Influence Of Social Media Marketing On Buying Behaviour In Chennai City

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Abstract

Cosmetic products market is one of the large markets in India. Especially, cities like Chennai the market size of cosmetic products is larger than other cities or towns. Marketers of cosmetic products want to enhance their market share through using various marketing strategies. In recent years, growth of social media has been robust. Hence the marketers use social media marketing for marketing their products. In this context, the researcher studied how far social media marketing helped the purchase behaviour of cosmetic products in Chennai city. The sample size of the study is 660 female college students who consumed cosmetic products selected using simple random sampling method. The researcher collected primary data through questionnaire. The researcher applied the statistical tools of percentage analysis, mean, standard deviation, coefficient of variation, Factor Analysis and Correlation analysis for analyzing the data. The study found that social media marketing had high level of influence on buying behaviour towards cosmetic products in the dimension of "Inducing to go for Shop", followed by, "Instigating to Search Information", "Creating Interest on New Products/Brands", "Pulling for Financial Plan" and "Increasing Purchase Intention". Usage pattern of social media by the respondents, experience of the respondents in using social media and quality of social media marketing had significant positive relationship with influence of social media marketing on purchase behaviour towards cosmetic products.

Key words: Social media marketing, purchase behaviour, cosmetic products, brand image, financial plan, purchase intention.

INTRODUCTION

In recent years, social media has become a formidable marketing tool, especially among college students who increasingly rely on these platforms for guidance and information regarding consumer products. The beauty and cosmetics sector, in particular, has leveraged the extensive reach and engaging characteristics of social media channels to sway the purchasing decisions of young consumers. College students represent a distinct demographic, often defined by their exploratory tendencies and a strong desire for self-expression. This phase of life is frequently characterized by heightened expenditure on personal care and beauty items, rendering them a key target for cosmetic brands. Social media marketing tactics, such as influencer collaborations, targeted ads, and user-generated content, significantly influence the perceptions and preferences of these consumers. The emergence of platforms like Instagram, TikTok, and YouTube has revolutionized the way brands interact with their audiences. Influencers and beauty experts frequently act as reliable sources of information, assisting students in their product selections. This marketing approach not only enhances brand visibility but also cultivates a sense of community and belonging among users who share similar beauty interests. In this context, it is essential to comprehend the specific elements that drive the impact of social media marketing on the purchasing behavior of college students concerning cosmetic products. This introduction lays the groundwork for investigating these dynamics, analyzing how social media influences not only consumer preferences but also brand loyalty and buying patterns within the competitive and constantly changing cosmetic industry. In this context, the researcher studied the influence of social media marketing on purchase behaviour of the respondents towards cosmetic products in Chennai city.

LITERATURE REVIEW

Ellen C. (2012) identified that Facebook advertising, YouTube advertising, Twitter advertising, and Instagram advertising had significant effects on customer patronage of cosmetics in Detroit. The study concluded that social media advertising had a significant positive effect on customer patronage of cosmetics in Detroit. **Ringim K.J., and Reni A. (2018)** evidenced that there was a strong significant positive impact on attitude, subjective norm and perceived behavioural control on consumer intention/buying behaviour to purchase cosmetic products. Social media had a significant positive mediating effect on consumer behaviour and intention to purchase the cosmetic product in Brunei

Darussalam. **Ramakant K.V. (2019)** found that there were significant differences in the buying behavior of consumers who buy cosmetics online across Pune City on the basis of gender. There was positive impact on the buying behaviour of the males and females combined. **Qiutong M., and Rahman J. (2019)** found that advantageous campaigns, relevant content, updated information, popular content, and variety of applications or platforms are all positively related to cosmetic brand loyalty among college students. These results suggested that to survive in today's competitive market, cosmetics companies should prioritize marketing through social media to establish strong relationships with college student customers. **Sarraf A.R.A., and Teshnizi M.H. (2020)** in their research work found that interactivity, hedonic motivations, performance expectations, and informativeness positively influenced buying intention. However, perceived relevance did not affect buying intention.

