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Influence of Social Media in Shaping Cosmetics Purchase: A Bibliometric Study

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ABSTRACT
Social-media has manifested the impact on behaviour modification of individuals. The rapid expansion of the social media raised new opportunities for the brands to target consumers through advertisements. The purchase of the products is greatly influenced by the social media. Social media has become a place where beauty trends go viral, with makeup looks, skincare routines, and new techniques quickly gaining popularity. The widespread use of cosmetics across various age groups is further expanded by the current generation's focus on personal appearance. Despite this growing trend, limited research has been conducted on how social media impacts consumer purchase intentions in the cosmetics sector. This paper aims to fill that gap through comprehensive bibliometric analysis of published articles on impact of social media on cosmetics purchase, using data from the Scopus database. The main aim is to identify the trends in social media patterns and future emerging areas of scope. The analysis was done on 513 articles through the VOS viewer tool. It aims to summarize the patterns like highest publication trends, most influential journals, countries involved, prominent institutions, highest citations, prolific authors, frequently used Keywords and other social media trends. In addition, the study also explores the growing connection between sustainability and consumer preferences in the cosmetics industry.
Keywords: *Social-Media, Cosmetics, Bibliometrics, Purchase, sustainability, VOS viewer.*

INTRODUCTION

Social media has now become a major player in influencing people to shop. Social media users constantly come across a flood of ads on company pages, showcasing products and sharing related content clearly reflecting just how much social media influences the way people make buying decisions. (1) Building on this trend, in recent years, marketing researchers have increasingly focused on social media marketing, recognizing it as a cost-effective way to connect with customers. Social media allows marketers to share a variety of content tailored to different audience segments, helping shape how people perceive and engage with brands. (2) As social media and mobile platforms continue to gain popularity, more and more businesses are turning to digital advertising which is quickly emerging as a strong alternative to traditional methods like television ads. (3) At the same time, advertising regulations play a crucial role in this space. These rules and guidelines govern how products can be promoted in a given region and are designed to ensure that advertising remains honest, fair, and respectful both to consumers and to competing businesses. (4) Meanwhile, a customer's choice of which brand to buy and how much to purchase is shaped by factors like price, promotions, and product availability, along with personal factors such as brand loyalty, how often they use the product, what they already have in stock, and how sensitive they are to price changes and promotional offers. (5) The growing interaction between users and businesses through online advertising—and the rise in internet users and online shoppers after seeing ads on social media clearly shows that social media advertising has become a vital part of modern business strategy. (6) Adding another layer to consumer behaviour, many women have shared that they struggle with insecurities about their body image and self-esteem, often feeling less confident and secure. Yet, despite these personal challenges, they also express a strong desire to build self-confidence and embrace themselves for who they truly are. (7) In addition to these emotional factors, there are several practical and ethical considerations that influence a consumer's intention to buy eco-friendly products especially when it comes to eco-friendly cosmetics. (8) In this digital and value-driven marketplace, designing visually appealing and user-friendly websites is essential for attracting and retaining customers, while also ensuring a smooth and enjoyable shopping experience. (9) Cosmetics in one of the most demanded products on various social media platforms. When we hear the word cosmetics it seems it only consist of those beauty

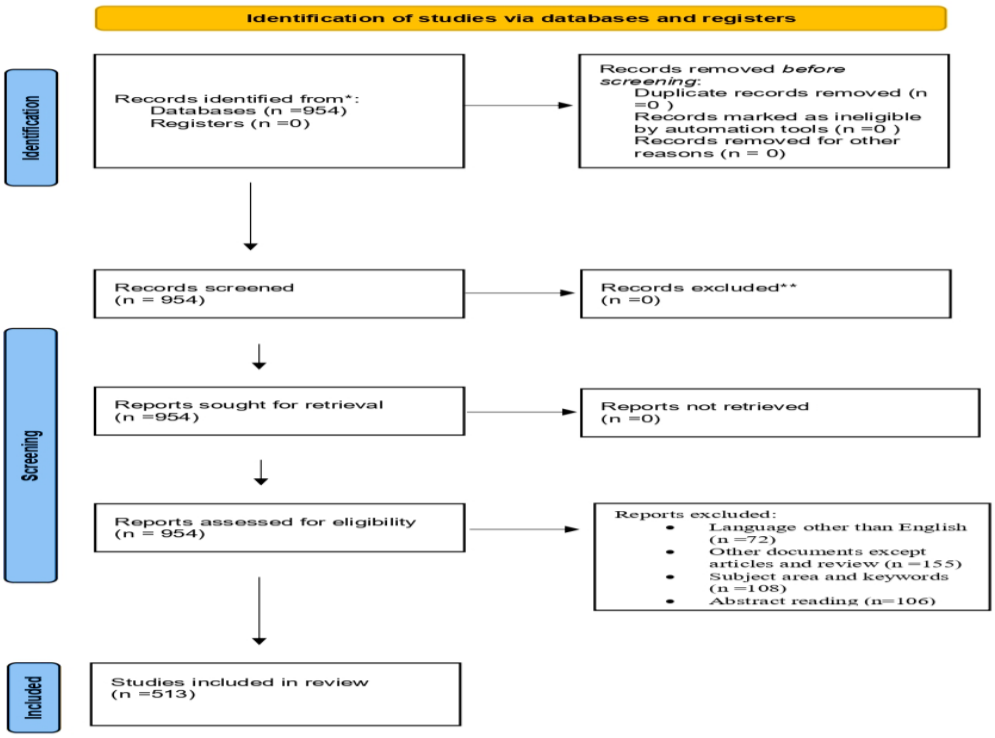
products which enhances the beauty of the users but it is much wider than that. Cosmetics are products that help enhance or change how we look, especially our face, skin, hair, and nails. They include things like makeup, skincare, hair care, and perfumes. The main goal of cosmetics is to make us feel more confident and improve our appearance, but they can also help with things like moisturizing or protecting our skin from the sun. The visual and interactive nature of social media makes it a perfect channel for cosmetic brands to connect with their audience. Several factors have been identified that can influence a consumer's intention to purchase eco-friendly products in general, and eco-friendly cosmetics in particular. (10) People no longer rely only on traditional advertisements or in-store experiences to choose cosmetic products; instead, they follow beauty influencers, watch makeup tutorials, and read product reviews shared by other users online. Influencers and content creators often introduce new products, demonstrate how to use them, and share honest opinions that consumers trust more than traditional ads. This peer-driven content has a strong impact on purchasing decisions, especially among younger age groups who spend a significant amount of time online.

