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Decoding Digital Influence: The Impact Of Social Media Marketing Towards Purchasing Behaviour Of Online Buyers In Cosmetic Products

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Abstract

The Social media platforms have transformed from basic platforms to efficient market platforms, which contribute largely to consumer behavior. The study will examine the cause and effect relationship of online buyers' purchasing behaviours and social media marketing regarding cosmetics products. The buyers are increasingly resorting to online indications to support their buying behaviours and buying decisions due to the rapid increase of online reviews, engaging content, advertisements, and beauty influencers on social media platforms. Focusing on crucial aspects such as influencer authenticity, content engagement, brand awareness, perceived product quality and trust in online reviews, this study proposes to outline how social media marketing affects online buyers in their decision to purchase cosmetic products. The goal of this research work is to identify how various aspects of social media marketing influence buyers' purchasing decision regarding cosmetic products and also address how social media advertising and user generated content affect social media marketing related aspects such as awareness, product visibility and trust. The findings from this research work concluded that user generated content and influencer driven content significantly influence decision making and buying. This research provides valuable recommendations for business looking to enhance their digital campaigns, comprehensively understand the emerging online consumer landscape and wraps up with recommendations on how to apply social media trends into practice, with the motivation of stimulating higher consumer interaction, brand loyalty and higher sales in the aggressive cosmetic business.

Keywords: Social Media Advertising, Brand Awareness, User-Generated Content (UGC), Purchase Intention, Consumer Buying Behaviour.

1.Introduction

In The modern digital era, social media has emerged as a powerful marketing platform for the advertisement of products and services offered by businesses are in apposition to reach a large number of customers than in the past due to the immense number of users present on different social media platforms (Dwivedi & Kushwaha, 2023). The use of social media has increased in magnitude as a marketing platform for businesses to showcase their products. The power of social media content has the capacity to generate excitement among a vast number of customers around the globe in the cosmetic industry (Aronczyk, 2020). Social media marketing (SMM) is more effective because it reaches it more customers faster and more broadly. The firms communicate directly with consumer

The term "Decoding" reflects the analytical intent to unpack complex and multidimensional social marketing mechanisms such as influencer credibility, user generated content, content authenticity and engagement. Previous research recognizes that social media influence is not linear but rather works through layered psychological and relational processes (Dwivedi & Kushwaha, 2023; Confos & Davis, 2016). The phrase "digital influence" is adapted to the rising prominence of influencers, peer communication and interactive content in driving cosmetic purchase decisions (Vrontis et al., 2021). Further, a focus on "online Buyers in Cosmetic products" is appropriate because cosmetics represent a highly visual, trust driven and influencer dependent industry in which social media can play a vital role in shaping perceptions and purchase intentions (Prasanajit Naik et al., 2025)

Though there have been several studies conducted related to SMM and consumer behaviour in general (Barış Armutcu et al., 2024) most studies focus on individual variables such as brand recognition, influencer endorsement and social ads. There have been no studies that show the effects on emotional, cognitive and bonding aspects in overall empirical frameworks especially in cosmetic industry. Other studies have been inclined more towards purchase intention without actually providing insights dealing with factors like engagement, quality and authenticity. Moreover, this study has found out latest factors of SMM influence unlike previous studies (Wagner et al., 2017)

This study addresses the research gap in understanding how a combination of the different elements in SMM impact online cosmetic buyers' buying behaviour in a way that is isolated but interconnected. Despite the growing popularity of influencer marketing and UGC, very few studies in the cosmetic industry have been conducted to understand the interaction between trust, emotional, engagement and authenticity in driving buying behaviour (Xue et al., 2023) this research aims to fill the gap and interpret the aspects behind the ability of social media to convert consumer perception into a purchase.

