

**FACTORS INFLUENCING FEMALE COLLEGE STUDENTS
TOWARDS ONLINE PURCHASE OF COSMETICS PRODUCTS**

A Dissertation Submitted to the Office of the Dean, Faculty of
Management in partial fulfillment of requirement for the Master's
Degree

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CERTIFICATE OF AUTHORSHIP

I hereby corroborate that I have submitted the final draft of the dissertation entitled "**Factors Influencing Female College Students Towards Online Purchase of Cosmetics Products**". The work of this dissertation has not been submitted previously for conferral of any degrees nor has it been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work have been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

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REPORT OF RESEARCH COMMITTEE

Ms. Rashana Shrestha has defended research proposal entitled “**Factors Influencing Female College Students Towards Online Purchase of Cosmetics Products**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidelines of supervisor Asso. Prof. Suman Kamal Parajuli Submit the thesis for evaluation and viva-voce examination.

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APPROVAL SHEET

We, the undersigned, have examined the thesis entitled “**Factors Influencing Female College Students Towards Online Purchase of Cosmetics Products**” Presented by Rashana Shrestha Candidate for the degree of Master of Business Studies (MBS Semester) and conducted the Viva voce examination of the candidate. We hereby certify that the thesis is worthy of acceptance.

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TABLE OF CONTENTS

<i>CERTIFICATE OF AUTHORSHIP</i>	<i>i</i>
<i>REPORT OF RESEARCH COMMITTEE</i>	Error! Bookmark not defined.
<i>APPROVAL SHEET</i>	Error! Bookmark not defined.
<i>ACKNOWLEDGMENTS</i>	<i>ii</i>
<i>LIST OF TABLES</i>	<i>vii</i>
<i>LIST OF FIGURE</i>	<i>viii</i>
<i>ABBREVIATIONS</i>	<i>ix</i>
<i>ABSTRACT</i>	<i>x</i>
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background of the study	1
1.2 Problem Statement	3
1.3 Objectives of the study.....	4
1.4 Hypothesis.....	5
1.5 Rationale of the study	5
1.6 Limitations of the Study.....	6
CHAPTER II.....	7
REVIEW OF LITERATURE.....	7
2.2 Theoretical Review	7
2.2 Empirical Reviews	9
2.3 Research Gap	39
CHAPTER III	40
RESEARCH METHODOLOGY.....	40
3.1 Research design	40
3.2 Population and sampling procedure.....	40
3.3 Nature and sources of data collection	41
3.4 Research Framework and Definition of Variables	42
3.5 Methods of Analysis	43
3.6 Reliability and Validity	45
CHAPTER IV	47
RESULTS AND DISCUSSION.....	47
4.1 Demographic Profile of the Respondents	47
4.1.1 Age of the Respondents	47

4.1.2 Current Education Level of the Respondents	48
4.1.3 University.....	48
4.1.4 Monthly Income Level of Respondents	49
4.2 Descriptive Statistics.....	50
4.2.1 Descriptive Statistics of Social Media Influencer.....	50
4.2.2 Descriptive Statistics of Electronic Word of Mouth	52
4.2.3 Descriptive Statistics of Perceived Quality.....	53
4.2.4 Descriptive Statistics of Purchase Intention	54
4.3 Inferential Analysis	56
4.3.1 Correlation Analysis.....	56
4.3.2 Regression Analysis	57
4.3.3 ANOVA.....	58
4.3.4 Coefficient of Regression Model	59
4.4 Hypothesis Testing.....	60
4.5 Major Findings.....	61
4.6 Discussion	62
CHAPTER V	65
SUMMARY AND CONCLUSION	65
5.1 Summary	65
5.2 Conclusion	66
5.3 Practical Implications.....	67
REFERENCES	Error! Bookmark not defined.
APPENDIX.....	69

LIST OF TABLES

Table 1: Reliability Analysis	43
Table 2: Age of the Respondents	45
Table 3: Current Education Level of the Respondents	46
Table 4: University Respondents are Involved With	47
Table 5: Monthly Income Level of Respondents	47
Table 6: Descriptive Statistics of Social Media Influencer	49
Table 7: Descriptive Statistics of Electronic Word of Mouth	50
Table 8: Descriptive Statistics of Perceived Quality	51
Table 9: Descriptive Statistics of Purchase Intention	52
Table 10: Correlation Coefficient Between Variables	53
Table 11: Model Summary	54
Table 12: ANOVA	55
Table 13: Regression Analysis	56

LIST OF FIGURE

Figure 1: Conceptual Framework of the Study.....	40
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ABBREVIATIONS

CFA	Confirmatory Factor Analysis
eWOM	electronic word-of-mouth
PBC	Perceived behavioral control
SEM	Structural Equation Modeling
TPB	The Theory of Planned Behavior
TRA	Theory of Reasoned Action

