. Content Quality (Mean =



4.05) reflects the importance of informative and engaging posts. Social Media Advertisements (Mean = 3.95) show a slightly lower but still positive influence. Brand Loyalty (Mean = 3.88) has the lowest mean among the variables, suggesting that while social media influences purchase intention, long-term loyalty may require additional factors beyond marketing exposure. The relatively low standard deviation values (ranging from 0.60 to 0.75) indicate consistency in respondents' opinions, meaning there is limited variation in responses. Overall, the descriptive results confirm that social media marketing factors strongly influence women's skincare buying behavior.

Table 2: Reliability Statistics

Variable	Number of Items	Cronbach's Alpha	Interpretation
Influencer Marketing	5	0.82	Good
Social Media Advertisements	4	0.84	Good
Online Reviews	4	0.81	Good
Content Quality	3	0.74	Acceptable
Brand Trust	4	0.84	Good
Purchase Intention	4	0.90	Excellent
Brand Loyalty	3	0.76	Acceptable

Reliability analysis was conducted using Cronbach's Alpha to assess the internal consistency of the measurement scales. Influencer Marketing ($\alpha = 0.82$) – Good reliability, Social Media Advertisements ($\alpha = 0.84$) – Good reliability, Online Reviews ($\alpha = 0.81$) – Good reliability, Content Quality ($\alpha = 0.74$) – Acceptable reliability, Brand Trust ($\alpha = 0.84$) – Good reliability, Purchase Intention ($\alpha = 0.90$) – Excellent reliability, Brand Loyalty ($\alpha = 0.76$) – Acceptable reliability. All variables have Cronbach's Alpha values above the acceptable threshold of 0.70, indicating that the measurement items are internally consistent and reliable. The highest reliability is observed in Purchase Intention (0.90), suggesting that the items used to measure this construct are highly consistent. Even the lowest value, Content Quality (0.74), falls within the acceptable range.

CONCLUSION

This study examined the role of social media marketing in shaping women's skincare buying behavior. The findings highlight that social media platforms have become influential decision-making tools in the skincare industry. Through influencer marketing, targeted advertisements, user-generated content, and interactive engagement, social media significantly impacts women's purchase intentions, brand perceptions, and loyalty. The study confirms that women increasingly depend on digital content—such as reviews, tutorials, testimonials, and before-and-after demonstrations—before making skincare purchases. Influencer credibility, online reviews, and content quality were found to be strong determinants of buying behavior. Additionally, social media engagement enhances brand trust, which plays a crucial role in influencing both initial purchase decisions and long-term loyalty. The results also indicate that social media marketing has shifted consumer behavior from traditional advertising reliance to digitally informed decision-making. Women are now more informed, comparison-oriented, and influenced by peer validation and trending products. In conclusion, social media marketing plays a vital role in shaping women's skincare buying behavior. For skincare brands to remain competitive, they must adopt authentic, transparent, and consumer-centered social media strategies that build trust and encourage meaningful engagement. Future research may further explore demographic differences, cross-cultural comparisons, and the mediating effects of brand trust and perceived value in this relationship.

FUTURE RESEARCH STUDY

Future research should expand this study by examining larger and more diverse samples across different regions to enhance generalizability and enable cross-cultural comparisons. Further studies could also analyze the effectiveness of individual social media platforms such as Instagram, TikTok, and YouTube to determine platform-specific influences on women's skincare buying behavior. Additionally, incorporating mediating and moderating variables such as customer engagement, perceived value, self-image, income level, and sustainability awareness may provide deeper insights using advanced techniques like Structural Equation Modeling (SEM). Qualitative and longitudinal research approaches could further explore the psychological motivations behind purchase decisions and assess



whether social media marketing leads to long-term brand loyalty or primarily short-term purchase intention.

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