Hamid M., et al (2020) in their study evidenced that there was a significant association among customer loyalty, customer engagement and EWOM with consumer buying behaviour as well customer loyalty was found as a more influential variable in social media advertising. **Reis G. (2021)** in their study concluded that brand-centric strategies will be more effective and all the strategies would be a useful way to determine the outcome of future Instagram posts are partially supported. This research contributed to best practices in social media marketing in order to understand the effectiveness behind content strategies. **Gupta A. (2022)** found that users of social media was increasing and digital media platforms help in swaying the bent of people in favour of the brands endorsed. Videos of influencers uploaded on you tube strongly impacts the people, but the impact was not that strong which motivates people to buy the products immediately. The study also showed that age was an important factor affecting the money spent on the beauty products and the number of times purchases are made. **David A., and Arasan C.S. (2023)** concluded that people were not considering the cosmetics as luxury hence there was a need to advertise more to create awareness and use of Himalaya baby products. The popularity of the brand was also one of the factors encourages the consumers for their purchase duration. **Antczak B. (2024)** concluded that companies that use digital marketing and social media marketing must be leveraged to remain competitive in today's business environment. The power of digital marketing and social media marketing lies in their ability to instantly connect businesses with their target audience and influence their purchasing decisions. **Jaglan R., et al (2025)** revealed that different platforms of social media such as Instagram, WhatsApp, Facebook, YouTube and many other channels have significant influence on buying behaviour of consumers.

Objectives
The following objectives are framed for the study,

- To study the influence of social media marketing on purchase behaviour of the respondents towards cosmetic products in the study area.
- To investigate the relationship between influence of social media marketing on purchase behaviour of the respondents towards cosmetic products and other variables.

METHODOLOGY
Cosmetic products market is one of the large markets in India. Especially, cities like Chennai the market size of cosmetic products is larger than other cities or towns. Marketers of cosmetic products want to enhance their market share through using various marketing strategies. In recent years, growth of social media has been robust. Hence the marketers use social media marketing for marketing their products. In this context, the researcher studied how far social media marketing helped the purchase behaviour of cosmetic products in Chennai city. For this purpose, the researcher selected Chennai city of the state of Tamilnadu as study area. The researcher selected a total of 660 college students who consumed cosmetic products in the study area as sample of the study. They were selected using simple random sampling method. The researcher framed and used a well-structured questionnaire for collecting primary data from the sample respondents. The researcher applied the statistical tools of percentage analysis, mean, standard deviation, coefficient of variation, Factor Analysis and Correlation analysis for analyzing the data.

RESULTS AND DISCUSSION
The researcher studied the influence of social media marketing on the purchase behaviour towards cosmetic products among women college students in Chennai city and the results are discussed in this section. Factor analysis is a statistical technique that assists in decomposing the variability among observed and correlated variables into a more manageable set of underlying factors. The researcher identified a

total of 28 variables related to studying influence of social media marketing on purchase behaviour of cosmetic products among the respondents. This section outlines the findings of the factor analysis.

The researcher applied Kaiser-Meyer-Olkin (KMO) test is a measure used to find whether the data are suited for factor analysis. The test measures sampling adequacy for each variable in the model and for the complete model. The results of KMO showed that sampling adequacy is 0.938 and Bartlett's test of sphericity resulted in a Chi-square value of 17992.689, which is statistically significant at the 1% level, as shown by the p-value. The results show that all variables related to the influence of social media marketing on purchase behaviour of female college students towards cosmetic products in the study area are normally distributed.

The table 1 presented below illustrates the communalities of statements prior to and following factor extraction. At the outset, the communality is regarded as 1; however, subsequent to extraction, it is contingent upon the variance that remains available for the analysis of the selected variable. For each statement or variable, there is initially 100% variance available, but this variance diminishes during the extraction process. Consequently, it is essential to take into account the remaining variance for analysis. The individual variances are depicted in the subsequent communalities, which indicate the proportion of variance elucidated by the variables after extraction.