ABSTRACT

This study investigates the factors influencing online purchase intention of cosmetics in Nepal, focusing on three key variables: Social Media Influencers (SMI), Electronic Word of Mouth (eWOM), and Perceived Quality (PQ). The research was conducted with a sample size of 411 respondents from various universities in Nepal, utilizing a descriptive and causal comparative research design. Multiple regression analysis was employed to determine the relationships between these variables and online purchase intention. The findings reveal that Social Media Influencers significantly impact consumers' purchase intentions. Influencer endorsements and content create strong connections with consumers, building trust and encouraging purchases. This highlights the growing importance of influencers in shaping consumer behavior in the digital marketplace. Electronic Word of Mouth also emerged as a crucial factor. Positive online reviews, ratings, and recommendations were found to greatly enhance consumer confidence and the likelihood of making a purchase. This underscores the need for businesses to actively manage their online reputation and encourage positive feedback. Perceived Quality was identified as another significant determinant of purchase intention. Consumers are more likely to purchase products when they perceive them as high-quality. Thus, effectively communicating product quality and maintaining high standards are essential for fostering consumer trust and driving purchase decisions. In conclusion, the study emphasizes the need for businesses to leverage social media influencers, foster positive eWOM, and ensure high perceived quality to boost online purchase intentions. By focusing on these factors, companies can enhance consumer trust, satisfaction, and ultimately, sales. Future research could explore additional variables and their interactions with these factors to provide more comprehensive insights into consumer purchase behavior in the evolving digital marketplace.

Key words: Social media influencer, electronic word of mouth, perceived quality, purchase intention.

CHAPTER I

INTRODUCTION

1.1 Background of the study

Beauty is a quality attributed to a person, place, object, or idea that evokes a sense of pleasure, meaning, or satisfaction. According to the Collins English Dictionary, beauty is the combination of all qualities in a person or object that delight the senses and please the mind. Throughout history, beauty has been a central theme in Western art, where "ideal beauty" often represents individuals admired for features deemed beautiful within a particular culture. From prehistoric times, both men and women have used beauty care products. Women, in particular, often associate these products with anti-aging benefits and seek to achieve a perfect beauty image through them. Marketers frequently use female figures to promote the enhanced features of their products, operating on the belief that greater satisfaction with a brand lead to higher economic returns (Yu, 2007). The selection of beauty care products is often seen as a reflection of a woman's personality. A preference for long-term use of the same product is typically associated with brand consciousness and a lower likelihood of adopting new products. Conversely, "up-to-date" women are more inclined to try new products shortly after they are launched, demonstrating a socially aware attitude (Andrew, 2011).

The worldwide cosmetics industry has expanded dramatically, owing to causes such as changing lifestyles, rising disposable incomes, and a growing emphasis on personal grooming and appearance. Nepal, a fast-developing country, has not been immune to this phenomenon. With the introduction of the internet and e-commerce, the cosmetics business in Nepal has undergone a substantial transformation, with customers increasingly exploring online platforms for purchasing cosmetic items. The rise of e-commerce has transformed the way consumers shop, providing convenience, accessibility, and a broader range of options. Many consumers, especially those in the cosmetics business, now choose to shop online (Laudon & Traver, 2017). This transformation has led firms to adapt to the shifting landscape and meet their customers' increasing wants and preferences.

Grooming has become a prominent trend in Nepal, particularly among female of young age who are active on social media. Social media platforms exert a significant

influence on people's lives, encouraging them to showcase their success to others. This has led to a rise in narcissistic behaviors, with many striving to present themselves in the best possible light, both in person and online (Fishwick, 2016). As a result, there has been an increase in the daily use of makeup and the adoption of skincare routines aimed at enhancing appearance and boosting self-confidence. This grooming trend has, in turn, fueled a growing demand for cosmetics in Nepal. Convenience is a major driver of online cosmetic purchasing. Consumers in Nepal can explore and purchase cosmetic items from the convenience of their own homes or on the road, eliminating the necessity for in-store visits (Chiu et al., 2014).

Today, consumers are presented with a vast array of cosmetic products and brands, leading to an overwhelming number of choices. This abundance necessitates a more intricate evaluation process as consumers seek to select the right product. In their effort to make informed decisions and avoid purchasing disappointing or unsuitable items, consumers heavily rely on reviews from other users who have already tried the products. They gather opinions from various sources, including friends, family, salespeople, advertisements, and online research, to assess and determine which product to buy (Walsh & Thureau, 2003). Among these sources, electronic word-of-mouth (eWOM) is particularly favored by consumers because it provides unbiased opinions, unlike promotional content from companies that may be designed to entice people into making purchases (Wang, 2005).