As this trend grows, researchers and marketers alike are paying more attention to the connection between social media and consumer behaviour in the beauty sector. However, much of the existing research is spread across different journals and disciplines. To get a clear picture of how this area has developed over time, a bibliometric study can help by analysing published research, identifying major themes, tracking publication trends, and highlighting key authors and sources.

METHODOLOGY

A total of 954 articles were retrieved from the Scopus database using keywords such as "Social media," "cosmetics," and "advertising." To refine the selection, additional filters were applied. The timeframe for the articles was set between 2010 and 2025, with the subject areas focused on Business Management and Accounting, as well as Social Sciences. After the search, we carefully screened the results and selected only those documents that focused on the relationship between social media and cosmetic product purchases. We removed unrelated or duplicate records. Moreover, only articles written in English were included, and the document types were restricted to articles and reviews. The researchers then examined the title and abstract of each article to ensure that the main focus of the research was centered around the impact of social media. The final sample consists of 513 articles which then exported in .csv format for further processing and analysis. We then used a software tool called **VOS viewer** to analyse the data. This tool helps to create visual maps showing the connections between different authors, keywords, journals, and countries. These visualizations make it easier to see which topics are popular, who the main researchers are, and how the field has developed over time

PRISMA MODEL



RESULTS AND DISCUSSION

Co authorship Analysis-

Co-authorship analysis in bibliometric analysis examines collaborations between authors, institutions, or countries based on jointly published research papers. It helps identify research networks, collaboration patterns, and influential contributors in a specific field. To commence with the analysis the dimensions are been evaluated in the following manner

Co authorship Analysis Author- The first and the foremost analysis is been done with respect to the author and it is been evaluated such that, minimum number of documents of an author was been fixed as 5 by the software Vos, to have a wider perspective it was been limited to 2 in count, further it was been found that minimum number of citations of author was been fixed to 2. Out of 2924 authors 179 authors met the criteria. Further for each of the 179 authors the total link strength of co-authorship link with the other authors is been tabulated, the author with the greater total link strength would be taken into consideration.

With the help of the Vos map the cluster formed and also the total number of links strength is been calculated, which is been delineated in the following manner. In order to have more comprehensive view and better representation only top 10 authors having the largest total link strength is been considered.

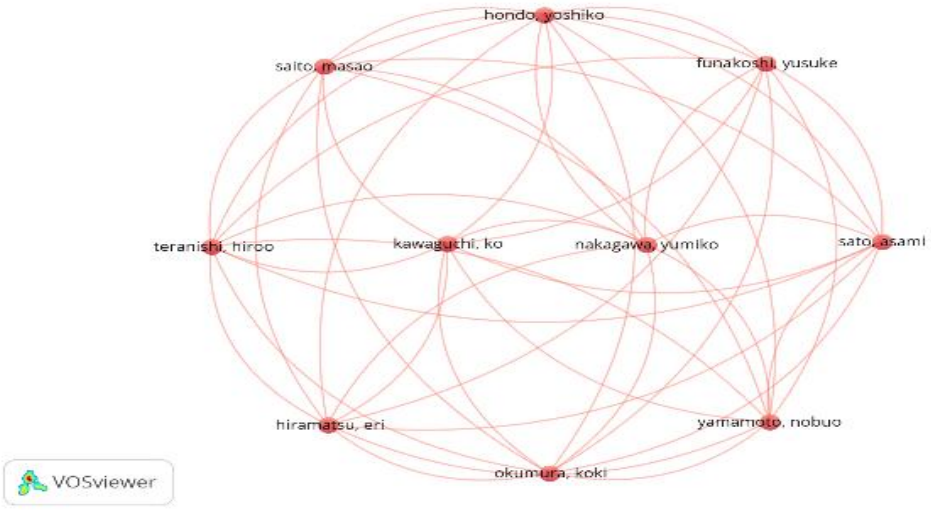


Fig 1: Sourced for Vos, showing Co authorship analysis of author

The above analysis could be well explained with the help of a tabular representation

Table 1: Showing Co authorship analysis of author

S. No	Author	Documents	Citations	Total Link Strength
1	"Funakoshi, Yusuke"	2	4	18
2	"Hiramatsu, eri"	2	4	18
3	"Hondo, Yoshiko"	2	4	18
4	"Kawaguchi, ko"	2	4	18
5	"Nakagawa, Yumiko"	2	4	18
6	"Okumura, Koki"	2	4	18
7	"Saito, Masao"	2	4	18
8	"Sato, Asami"	2	4	18
9	"Teranishi, hiroo"	2	4	18
10	"Yamamoto, nobuo"	2	4	18

Therefore, as shown in the table above it could be explicated that with one big cluster 10 items are3 been related having the same number of citation and the total link strength such that these are the top authors which have jointly published research papers and have created an impact with respect to the title

Co authorship Analysis Organizations- In order to initiate the process of Co authorship analysis with respect to organization again the same concept is been explained following minimum number of citation and the document which was been fixed to 5 by the Vos Software as a n ideal one , is been reduced to 2 , for having the better comprehensive view , further it was been explained that of 2071 organization only 57 were been such which matched the criteria with efficacy and ease , further to have more clean and

representable view only top ten organization is been considered which is been delineated with the help of a map in the following manner

