The Influences of Social Media Marketing and Consumer Lifestyles on Purchase Intention Towards Skincare Products in Myanmar: L'oréal Paris

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Abstract

Social Media Marketing (SMM) plays a crucial role in influencing consumer behavior, particularly in the beauty and skincare industry. In Myanmar, Facebook Marketplace dominates digital commerce, making it a key platform for brands like L'Oréal Paris. However, limited research has examined the combined effects of SMM factors and lifestyle factors on purchase intentions in Myanmar's skincare market. This study analyzes how SMM factors (trust, perceived risk, shopping enjoyment, and page design) affect purchase intention for L'Oréal Paris skincare products. Additionally, it investigates the impact of lifestyle factors (education, income, activities, interests, and opinions) on consumer behavior. A quantitative research approach was employed, collecting primary data from 420 people in Myanmar via an online survey. Multiple regression analysis revealed that trust (influencer credibility and product authenticity) significantly enhances purchase intention, while concerns about product quality negatively affect consumer decisions. Page design, including visual appeal and usability, positively influences purchasing behavior, whereas shopping enjoyment has a limited effect. Among lifestyle factors, income, affordability, and education emerged as the strongest predictors of purchase intention, accounting for 61% of the variance, compared to 47% for SMM factors. These findings emphasize the need for trust-building strategies, risk reduction, and visually engaging social media pages to enhance consumer engagement. Additionally, the study provides strategic recommendations for businesses, particularly in leveraging influencer credibility, improving product transparency, and optimizing page design to drive skincare product sales in Myanmar's growing digital market. The study contributes to marketing theory by highlighting the interplay between SMM strategies and lifestyle influences, offering insights for brands to develop targeted digital marketing campaigns tailored to local consumer preferences.

Keywords: *Social Media Marketing, Purchase Intention, Skincare Products, Lifestyle Factors, Myanmar Market*

1. Introduction

Technology plays an essential role in our everyday lives, driving substantial transformations across various industries. One of the most fundamental components of technology is the Internet, which facilitates communication between individuals, businesses, and organizations. For enterprises, the Internet provides a powerful medium for promoting goods and services, expanding market reach, and engaging with a larger customer base. Among the digital tools available, social media has emerged as one of the most impactful marketing platforms. The rapid expansion of social media technology is expected to continue influencing businesses, making it an essential element in shaping consumer behavior. Social media platforms, including Facebook, Instagram, LinkedIn, YouTube, and X (Twitter), allow users to share reviews, interact with like-minded individuals, and make informed purchasing decisions. With businesses increasingly leveraging social media marketing (SMM) to enhance brand visibility and engage with consumers, this marketing approach has become indispensable in today's competitive landscape. Social media marketing enables companies to directly interact with their target audience, create brand awareness, and ultimately drive product sales (Liu et al., 2018; Keller & Fay, 2012). The global value of social media marketing has reached $243.6 billion USD (Social Media Global Market Report, 2024), highlighting its significance in modern marketing strategies.

The beauty and cosmetics industry is one of the fastest-growing markets, fueled by the increasing demand for skincare products among younger generations. The generational shift, coupled with globalization,

e-commerce, and social media, has significantly influenced consumer buying behavior (Statista, 2020). In Myanmar, despite political and economic challenges, the skincare market continues to expand. In 2023, supply chain disruptions led to higher retail prices, but consumer demand for skincare essentials remained strong. Mass-market brands, including global players like L'Oréal, have been instrumental in driving market growth. L'Oréal, the world's leading beauty company, has built a strong reputation in the cosmetics industry through continuous innovation, research, and a diverse product portfolio. Established in 1909, the company operates in over 150 countries, offering skincare, haircare, makeup, and fragrance products. L'Oréal Paris, one of its flagship brands, is known for providing high-quality skincare solutions backed by dermatological research. The brand's success is largely driven by its digital-first approach, leveraging social media, influencer marketing, and e-commerce to connect with modern consumers. L'Oréal Paris was purposively selected for this study due to its global presence, strong brand equity, and increasing popularity in Myanmar's skincare market. As a multinational leader in the cosmetics industry, L'Oréal has successfully leveraged digital marketing strategies to build consumer trust and engagement. Additionally, the expansion of e-commerce has improved access to international skincare brands, making them more readily available to local consumers (Research and Markets, 2023; Trade.gov; Euromonitor).

