

The Influence of Social Media Cosmetic Trailers on Women's Buying Behavior

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Abstract:

Beauty products hold great significance for women. Currently, women are quite mindful when buying their products. Women utilize an extensive range of beauty products, including soap, shampoo, fragrance, skincare, and makeup. Currently, many cosmetic product companies in Chennai promote their items as essential, which ultimately attracts a large number of women. Numerous businesses utilize various social platforms for Trailers purposes. The Facebook app, Instagram, YouTube, Pinterest, WhatsApp etc. was chosen as a platform for Trailers. This study examines the impact of social media Trailers related to cosmetics on women's buying behaviour. This study focuses on this particular aim. The study shows that women are influenced by Trailers on social media. The research was based on the hierarchy of effects model. The population of interest consisted of females. A straightforward random sampling method was employed. The research study employed the survey method. The data were analysed in a descriptive manner. The research showed that social media Trailers influenced the attitudes and beliefs of women.

Keywords: Platforms, Trailers, Influencer, Purchase, Frequencies

1. Introduction:

Social media has become an integral part of daily life in India, transforming the way people communicate, share information, and consume content. Platforms such as Instagram, YouTube, Facebook, and WhatsApp are widely used across different age groups and regions. With increasing smartphone penetration and affordable internet access, social media usage has grown rapidly, especially among women. These platforms are not only used for social interaction but also for discovering trends, brands, and products.

Social media, and especially the content from beauty influencers, has a significant impact on women's cosmetic buying behavior. This influence extends across the entire purchasing decision process, from initial product discovery and information gathering to the final purchase and post-purchase attitudes.

Visual content like reels, stories, and short promotional videos plays a major role in attracting users' attention. In India, social media has emerged as a powerful marketing tool for the cosmetic industry. Brands use creative trailers and influencer collaborations to reach potential consumers. Such content often reflects beauty standards, lifestyles, and cultural preferences relevant to Indian audiences. The interactive

nature of social media builds trust through reviews, comments, and peer influence. Consequently, social media significantly shapes women's awareness, preferences, and buying behaviour in the Indian cosmetic market.

2. Research Objectives:

- To examine the impact of social media Trailers of cosmetic products on the purchasing behaviour of women
- To investigate the effect of Facebook, Instagram, You Tube, Pinterest, cosmetic Trailers on women's attitudes and beliefs.
- To analyze women's preferences as affected by social media Trailers

3. Surveys of the research objectives:

This study is to **examine the impact of social media Trailers of cosmetic products on the purchasing behaviour of women**, specifically investigating how exposure to such Trailers influences women's decisions to buy cosmetics and the strength of that relationship between Trailers and purchase intention.

Previous research has shown a significant positive influence of social media Trailers on women's purchasing decisions for cosmetic products, with increased advertisement exposure linked to greater demand for these products.

Secondly, this research aims to **investigate the effect of social media cosmetic Trailers on women's attitudes and beliefs**, exploring how the content, design, and message of Trailers shape perceptions of product quality and brand appeal. Studies in similar contexts indicate that Facebook Trailers can alter female consumers' attitudes toward cosmetic products and influence their beliefs about product benefits.

Finally, the study seeks to **analyze women's preferences as affected by social media Trailers**, identifying which features of Trailers (such as visuals, messaging, or platform engagement) drive preference and purchase choices. Prior findings suggest that social media Trailers not only influence attitudes but also significantly affect women's product preferences and purchase frequencies.

4. Review of Literature:

Many studies have explored how social media Trailers influences consumer behaviour, particularly in the cosmetic industry.

Aggarwal, et al, (2025) investigated the role of social media marketing with emphasis on influencer credibility and found that influencer strategies on platforms like Instagram and YouTube significantly impact consumer trust and purchase intentions among cosmetic consumers.

Selvi, et al, (2025) studied the influence of social media on consumer behaviour specifically for cosmetic products and reported that user-generated content, influencer endorsements, and interactive Trailers significantly shape perceptions, attitudes, and purchase decisions among consumers.

Shu Yee et al. (2025) analysed social media Trailers in the cosmetics and personal care sector, revealing that informativeness and trust in social media Trailers are crucial factors that increase consumers’ purchase intentions, showing how ad quality and credibility mediate the relationship between social media exposure and buying behaviour.

Iqbal, et al, (2023) in their study “Exposure to Social Media Trailers Regarding Cosmetics and Purchasing Behaviour of the Women” found that social media Trailers with Facebook as a key platform positively changed women’s attitudes and beliefs about cosmetic products. Respondents reported that they trust and pay attention to Trailers on social media, and these adverts helped shape their views on product quality and attractiveness

Al Kurdi, et al, (2022) examined “Facebook Trailers as a Marketing Tool: Examining the Influence on Female Cosmetic Purchasing Behaviour.” This study analysed how Facebook Trailers variables including ad quality, design, message strength, and repetitiveness influence women’s cosmetic purchasing behaviour. The research found that higher advertisement quality and repeated exposure on Facebook significantly affected women’s attitudes towards cosmetic products, highlighting the importance of ad attributes in shaping consumer beliefs

Kalender (2021) explored “The Semiotic Analysis of Cosmetic Trailers on Facebook,” illustrating how visual and cultural messages embedded in Facebook cosmetic Trailers construct ideals of beauty that influence women’s perceptions and attitudes toward products. Although this study focused on semiotics, it also provided insight into how Facebook Trailers shape beliefs about beauty norms and product desirability

Social media marketing research more broadly supports that social network Trailers affects consumer attitudes; for example, studies show that credibility perceptions of Trailers on social platforms like Facebook are crucial in forming positive consumer attitudes toward advertised products, suggesting that ad source and presentation influence how users interpret and respond to cosmetic Trailers.