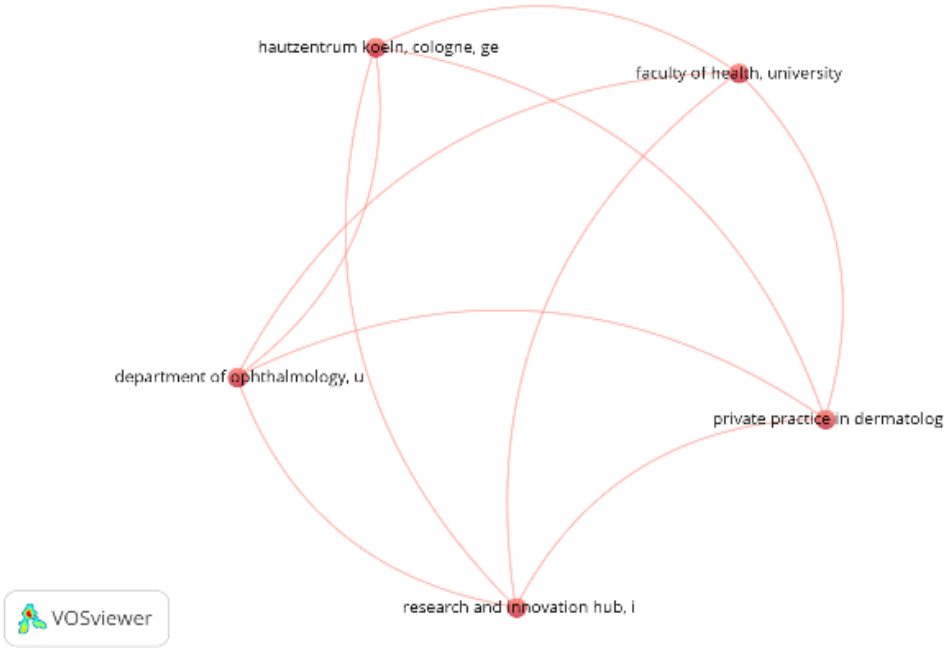


Fig 2: Sourced for Vos, showing Co authorship analysis of organization

The above map clearly explicated about the co authorship analysis of the organization, further to explain the above map tabular representation would add to its efficacy

Table 2: Showing Co authorship analysis of Organization

S.No	Organization	Documents	Citations	Total Link Strength
1	"Centre laser palaiseau, palaiseau, France"	4	15	6
2	"Centre medical saint jean, arras, France"	4	11	6
3	"Department of ophthalmology, university of British Columbia, Vancouver, by, Canada"	2	4	8
4	"Faculty of health, university Witten/herdecke, written, Germany"	2	4	8
5	"Hau Zentrum Kolen, cologne, Germany"	2	4	8
6	"London metropolitan university, United Kingdom"	6	18	4
7	"Private practice in dermatology, Puerto Vallarta, Mexico"	2	4	8
8	"Research and innovation hub, innovation aesthetics, London, wc2h 9jq, United Kingdom"	2	4	8
9	"Skin aid sass, Paris, France"	3	11	6
10	"University of Gloucestershire, United Kingdom"	4	17	4

The above table signifies that the in total of 5 items with a link strength of 20 in only one single cluster could be obtained, which means that these 5 organizations have jointly worked and have been contributing together specifically with respect to the concerning filed.

Further Private practice in dermatology Mexico, research and innovation hub from London, Department of ophthalmology, Vancouver, by, Canada", Faculty of health, university Germany, Hau Zentrum Kolen, cologne, Germany were the leading contributors heaving the maximum link strength of 8 despite not been cited top many times, these organizations have provided the effect in terms of link strength.

Co authorship Analysis Countries - The same criteria are been adopted with respect to the countries where minimum number of documents of the country is been fixed at 5 by the Vos software, and to have the more clear and greater prospective in terms of analysis it was been reduced to 2 and also along with that the number of citations of a country was also been introduced with the same number of citations which is two. Further for each 66 countries the total link strength of other countries is been tabulated, but instead of taking the whole 66 count only top 10 are been evaluated to make it visually comprehendible

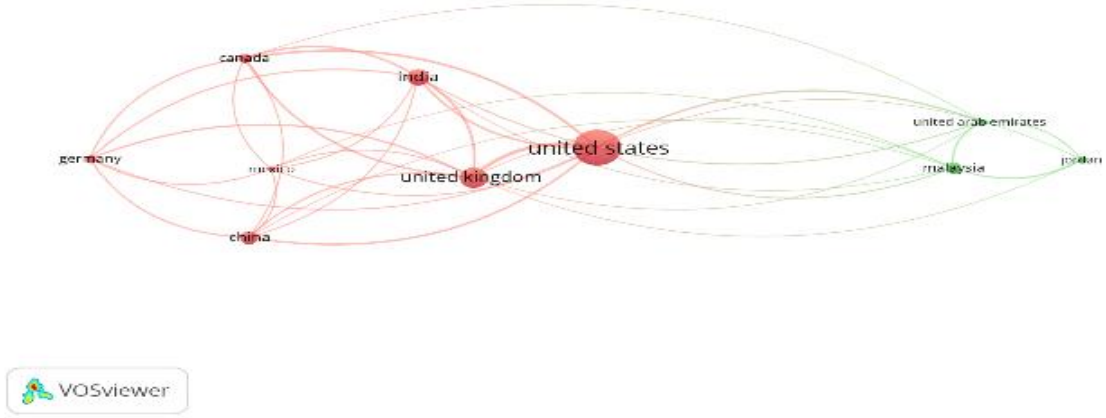


Fig 3: Sourced for Vos, showing Co authorship analysis of Countries

The above map could further be converted to tabular form to be analysed with efficacy

Table 3: Showing Co authorship analysis of Countries

S. no	Organization	Documents	Citations	Total Link Strength
1	Canada	22	362	25
2	China	44	597	18
3	Germany	17	54	17
4	India	65	1345	26
5	Jordan	14	149	7
6	Malaysia	32	355	12
7	Mexico	6	39	13
8	United Arab Emirates	11	117	13
9	United Kingdom	99	2271	37
10	United states	298	5072	42

The table above explains that United Kingdom and the United States has the highest number of link strength, but the table clearly signifies that United States has the maximum number of documents 298 and at the same time been cited 5072 times having the maximum of 42 the total link strength

Co-occurrence Analysis-

The Co-occurrence analysis scrutinizes how often two or more entities like words, concepts or species) appear collected in a dataset, close-fitting potential relationships or patterns, it could be said that it inspects the frequency with which two or more entities like keywords, authors or institutions appears in meeting of publication to reveal association inside research field.