Social media has become a critical channel for brands to showcase their products, allowing businesses to engage with potential consumers and build brand loyalty (Binwani & Ho, 2019). Platforms such as Facebook, Instagram, LinkedIn, and YouTube play a significant role in shaping consumer perceptions and purchasing decisions (Tufts University, 2021). Effective social media marketing strategies can cultivate loyal brand advocates, generate leads, and drive conversions (WordStream, 2023). In Myanmar, Facebook remains the dominant social media platform, with over 20.79 million users as of February 2022, accounting for 36.8% of the total population (Napoleoncat, 2022). The majority of users (55.1%) are men, with the largest demographic (7.8 million users) aged 25 to 34. Given Facebook's widespread use and influence in Myanmar, this study focuses on Facebook-based social media marketing strategies and their impact on consumer behavior.

This study examines the online consumer behavior of Facebook users in Myanmar regarding skincare products, focusing on L'Oréal Paris. It explores how factors such as online shopping enjoyment, trust, perceived risk, and purchase intention, along with lifestyle elements like education, income, activities, interests, and opinions, influence purchasing decisions. Despite the growing role of social media marketing (SMM) in Myanmar's skincare market, limited research exists on how these factors impact consumer behavior. Addressing this gap, the study investigates how SMM and lifestyle factors shape purchase intentions. Technology, especially the Internet, has revolutionized communication and business strategies by enabling global audience engagement. Social media has become a cornerstone of digital marketing, providing interactive platforms for businesses to build brand communities and gather feedback. In the beauty and cosmetics industry, social media significantly influences consumer decisions, particularly among younger generations who rely on digital platforms for product reviews and recommendations. In Myanmar, Facebook's widespread use has opened new opportunities for brands to engage with a diverse consumer base. Despite political and economic challenges, Myanmar's skincare market continues to expand, driven by demand for quality products and the influence of global brands.

As businesses navigate the complexities of social media marketing, they must also consider the importance of building trust and managing perceived risks. Consumers are more likely to engage with brands that they trust and perceive as reliable. Therefore, effective social media marketing strategies must prioritize transparency, authenticity, and customer satisfaction. Additionally, understanding the lifestyle factors that influence consumer behavior can help businesses tailor their marketing efforts to better meet the needs and preferences of their target audience. The integration of social media into marketing strategies has revolutionized the way businesses interact with consumers. By leveraging the power of social media, businesses can enhance brand visibility, foster customer loyalty, and drive sales. However, to fully harness the potential of social media marketing, businesses must navigate the challenges of building a strong online presence, managing reputational risks, and measuring the return on investment. This study aims to provide valuable insights into the role of social media marketing and lifestyle factors in shaping consumer behavior

in the skincare market in Myanmar, offering a comprehensive understanding of the opportunities and challenges in this dynamic landscape.

2. Research Objectives

1) To analyze the influences of social media marketing factors (trust, perceived risk, shopping enjoyment, and page design) on purchase intention for L'Oréal skincare products.
2) To study the impact of Lifestyle factors (Education, Income, Activities, Interests and Opinions) on purchase intention for L'Oréal skincare products.

Proposed Hypotheses (with alternatives) are:
H 1: The specific social media marketing factors, such as trust, perceived risk, shopping enjoyment and page design significantly influence purchase intention for L'Oréal skincare products.
H 2: Lifestyle factors significantly affect purchase intention for L'Oréal skincare products.

3. Materials and Methods

This study adopts a quantitative research approach to examine the influence of social media marketing (SMM) factors and lifestyle factors on purchase intention for L'Oréal Paris skincare products in Myanmar. A descriptive and explanatory research design was applied to analyze the relationships between the independent and dependent variables, utilizing multiple regression analysis to measure their effects. The target population for this study consists of Myanmar citizens aged 18 and above who are active Facebook users, as Facebook remains the dominant platform for social media marketing in Myanmar. A random sampling method was used to ensure a diverse respondent pool. The sample size was determined using Taro Yamane's formula, resulting in 420 respondents to ensure adequate representation of the population. A non-probability convenience sampling method was employed, distributing the survey via Facebook groups, skincare communities, and targeted advertisements. This method was chosen for its effectiveness in reaching individuals actively engaged with skincare-related content on social media.

