

## The Role of Social Media Marketing in Consumer Behavior in the Beauty Industry

Naw Lah June Paw, Khin Lin Lin Soe, Yoon Ei Ei Phyu, Nyein Aye San and Rathirat Kheawmesuan

International Business, Faculty of International College, Rangsit University  
College of Tourism and Hospitality Industry

### Abstract

Social media has become a key marketing tool for beauty product companies to engage with consumers and influence their purchasing behavior. Platforms such as Instagram, TikTok, Facebook, and YouTube enable companies to promote products, interact with customers, and build brand trust effectively. This study examines how social media marketing affects consumers' purchasing behavior in the beauty industry by analyzing the effectiveness of content types, influencer impact, and brand-consumer interaction.

A quantitative survey was conducted among consumers who purchase beauty products online. The study analyzed factors including visual content (e.g., images and videos), influencer endorsements, customer reviews, and promotional activities to evaluate their influence on purchase decisions.

The results indicate that social media marketing has a significant positive impact on consumers' purchasing behavior. Informative and engaging content, such as product demonstration videos and tutorials, enhances consumer trust and purchase intention. Additionally, influencer endorsements and positive customer reviews significantly influence consumers' buying decisions. Active brand-consumer interaction and promotional offers on social media further enhance customer engagement and encourage repeat purchase behavior.

These findings suggest that social media marketing is a critical strategy for beauty product companies to increase sales and strengthen customer relationships. The study provides practical insights for marketers to develop more effective, authentic, and consumer-focused social media strategies in an increasingly competitive digital environment.

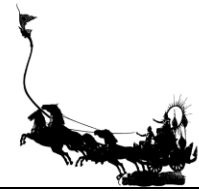
**Keywords:** *Social Media Marketing, Beauty Industry, Consumer Behavior, Influencer Marketing, Sales Performance.*

### 1. Introduction

In the past, beauty products were primarily promoted through traditional channels such as magazine advertisements, television commercials, and in-store displays. However, the rapid growth of social media has significantly transformed how consumers discover, evaluate, and purchase beauty products. Platforms such as Instagram, TikTok, and YouTube enable brands to present products through visual and interactive content, allowing consumers to engage directly with both brands and other users (Kapferer, 2021; Lou & Yuan, 2019). As a result, marketing has shifted from one-way communication to a more dynamic and consumer-driven process.

The beauty product market is particularly influenced by social media due to its highly visual and experiential nature. Consumers not only purchase functional products but also express identity and lifestyle through beauty consumption (Jin & Ryu, 2020). Social media content such as tutorials, product demonstrations, and user-generated reviews provides information and social validation, which strongly influence purchase decisions (Djafarova & Trofimenko, 2019). This aligns with **consumer behavior theory**, which suggests that social influence and perceived credibility play key roles in shaping purchasing decisions.

A major development in social media marketing is the rise of influencer marketing. Compared to traditional celebrity endorsements, social media influencers are often perceived as more authentic and



relatable, thereby increasing their ability to influence consumer trust and purchase intention (Abidin, 2021; De Veirman et al., 2017). In addition, **source credibility theory** explains how the trustworthiness and expertise of influencers impact consumers' attitudes and behaviors. Beauty brands increasingly collaborate with influencers to promote products and establish stronger connections with target audiences (Casaló et al., 2020).

Another important factor is the role of social media content and platform features. Algorithms on platforms such as TikTok and Instagram determine content visibility, enabling certain beauty trends to spread rapidly and influence large audiences (Montag et al., 2021). Viral content and user-generated posts can significantly increase product awareness and sales without relying on traditional advertising (Appel et al., 2020). Furthermore, integrated shopping features, such as in-app purchasing, have shortened the consumer decision-making process and encouraged impulse buying behavior (Lee & Watkins, 2016; Arora et al., 2019).

Despite these advancements, several challenges remain. Issues such as lack of authenticity, over-commercialization, and unrealistic beauty standards can reduce consumer trust (Marwick, 2015). Therefore, maintaining genuine brand–consumer interaction is essential for building long-term relationships and customer loyalty (Boerman et al., 2017).

## 2. Research Gap:

Although previous studies have examined social media marketing, influencer marketing, and consumer behavior separately, there is limited research that **integrates key factors—such as content type, influencer impact, and brand–consumer interaction—and examines their combined effect on consumers' purchasing behavior in the beauty products context**. Additionally, existing studies often lack empirical evidence linking these variables directly to purchase behavior in the context of online beauty product consumption.