To begin with the co-occurrence analysis, it could be initiated in the following manner.

Co-occurrence Analysis All Keywords -

According to Richerd Ho (2020) the ideal number of key words is been secured to 2 or maximum 3 and hence been set accordingly. Here the Vos software has given 5 counts, but the concept of Ho (2020) is been implemented.

Of 5742 keywords only 1651 meet the criteria given, but again all the 1651 is a bit heavy in representation and again top 10 key words are been properly taken into consideration to make the process comprehendible.

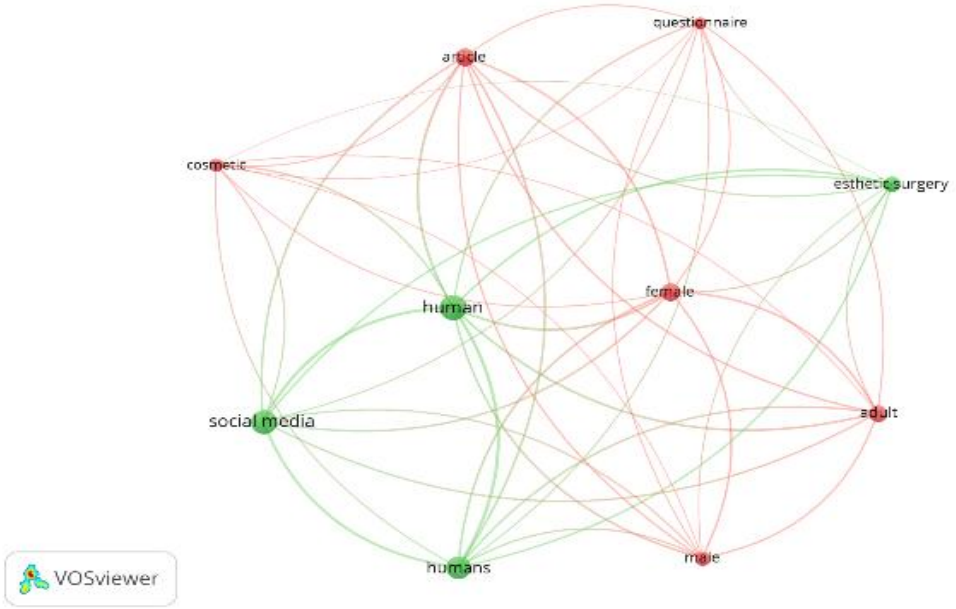


Fig 4: Sourced from Vos, showing Co-occurrence analysis of all keywords

The above map could be well explained with the help of a tabular representation of the figure in the following manner

Table 4: Showing Co-occurrence Analysis All Keywords

S.No	Organization	Documents	Citations	Total Link Strength
1	adult	207	1165	75
2	article	256	1285	293
3	cosmetic	132	606	1131
4	esthetic surgery	179	841	1843
5	female	254	1350	2040
6	human	470	1957	2515
7	humans	372	1554	2535
8	male	169	962	3066
9	questionnaire	111	674	4393
10	social media	447	1432	4954

The table above signifies that the words have social media is a key with the maximum of 4954 link strength, though the maximum number of citations is of the word human. Therefore, it could be said that human, female, aesthetic surgery, questionnaire, social media are some of the key words which have developed most potential relationship or patterns showing the maximum number of link strength.

Co-occurrence Analysis Author keywords-

In bibliometric analysis, author keywords are terms nominated and shaped by authors to signify the core content of publications and used to examine research trends, information structures, and the impact of publications. There are no specific times a keyword could be used or repeated or have occurred in an article, but the again the software of Vos have fixed the term to 5, which in order to have more clean and comprehensive view the 2 count is been tabulated.

Fursther it was been seen that out of 2243 keywords, only 379 have met the criteria, but since it being a very huge and bulky data, to make more presentable again top 10 are been used which could be delineated in the following manner.

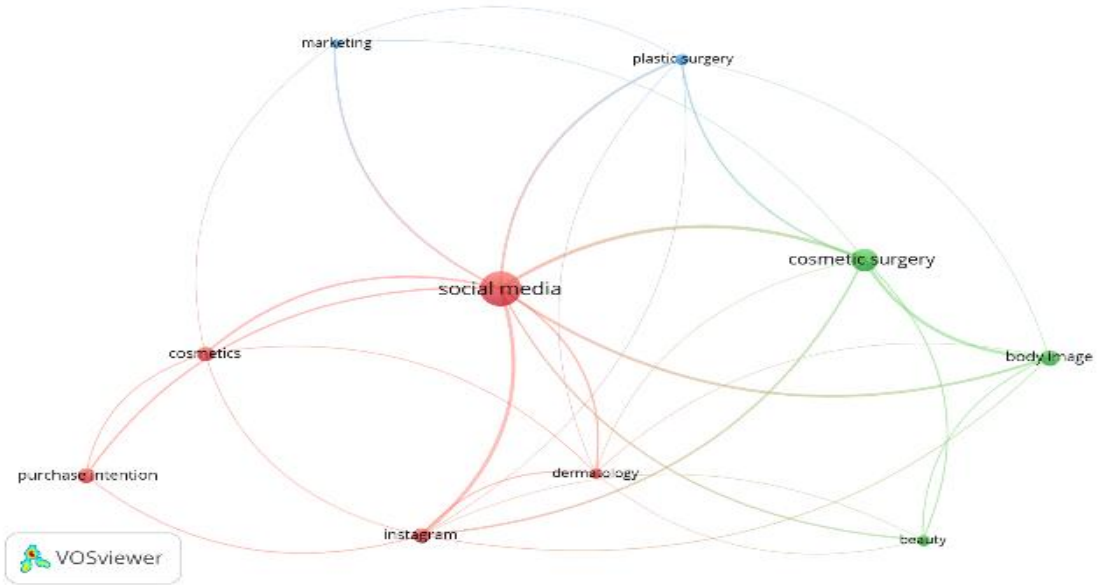


Fig 5: Sourced from Vos, showing Co-occurrence analysis of author keywords

As it could be inferred form the above map that there are 10 items with 3 clusters, with 30 links and total link strength of 170, the above map could be further elaborated upon the table been constructed in the following manner