2. Review of Literature

Bilgin (2018) this study shows that SMM is favourably connected with consumer expenditures. Enhanced brand consciousness and preferences are seen as the result of active participation on the part of consumer in the marketing platforms which is because of increased consumer participation of SMM platforms. Llopis-Amorós et al., (2019) SMM has a significant influence on the consumer opinions dealing with product or service. Through the creation of a psychological attachment between organizations and their intended customers, interactive as well as tailored user generated content. Dhanesh & Duthler (2019) This study shows that influencers represent the microcelebrities who document their everyday life. Who can be fashion lovers, musicians, fitness trainers etc. it concludes that the rapid rise in popularity of social media has catalysed the emergence and growth of social media influencers and their role in marketing strategy. Nosita & Lestari (2019) this study focuses on assessing the attitudes towards UGC, perceived credibility and purchase intention for beauty products. This work shows that attitude to UGC and perceived credibility significantly affect purchase intention, whereas user activity does not highlight that content quality and perceived trust are more important than interaction volume. Sanny et al., (2023) this study focuses on purchase intention for green cosmetics in Indonesia. This shows strong positive paths from SMM to brand awareness and purchase intention, confirming that digital cosmetic campaigns directly stimulate buying behaviour. Cheah et al., (2024) this study shows that influencers not only promote but also engage with followers, respond to queries and personalise content all of this interaction can serve to reinforce credibility and purchase intention by showing interactivity of influencers, products and their audience in the digital marketplace Susmitha & Sultana (2025) this paper analyses how social media usage, influencer credibility and marketing strategies affect consumer purchasing decisions using TPB model. It concludes that influencer credibility and engagement are significant predictors of purchase decisions for cosmetics which is a key element for shaping cosmetic buyer behaviour. Christine et al. (2025) this deals with the impact of UGC and digital marketing on purchase intention for a local beauty brand this concludes the UGC exposure significantly increase purchase intention, showing that social sharing and peer validation intensify consumer willingness to buy. Khurana et al., (2025) this study has used stimuli- organism- behaviour-consequences (SOBC) model to examine how influencer credibility dimensions build brand trust and turn purchase into willingness to buy the product. It also demonstrates that influencer credibility act as a powerful factor that increases trust, which then significantly predicts purchase intention and willingness directly align with your constructing influencer credibility. I. & Kalpana, (2025) this paper investigates how SMM efforts shape Indian consumers purchase intention for green cosmetics. It is reported that perceived usefulness and credibility of SMM content significantly increase the intention to the cosmetic products.

3.Method

The research approach considerably effects the validity and reliability of the findings derived from the study. In our study, we will be using a mixed -method approach to analyse and explore the influence of SMM on the behaviour of consumer in the cosmetic sector ((Quach et al., 2016 & Tran et al., 2022) this can provide us with a complete understanding of this relationship. The approach allows us to combine both qualitative and quantitative data that eventually enables us to have an in depth understanding of the phenomenon.

3.1 Survey Phase

The survey was carefully designed with a mix of question types, including demographic, open-ended, and Likert scale questions, covering key topics such as the use of social media applications, exposure to various SMM strategies, perceptions of cosmetic brands, and consumer behaviour. The sampling process identified the target respondents as social media users and online buyers of cosmetic brands, with random sampling considered to ensure sufficient representation of the overall population. The survey was distributed

electronically through internet platforms using Google Forms, and responses were collected over a specified period to achieve a relevant sample size. The collected data were analysed using statistical tools such as SPSS, employing descriptive statistics, correlation, regression, and other appropriate techniques as required.

3.2 Sampling

For the purpose of ensuring that the group of social media users who engaged with the cosmetic products was in fact a representation of the whole group, we used a technique known as stratified sampling in the course of conducting the survey. the whole population was divided into smaller segments based on factors such as age and gender to ensure that all sections had an opportunity to contribute to the survey.

3.3 Data Collection

The online survey was administered on a wide range of social media channels to ensure participation from the intended demographic factors. The survey was designed to collect quantitative and qualitative responses through its construction, which combined a mix of open-ended question Likert scales and multiple-choice questions.

3.4 Data Analysis

1. **Quantitative analysis:** with the help of statistical software such as SPSS, quantitative analysis was performed on the results of the survey. descriptive statistics were used to establish general trends in the use of social media. Exploratory factor analysis (EFA) then identified underlying constructs among SMM strategy and behaviour variables, ensuring data suitability via KMO > 0.5 and Bartlett's test, followed by principal axis factoring with varimax rotation to group items with loadings > 0.4. In addition, regression is considered in finding the relations between different SMM strategies and key variables of consumer behaviour.
2. **Qualitative analysis:** Thematic analysis of exploratory data on the influence of SMM on consumer behaviour was conducted. This form of analysis allowed for depth in the underlying factors that shape consumer decision -making.

4 RESULTS AND DISCUSSIONS

The primary method of data collection shall include the undertaking of an extensive web -based research focused on social media users that engage in the online cosmetic business. The online survey involves questions to the respondents concerning their attitudes and behaviours concerning different cosmetics and their use of the SMM platforms. The application of statistical inquiry shall uncover the manner and extent to which the online cosmetics retailers shall influence the behaviours of the online consumers concerning the acquisition of cosmetics.