Table 1: Communalities – Influence of Social Media Marketing on Purchase Behaviour

Sl. No.	Influence on Purchase Behaviour	Initial	Extraction
1	Inducing to buy cosmetics	1.000	0.866
2	Let to watch full advertisement	1.000	0.562
3	Creates good image on different brands	1.000	0.816
4	It lets to search price details of cosmetic items	1.000	0.790
5	It lets to search availability of cosmetic items	1.000	0.537
6	It introduces new products in the market	1.000	0.779
7	It lets to allocate amount to buy cosmetics	1.000	0.717
8	Gives strong attention on the particular brand	1.000	0.743
9	Let to recall a particular brand	1.000	0.647
10	Makes to add cosmetic item to my cart	1.000	0.783
11	Let to compare a particular item between brands	1.000	0.857
12	Influences to make trial of the cosmetic product	1.000	0.848
13	Increases budget for cosmetic products	1.000	0.812
14	Let to take purchase decision immediately	1.000	0.668
15	Let to watch rating of customers about products	1.000	0.696
16	Induces to go to shop for purchase of cosmetics	1.000	0.742
17	Let to go to visit brand's website to see details	1.000	0.526
18	Let to ask opinion about the brand from friends	1.000	0.728
19	Let to watch experts/customers video in social media	1.000	0.737
20	It strengthens brand loyalty on cosmetic items	1.000	0.604
21	Let to remember the brand name of cosmetics	1.000	0.714
22	Let me use alternate brand of cosmetic products	1.000	0.616
23	Creates special bond with the brand	1.000	0.620
24	Makes me to consider new brands of cosmetics	1.000	0.773
25	Creates practice to buy a brand of cosmetics	1.000	0.709
26	It urges my spouse to buy the brand of cosmetic	1.000	0.805
27	Increases purchase intention of a particular brand	1.000	0.719
28	Saves time in searching information about a brand	1.000	0.595

Table 1 illustrates that the individual variances of the variables were substantial, remaining within a statistically significant range. The findings reveal that the computed values of the extracted communalities for all variables exceed 0.5. These extracted communalities signify the goodness of fit of the factor analysis. A higher value of extracted communalities for the variables denotes a more favorable outcome. As a result, all variables are deemed suitable for inclusion in the factor analysis. The factor analysis employs the

Principal Component Analysis (PCA) method to identify and estimate the eigenvalues of the principal components. Following the calculation of the eigenvalues of the components, they are organized in descending order based on the calculated eigenvalues. In accordance with Kaiser's criterion, factors with an eigenvalue greater than 1 are retained for the analysis. This results in a reduction of factors, as shown in the table below. Factor analysis is a statistical method used to describe the variability among observed and correlated variables by potentially condensing them into a smaller set of unobserved factors. Its primary aim is to decrease the number of variables that the researcher must consider. Based on the inter-correlation of the variables, several factors are combined into one. The researcher identified 28 variables related to evaluating the impact of social media marketing on the purchasing behavior of female college students in Chennai city regarding cosmetic products. To streamline and categorize the inter-correlated variables into a single category, factor analysis was employed, and the results of Eigenvalues, variance percentages, cumulative percentages for initial Eigenvalues, and rotation sums of squared loadings are displayed in table 2.

Table 2: Total Variance Explained: Influence of Social Media Marketing on Purchase Behaviour of Cosmetic Products

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.116	14.700	14.700	4.116	14.700	14.700
2	3.842	13.721	28.421	3.842	13.721	28.421
3	3.548	12.671	41.093	3.548	12.671	41.093
4	2.421	8.646	49.739	2.421	8.646	49.739
5	2.190	7.821	57.561	2.190	7.821	57.561
6	1.945	6.946	64.507	1.945	6.946	64.507
7	1.243	4.439	68.946	1.243	4.439	68.946
8	0.986	3.521	72.468			
9	0.856	3.057	75.525			
10	0.813	2.904	78.429			
11	0.786	2.807	81.236			
12	0.754	2.693	83.929			
13	0.705	2.518	86.446			
14	0.675	2.411	88.857			
15	0.611	2.182	91.039			
16	0.592	2.114	93.154			
17	0.403	1.439	94.593			
18	0.315	1.125	95.718			
19	0.214	0.764	96.482			
20	0.187	0.668	97.150			
21	0.151	0.539	97.689			
22	0.138	0.493	98.182			
23	0.109	0.389	98.571			
24	0.096	0.343	98.914			
25	0.091	0.325	99.239			
26	0.083	0.296	99.536			
27	0.081	0.289	99.825			
28	0.049	0.175	100.000			