Research Findings and Discussions:

Table No.1: To examine the impact of social media trailers of cosmetic products on the purchasing behaviour of women		
Statements	Mean	Std. Deviation
Social media Trailers influence my decision to purchase cosmetic products.	3.80	.818
I am more likely to buy cosmetic products that I frequently see advertised on social media.	3.31	.861
Social media cosmetic Trailers increase my awareness of new beauty products and brands.	3.24	1.177
I trust cosmetic products more when they are promoted through social media Trailers.	3.57	1.291
Visual elements (images, videos, reels) in social media cosmetic Trailers encourage me to make a purchase.	3.60	.956

Interpretation:

The mean scores, which range from 3.24 to 3.80, indicate that social media trailers have a **moderate to strong influence** on women’s purchasing behavior for cosmetic products. Among the different factors, **visual elements and general ad exposure** appear to have the greatest impact, suggesting that engaging and eye-catching content plays a key role in driving purchase decisions. While social media Trailers also affects **awareness and trust** in cosmetic products, these responses vary more among participants, reflecting individual differences in how women respond to marketing messages. Overall, social media functions as a **powerful marketing tool**, capable of shaping purchase intentions, influencing brand perception, and generating interest in cosmetic products among female consumers.

Table No.2: To investigate the effect of cosmetic trailers on Facebook, Instagram, YouTube, Pinterest, and Telegram on women’s attitudes and beliefs

Statements	Mean	Std. Deviation
Cosmetic Trailers on social media platforms (Facebook, Instagram, YouTube, Pinterest, and Telegram) create a positive attitude toward cosmetic brands.	4.01	1.072
I believe cosmetic products promoted on these social media platforms are reliable and trustworthy.	3.99	.815
Trailers content on these platforms influences my beliefs about the quality and effectiveness of cosmetic products.	3.93	.758
Seeing cosmetic Trailers repeatedly across multiple social media platforms increases my confidence in the product.	4.24	.722
Influencer promotions, reviews, and visual content on these platforms positively shape my attitude toward cosmetic products.	3.16	1.145

The mean scores in **Table 2**, ranging from 3.16 to 4.24, indicate that cosmetic trailers on social media platforms such as Facebook, Instagram, YouTube, Pinterest, and Telegram generally have a **positive effect on women’s attitudes and beliefs** toward cosmetic products. Repeated exposure to Trailers across multiple platforms shows the highest impact (Mean = 4.24), suggesting that frequent visibility increases women’s confidence in the products. Overall, participants perceive cosmetic Trailers as **reliable and trustworthy** (Mean = 3.99) and acknowledge that Trailers content shapes their beliefs about product quality and effectiveness (Mean = 3.93). Visual content, influencer promotions, and reviews also contribute to attitude formation, though to a slightly lesser extent (Mean = 3.16), indicating some variability in individual responses. These results suggest that social media Trailers plays a **significant role in shaping consumer perceptions and fostering positive attitudes toward cosmetic brands**.

Table No.3: To analyse women’s preferences as affected by social media Trailers, focusing on ad features such as visuals, messaging, and platform engagement.

Statements	Mean	Std. Deviation
Attractive visuals (images, videos, reels) in social media Trailers increase my preference for cosmetic products.	3.57	1.291

Clear and informative messages in social media cosmetic Trailers influence my product choice.	3.16	1.145
Trailers with high engagement (likes, comments, shares) make me more interested in purchasing the cosmetic product.	3.92	.866
Social media Trailers that demonstrate product use or results influence my preference more than text-based Trailers.	3.81	1.018
I am more likely to choose cosmetic products advertised on social media platforms that I use frequently	3.16	1.145

The mean scores in **Table 3**, ranging from 3.16 to 3.92, indicate that social media Trailers significantly influence women’s **preferences for cosmetic products**, with certain ad features having a stronger impact than others. Trailers with **high engagement** (likes, comments, shares) show the highest effect (Mean = 3.92), suggesting that interactive content attracts more attention and increases purchase interest. Similarly, Trailers demonstrating **product use or results** (Mean = 3.81) are more persuasive than text-based promotions, highlighting the importance of practical demonstrations. **Visual appeal** (images, videos, reels) also plays a notable role in shaping preferences (Mean = 3.57), while clear and informative messaging and familiarity with the platform (Mean = 3.16 each) have a moderate influence. Overall, these findings indicate that **visuals, engagement, and demonstrative content** are key drivers of women’s cosmetic product preferences on social media, whereas messaging clarity and platform familiarity have a supportive but less dominant effect.

5. Conclusion:

The findings of this study indicate that social media cosmetic trailers have a significant impact on women’s purchasing behaviour, attitudes, and preferences. Exposure to visually appealing and engaging Trailers across platforms like Facebook, Instagram, YouTube, Pinterest, and Telegram positively shapes women’s perceptions of product quality, trustworthiness, and effectiveness. Features such as influencer promotions, repeated exposure, interactive content, and practical demonstrations of products further strengthen women’s confidence and preference for advertised cosmetics. While general awareness and informative messaging also influence decisions, visual appeal and high engagement emerge as the most powerful drivers of purchase intention. Overall, social media functions as a highly effective marketing tool in the cosmetic industry, capable of shaping consumer beliefs, fostering positive attitudes, and guiding purchase behaviour among women.

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