Table 1 Demographic profile of the respondents

Category	Profile	Number	Percentage
Gender	Male	64	42.67
	Female	86	57.33
Age	Below 18	24	16.0
	18-24	29	19.3
	25-34	32	21.3
	35-44	34	22.7
	45 and above	31	20.7
Occupation	Student	24	16.0
	Working Professional	44	29.3
	Entrepreneur	28	18.7
	Homemaker	30	20.0
	Others	24	16.0
Income	Below 10000	33	22.0
	10001 - 25000	35	23.3
	25001 – 50000	41	27.3
	Above 50000	41	27.3
Purchase Frequency	Frequently	33	22.0
	Occasionally	42	28.0
	Rarely	38	25.3
	Never	37	24.7

Table 1 Presents the demographic profile of respondents who use social media platforms for buying cosmetic products and who are active user of these platforms. This table displays that 57.33% of

respondents are female respondents. Age of the respondents furnishes that 22.7% fall under the age group 35-44 years Occupation of the respondents shows that majority 29.3 % are working professionals using cosmetic product from which 27.3% monthly income falls above 50000. and 28% of the respondents are occasionally using social media platforms to purchase cosmetic products. This presentation helps to understand how these factors affect and influence the purchasing behaviour of online cosmetic buyer

Table 2 Correlation between social media Influence, purchasing decisions, and Income Level

Correlation				
Pearson Correlation	Variables	Social media influences	purchasing decisions	Monthly income
	Social media influences	1	.132	-.025
	purchasing decisions	.132	1	.028
	Monthly income	-.025	.028	1

This table shows correlations between social media Influence, purchasing decisions, and Income Level for cosmetic products. The Pearson Correlation coefficients indicate the strength and direction of relationships, highlighting connections such as positive correlation between social media influence and purchasing decisions. However, income level does not significantly influence how consumers respond to social media advertisement.

Table 3 The Multiple regression model summary
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.496	.481	.63632

a. Predictors: (Constant),

Table 3 reveals that 'R= 0.704' value represents the simple correlation, which indicates a high degree of correlation. The above table shows a strong positive relationship between independent and dependent variable. The 'R² = 0.496' indicates how much of the total variation in the dependent variable is influenced by the independent variables. In this case 49.6% of the variance in the dependent variable, which indicates a good model fit.

Table 5
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	19.097	3	6.366	33.438	.000 ^b
Residual	19.418	102	.190		
Total	38.515	105			

a. Dependent Variable: combined

Table.5 clearly indicates that the regression model predicts the dependent variable significantly well (p<0.05). Table.7 shows the multiple regression coefficients including the intercept and the significance levels.

Table 6
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.370	2.605		7.405	.000
Influencer recommendations	-.301	.159	-.143	-2.111	.037
User generated reviews	.366	.109	.171	3.126	.002
1 purchasing decisions	-.162	.169	-.168	-1.044	.299
Brand awareness	.421	.164	.127	3.886	.000
advertisements on social media platforms	.240	.144	.040	1.626	.107
Influencer Credibility	.534	.276	.115	4.748	.000

a. Dependent Variable: combined

Table.6 states that Beta expresses the relative importance of each independent variable in standardized terms. The regression co-efficient Table provides the intercept and the slope for the following regression equation Regression fitted:

$$Y = 2.370 - 0.301 X_1 + .366 X_2 - 0.162 X_3 + .421 X_4 + 0.240 X_5 + 0.534 X_6$$

The analysis of variance of multiple regression models for age of respondents based on social media marketing factors indicates that the overall significance of the model well fitted. The co-efficient of determination R^2 value indicates that approximately 49.6% of the variance in age of respondents is influenced by these predictors.

It is concluded that since the p-value 0.000 is less than the 0.05, the null hypothesis has been rejected at the $\alpha = 0.05$ level of significance, there exists enough evidence to conclude that the age of respondents based on social media marketing factors regression line is not zero.