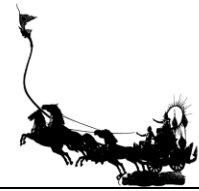
## 3. Research Purpose:

Therefore, this study aims to examine how social media marketing influences consumers' purchasing behavior in the beauty industry by focusing on content effectiveness, influencer marketing, and brand–consumer interaction. The study applies concepts from **consumer behavior theory and source credibility theory** to better understand how these factors shape consumers' purchase decisions in a digital environment.

## 4. Research Objectives

The aims of this study are to:

1. Examine the effect of social media marketing on consumers' purchasing behavior in the beauty industry.
2. Analyze how different types of social media content (e.g., product demonstrations, reviews, and promotional posts) influence consumers' purchase decisions.
3. Assess the impact of influencer marketing on consumer trust and purchase intention toward beauty products.
4. Evaluate the relationship between brand–consumer interaction on social media and consumers' purchasing behavior.



## 5. Literature Review

### 5.1 Social Media Marketing in the Beauty Product Context

Beauty products are highly visual and experiential, in nature making, social media an effective platform for marketing. Visual content such as product demonstrations, tutorials, and transformations videos, enhances product understanding and perceived attractiveness, which can influence consumer attitudes and purchase decisions (Djafarova & Bowes, 2021; Kim & Kim, 2021).

From a **consumer behavior perspective**, purchase decisions are influenced by both emotional responses and social validation. Features such as likes, comments, and shares provide social proof, allowing consumers to evaluate products based on others' experiences (Phua et al., 2020). This suggests that visually engaging and interactive content plays a critical role in shaping consumers' purchasing behavior in the beauty product market.

In addition, social media platforms integrate e-commerce functions (e.g., in-app purchasing), which shorten the consumer decision-making process and encourage impulse buying behavior (Appel et al., 2020). Algorithm-driven content personalization further increases exposure to relevant products, thereby strengthening consumer engagement and purchase intention (Voorveld, 2019).

### 5.2 Influencer Marketing and Source Credibility

Influencer marketing has become a central strategy for promoting beauty products on social media. Unlike traditional celebrities, influencers are often perceived as more relatable and trustworthy, thereby increasing their persuasive power (Lou & Yuan, 2019).

This aligns with **source credibility theory**, which posits that the effectiveness of communication depends on the perceived trustworthiness and expertise of the source. Influencers who provide authentic and transparent content are more likely to build consumer trust and positively influence consumers' purchase intention (Audrezet et al., 2020).

Therefore, influencer marketing plays a significant role in shaping consumers' attitudes and behaviors toward beauty products.

### 5.3 User-Generated Content and Social Influence

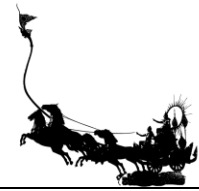
User-generated content (UGC), such as reviews, tutorials, and before-and-after posts, has become a significant factor in consumer decision-making. UGC serves as **social proof**, whereby consumers rely on others' experiences to evaluate product quality and reduce purchase uncertainty (Cheung et al., 2020).

Online communities and peer interactions further strengthen consumer engagement and enhance brand relationships (Dessart et al., 2015). Viral trends and shared content can rapidly increase product visibility and influence large audiences, demonstrating the strong impact of social influence on consumers' purchasing behavior

### 5.4 From Engagement to Purchase Behavior

Social media facilitates the transition from awareness to purchase by creating a seamless consumer journey, from content exposure to final purchase. According to prior studies, higher levels of engagement (e.g., likes, comments, and shares) are associated with stronger purchase intention and actual buying behavior (Appel et al., 2020).

This process is supported by **stimulus–organism–response (S-O-R) theory**, in which social media content (stimulus) affects consumers' emotions and perceptions (organism), ultimately leading to purchasing behavior (response). In the beauty product context, engaging content, influencer endorsements, and brand consumer interaction collectively drive this process.



### **5.5 Challenges in Social Media Marketing**

Despite its effectiveness, social media marketing also presents several challenges. Overexposure to sponsored content and unrealistic beauty standards can reduce consumer trust (Marwick, 2015). Consumers are increasingly skeptical of paid promotions and tend to prefer authentic and transparent communication (Ki et al., 2020).