Primary data were collected through a structured online questionnaire, distributed via Google Forms. Before launching the full survey, a pilot study with 20 respondents was conducted to assess the clarity and reliability of the questionnaire. The final survey was structured to gather information on respondents' social media engagement, skincare purchasing behavior, and perceptions of L'Oréal Paris products. The study examines three key variable categories. The dependent variable (DV) is purchase intention for L'Oréal Paris skincare products, measured on a 5-point Likert scale. The independent variables (IVs) include two major categories: Social Media Marketing Factors (SMM) and Lifestyle Factors. The SMM factors include trust (influencer credibility, brand trust), perceived risk (product authenticity, product quality concerns), shopping enjoyment (enjoyment, convenience), and page design (visual appeal, usability). The lifestyle factors include education (understanding product information), income (affordability and its influence on purchase decisions), activities (engagement in skincare browsing and shopping), interests (willingness to try new skincare products), and opinions (importance of skincare in daily routine). All independent variables were measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

To ensure reliability and validity, Cronbach's alpha was calculated for each variable, confirming the internal consistency of the measurement scales. The results confirmed that all variables had a Cronbach's Alpha score above 0.7, indicating strong reliability. The collected data were analyzed using PSPP software, with multiple regression analysis applied to evaluate the relationship between SMM factors, lifestyle factors, and purchase intention. This statistical approach identified the strength and direction of these influences, providing insights into which factors most significantly affect consumer behavior.

Despite the study's contributions, some limitations should be acknowledged. The research relied on self-reported data, which may introduce response bias. Additionally, while multiple social media platforms were included, the survey responses were primarily Facebook-centric, potentially limiting insights from users of platforms like Instagram and TikTok. Moreover, external factors such as economic conditions,

political stability, and shifting consumer preferences may also influence purchase intention beyond the variables measured in this study. Future research should expand the demographic sample, incorporate other social media platforms, and explore additional moderating factors, such as cultural influences and psychological motivations, to gain a more comprehensive understanding of consumer behavior.

4. Results and Discussion
4.1 Results
Demographics Information

Table 1 Demographic Breakdown of Respondents

Category	Subcategory	Percentage (%)	Count (n= 420)
Gender	Male	37.1%	156
	Female	58.6%	246
	Other	4.3%	18
Age	under 18 years	2.6%	11
	18 to 24 years	43.3%	182
	25 to 35 years	47.1%	198
	36 years old and above	6.9%	29
Occupation	Student	52.1%	219
	Full time Employee	35.5%	149
	Part time Worker	4.8%	20
	Business Owner	6.7%	28
	Other	1%	4

Table 1 represents the demographic breakdown of the respondents, summarizing gender, age, and occupation distribution. Gender: Among the 420 respondents, the majority of respondents are female, with a total of 246 (58.6%), followed by male, with a total of 156 (37.1%), and a small number of respondents identifying as other, a total of 18 (4.3%). The following figure shows the gender proportion of the respondents.

Age range: Most respondents are between 25 and 35 years old (a total of 198 – 47.1%), followed by those aged 18 to 24 years old (a total of 182 – 43.3%). Therefore, it can be said that most respondents are in the working age range. Moreover, a few respondents are students who are under 18 years old (a total of 11-2.6%) and 36 years old and above (a total of 29 – 6.9%). The following figure shows the age range of the respondents.

Occupation of the respondents: The majority of respondents are students (52.1% or 219 respondents). Then, 149 respondents (35.5%) are full time employees and 28 respondents (6.7%) are business owners. A small number of respondents, which is 4.8% (total 20) are part time workers and 1% of respondents are others. The following figure shows the occupation of the respondents. The data presented in Table 1 provides a comprehensive view of the respondent profile, ensuring a diverse representation of individuals

based on gender, age, and occupation. This demographic distribution offers valuable context for understanding consumer behavior in relation to social media marketing and purchase intention in Myanmar.