Table 7 KEY VARIABLES (Social Media Marketing Strategies)

S.No	Statements
1	Influencer Credibility
2	User Generated Content
3	Social Media Advertising
4	Brand Awareness
5	Brand Responsiveness
6	Product Visibility
7	Purchase Intension
8	Word Of Mouth Intention
9	Platform Preference
10	Consumer Trust
11	Content Engagement
12	Content Authenticity
13	Emotional Engagement
14	Emotional Appeal
15	Visual Appeal
16	Promotional Influence
17	Mobile Optimization
18	Peer Recommendation
19	Consumer Reviews
20	Add Relevance

Table.8 Correlation Matrix (Social Media Marketing Strategies)

	F 1	F 2	F 3	F 4	F 5	F 6	F 7	F 8	F 9	F 10	F 11	F 12	F 13	F 14	F 15	F 16	F 17	F 18	F 19	F 20
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F 1	1																		
F 2	.1 3 7	1																	
F 3	.0 0 1	.0 1 7	1																
F 4	.0 9 0	.0 2 3	.0 6 9	1															
F 5	.0 5 6	.0 4 1	.0 1 5	.1 1 3	1														
F 6	.0 3 6	.0 1 3	.0 3 6	.1 0 1	.0 3 5	1													
F 7	.0 2 8	.0 3 8	.0 6 8	.0 7 7	.0 3 4	.0 3 7	1												
F 8	.1 8 6	.0 8 2	.0 8 8	.0 3 5	.1 8 3	.0 3 3	.0 4 4	1											
F 9	.9 2 8	.1 3 0	.0 1 9	.0 8 1	.0 6 2	.0 0 5	.0 0 3	.1 6 2	1										
F 10	.1 8 8	.9 5 7	.0 1 8	.0 1 8	.0 4 1	.0 0 6	.0 2 7	.0 5 0	.1 7 5	1									
F 11	.0 0 3	.0 1 2	.0 6 8	.1 1 3	.0 1 2	.0 2 7	.8 4 5	.0 4 0	.0 1 0	.0 1 1	1								
F 12	.1 9 3	.9 0 7	.0 3 3	.0 2 6	.0 3 5	.0 0 3	.0 0 5	.0 4 3	.1 9 1	.9 5 0	.0 1 6	1							
F 13	.0 3 8	.6 9 8	.0 3 8	.0 0 2	.0 5 0	.0 2 7	.0 2 7	.1 1 3	.0 3 0	.6 8 8	.0 6 9	.6 1 5	1						
F 14	.0 7 4	.8 3 0	.0 2 6	.0 5 6	.0 1 7	.0 3 2	.0 0 6	.0 7 7	.0 9 9	.7 9 2	.0 6 2	.7 3 3	.7 1 6	1					
F 15	.0 1 5	.0 0 8	.0 0 2	.0 6 3	.0 3 6	.9 3 9	.0 3 2	.0 6 8	.0 5 0	.0 1 1	.0 2 8	.0 0 4	.0 6 2	.0 3 2	1				
A 16	.0 6 3	.8 0 2	.0 1 3	.0 4 8	.0 3 6	.0 0 3	.0 5 3	.1 1 2	.0 7 9	.7 7 6	.0 3 0	.7 1 3	.6 9 0	.6 1 6	.0 1 7	1			
A 17	.0 1 7	.5 3 4	.0 1 0	.0 2 3	.0 3 9	.0 2 0	.1 0 5	.1 8 9	.0 3 4	.5 2 9	.0 8 2	.4 5 1	.5 0 8	.5 0 4	.0 0 9	.6 8 9	1		
A 18	.0 3 8	.4 4 6	.0 0 5	.0 0 3	.0 1 8	.0 6 8	.1 1 8	.1 3 5	.0 3 6	.4 3 0	.1 5 2	.3 5 6	.3 9 4	.4 0 6	.0 5 9	.4 7 0	.8 2 9	1	
A 19	.0 2 9	.0 3 2	.0 1 9	.1 1 4	.0 0 2	.0 4 9	.8 0 9	.0 7 8	.0 2 9	.0 0 9	.9 1 5	.0 2 5	.0 6 7	.1 1 3	.0 3 2	.0 0 2	.1 8 5	.1 2 7	1

A	.0	.0	.0	.0	.0	.8	.0	.1	.0	.0	.0	.0	.0	.0	.8	.0	.0	.0	.0	
2	2	0	2	2	3	4	5	3	0	0	0	0	4	3	4	3	1	3	5	1
0	1	2	9	8	4	6	2	1	0	6	8	2	5	1	6	1	9	7	1	

**Correlation is Significant at the 0.01 Level (2- tailed) * Correlation is significant at the 0.05 Level (2-tailed)

In the preset study, Correlation Matrix Shown in table 8 reveals that the correlation between all the variables is in good fit and hence the factor analysis is very appropriate for analyzing factors determining the impact of social media marketing towards purchasing behaviour. The result of the fitness test regarding factor analysis based on Inter Correlation Matrix has been presented in table 8.