Therefore, maintaining genuine brand–consumer interaction is essential for sustaining consumer trust and long-term customer relationships.

## **6. Research Methodology**

### **6.1 Research Method and Design**

This study employed a quantitative research approach to examine how social media marketing affects consumer s' purchasing behaviour of beauty products. A quantitative approach was selected as it enables the collection of numerical data and facilitates identification of patterns, trends, and relationships among variables.

A cross-sectional survey design was employed, involving one-time data collection rather than a longitudinal approach. The data collected in this study provide insights into current trends regarding how social media content influences consumers' purchasing decision for beauty products.

The focus of this study is to investigate the relationship between key social media components such as platform usage, content types, and user-generated content—and consumers' purchasing behavior of beauty products.

### **6.2 Sample Size and Sampling Method**

The sample size was determined based on standard statistical guidelines. For a large population, approximately 385 participants are required to achieve a 95% confidence level with a 5% margin of error. A total of 403 valid responses were collected to ensure the reliability of the results.

A convenience sampling method was employed, whereby participants were selected based on their accessibility. The survey was distributed via online social media platforms (e.g., Facebook and Instagram) as well as through university-related groups. Although this method is commonly used in online research, it may limit the generalizability of the findings.

### **6.3 Procedures for Gathering Data**

Data was collected through an online questionnaire developed using Google Forms. The survey link was distributed through online platforms, university communities, and individuals that are users of social media; they were targeted because of their use of these platforms and their experience purchasing beauty products.

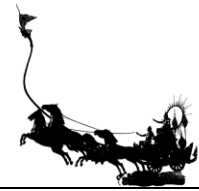
The data collection period lasted two weeks. Participation was voluntary, and no identifying information was collected to ensure participants' privacy. Most respondents were young adult aged between 19 and 25 years. In total, 403 completed responses were included in the final analysis.

### **6.4 Designing the Questionnaire**

A structured questionnaire consisting of closed -ended questions was employed, as it facilitates easier data analysis and ensures consistency among respondents.

The questionnaire consisted of the following components:

- Multiple-choice questions (e.g., use of social media platforms and purchasing channels)
- Likert scale questions were used to measure respondents' attitudes and perceptions (e.g., the effectiveness of social media in influencing purchase decisions).



- Frequencies -based questions (e.g., frequency of purchasing beauty products)  
The questionnaire included items related to demographic characteristics, social media usage, purchasing habits, and factors influencing buying decisions. All questions were designed to be clear, concise, and easily understood to minimize ambiguity.

### **6.5 Data Analysis**

The data collected in this study were analyzed using both descriptive and inferential statistical analyses as follows:

- Descriptive statistical analysis was conducted using frequency counts and percentage distributions to summarise respondents' demographic characteristics and general patterns in purchasing behavior.
- Correlation analysis was conducted to examine the relationship between respondents' use of social media and their purchasing behavior.

Regression analysis was conducted to assess the relationship between the types of social media content viewed (e.g., images and videos) and the frequency of purchasing behavior.

Overall, descriptive and inferential statistical techniques were used to identify patterns and relationships among the study variables.

### **6.6 Reliability and Validity**

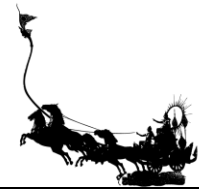
All participants were presented with identical sets of questions in a standardized format to ensure consistency in responses. The questionnaire was designed using fixed wording to minimize bias and enhance consistency in participants' responses.

Reliability was enhanced by ensuring that all measurement items were based on established and validated constructs from prior research. Finally, the relatively large sample size ( $N = 403$ ) enhances the generalizability of the findings compared to studies with smaller samples.

## **7. Results and Discussion**

This section presents the results of the quantitative survey conducted to examine the impact of social media marketing on consumer purchasing behavior in the beauty sector. Data were collected from 403 valid participants through a structured online questionnaire. Descriptive statistical methods, including frequencies and percentages, were employed to analyze patterns of social media usage, content preferences, and purchasing behaviors.

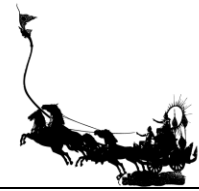
These findings provide empirical evidence that social media marketing has a significant influence on consumer purchasing behavior in the beauty sector. The results are consistent with the study's objective of examining the relationship between social media engagement, content consumption, and purchasing behavior.