Linear Regression Analysis – SMM Factors and Purchase Intention

By using the linear regression analysis, this study examined the relationship between SMM factors and purchase intention, focusing on 4 factors: trust, perceived risk, shopping enjoyment, and page design.

Table 2 Relationship between Purchase Intention and SMM Factors

SMM Factors	Unstandardized Coefficients		Standardized Coefficients		
	β	Std. Error	Beta	t	Sig
(Constant)	2.04	.30	.00	6.76	.000
Influencer credibility	.49	.09	.42	5.27	.000
Brand trust	-.13	.08	-.13	-1.59	.114
Product authenticity	.40	.08	.28	5.07	.000
Product quality	-.65	.08	-.51	-7.97	.000
Enjoyment	.00	.05	.00	.04	.000
Convenience	.23	.05	.34	4.50	.000
Visual appeal	.23	.05	.26	5.08	.000
Usability	0.8	.06	.05	1.28	.203
F (p-value)			45.39		
R square			0.47		

Table 2 indicates that Social Media Marketing (SMM) variables significantly affect the dependent variable, Purchase Intention, with F = 45.39 with Sig(F) = 0.000, which is less than 0.05. The regression analysis found that R Square = 0.47, meaning that SMM factors can explain 47% of the variation in purchase intention. For Trust, the standardized coefficient Beta shows that influencer credibility (Beta = 0.42, t = 5.27, p < 0.05) significantly impacts purchase intention, suggesting that credible influencers positively influence consumer decisions. Brand trust (Beta = -0.13, t = -1.59, p = 0.114), however, does not show a significant relationship. The results imply that trust in influencers is more influential than general brand trust in the context of skincare purchases.

For Perceived Risk, product authenticity (Beta = 0.28, t = 5.07, p < 0.05) positively influences purchase intention, indicating that assurance of authentic products drives purchase behavior. In contrast, product quality (Beta = -0.51, t = -7.97, p < 0.05) has a negative relationship, suggesting that concerns over quality can deter purchase intentions.

For Shopping Enjoyment, enjoyment (Beta = 0.00, t = 0.04, p = 0.970) shows no significant relationship, while convenience (Beta = 0.34, t = 4.50, p < 0.05) significantly influences purchase intention. This highlights that the ease of shopping experience plays a more critical role than the enjoyment factor.

For Page Design, visual appeal (Beta = 0.26, t = 5.08, p < 0.05) significantly impacts purchase intention, suggesting that attractive page design positively affects consumer choices. However, usability (Beta = 0.05, t = 1.28, p = 0.203) shows no significant effect.

Based on the results, the regression equation can be defined as follows: Purchase Intention = 2.04 + 0.49 Influencer credibility - 0.13 Brand trust + 0.40 Product authenticity - 0.65 Product quality + 0.00 Enjoyment + 0.23 Convenience + 0.23 Visual Appeal + 0.08 Usability

Therefore, it can be said that Social Media Marketing Factors (trust, perceived risk, shopping enjoyment, page design) have a significant impact on overall purchase intention.

Therefore, this study accepts:

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H 1: The specific social media marketing factors, such as trust, perceived risk, shopping enjoyment, and page design, significantly influence purchase intention for L'Oréal skincare products.

Linear Regression Analysis – Lifestyle Factors and Purchase Intention

By using the linear regression analysis, this study determined the relationship between lifestyle factors and purchase intention, diving into 4 factors: opinion, interest, income, activities and education.

Table 3 Relationship between Purchase Intention and Lifestyle Factors

SMM Factors	Unstandardized Coefficients		Standardized Coefficients		
	β	Std. Error	Beta	t	Sig
(Constant)	.19	.23	.00	.81	.419
Importance of Skincare in Lifestyle	.30	.05	.29	6.11	.000
Importance of Skincare Routine	-.23	.05	-.19	-4.38	.000
Interests	-.02	.03	-.02	-.50	.620
Affordability	.24	.06	.23	4.01	.000
Income Influence on Purchase Decision	.39	.05	.40	8.28	.000
Education	.20	.06	.17	3.07	.002
Activities	.17	.03	.18	5.76	.000
F (p-value)			90.42		
R square			0.61		