Extraction Method: Principal Component Analysis. Source: Primary Data

Table 5.20 presents the outcomes of factor analysis regarding Eigen values at the initial stage and subsequent to the application of the rotation method for influence of social media marketing on buying behaviour of female college students in Chennai city towards cosmetic products. The findings indicated that all 28 variables were condensed into 7 factors through factor analysis utilizing the rotation method, specifically those with an Eigen value exceeding 1. Collectively, these 7 factors accounted for 68.946 percent of the variance of the included statements. It is presumed that the explained variance is adequate, and the extracted variables are suitable for further analysis. To modify the extracted components that represent the selected statements (28 statements or variables), orthogonal rotation (Varimax) was utilized. The Rotated Component Matrix (RCM) illustrates the factor loading of each variable in relation to the extracted factors. Factor loadings can be described as the correlation between the factors and the variables. It is presumed that each variable included in the study should exhibit significant factor loading to only one factor while showing insignificant factor loadings to all other extracted factors. The results, along with the correlation under the rotated matrix, are displayed in Table 3.

Table 3: Factor Analysis: Influence of Social Media Marketing on Purchase Behaviour of Cosmetic Products (Rotated Component Matrix[a])

Sl. No.	Component							Factor Name
	1	2	3	4	5	6	7	
1	0.869							Increasing Purchase Intention
2	0.845							
3	0.819							
4	0.801							
5		0.882						Instigating to Search Information
6		0.842						
7		0.815						
8		0.756						
9			0.863					Enhancing Brand Loyalty
10			0.840					
11			0.834					
12			0.817					
13			0.795					
14			0.731					
15				0.866				Inspiring to Take Purchase Decision
16				0.847				
17				0.809				
18				0.788				
19					0.866			Creating Interest on New Products/Brands
20					0.829			
21					0.772			
22					0.750			
23						0.837		Inducing to go for Shop
24						0.818		
25						0.790		
26							0.806	Pulling for Financial Plan
27							0.781	
28							0.743	

Table 3 exhibits that the results of influence of social media marketing on buying behaviour of female college students in Chennai city towards cosmetic products. All the 28 variables were reduced into seven factors by using factor analysis. The factors 1 to 4 were highly correlated with factor 1, hence they were grouped into one and they were labelled as "Increasing Purchase Intention". The factors 5 to 8 were highly correlated with factor 2, hence they were grouped into one and they were labelled as "Instigating to Search Information". The factors 9 to 14 were highly correlated with factor 3, hence they were grouped into one and they were labelled as "Enhancing Brand Loyalty". The factors 15 to 18 were highly

correlated with factor 4, hence they were grouped into one and they were labelled as "Inspiring to take purchase decision". The factors 19 to 22 were highly correlated with factor 5, hence they were grouped into one and they were labelled as "Creating Interest on New Products / Brands". The factors 23 to 25 were highly correlated with factor 6, hence they were grouped into one and they were labelled as "Inducing to go to Shop". The factors 26 to 27 were highly correlated with factor 7, hence they were grouped into one and they were labelled as "Pulling for Financial Plan".

Table 4 brings out the results of descriptive statistics of influence of social media marketing on buying behaviour of the respondents towards cosmetic products (mean, standard deviation and coefficient of variation).

Table 4: Descriptive Statistics of Influence of Social Media Marketing on Purchase Behaviour of Cosmetic Products

SN	Influence in the Dimensions of	Mean	SD	CV	Rank
1	Increasing Purchase Intention	3.42	1.19	34.90	V
2	Instigating to Search Information	3.47	0.91	26.26	II
3	Enhancing Brand Loyalty	3.35	0.74	22.16	VI
4	Inspiring to Take Purchase Action	3.05	0.84	27.49	VII
5	Creating Interest on New Products/Brands	3.44	1.10	31.99	III
6	Inducing to go for Shop	3.49	1.17	33.46	I
7	Pulling for Financial Plan	3.43	1.11	32.24	IV