Table 5: Showing Co-occurrence Analysis Authors Keywords

S. No	Organization	Documents	Citations	Total Link Strength
1	beauty	19	15	152
2	body image	38	38	224
3	cosmetic surgery	77	61	496
4	cosmetics	31	17	512
5	dermatology	17	17	612
6	Instagram	34	42	1096
7	marketing	14	11	1229
8	plastic surgery	18	22	1569
9	purchase intention	32	13	1677
10	social media	176	104	1921

The above table signifies that examines in what way recurrently pairs of keywords, nominated by authors, appear composed in publications, revealing possible relationships and themes inside a research field, with the help of.

With the help of above table, it could be analysed that Instagram, marketing, plastic surgery, purchased intention, social media are the major words with the highest total link strength. This proves that these words have been occurring simultaneously in many authors documents and have been cited more simultaneously by the authors.

Co-occurrence Analysis Index Keywords

It could be said that the term co-occurrence analysis of index keywords scrutinizes how often pairs of keywords look as if together in the identical publications, revealing possible relationships and themes inside a research field. Therefore, to begin with the analysis again the criteria would be set.

According to Shaikat 2019 most of the journals request the author to provide three to five keywords, out of 4071 keywords only 1366 matched the criteria of appearing 3 times or above all 1366 keywords were not taken only top 10 were taken to have a neat representation of the words and the one with the largest total link strength would be considered refining more possible relationships.

It could be well delineated in the following manner using the map been constructed through VOS viewer application

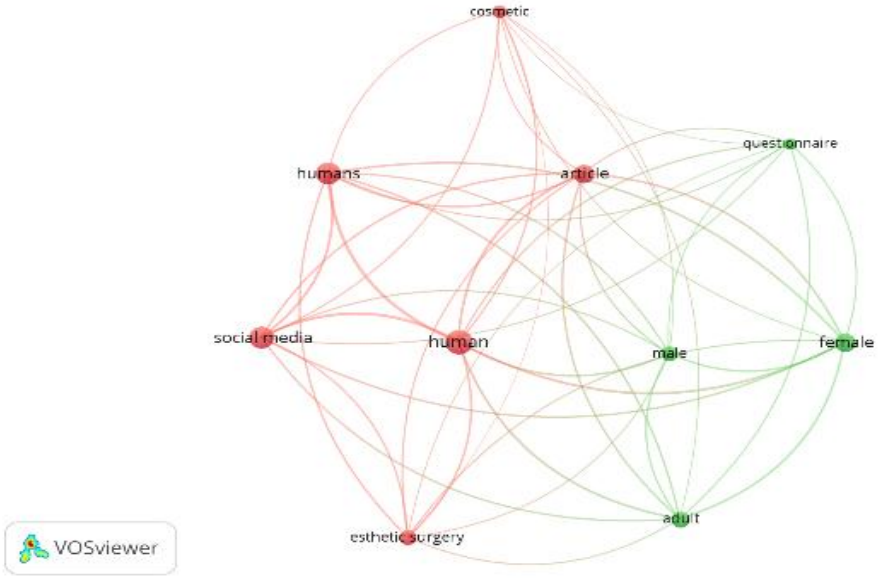


Fig 6: Sourced from Vos, showing Co-occurrence analysis of Index keywords

It could see in the above figure that there are only two clusters being formed Cluster 1 depicted with red colour (having (article, cosmetics, aesthetic surgery, human, humans, social media). Cluster 2 depicted with green (adult, female, male and questionnaire). Further in order to have which of the index key word or words are been used many a times the link strength needs to be evaluated, and it could be shown with the tabular representation, in the following manner

Table 6: Showing Co-occurrence Analysis Index Keywords

S. No	Organization	Documents	Citations	Total Link Strength
1	Adult	207	1157	59
2	Article	256	1280	218
3	Cosmetic	118	567	798
4	Esthetic Surgery	178	834	1265
5	Female	254	1340	1404
6	Human	470	1944	1750
7	Humans	372	1542	1767
8	Male	169	954	2171
9	Questionnaire	111	670	3141
10	Social-Media	357	1392	3533

The table clearly signifies that the link strength of the words like aesthetic surgery, female, human, humans, male, questionnaire, social media are been used together many times in the identical publication where social media has the highest total link strength despite of only 357 documents which were been cited only 1392 times, but the link of 3533 is maximum in all index keywords.

Citation Analysis-

The term citation analysis refers to how many times. In research, citation analysis, according to authors like Garfield, scrutinizes the incidence and patterns of citations in credentials to assess the impact and impact of authors, articles, or publications. It aids to identify influential works, track information flow, and appreciate the development of research fields. To begin with the research citation of the documents, the criteria is been set accordingly.