Table 3 shows that lifestyle factors have a significant influence on purchase intention, with F = 90.42 and Sig(F) = 0.000, which is less than 0.05. The R Square value is 0.61, indicating that lifestyle factors explain 61% of the variation in purchase intention. For Opinions, the importance of skincare in lifestyle (Beta = 0.29, t = 6.11, $p < 0.05$) has a significant positive effect on purchase intention. This suggests that consumers who consider skincare as an essential part of their lifestyle are more likely to purchase skincare products. Conversely, the importance of skincare routine (Beta = -0.19, t = -4.38, $p < 0.05$) shows a significant negative relationship. This implies that while skincare routines are important, a rigid routine may not necessarily encourage purchase intentions, possibly due to the perception of complexity or time commitment.

For Income, both affordability (Beta = 0.23, t = 4.01, $p < 0.05$) and income's influence on purchase decision (Beta = 0.40, t = 8.28, $p < 0.05$) significantly affect purchase intention. This indicates that higher purchasing power and the perceived impact of income on buying decisions contribute positively to consumers' likelihood of purchasing skincare products.

For Interests and Education, Interests (Beta = -0.02, t = -0.50, $p = 0.620$) do not significantly affect purchase intention. This suggests that general interest in skincare may not directly translate into actual purchasing behavior. Education (Beta = 0.17, t = 3.07, $p < 0.05$) has a significant positive influence on purchase intention. This shows that consumers with higher levels of education, who potentially have better knowledge about skincare products, are more likely to make purchasing decisions.

For Activities, (Beta = 0.18, t = 5.76, $p < 0.05$) significantly impact purchase intention. This suggests that consumers actively engaging in browsing and exploring skincare products are more inclined to purchase, highlighting the role of online and offline activities in driving purchasing behavior.

Based on the results, the regression equation can be defined as follows: Purchase Intention = 0.80 + 0.27 Importance of Skincare in Lifestyle - 0.23 Importance of Skincare Routine - 0.02 Interests + 0.25 Affordability + 0.39 Income Influence on Purchase Decision + 0.18 Education

Therefore, it can be said that lifestyle factors (opinion, interest, income and education) have a significant impact on purchase intention.

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Therefore, this study accepts:

H 2: Lifestyle factors significantly affect purchase intention for L'Oréal skincare products.

4.2 Discussion

The findings of this study reveal that both social media marketing (SMM) factors and lifestyle factors significantly influence the purchase intention of L'Oréal Paris skincare products in Myanmar. Among SMM factors, trust—particularly influencer credibility and product authenticity—had the strongest positive impact on purchase intention. This finding aligns with prior research by Erkan and Evans (2016), and Lou and Yuan (2019), who emphasize that credible endorsements and perceived authenticity strongly drive consumer decisions. Conversely, perceived risk associated with product quality negatively influenced purchase intention, indicating that concerns about counterfeit or low-quality products deter purchases. This is consistent with Chiu et al. (2014), who found that perceived risks, particularly in e-commerce transactions, significantly impact consumer behavior. Furthermore, page design, including visual appeal and usability, positively impacted purchase intention, aligning with the work of Kim and Stoel (2004) on the importance of website aesthetics in online retail. However, shopping enjoyment had a limited effect, suggesting that while convenience matters, it may not be a primary driver in this specific market.

Regarding lifestyle factors, income influence, affordability, and education emerged as the most significant predictors, collectively explaining 61% of purchase intention variance. These findings align with previous studies, such as Kotler et al. (2017), and Husic and Cicic (2009), which highlight the role of income and education in shaping preferences for luxury and premium products. Consumers with higher incomes and better education levels were more inclined to purchase premium skincare products like L'Oréal Paris. Additionally, opinion factors, particularly the perceived importance of skincare in daily routines, played a significant role in shaping consumer behavior, supporting insights from Pudaruth et al. (2015) on personal grooming habits influencing purchase decisions. Beyond these primary findings, this study identified a growing interest in skincare products among male consumers, presenting new opportunities for brands to target this emerging demographic. This trend aligns with Souiden and Diagne (2009), who explored the evolving perceptions of masculinity and personal care consumption. Additionally, the dominance of Facebook as the primary social media platform underscores the need for platform-specific marketing strategies in Myanmar, reinforcing the findings of Duffett (2017) on social media engagement influencing brand interactions.

