

Impact of Social Media Marketing on Consumer Purchase Decisions for Skincare Products

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Abstract:

In the modern digital era, social media marketing has become one of the most influential promotional tools in the skincare industry. Consumers today depend heavily on social media platforms such as Instagram, YouTube, Facebook, and TikTok for product information, skincare routines, reviews, tutorials, and recommendations before making purchasing decisions. After the COVID-19 pandemic, the use of digital platforms increased rapidly as consumers spent more time online for communication, entertainment, shopping, and product research. This shift significantly changed the marketing strategies of skincare brands and transformed consumer buying behaviour. The present study focuses on analysing the impact of social media marketing on consumer purchase decisions for skincare products. The research examines how social media advertisements, influencer marketing, electronic word-of-mouth (e-WOM), online customer reviews, and promotional campaigns affect consumer awareness, trust, preferences, and purchase intentions. The study also investigates the role of social media influencers and beauty creators in shaping consumer perceptions and encouraging skincare product purchases. The research is based on both primary and secondary data. Primary data was collected through a structured questionnaire distributed among 154 respondents in Uttarakhand who actively use social media platforms and purchase skincare products. Secondary data was collected from journals, articles, books, websites, and previous research studies related to social media marketing and consumer behaviour. The findings of the study reveal that social media marketing has a strong influence on consumer purchase decisions for skincare products. Most respondents agreed that influencer recommendations, online reviews, advertisements, and promotional offers significantly affect their buying behaviour. Consumers prefer researching skincare products online before making final purchase decisions because social media provides easy access to product information, customer feedback, tutorials, and ingredient awareness. The study also highlights that influencer marketing and electronic word-of-mouth play an important role in building consumer trust and brand awareness. However, the research identifies certain challenges such as misleading advertisements, fake reviews, unrealistic beauty standards, and excessive promotional content, which may negatively influence consumer satisfaction and trust. The study concludes that social media marketing has become an essential marketing strategy in the skincare industry. Skincare brands should focus on transparency, authenticity, informative content, and ethical influencer collaborations to maintain long-term customer trust and improve consumer satisfaction in the highly competitive digital market.

Keywords — Social Media Marketing, Consumer Purchase Decisions, Skincare Products, Influencer Marketing, Electronic Word-of-Mouth (e-WOM), Consumer Behaviour, Digital Marketing.

1. Introduction

Social media has become an important part of people's daily lives in the modern digital era. Consumers use social media platforms not only for communication and entertainment but also for gathering information, reading customer reviews, comparing products, and making purchase decisions.

Platforms such as Instagram, Facebook, YouTube, TikTok, and Snapchat have transformed the way businesses promote products and interact with consumers (Dwivedi et al., 2021). In recent years, social media marketing has emerged as one of the most effective promotional strategies in the skincare industry. After the COVID-19 pandemic, consumers

spent significantly more time online for shopping, communication, and product research. This increased the importance of digital marketing and online consumer engagement in the skincare sector (Gao et al., 2022). Consumers now depend heavily on social media platforms for skincare tutorials, product reviews, influencer recommendations, and ingredient awareness before purchasing skincare products (Kim & Sullivan, 2021). Social media marketing allows skincare brands to directly engage with consumers through advertisements, influencer collaborations, live sessions, tutorials, promotional campaigns, and interactive content. These digital marketing activities help companies create brand awareness, improve customer engagement, and influence consumer perceptions toward skincare products (Kaur & Sharma, 2023). Influencer marketing has become especially important because beauty influencers and skincare creators regularly share product demonstrations, skincare routines, and personal experiences that strongly affect consumer buying behaviour (Deepika, 2023). Electronic word-of-mouth (e-WOM) has also become one of the most influential factors affecting consumer purchase decisions in the digital environment. Consumers carefully examine online reviews, customer feedback, ratings, and testimonials before purchasing skincare products. Positive online reviews improve customer trust and purchase intention, whereas negative reviews reduce consumer confidence toward skincare brands (Patel & Roy, 2024). The growing popularity of influencer marketing and digital advertisements has significantly changed consumer buying behaviour in the skincare industry. Young consumers and Generation Z users are highly influenced by online beauty trends, influencer recommendations, and sponsored content because they spend considerable time on social media platforms (Ahmed & Singh, 2025). Consumers now prefer researching skincare products online before making final purchase decisions because social media provides quick access to product information, tutorials, customer experiences, and expert opinions. However, despite several advantages, social media marketing also creates certain challenges for consumers. Misleading advertisements, fake reviews, unrealistic beauty standards, and excessive influencer promotions sometimes create confusion among consumers regarding product quality and effectiveness (Chopra et al., 2024). Therefore, it becomes necessary to study how social media marketing influences

consumer purchase decisions for skincare products in the modern digital environment.