As being online has become an integral part of daily life for most consumers, the question is no longer whether a business should have an online presence, but rather how effective that presence is. Today, having an online presence is considered a critical success factor rather than a mere competitive advantage for most businesses. However, companies often encounter significant challenges when establishing themselves online. The digital environment is constantly evolving, requiring ongoing adaptation and development. Recognizing the advantages of shifting from traditional advertising to online media, many marketers have increased their investment in social media tools, with a particular emphasis on influencer marketing. The influencer marketing model differs significantly from traditional advertising or the celebrity spokesperson model (Xiao, Wang & Chan-Olmsted, 2018). This approach necessitates a new style of communication and a strategic selection of influencers who will represent the brand. It is not enough to simply consider the reach of an influencer's

message; successful persuasive communication also depends on finding an influencer who is both likeable and credible, with strong value as an opinion leader. The challenge for advertisers lies in selecting the most effective and appropriate influencer while keeping the specific product they wish to promote in mind (Veirman, Cauberghe & Hudders, 2017).

However, buying cosmetics online is not without its obstacles. Concerns about product quality, legitimacy, and safety may arise when buyers cannot physically inspect the products before purchasing (Kaur & Quarashi, 2015). Furthermore, the lack of individualized counsel and guidance, which is often given in physical stores, can have an impact on consumer decision-making. Cultural and societal conventions also play a key role in defining customer behavior towards online cosmetic purchases in Nepal. Traditional values, gender norms, and views of attractiveness may all influence consumer attitudes and preferences (Upreti et al., 2019).

Understanding these cultural subtleties is vital for organizations working in the Nepalese market. Furthermore, pricing, brand reputation, product reviews, and overall shopping experience can all have an impact on customer behavior in the online cosmetics industry (Lim et al., 2016). Businesses must carefully evaluate these components in order to provide a compelling and enjoyable online purchasing experience for their clients. As the online cosmetics business continues to expand in Nepal, it is vital to get insights into the reasons driving customer behavior. Understanding consumer motivations, preferences, and concerns allows businesses to design efficient marketing strategies, optimize their online platforms, and provide customized services that match the changing demands of Nepalese consumers.

1.2 Problem Statement

The global cosmetics industry has witnessed significant growth, driven by the rise of e-commerce and increasing consumer preferences for online shopping, particularly among young women. Numerous studies conducted in various countries have examined the factors influencing online purchasing behavior for cosmetic products. For example, research in the United States, China, and India has highlighted key determinants such as social media influence, peer recommendations, convenience, product variety, and brand loyalty (Chen et al., 2019; Kumar & Singh, 2020). Additionally, electronic word-of-mouth (eWOM), product reviews, and influencer

marketing have been found to play a crucial role in shaping consumer decisions in these regions (Wang, 2015; Laudon & Traver, 2017). These studies have provided insights into the behaviors of female consumers and allowed businesses to optimize their online platforms and marketing strategies.

In Nepal, however, there is a notable gap in research specifically examining the factors that influence female college students' online purchase behavior for cosmetics. Although online shopping is gaining popularity among young Nepalese women, the unique social, cultural, and psychological factors driving their decisions remain largely unexplored. Most studies on consumer behavior in Nepal have focused on broader demographic patterns, overlooking the specific preferences and motivations of this group (Upreti et al., 2019). Moreover, the impact of traditional beauty norms, evolving social media trends, and the rapidly changing online retail environment in Nepal has not been thoroughly investigated.

Given the increasing demand for online cosmetic products and the growing presence of e-commerce platforms in Nepal, understanding the factors that influence female college students' purchasing decisions is essential. This study seeks to address this gap by identifying and analyzing the key factors driving online cosmetic purchases among this demographic, providing valuable insights for businesses seeking to engage with this emerging market segment.

Based on the stated objectives, the following research questions can be formulated:

- i. How do the social media influencers influence online purchase intention of cosmetics in Nepal?
- ii. What is the effect of electronic word of mouth on online purchase intention of cosmetics in Nepal?
- iii. To what extent does perceive quality impact online purchase intention of cosmetics in Nepal?

1.3 Objectives of the study

The objectives for this study are:

- i. To analyze the relationship between social media influencers, electronic word of mouth, and perceived quality and purchase intention of cosmetics among female college students in Nepal.

- ii. To examine the influence of social media influencers, electronic word of mouth, and perceived quality on online purchase intention of cosmetics among female college students in Nepal.

1.4 Hypothesis

The hypotheses for this study are:

H₁: Social media influencer has a significant influence on online purchase intention of cosmetics.

H₂: Electronic word of mouth has a significant influence on online purchase intention of cosmetics.

H₃: Perceived quality has a significant influence on online purchase intention of cosmetics.