Table 4 reveals that the social media marketing of cosmetic products had influence on all the dimensions of buying behaviour of the respondents towards cosmetic products. In particular, the social media marketing on cosmetic products had high level of influence on buying behaviour of the respondents towards cosmetic products in the dimension of "Inducing to go for Shop", its calculated mean value was highest, it stood at 3.49 and it was ranked first. Followed by, social media marketing had high level of influence on buying behaviour of the respondents on cosmetic products in the dimensions of "Instigating to Search Information", "Creating Interest on New Products/Brands", "Pulling for Financial Plan" and "Increasing Purchase Intention", their calculated mean values were also high at 3.47, 3.44, 3.43 and 3.42 respectively. These dimensions were ranked 2nd, 3rd, 4th and 5th respectively. The influence level of social media advertising was comparatively low in the dimension of "Inspiring to Take Purchase Action", since it recorded lowest mean value at 3.05 and it was ranked last (7th). The results of standard deviation and coefficient of variation indicated that there was low level of deviation in influence level of social media advertising on all the dimensions of buying behaviour of the respondents towards cosmetic products in the study area.

Relationship between Influence of Social Media Marketing on Purchase Behaviour and other Variables

The relationship between the influence of social media marketing on the purchase behavior of cosmetic products and the usage of social media is complex and interconnected. This part of the study examined the above aspect with the following null hypothesis and the results are presented in table 5.

H_o	:	There is no significant relationship between influence of social media marketing on purchase behaviour of female college students towards cosmetic products and usage of social media by the respondents.

Table 5: Relationship between Influence of Social Media Marketing on Purchase Behaviour of Cosmetic Products and Usage of Social Media

SN	Aspects of Influence of SM Marketing	r	'p' value	Sig.	H_o Result
1	Increasing Purchase Intention	0.686	0.001	Significant	Rejected
2	Instigating to Search Information	0.547	0.025	Significant	Rejected
3	Enhancing Brand Loyalty	0.243	0.084	Not Significant	Accepted
4	Inspiring to Take Purchase Action	0.438	0.041	Significant	Rejected
5	Creating Interest on New Products/Brands	0.743	0.000	Significant	Rejected
6	Inducing to go for Shop	0.324	0.034	Significant	Rejected
7	Pulling for Financial Plan	0.243	0.114	Not Significant	Accepted

Table 5 reveals that significant and positive relationship was found between usage of social media by the respondents and influence of social media marketing on purchase behaviour of cosmetic products in the dimensions of "Increasing Purchase Intention", "Instigating to Search Information", "Inspiring to Take Purchase Action", "Creating Interest on New Products/Brands" and "Inducing to go for Shop", since their calculated correlation coefficients (0.686, 0.547, 0.438, 0.743, and 0.324 respectively) were statistically significant either at 1% or 5% level as shown by the results of p-values (0.001, 0.025, 0.041, 0.000 and 0.034 respectively), hence the null hypothesis was rejected for the above cases. No significant relationship was found between usage of social media by the respondents and influence of social media marketing on purchase behaviour of cosmetic products in the dimensions of "Enhancing Brand Loyalty" and "Pulling for Financial Plan", since their calculated values of correlation coefficients were not statistically significant.

The relationship between the influence of social media marketing on the purchase behavior of cosetic products and the experience in using social media is significant and dynamic. This aspect has been studied and the results are presented in table 6.

H_o	:	There is no significant relationship between influence of social media marketing on purchase behaviour of female college students towards cosmetic products and experience in using social media by the respondents.

Table 6:Relationship between Influence of Social Media Marketing on Purchase Behaviour of Cosmetic Products and Experience in Using Social Media

SN	Aspects of Influence of SM Marketing	r	'p' value	Sig.	H_o Result
1	Increasing Purchase Intention	0.684	0.011	Significant	Rejected
2	Instigating to Search Information	0.564	0.001	Significant	Rejected
3	Enhancing Brand Loyalty	0.264	0.075	Not Significant	Accepted
4	Inspiring to Take Purchase Action	0.453	0.025	Significant	Rejected
5	Creating Interest on New Products/Brands	0.364	0.049	Significant	Rejected
6	Inducing to go for Shop	0.192	0.204	Not Significant	Accepted
7	Pulling for Financial Plan	0.231	0.058	Not Significant	Accepted