Citation Analysis of Documents –

To execute citation analysis, essential access to organized bibliographic data from research documents. These typically include citation of documents the citation of documents particularly deals with; how influential a document is and the document of wit the highest link strength is been considered most influential. To begin with the process, one has to understand that only 5-30 citation of documents need to be considered **(Ruoyu Jin 2019)** and after selection 114 documents have been selected matching the criteria out 938 documents, but the largest total link strength is been selected, to make it visually

representable only 10 have been taken into consideration and could be delineated in the following manner

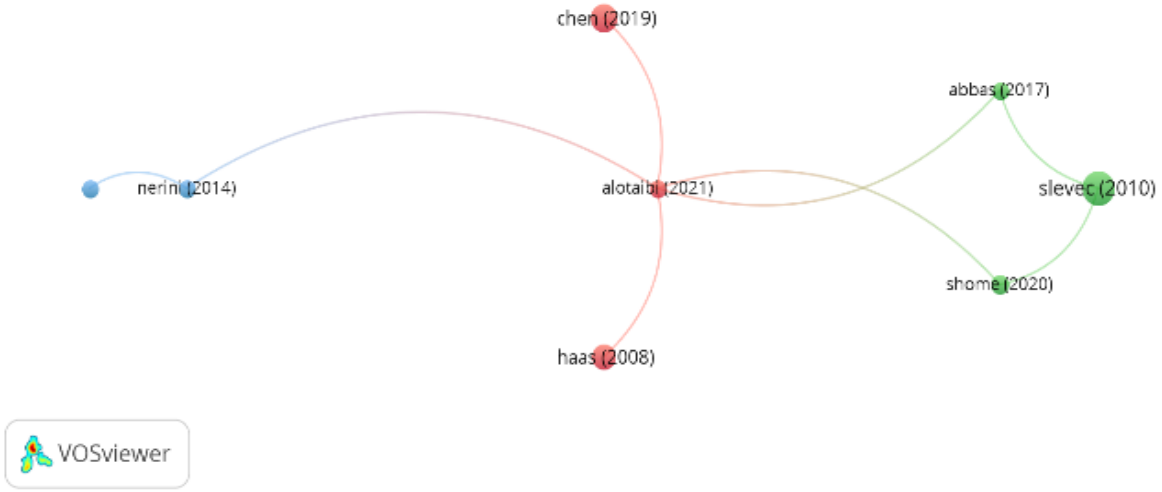


Fig 7: Sourced from Vos, showing Citation analysis of Documents

The above diagram typically explains about the documents that has been cited the most, the tabular representation would be adding some more explanation to the given map been constructed in the following manner

Table 7: Showing Citation Analysis of Documents

S. No	Organization	Documents	Citations	Total Link Strength
1	Shome (2020)	52	2	564
2	Alotaibi (2021)	40	5	585
3	Ward (2018)	53	0	654
4	Chen (2019)	106	1	688
5	Abbas (2017)	42	2	769
6	Nerini (2014)	42	2	829
7	Slevec (2010)	152	2	859
8	Shen (2013)	149	0	876
9	Stefanile (2014)	41	1	897
10	Haas (2008)	80	1	932

It is very cleanly been depicted in the above tabular representation that the document by Haas 2008 with 80 documents been cited only once, but the link strength is maximum and more that other. The work by Haas 2008 Motivating factors for seeking Cosmetic surgery: A synthesis of Literature from Plastic Surgical Nursing 28(4) was been the most cited document.

Citation Analysis of Source –

The term source refers to any material that deliver information to support a study or argument, therefore all those sources' books, journals, review articles were been analyzed to find that which of them has been mostly cited by the authors, the Vos software has identified minimum number of documents as 5, which was reduced to 2 in order to have a comprehensive view, which could be shown in the following manner.

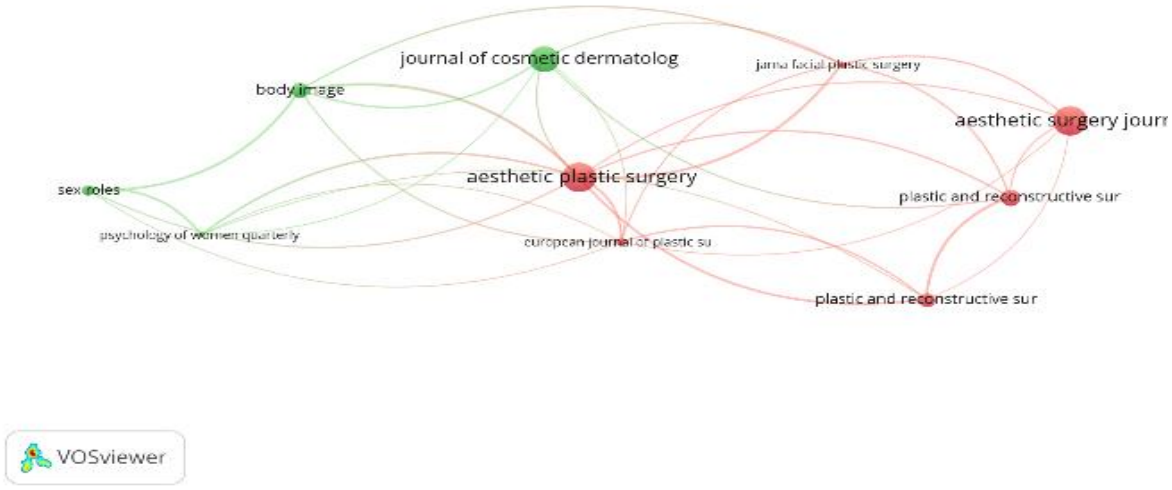


Fig 8: Sourced from Vos, showing Citation analysis of Source

The above map shows that there are two clusters formed Cluster 1 being denoted by green color having the four sources (body image, journal of cosmetic dermatology, sex roles, psychology of woman quarterly) within. Clusters 2 being denoted by red color having 6 sources within (aesthetic plastic surgery, aesthetic surgery journal, European journal of plastic surgery, facial plastic surgery, plastic and reconstructive surgery). Further to add more meaning to the map the tabular representation would explicate the best of the source being cited the most.

Table 8: Showing Citation Analysis of Source.