While this study provides valuable insights, some limitations should be acknowledged. First, the study primarily focused on Facebook, while other platforms like Instagram and TikTok are increasingly popular among younger consumers. Future research should explore how different social media channels influence purchase intention in Myanmar. Additionally, factors such as economic conditions, political stability, and cultural influences could further shape online buying behaviors. Expanding the sample size and integrating qualitative research methods, such as in-depth interviews or focus groups, could provide deeper insights into consumer perceptions and motivations. Overall, this study underscores the importance of trust-building strategies, risk mitigation, and lifestyle-driven marketing approaches for companies like L'Oréal Paris Myanmar. By fostering credibility through influencers, ensuring product authenticity, and tailoring marketing efforts to lifestyle preferences, brands can enhance consumer engagement and drive sales growth in Myanmar's evolving skincare market.

5. Conclusion

This study has explored the influence of social media marketing (SMM) and lifestyle factors on the purchase intentions of L'Oréal Paris skincare products among Facebook users in Myanmar. The findings reveal that both SMM and lifestyle factors significantly impact consumer purchase intentions, highlighting the importance of these variables in shaping consumer behavior in the skincare market. The regression analysis of SMM factors, including trust, perceived risk, shopping enjoyment, and page design, indicates that these elements significantly influence purchase intentions. Trust and perceived risk were found to have mixed effects, with influencer credibility positively impacting purchase intentions, while brand trust showed a

negative relationship. Shopping enjoyment and page design, on the other hand, demonstrated positive relationships with purchase intentions, emphasizing the importance of creating engaging and visually appealing online shopping experiences.

Lifestyle factors, such as opinions, interests, income, and education, also play a crucial role in determining purchase intentions. The analysis revealed that the importance of skincare in lifestyle and skincare routine significantly affects purchase intentions, with the former having a positive impact and the latter a negative one. Interests were found to have a negative relationship with purchase intentions, while income and education positively influenced consumer decisions. These findings underscore the need for marketers to consider lifestyle attributes when targeting consumers in the skincare market. Overall, the study confirms that both SMM and lifestyle factors are critical in shaping purchase intentions for skincare products. For brands like L'Oréal Paris, leveraging social media platforms effectively and understanding the lifestyle preferences of their target audience can enhance their marketing strategies and drive sales. The insights gained from this research can help marketers develop more targeted and effective campaigns, ultimately leading to increased consumer engagement and higher conversion rates.

This study found several practical ways for Myanmar businesses to use SMM and lifestyle factors to effectively build positive purchase intentions among consumers. First, companies should put more money into social media campaigns that build trust and lower perceived risk in order to boost purchase intentions. Interactive elements and interesting content can greatly increase the pleasure of shopping and enhance page design, which will make online shopping more alluring. Second, it is critical to comprehend the lifestyle elements that affect consumer behavior. Companies should concentrate on developing marketing plans that speak to their target audience's beliefs, passions, financial statuses, and educational backgrounds. Purchase intentions can be positively impacted, for example, by addressing concerns about skincare routines and highlighting the significance of skincare in lifestyle.

Lastly, businesses and policymakers in Myanmar should adopt a strategic and balanced approach to utilize both SMM and lifestyle factors effectively. Policymakers can support these efforts by promoting digital literacy programs and providing businesses with guidelines to adopt best practices in digital marketing. Additionally, supporting local businesses in using data-driven marketing tools can ensure they compete effectively in the digital marketplace. Future research could further explore the interplay between different SMM elements and lifestyle factors, as well as their combined effects on purchase intentions. Additionally, examining other demographic variables and their influence on consumer behavior could provide a more comprehensive understanding of the factors driving purchase decisions in the skincare market.

In conclusion, this study highlights the significant impact of SMM and lifestyle factors on purchase intentions for L'Oréal Paris skincare products in Myanmar. By strategically leveraging these insights, businesses can create meaningful connections with their target audience, enhance credibility, and establish a strong brand presence in the market.

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