**Table 1** Demographic Profile of Respondents

<b>Variable</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Age Group</b>	Under 18	74	18.0
	19–25	238	57.9
	Above 25	124	30.2
<b>Gender</b>	Male	102	24.8
	Female	248	60.3
	Other	61	14.8

The demographic profile of the respondents provides important context for this study examining the role of social media marketing influencing purchasing behavior in the beauty industry. The majority of respondents were aged 19–25 years (57.9%), indicating that young adults represent the primary audience engaged with beauty-related social media content. This group is characterized by high levels of social media usage and strong responsiveness to digital marketing strategies. Respondents under 18 years accounted for 18.0%, suggesting early exposure to beauty marketing, while those above 25 years (30.2%) indicate that social media marketing also influences older consumer segments.

In terms of gender, female respondents (60.3%) constituted the largest proportion of the sample, consistent with established trends in beauty product consumption. Male respondents (24.8%) and those identifying as other genders (14.8%) further reflect the increasing diversity of the beauty market. Overall, the demographic distribution indicates that social media marketing in the beauty industry reaches a predominantly young and female audience while also engaging diverse age and gender groups, thereby reinforcing its effectiveness in influencing purchasing behaviour and sales outcomes.

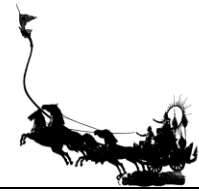
**Table 2** Social Media Platforms used and Purchase Frequency of Beauty Products

Variable	Category	Frequency	Percentage (%)
Purchase Frequency	Very frequently (almost every time)	88	21.4
	Often (a few times a month)	131	31.9
	Occasionally (once in a while)	126	30.7
	Rarely (less than a few times a year)	56	13.6
	Never	10	2.4
Social Media Platform	Instagram	134	32.6
	TikTok	230	56.0
	YouTube	168	40.9
	Facebook	225	54.7
	X (Twitter)	39	9.5

According to data collected, as shown in Figure 2, consumers regularly purchase beauty products regularly. More than half of the participants reported purchasing beauty products either frequently (31.9%) or occasionally (30.7%), while 21.4% indicated that they purchase beauty products very often. Conversely, a relatively small proportion of participants (13.6 per cent) reported that they never or rarely purchase beauty products. These findings suggest that consumers tend to purchase beauty products regularly due to their relatively low cost, frequent consumption, and the influence of trending products on social media.

Participants indicated that their primary platform of purchasing beauty products is through TikTok (56.0 per cent of respondents), followed by Facebook (54.7 per cent), Youtube (40.9 per cent), and Instagram (32.6 per cent). In contrast, Twitter (X) exhibited a low incidence of use when purchasing beauty products with only 9.5 per cent of respondents. The popularity of TikTok in the beauty sector may be attributed to its emphasis on short-form video content and highly engaging promotional formats, such as product demonstrations, makeovers, and influencer endorsements. Facebook continues to serve as a significant platform for beauty purchases due to its large user base, integrated social commerce functionalities, and its ability to facilitate information sharing and social interaction. YouTube is also perceived by consumers as a reliable platform for accessing detailed product reviews and demonstration videos, which can effectively encourage purchase decisions. The findings indicate a strong positive correlation between social media engagement and the purchase of beauty products. Highly active social media users are more likely to purchase beauty products compared to less active users.

Visual social media platforms influence consumer purchasing behaviour by enhancing product knowledge, reducing uncertainty in decision-making, and increasing the likelihood of repeat purchases. As a result, beauty companies should develop well-defined social media marketing strategies to support sustained consumer engagement and generate consistent revenue streams.

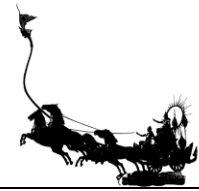
**Table 3** The Effectiveness of Social Media Marketing in Influencing Beauty Product Sales

Variable	Category	Frequency	Percentage (%)
Effectiveness of Social Media Marketing	Extremely effective	108	26.8
	Very effective	119	29.5
	Moderately effective	132	32.8
	Slightly effective	35	8.7
	Not effective at all	9	2.2

The results indicate that most respondents perceive social media marketing as effective in influencing beauty product sales, with a majority rating it as extremely, very, or moderately effective. Only a small proportion of respondents perceived social media marketing as slightly effective or not effective at all.