S. No	Organization	Documents	Citations	Total Link Strength
1	Aesthetic plastic surgery	49	729	36
2	Aesthetic surgery journal	46	1106	9
3	Body image	14	399	20
4	European journal of plastic surgery	4	5	16
5	Jama facial plastic surgery	2	141	19
6	Journal of cosmetic dermatology	37	245	11
7	Plastic and reconstructive surgery	11	208	17
8	Plastic and reconstructive surgery - global open	15	199	17
9	Psychology of women quarterly	2	174	11
10	Sex roles	6	302	12

It could be comprehended form the table above that the Aesthetic Plastic surgery with a total link strength of 36 has the maximum number link and hence is been proved to be the best source amongst the other.

Citation Analysis of Author –

The author analysis which suggests that how many or which is or are the authors being cited the most with respect to the topic in order to do so the criteria is been set accordingly where the criteria has been fixed to where minimum number of documents of an author and minimum number of ciatation of an author have both been fixed to 2 in count for a wider prospective of 2924 authors the 179 were such

meeting the criteria been set accordingly , further for each 179 authors the total strength of citation link with other author is been created and the maximum of which is been taken into consideration
But the 179 count is too large a number and hence is been reduced to 10 for a better representation purpose

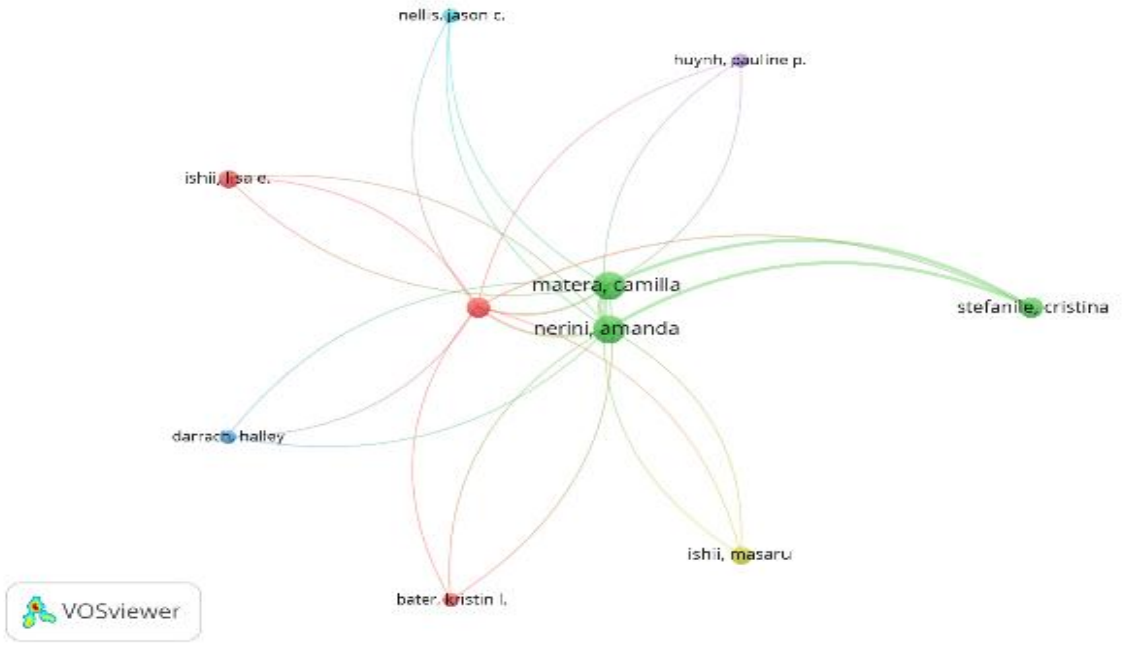


Fig 9: Sourced from Vos, showing Citation analysis of Source

The above map could be well explained with the help of the tabular representation

Table 9: Showing Citation Analysis of Author

S. No	Author	Documents	Citations	Total link strength
1	"Bater, Kristin l."	2	141	6
2	"Darroch, Halley"	2	115	6
3	"Di gusto, Cristian"	4	13	25
4	"Huynh, Pauline p."	2	115	6
5	"Ishii, Lisa e."	3	150	6
6	"Ishii, Masaru"	3	150	6
7	"Matera, Camilla"	7	107	42
8	"Nellis, Jason c."	2	115	6
9	"Nerini, Amanda"	7	107	42
10	"Stefanile, Cristina"	4	100	25

It could be explicated form the map and the table that Camilla Matera and Amanda Nerini are central to the research network, with high collaboration (link strength 42) and 107 citations each from seven publications. Lisa E. Ishii and Masaru Ishii, while less connected, have the uppermost citations (150), representing strong discrete impact. Authors like Bater, Darrach, Huynh, and Nellis also show high citations from fewer papers, reflecting impactful but limited collaborations. Stefanile and Di Gesto have reasonable impact and likely serve as links between core and outlying authors.

Citation Analysis of Organization –

The next analysis is based on Organization analysis where by the organization that is been cited the most is been considered the assessment of an institution's research impact and inspiration based on the number of citations its affiliated authors or publications obtain, often used to assess academic performance and teamwork strength, criteria is been set consequently where the criteria has been static to where minimum number of documents of an author and minimum number of citation of an author have both been static to 2, further 2071 organization have been found following the threshold of which 57 met the criteria , but being large in count only top 10 would be considered for the representation purpose further for each

57 organization the total strength of citation link with other organization is been created and the maximum of which is been taken into reflection
But the 57 count is too large a number and hence is been reduced to 10 for a better representation purpose

Fig 10: Sourced from Vos, showing Citation analysis of Organization

The above map could be delineated with the help of a tabular representation in the following manner

Table 10: Showing Citation Analysis of Organization

S. No	Organization	Documents	Citation	Total Link strength
1	"Cosmetic laser dermatology, San Diego, ca, united states"	3	8	3
2	"Department of education, languages, intercultures, literatures and psychology, university of Florence, via di San Salvi, 12–pad. 26, Florence, 50135, Italy"	3	12	5
3	"Department of otolaryngology-head and neck surgery, johns Hopkins university school of medicine, Baltimore, md, united states"	2	141	6
4	Dermatology, pc, south Weymouth, ma, united states"	3	83	3
5	"Harvard medical school, Boston, ma, united states"	2	71	1
6	"Hau Zentrum Kolen, cologne, Germany"	2	4	2
7	"Massachusetts general hospital, department of dermatology, Boston, ma, united states"	2	71	1
8	"Private practice in dermatology, Puerto Vallarta, Mexico"	2	4	2
9	"Research and innovation hub, innovation aesthetics, London, wc2h 9jq, United Kingdom"	2	4	2
10	"Rutgers new jersey medical school, Newark, nj, united states"	3	53	1