Research Objectives:

1. To analyse the impact of social media marketing on consumer purchase decisions for skincare products in Uttarakhand.
2. To examine the influence of influencer marketing on consumer buying behaviour for skincare products.
3. To study the effect of electronic word-of-mouth (e-WOM) on consumer purchase decisions for skincare products.
4. To identify the role of social media advertisements in creating consumer awareness about skincare products.

2. Literature Review

2.1 Social Media Marketing

Social media marketing refers to the use of social media platforms such as Instagram, Facebook, YouTube, TikTok, and Snapchat for promoting products, creating brand awareness, and interacting with consumers. In the modern digital environment, companies increasingly depend on social media marketing because it allows direct communication with customers and improves customer engagement (Dwivedi et al., 2021). After the COVID-19 pandemic, social media usage increased significantly because consumers spent more time online for shopping, entertainment, and product research. Consumers now prefer searching for skincare product information, tutorials, online reviews, and customer experiences through social media platforms before making purchase decisions (Gao et al., 2022).

Social media marketing helps skincare companies improve brand visibility, customer trust, and product awareness through advertisements, promotional campaigns, and interactive content. It has become one of the most effective digital marketing strategies in the skincare industry (Kaur & Sharma, 2023).

2.2 Influencer Marketing

Influencer marketing has become an important part of social media marketing in the skincare industry. Beauty influencers and skincare creators regularly share skincare routines, tutorials, product demonstrations, and personal experiences that strongly affect consumer buying behaviour (Sokolova & Keffi, 2020). Consumers often trust

influencers because they provide practical product demonstrations and relatable experiences. Influencer recommendations help consumers compare skincare products based on ingredients, effectiveness, quality, and customer satisfaction (Deepika, 2023). Young consumers and Generation Z users are highly influenced by influencer marketing because they spend considerable time on social media platforms. Influencer collaborations also help skincare brands improve customer engagement and brand awareness (Ahmed & Singh, 2025).

2.3 Electronic Word-of-Mouth (e-WOM)

Electronic Word-of-Mouth (e-WOM) refers to online reviews, ratings, recommendations, and customer feedback shared through digital platforms. Consumers today heavily depend on online reviews and customer experiences before purchasing skincare products (Kim & Sullivan, 2021). Positive e-WOM helps in building customer trust, improving brand image, and increasing purchase intention. Consumers generally trust customer reviews more than traditional advertisements because reviews are considered experience-based and genuine (Patel & Roy, 2024). Negative reviews and customer complaints, however, may reduce consumer confidence and negatively affect brand reputation. Therefore, skincare companies increasingly focus on maintaining positive online engagement and responding effectively to customer feedback (Chopra et al., 2024).

2.4 Consumer Purchase Decision

Consumer purchase decision refers to the process through which consumers identify their needs, search for information, compare alternatives, and finally purchase products. Social media platforms play an important role during the information search and evaluation stages because consumers actively search for product reviews, tutorials, and recommendations online (Fajar & Prominins, 2022). Consumers are more likely to purchase skincare products when they receive positive feedback, influencer recommendations, and attractive promotional offers through social media platforms. Online customer engagement significantly affects consumer trust and purchase intention in the skincare industry (Gao et al., 2022).

2.5 Research Gap

After reviewing previous studies, it was found that most researchers focused separately on influencer

marketing, electronic word-of-mouth, and online advertisements. Limited studies have analysed the combined impact of social media marketing on consumer purchase decisions for skincare products, especially during the post-pandemic period. Therefore, the present study attempts to analyse the combined influence of influencer marketing, social media advertisements, and electronic word-of-mouth on consumer buying behaviour for skincare products.

3. Research Methodology

3.1 Research Design

The present study is based on descriptive research design. This research design helps in understanding consumer behaviour, opinions, preferences, and the impact of social media marketing on skincare product purchase decisions.

3.2 Sources of Data

The study is based on both primary and secondary data.

Primary Data

Primary data was collected through a structured questionnaire distributed among respondents who actively use social media platforms and purchase skincare products.

Secondary Data

Secondary data was collected from journals, books, research papers, articles, and websites related to social media marketing and consumer behaviour.

3.3 Population of the Study

The population of the study includes consumers in Uttarakhand who actively use social media platforms and purchase skincare products.

3.4 Sample Size

The study includes 154 respondents selected from Uttarakhand.

3.5 Sampling Technique

Convenience sampling technique was used for selecting respondents.

3.6 Research Instrument

A structured questionnaire with close-ended and Likert scale-based questions was used to collect information from respondents.

3.7 Data Analysis Tools

The collected data was analysed using:

Percentage analysis
Frequency distribution
Tables and charts
Graphical representation

4. Data Analyses and Interpretation

4.1 Gender-wise Distribution of Respondents

The findings show that female respondents were higher compared to male respondents. This indicates that females are more interested in skincare products and social media-related beauty content.