The findings highlight that social media engagement significantly influence consumer awareness and purchasing decisions regarding beauty products. The high proportion of respondents who rated social media marketing as extremely or very effective suggests that digital platforms play a critical role in shaping brand awareness, consumer attitudes, and purchase intentions. Visual content— such as tutorials, before-and-after demonstrations, and influencer endorsements —enhances consumers' understanding of product benefits and builds trust, thereby directly influencing purchase decisions and sales. Furthermore, the substantial proportion of respondents who rated social media marketing as moderately effective indicates that, although not all marketing content leads to immediate purchases, it still contributes significantly to product consideration and brand recall. The relatively small number of respondents who viewed social media marketing as slightly or not effective suggests limited resistance to digital influence among consumers.

Overall, these results emphasize that social media is a powerful marketing tool for beauty brands, and effective strategies should focus on authenticity, engaging content, and credible influencers to maximize consumer response and drive sales.

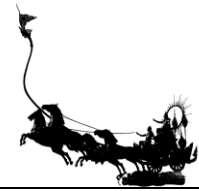
**Table 4** The Impact of Social Media on Beauty Shopping Behavior

Variable	Category	Frequency	Percentage (%)
Change in Beauty Shopping Habits	I mostly buy online now	114	28.3
	I buy both online and offline equally	144	35.7
	I research online but purchase offline	93	23.1
	I still prefer offline shopping	37	9.2
	Social media hasn't changed my habits	15	3.7

The results indicate that social media has significantly influenced consumers' beauty shopping behaviors. Most respondents reported purchasing beauty products online, using both online and offline channels equally, or researching products online prior to making offline purchases. Only a small proportion of respondents reported a preference for offline shopping or no change in their purchasing behavior.

The findings indicate that social media plays a critical role in reshaping consumer behavior in the beauty industry by influencing how consumers search for information, compare products, and make purchase decisions. The high proportion of respondents who shop online or adopt a hybrid shopping approach suggests that social media platforms have become a central component of the consumer decision-making journey. Visual content — such as product demonstrations, tutorials, influencer reviews, and user-generated content — enhances product awareness and reduces perceived uncertainty, thereby encouraging consumers to explore online purchasing options. Even among consumers who prefer offline purchases, the tendency to conduct online research highlights the importance of social media as a trusted information source prior to making final purchase decisions. The small proportion of respondents who reported no change in behavior further emphasizes the widespread influence of social media on beauty consumption patterns.

Overall, these results suggest that beauty brands should prioritize a strong social media presence and adopt integrated online–offline strategies to effectively engage consumers and influence purchasing behavior.

**Table 5** Preferred Purchase Channels for Beauty Products Discovered Through Social Media

Variable	Category	Frequency	Percentage (%)
Preferred Purchase Channels	Brand's official website	171	42.4
	E-commerce platforms (e.g., Shopee, Lazada, Shein)	223	55.3
	Beauty stores or counters	205	50.9
	Social media shop links (e.g., TikTok Shop, Instagram Shop)	173	42.9
	Through resellers or third parties	25	6.2

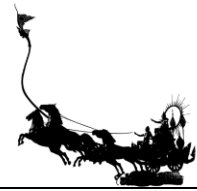
The results indicate that social media marketing has a significant influence on how consumers select purchase channels for beauty products, particularly by encouraging the use of e-commerce platforms. Many consumers prefer e-commerce platforms due to their convenient, attractive promotions offers, and perceived trustworthiness. However, a substantial proportion of respondents continue to purchase from physical beauty stores or retail counters. This suggests that social media primarily facilitates awareness and information acquisition, while some consumers prefer to complete the final purchase offline in order to physically evaluate products. The widespread use of social media shop links further indicates the growing importance of social commerce, as it enables consumers to purchase products directly within platforms with minimal effort. In contrast, fewer consumers rely on resellers or third- parties, sellers, possibly due to concerns regarding product authenticity.

Overall, the findings suggest that social media marketing effectively influences both online and offline purchasing channels in the beauty industry and plays a critical role in shaping consumers' purchase decisions.