Table 6 shows that significant and positive relationship was evidenced between experience in using social media by the respondents and influence of social media marketing on purchase behaviour of cosmetic products in the dimensions of "Increasing Purchase Intention", "Instigating to Search Information", "Inspiring to Take Purchase Action" and "Creating Interest on New Products/Brands", since their calculated correlation coefficients (0.684, 0.564, 0.453 and 0.364 respectively) were statistically significant either at 1% or 5% level as shown by the results of p-values (0.011, 0.001, 0.025 and 0.049 respectively), hence the null hypothesis was rejected for the above cases. No significant relationship was found between experience in using social media by the respondents and influence of social media marketing on purchase behaviour of cosmetic products in the dimensions of "Enhancing Brand Loyalty" "Inducing to go for Shop" and "Pulling for Financial Plan", since their calculated values of correlation coefficients were not statistically significant.

The relationship between the influence of social media marketing on the purchase behaviour of cosmetic products and the quality of social media marketing is crucial in today's digital age. This aspect has been studied and the results are presented in table 7.

H_o	:	There is no significant relationship between influence of social media marketing on purchase behaviour of female college students towards cosmetic products and experience in using social media by the respondents.

Table 7: Relationship between Influence of Social Media Marketing on Purchase Behaviour of Cosmetic Products and Quality of Social Media Marketing

SN	Aspects of Influence of SM Marketing	r	'p' value	Sig.	H_o Result
1	Increasing Purchase Intention	0.745	0.000	Significant	Rejected
2	Instigating to Search Information	0.685	0.012	Significant	Rejected
3	Enhancing Brand Loyalty	0.543	0.034	Significant	Rejected
4	Inspiring to Take Purchase Action	0.475	0.047	Significant	Rejected

5	Creating Interest on New Products/Brands	0.622	0.001	Significant	Rejected
6	Inducing to go for Shop	0.598	0.004	Significant	Rejected
7	Pulling for Financial Plan	0.346	0.048	Significant	Rejected

Table 7 exposes that significant and positive relationship was evidenced between quality of social media advertising and influence of social media marketing on purchase behaviour of cosmetic products in all the dimensions, namely "Increasing Purchase Intention", "Instigating to Search Information", "Enhancing Brand Loyalty", "Inspiring to Take Purchase Action", "Creating Interest on New Products/Brands", "Inducing to go for Shop", and "Pulling for Financial Plan", since their calculated correlation coefficients (0.745, 0.685, 0.543, 0.475, 0.622, 0.598 and 0.346 respectively) were statistically significant either at 1% or 5% level as shown by the results of p-values (0.000, 0.012, 0.034, 0.47, 0.001, 0.004 and 0.048 respectively), hence the null hypothesis was rejected for the above cases.

CONCLUSION

Usage of Social media among people has witnessed a rapid growth in recent years in India. It has become mass media, since it reaches large number of people. Hence, marketers have started to utilize social media for marketing their product through social media marketing. The marketers of cosmetic products also have been using social media marketing for marketing their products. Young women use social media to a larger extent, in particular college students use it more. In order to know whether social media marketing have its impact on purchase behaviour of consumers towards cosmetic products or not, the present research work has been attempted in Chennai city. The study found that social media marketing had high level of influence on buying behaviour towards cosmetic products in the dimension of "Inducing to go for Shop", followed by, "Instigating to Search Information", "Creating Interest on New Products/Brands", "Pulling for Financial Plan" and "Increasing Purchase Intention". It was also found that usage pattern of social media had significant positive relationship with influence of social media marketing on purchase behaviour in the dimensions of "Increasing Purchase Intention", "Instigating to Search Information", "Inspiring to Take Purchase Action", "Creating Interest on New Products/Brands" and "Inducing to go for Shop". Experience of the respondents in using social media by the had significant positive relationship with influence of social media marketing on purchase behaviour in the dimensions of "Increasing Purchase Intention", "Instigating to Search Information", "Inspiring to Take Purchase Action", and "Creating Interest on New Products/Brands". Quality of social media advertising of cosmetic products had significant positive relationship with influence of social media marketing on purchase behaviour of cosmetic products in all the dimensions. The results showed that social media marketing induced the sample female college students to go to shop for buying cosmetic products, it instigated to search information about the product, it created interest on new products / brands of cosmetic items.

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