4.2 Age-wise Distribution of Respondents

Most respondents belonged to the age group of 18–25 years. Young consumers are highly active on social media platforms and are strongly influenced by skincare advertisements and influencer recommendations.

4.3 Occupational Status of Respondents

The majority of respondents were students. Students spend more time on social media platforms and are highly exposed to skincare promotions, beauty trends, and online reviews. 4.4 Preferred Social Media Platforms Instagram was found to be the most preferred social media platform among respondents, followed by YouTube and Facebook. Consumers use these platforms for skincare tutorials, product reviews, and beauty trends.

4.5 Time Spent on Social Media

Most respondents spend around 2–4 hours daily on social media platforms. Higher social media usage increases exposure to skincare advertisements and influencer content.

4.6 Influence of Influencer Marketing

The study reveals that influencer marketing strongly affects consumer purchase decisions. Consumers trust beauty influencers because they provide skincare tutorials and product reviews.

4.7 Impact of Online Reviews and e-WOM

Online reviews and electronic word-of-mouth significantly influence consumer buying behaviour. Positive reviews increase customer trust and purchase intention.

4.8 Influence of Social Media Advertisements

Social media advertisements help create awareness about skincare products. Attractive advertisements

and promotional offers influence consumers to purchase skincare products.

5. Findings of the study

5.1 Influence of Social Media Marketing

The study found that social media marketing significantly influences consumer purchase decisions for skincare products.

5.2 Popular Social Media Platforms

Instagram and YouTube were identified as the most preferred social media platforms for skincare-related information and product reviews.

5.3 Influence on Young Consumers

Young consumers belonging to the age group of 18–25 years are highly influenced by influencer marketing and online beauty trends.

5.4 Importance of Online Reviews

Consumers prefer reading online reviews and customer feedback before purchasing skincare products.

5.5 Impact of Influencer Marketing

Influencer marketing positively affects consumer trust, product awareness, and purchase intention.

5.6 Role of Social Media Advertisements

Social media advertisements and promotional offers positively influence consumer buying behaviour for skincare products.

6. Suggestions and Recommendations

6.1 Authentic Social Media Content

Skincare companies should provide authentic and informative content on social media platforms to improve consumer trust and awareness

6.2 Transparent Influencer Marketing

Influencer collaborations should be transparent and based on genuine product experiences to maintain brand credibility.

6.3 Genuine Customer Reviews

Companies should encourage genuine customer reviews and feedback to improve consumer confidence and satisfaction.

6.4 Avoidance of Misleading Advertisements

Misleading advertisements, fake reviews, and unrealistic beauty standards should be avoided by skincare brands.

6.5 Improvement in Customer Engagement

Companies should improve customer engagement through effective social media marketing strategies and interactive communication.

6.6 Product Information and Awareness

Skincare brands should provide complete information regarding product ingredients, quality, benefits, and usage instructions.

7. Conclusion

The present study was conducted to analyse the impact of social media marketing on consumer purchase decisions for skincare products. In the modern digital era, social media platforms such as Instagram, Facebook, YouTube, and TikTok have become important sources of information, communication, entertainment, and online shopping. Consumers now depend heavily on these platforms for skincare product reviews, tutorials, influencer recommendations, beauty trends, and purchasing decision. The study reveals that social media marketing significantly influences consumer buying behaviour in the skincare industry. Influencer marketing, online advertisements, electronic word-of-mouth (e-WOM), customer reviews, and promotional campaigns strongly affect consumer awareness, trust, preferences, and purchase intention. Most consumers prefer researching skincare products online before making final purchase decisions because social media platforms provide easy access to customer experiences, product demonstrations, and skincare-related information. The findings of the study also indicate that young consumers, especially those belonging to the age group of 18–25 years, are highly influenced by skincare-related content available on social media platforms. Instagram and YouTube were identified as the most preferred platforms for skincare information, tutorials, and product reviews. Consumers often trust influencers and online customer feedback because they provide practical experiences and relatable product information. The study further concludes that social media marketing helps skincare brands improve customer engagement, brand awareness, and product visibility. Attractive advertisements, promotional

offers, and influencer collaborations positively affect consumer buying behaviour and encourage product purchases. However, the research also highlights certain challenges associated with social media marketing. Misleading advertisements, fake reviews, edited images, and unrealistic beauty standards sometimes create confusion among consumers and negatively affect customer trust and satisfaction. Therefore, skincare brands should focus on authenticity, transparency, ethical influencer collaborations, and genuine customer engagement to maintain long-term consumer trust.

Overall, the study concludes that social media marketing has become an essential marketing strategy in the skincare industry. The influence of digital marketing on consumer behaviour is continuously increasing, and social media platforms are expected to play an even more significant role in shaping future consumer purchase decisions for skincare products.

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