**Table 6** Types of Social Media Content Influencing Consumers' Beauty Product Purchase

Variable	Category	Frequency	Percentage (%)
Types of Social Media Content	Tutorials or "Get Ready With Me" videos	153	38.0
	Influencer reviews or recommendations	193	47.9
	Advertisements or sponsored posts	172	42.7
	Discounts, giveaways, or promotions	181	44.9
	Before-and-after results or product demonstrations	76	18.9

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### 7.1 Discussion

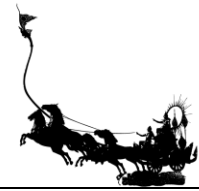
The findings of this study indicate that influencer reviews and recommendations are among the most influential types of social media content in encouraging consumers to purchase beauty products. A considerable proportion of respondents identified influencers as their primary source of influence, suggesting that influencers play a significant role in building trust and shaping consumer purchase decisions. This may be explained by the tendency of consumers to perceive influencers as relatable and credible sources of information. In addition, promotional strategies such as discounts, giveaways, and sponsored advertisements also demonstrate a notable impact, highlighting that both trust-based communication and incentive-based marketing approaches are effective in motivating consumers to make purchase decisions.

Furthermore, tutorials or “Get Ready with Me” videos are also important, as they demonstrate how products are used in real-life situations and provide practical insights for consumers. This type of content helps consumers better understand product functionality and suitability prior to making a purchase decision, thereby reducing uncertainty and increasing purchase confidence. In contrast, product comparisons, before-and-after results, and highly edited demonstrations appear to be less influential. This may be attributed to increasing consumer skepticism toward content perceived as overly edited, unrealistic, or lacking authenticity.

**Table 7** Importance of User-Generated Content in Beauty Product Purchase Decisions

Level of Importance	Number of Respondents (n)	Percentage (%)
Extremely important	134	33.3
Very important	110	27.3
Somewhat important	124	30.8
Slightly important	30	7.4
Not important at all	5	1.2
<b>Total</b>	<b>403</b>	<b>100.0</b>

The results of this study further highlight the crucial importance of authenticity and credibility in social media marketing. Consumers demonstrate a strong preference for genuine reviews and visible results, which align with their concerns regarding product effectiveness, skin compatibility, and realistic outcomes. This finding supports the notion that content driven by trust and transparency is more effective in influencing purchase decisions than traditional advertising alone. However, it is important to note that user-generated content should not automatically be assumed to be entirely honest or reliable, as its credibility may vary depending on the source and context.



When considering the significance of user-generated content (UGC), the findings indicate that it has a substantial impact on consumers' purchase decisions. A majority of respondents perceive UGC as important, reflecting the strong influence of peer-generated content in shaping consumer behavior. This suggests that consumers tend to rely on the experiences of other users as a form of social proof, particularly when evaluating beauty products. UGC, including customer reviews, images, and videos, provides diverse perspectives and helps reduce perceived risk by offering real-life evidence of product performance.

Moreover, the relatively small proportion of respondents who considered UGC to be unimportant suggests that skepticism toward peer-generated content remains limited. This emphasizes the effectiveness of social media platforms such as Instagram, TikTok, and YouTube, where user-generated and influencer content are widely shared and easily accessible. The findings imply that beauty brands can enhance their marketing effectiveness by promoting authentic user-generated content. Strategies such as reposting customer reviews, sharing before-and-after images, and collaborating with genuine users and influencers can strengthen consumer trust and positively influence purchase decisions. Overall, the combination of authentic influencer content, user-generated content, and appropriate promotional strategies plays a significant role in driving consumer behavior in the beauty industry.

## 8. Recommendations for Content Creators and Brand Managers

Based on the findings of this study, several practical recommendations can be proposed for content creators and brand managers in the beauty industry.

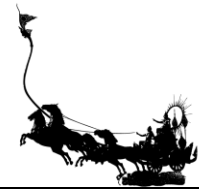
First, authenticity should be prioritized across all forms of content creation. The results indicate that consumers are highly influenced by honest reviews, user-generated content, and relatable influencer experiences. Therefore, content creators should focus on sharing genuine product experiences rather than overly edited or excessively promotional content. This aligns with prior research indicating that authenticity and transparency significantly enhance consumer trust and purchase intention (Audrezet et al., 2020; Lou & Yuan, 2019).