The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy has been computed to determine the suitability of using factor analysis. The values between 0.5 and 1.0 indicate that factor analysis is suitable or appropriate. The KMO test is presented in Table 10.

Table 9

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	3726.882
	Df	190
	Sig.	.000

Table.10 Reliability Statistics

		N	%	Cronbach's Alpha	N of Items
Cases	Valid	200	200.0	.731	20
	Excluded ^a	0	.0		
	Total	200	200.0		
a. Listwise deletion based on all variables in the procedure.					

The table 9 indicates that the calculated value of KMO is 0.751, which shows that sample is adequate to conduct Exploratory Factor Analysis. Bartlett's Test of Sphericity also shows significant number of correlations among the statements. Thus, all the parameters discussed above support the application of factor analysis on the data. The scale has also been tested for reliability and the value of Cronbach's Alpha is 0.731. The Reliability test is given in the table.10.

Table 11 Communalities

	Initial	Extraction		Initial	Extraction
F1	1.000	.951	F11	1.000	.936
F2	1.000	.942	F12	1.000	.872
F3	1.000	.695	F13	1.000	.653
F4	1.000	.519	F14	1.000	.787
F5	1.000	.711	F15	1.000	.939
F6	1.000	.941	F16	1.000	.774
F7	1.000	.860	F17	1.000	.918
F8	1.000	.583	F18	1.000	.862
F9	1.000	.949	F19	1.000	.919
F10	1.000	.939	F20	1.000	.883

Table.11 explained the communalities of all the 10 variables and measures that the amount of variance a variable share with all the other variables. It is a proportion of each variable's variance as explained by the principal component. A large communality means a large amount of the variance a variable has extracted by the factor solution. It shows that variables with a comparatively higher value are well-represented in the common factor space while the low value variables are not. Thus, the table indicates that the extracted communalities are high and acceptable for all the variables.

Extraction Method: Principal Components Analysis

Exploratory factor analysis has been undertaken on the respondents of 200 online cosmetic buyers regarding 20 statements, using SPSS 20.0 version, to examine the factors determining the online cosmetic buyers' statements and to obtain the necessary factors. Principal Components Analysis (PCA) with orthogonal rotations and varimax procedure has been applied to 20 items for extracting the factors. Factors with Eigen values greater than unity have been selected. The results of factor analysis have been shown in the Table 12. It can be seen that Exploratory Factor Analysis reveals seven underlying dimensions for analysing the purchasing behaviour of online buyers through social media marketing. These seven factors explain 28.197 % of total variance. On the basis of rotated component matrix, the statement is categorized under respective factors as shown in the table 13 Eigen values for Factor1, Factor2, Factor3, Factor4, Factor 5, Factor 6 and factor 7 are: 5.639, 2.819, 2.760, 2.066, 1.193, 1.152 and 1.004 respectively.

Table 12 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.639	28.197	28.197	5.639	28.197	28.197	5.075	25.373	25.373
2	2.819	14.094	42.291	2.819	14.094	42.291	2.774	13.870	39.243
3	2.760	13.799	56.089	2.760	13.799	56.089	2.742	13.708	52.950
4	2.066	10.329	66.418	2.066	10.329	66.418	2.004	10.021	62.971
5	1.193	5.965	72.383	1.193	5.965	72.383	1.725	8.627	71.598
6	1.152	5.762	78.144	1.152	5.762	78.144	1.206	6.032	77.630
7	1.004	5.018	83.163	1.004	5.018	83.163	1.107	5.533	83.163
8	.883	4.417	87.580						
9	.713	3.564	91.144						
10	.448	2.240	93.384						
11	.319	1.596	94.980						
12	.284	1.421	96.401						
13	.189	.944	97.345						
14	.144	.719	98.064						
15	.116	.580	98.644						
16	.070	.351	98.995						
17	.068	.338	99.333						
18	.055	.276	99.609						
19	.053	.265	99.874						
20	.025	.126	100.000						

Extraction Method: Principal Component Analysis.

The Rotated Component Matrix helps to determine what the component represents. It contains estimates of the correlations between each of the variables and the estimated components. The rotated components matrix the researcher has classified into six categories which is based upon the highest value (>0.60) drawn from the rotated components matrix analysis.