The citation examination shows that Johns Hopkins University has the highest impact with 141 citations and strong collaboration (link strength 6). Harvard Medical School and Massachusetts General Hospital also display high impact (71 citations each) but limited collaboration. The University of Florence stands out for its robust research connections (link strength 5). Other institutions like GK Dermatology and Rutgers NJ Medical School have reasonable citations and association, while slighter follows show lower impression and network activity

Citation Analysis of Countries

The next analysis is based upon the concept of citation the countries that have been working the most with respect to the content been researched , the criteria that has been set is based upon the following dynamics, where by the minimum number of documents of the country and the minimum number of citation is been fixed to 2 in number, and was found 121 countries have met the threshold of which 66 have met the bench mark been set by the author.

Further for each of 66 countries the total link strength of citation with other countries is been tabulated and was been found that since 66 is a large number only top 10 countries have been considered appropriately, the map of which could be shown in the following manner

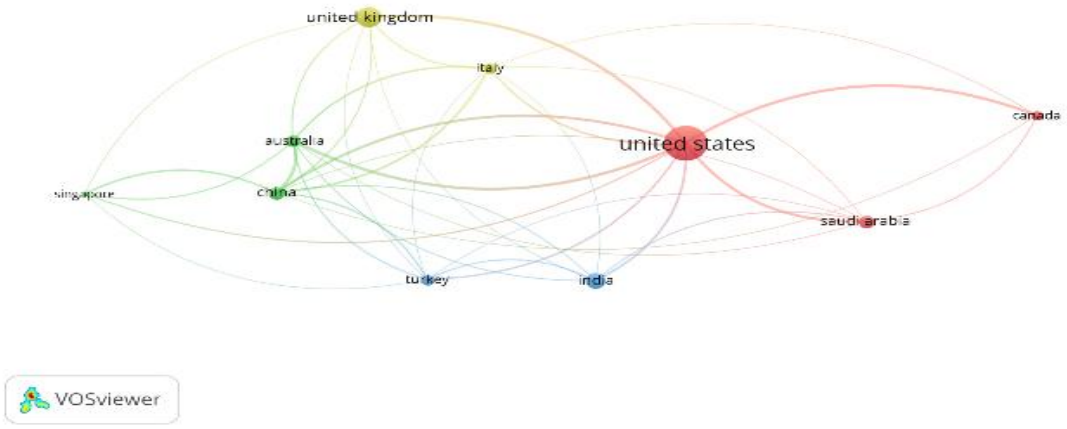


Fig 11: Sourced from Vos, showing Citation analysis of Countries

The above map could be delineated in a better way in a tabular representation

Table 11: Showing Citation Analysis of Countries

S. No	Country	Documents	Citations	Total link strength
1	Australia	36	1123	46
2	Canada	22	362	18
3	China	44	597	49
4	India	65	1345	18
5	Italy	29	381	26
6	Saudi Arabia	40	340	20
7	Singapore	7	212	14
8	Turkey	27	347	19
9	United Kingdom	99	2271	26
10	United States	298	5072	84

The citation investigation shows that the United States centrals in research impact with 298 documents, 5,072 citations, and the toughest association network (link strength 84). The United Kingdom, India, and China also show high research output and global alliance. Australia, Italy, and Saudi Arabia maintain moderate productivity and connectivity. Countries like Singapore, Canada, and Turkey contribute actively, though with smaller research footprints. This designates a globally disseminated yet US-centric scholarly inspiration

Implied Application

The conclusions from this bibliometric study hold valuable consequences for both academic researchers and industry practitioners. The confirmed centrality of keywords such as social media, buying intention, marketing, and cosmetic surgery exposes how deeply consumer appointment with beauty and aesthetics is influenced by digital platforms. For marketers and cosmetic brands, this emphasizes the inevitability of leveraging social media not merely for preferment but as a strategic tool for shaping consumer perception, trust, and eventual purchase behaviour.

Organizations in the cosmetic and aesthetic industries can benefit by aligning their strategies with the research hotspots recognized in this study—particularly in personalization, influencer associations, and

platform-specific content (e.g., Instagram). Moreover, academic institutions and scholars can use these conclusions to recognize collaborative networks, influential authors, and emergent trends for future research, portion bridge theoretical investigation with real-world marketing innovation.

CONCLUSION

This bibliometric analysis has illumined the dynamic and evolving connection between social media and cosmetic purchase behaviour. By examining co-authorship, keyword co-occurrence, and citation networks across authors, institutions, and countries, the study reveals a robust and growing body of research driven by multidisciplinary collaboration. The United States, United Kingdom, and India emerge as influential contributors, while terms such as social media, purchase intention, and cosmetics indicate central thematic clusters.

The study confirms that social media is not only a communication channel but a controlling substance shaping consumer psychology and market behaviour in the cosmetics industry. This accentuates the need for continued scholarly focus and practical revolution to understand and attach this influence. As social platforms continue to evolve, so too will their role in driving consumer decisions making this a fertile area for future bibliometric and empirical research.

Abbreviations: Nil

Authors Contribution: Aiman Khwaja conceptualized the research topic, designed the bibliometric study, conducted the literature search, supported data extraction from the Scopus database and led the manuscript writing. Prof. Asma Farooque provided academic guidance, critically reviewed the methodological framework, and contributed to the refinement of thematic analysis. Syed Mohd Nabeel, performed bibliometric mapping and visualization, and assisted her in results interpretation. All authors contributed to manuscript revision and approved the final version.

Conflicts of Interest: Nil

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