Second, brands should strategically collaborate with micro-influencers rather than relying solely on celebrity endorsements. The study found that influencer recommendations strongly influence purchase decisions, particularly when influencers are perceived as relatable and trustworthy. Micro-influencers tend to generate higher engagement and credibility, making them more effective in driving conversions (De Veirman et al., 2017; Casaló et al., 2020).

Third, content strategy should emphasize engaging and informative formats, such as tutorials, "Get Ready with Me" videos, and authentic customer reviews. These formats help reduce uncertainty and enable consumers to better understand product usage and expected outcomes. Previous studies also highlight that interactive and visual content enhances consumer engagement and purchase behavior (Ashley & Tuten, 2015; Appel et al., 2020).

Fourth, brands should actively encourage and leverage user-generated content (UGC). Given that the findings indicate UGC plays a major role in influencing purchase decisions, companies should repost customer reviews, testimonials, and before-and-after results to strengthen social proof and credibility. This approach is supported by research showing that peer-generated content increases trust and reduces perceived risk (Cheung et al., 2020).

Fifth, consistent brand-consumer interaction is essential. Responding to comments, hosting live sessions, and providing personalized recommendations can strengthen relationships and enhance customer loyalty. Social media should not only be used as a promotional tool but also as a platform for two-way communication (Hudson et al., 2015).



Finally, brands should integrate social commerce features into their marketing strategies. The study highlights that platforms such as Instagram and TikTok significantly influence purchase behavior. Therefore, utilizing features such as in-app shopping, product tags, and direct links can streamline the consumer journey from product discovery to purchase and increase conversion rates (Xiang et al., 2023).

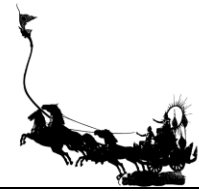
## 9. Conclusion

This study investigated the impact of social media marketing on sales in the beauty industry using a quantitative research approach. A cross-sectional survey design was employed, collecting data from 450 valid participants who are active social media users with prior experience in purchasing beauty products. The study aimed to evaluate how social media platforms, content types, influencer marketing, and brand-consumer engagement influence consumer purchasing behavior and overall sales performance in the beauty sector.

The results provide compelling evidence that social media marketing plays a crucial role in influencing consumer behavior and driving sales in the beauty industry. Visually oriented platforms, such as Instagram and TikTok, were recognized as the most impactful for beauty-related purchasing decisions. These platforms enable brands to present beauty products in an engaging and interactive manner through tutorials, short videos, live demonstrations, and product reviews. Such visual representation enhances consumers' understanding of product usage and expected outcomes, thereby increasing purchase confidence and intention. Furthermore, the findings affirm that social media content has a significant impact on consumer purchasing choices. Content formats such as influencer reviews, user-generated content, and "Get Ready with Me" videos were identified as particularly effective in building consumer trust and reducing perceived risk. Given that beauty products often require evaluation of texture, shade, and effectiveness, exposure to real-life demonstrations and authentic feedback is essential in motivating consumers to make purchasing decisions, particularly in online shopping contexts.

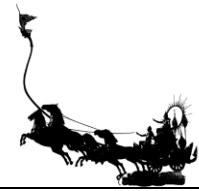
The importance of influencer marketing was emphasized as a key factor in driving sales. The findings show that consumers are more inclined to purchase beauty products endorsed by influencers perceived as genuine, knowledgeable, and relatable. Micro-influencers, in particular, were found to be more effective than celebrity influencers, as they are perceived as more trustworthy and less commercially driven. This trust not only increases the likelihood of initial purchases but also promotes repeat purchases and fosters long-term brand loyalty. Additionally, the findings indicate that active engagement between brands and consumers on social media has a positive effect on purchasing behavior. Brands that engage with consumers by responding to comments, providing personalized recommendations, hosting live events, and offering promotional tend to build stronger customer relationships. Such interaction promotes both planned impulse purchases while strengthening positive brand perceptions.

In summary, the study concludes that social media marketing has evolved from a secondary promotional tool into a fundamental strategy for driving sales growth in the beauty sector. To remain competitive in an increasingly digital marketplace, beauty brands should focus on creating visually appealing content, establishing authentic partnerships with influencers, and maintaining consistent and meaningful engagement with consumers. By implementing strategic and consumer-oriented social media marketing practices, beauty brands can reduce purchase uncertainty, improve customer satisfaction, enhance brand loyalty, and achieve sustainable long-term sales performance.



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