Table 13 Rotated Component Matrix (Sorted by Size >0.60)

Variables	Components							Eigen Value	Variance	Cronbach's Alpha
	1	2	3	4	5	6	7			
F2	.961							5.639	28.197	.950
F10	.957									
F12	.925									
F14	.872									
F16	.810									
F13	.776									
F15		.967						2.819	14.094	.955
F6		.966								

F20		.938								
F11			.964							
F19			.955					2.760	13.799	0.945
F7			.924							
F1				.971						0.962
F9				.970				2.066	10.329	
F18					.854					0.906
F17					.830			1.193	5.965	
F5						.821				0.907
F8						.604		1.152	5.762	
F4							.608	1.004	5.018	0.908

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

From the table:13 indicated that factors determining the online cosmetic buyers had Twenty statements. Nineteen statements were reduced to seven factors based on the criterion Eigen value greater than 1.5 in the acceptance of seven factors. The KMO measure of sampling adequacy of 0.751 which is satisfactory value nearing 1 with a Barlett's test of Sphericity clearly indicated that emerged factors were related at significance level 0.000. The factor one labelled "Consumer Engagement" the second factors labelled "Add Effectiveness", the third factors "Content – Driven Purchase Behaviour", fourth factors labelled "Buying reliability", fifth factors labelled "Consumer Accessibility" sixth factors labelled "Interactive Brand Relationship" and the final factor is labelled as "Promotion and recognition". Results of the individual loadings, Cronbach alphas variance explained with factor labels for influencing were summarized in Table 13.

Table 14 Naming of the Factors

S.NO	Identified Variables	Factor Name	Dimension
1	User generated content	(Factor 1) Consumer Engagement	The first identified dimension in SMM is consumer engagement. This dimension explains 28.197% of total variance with six items
2	Consumer trust		
3	Content Authenticity		
4	Emotional Appeal		
5	Promotional Influence		
6	Emotional Engagement		
7	Visual Appeal	(Factor 2) Add Effectiveness	The second underlying dimension in SMM is Add Effectiveness. This dimension Explains 14.094% of total variance with 3 items
8	Product Visibility		
9	Add Relevance		
10	Content Engagement	(Factor 3) Content – Driven Purchase Behaviour	The third Identified Dimension in SMM is Content -Driven Purchase Behaviour. This dimension explains 13.799% of total variance with 3 items
11	Consumer Reviews		
12	Purchase Intension		
13	Influencer Credibility	(Factor 4) Buying reliability	The fourth Identified dimension in SMM is Buying reliability. This dimension explains 10.329% of total variance with 2 items
14	Platform Preference		
15	Peer Recommendation	(Factor 5) Consumer Accessibility	The fifth Identified dimension in SMM is Consumer Accessibility.
16	Mobile Optimization		

			This Dimension explains 5.965% of total variance with 2 items
17	Brand Responsiveness	(Factor 6) Interactive Brand Relationship	The sixth Identified dimension in SMM is Interactive Brand Relationship. This dimension explains 5.762% of total variance with 2 items
18	Word of mouth Intension		
19	Social Media Advertising	(Factor 7) Promotion and recognition	The Seventh Identified dimension in SMM is promotion and recognition. This dimension explains 5.018% of total variance with 1 item

Source: Primary Data

The above indicates naming of the factors that has been done on the basis of variables represented in each case.

5.Conclusion

This Study Concludes that social media marketing exerts a significant and multi- dimensional Influence on the purchasing behaviour of online cosmetic buyers. This study reveals that social media factors such as influencer credibility, User generated content, Brand Awareness, content Authenticity, emotional engagement and advertisement have a collaborative impact on consumer trust, purchase intension and buying decision. It also indicates that user generated content and influencer endorsement significantly shape brand perception and purchasing behaviour among online cosmetic buyers.

The results of the preliminary phase indicated that emotional engagement, content authenticity and interactive brand relationships support deeper consumer trust and loyalty, thereby making social media a strong tool. The survey phase confirms a strong positive correlation between the strategies of social media marketing and consumer purchase intention, which indicate that these factors together explain half the portion of the variance observed in consumer purchasing behaviour.

The findings of the study revealed that a well strategized social media framework is a positive factor in consumer interaction, improves brand awareness and positively impacts buying behaviours among online cosmetic consumers. Companies operating in the cosmetic business should therefore apply these powerful factors, which include the credibility of influencers in social media platforms, to improve the visibility of their brands in this competitive digital marketplace.

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