1.5 Rationale of the study

The growing influence of the internet and social media has significantly transformed consumer behavior, particularly in the context of online shopping. Among various demographic groups, female college students represent a critical segment of online consumers, especially in the cosmetics industry. As young, tech-savvy individuals, they are highly engaged with digital platforms, making them more susceptible to online marketing strategies and influencer endorsements.

Understanding the factors that influence female college students' decisions to purchase cosmetics online is essential for businesses aiming to capitalize on this market. These factors may include the convenience of online shopping, the availability of a wider range of products, competitive pricing, peer influence through social media, and the impact of online reviews and influencer marketing. Additionally, the emphasis on beauty and personal grooming among this demographic further drives their interest in cosmetics, making it crucial to explore how these influences shape their online purchasing behavior.

This study is designed to examine the key factors that drive female college students toward online cosmetics purchases. By identifying these factors, businesses can tailor their marketing strategies to better meet the needs and preferences of this influential consumer group, ultimately enhancing their competitive edge in the digital marketplace. Understanding these influences also contributes to the broader field of

consumer behavior, providing insights into the dynamics of online shopping in the cosmetics sector.

1.6 Limitations of the Study

- i. The research is restricted to university students in Nepal, which could result in findings that are not representative of other areas or educational institutions with different cultural or economic environments.
- ii. The cosmetics and online shopping industries are fast-evolving, influenced by constantly shifting trends in technology, fashion, and social media. The findings might quickly become outdated as new trends emerge.
- iii. The study may not fully account for external factors such as economic conditions, marketing strategies, or technological developments that could also influence online purchasing behaviors.

CHAPTER II

REVIEW OF LITERATURE

This chapter provides a thorough review of existing literature related to the research topic. It includes an analysis of sources such as books, academic journals, and relevant websites. The chapter also features an empirical review, assessing the results of previous studies that are similar to the current research. Finally, it establishes a theoretical framework based on five independent variables, detailing their relationships with the dependent variable.

2.2 Theoretical Review

The theories are examined in detail to understand their strengths, limitations, similarities, and differences, and to assess their explanatory power for specific phenomena. The review explores the interconnections between theories, identifies commonalities, discrepancies, or gaps, and aims to integrate them into a cohesive theoretical framework. This framework provides the theoretical context and rationale for the research approach and methodology. The review also highlights any deficiencies in existing theories, indicating areas where new theories or improvements are needed. Ultimately, it explains how the developed theoretical framework will guide the research design, questions, analysis, and interpretation of results.

The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) represents a refinement of The Theory of Reasoned Action (TRA) developed by Ajzen & Fishbein in 1975. According to Ajzen (2005), TPB posits that the intention to behave serves as the immediate precursor to actual behavior. It suggests that the stronger an individual's intention to engage in a particular behavior, the more likely they are to enact it. Intention is shaped by beliefs or pertinent information regarding the likelihood that engaging in a behavior will yield specific outcomes. This theory posits that three factors influence an individual's intention to behave: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude, the primary determinant of behavioral intentions, reflects a person's positive or negative evaluation of performing a specific behavior. Gu & Wu (2019) outline indicators for measuring attitudes toward online purchase intentions, including efficiency, time-saving, access to multiple sites, product information, and delivery, online shopping experience, and future online intent. George (2004) utilizes internet trustworthiness beliefs and unauthorized use beliefs to gauge attitudes toward

online purchases. Subjective norms, the second determinant in TPB, are shaped by beliefs about the extent to which others support or oppose engaging in a behavior. These influential individuals and groups are referred to as referents. Laohapensang (2009) suggests that subjective norms reflect beliefs about normative expectations from family, friends, and superiors. Research by Gu & Wu (2019) and Mao & Lyu (2017) highlights the significant positive impact of subjective norms on behavioral intention. Perceived behavioral control (PBC), as defined by Ajzen (2005), encompasses an individual's sense of self-efficacy or capability to enact a desired behavior. PBC comprises two components: control beliefs, representing an individual's beliefs about the presence of factors that facilitate or impede behavior, and perceived power, reflecting the perceived strength of these factors in influencing one's behavior.

Social Influence Theory

Originating from social psychology, the Social Influence Theory posits that individuals' attitudes, beliefs, and behaviors are shaped by the actions and opinions of others within their social environment. Introduced by Deutsch and Gerard (1955), this theory suggests that people conform to social norms to gain acceptance and approval. In the context of consumers' online reviews and hotel booking intentions, Social Influence Theory is highly relevant as it explains how consumers may be influenced by their peers' opinions on review platforms. Hu et al. (2018) research demonstrates consumers are particularly influenced by social proof from online reviews. Understanding these mechanisms offers insights into how consumers perceive and interpret reviews, influencing their hotel booking intentions.

Selective Exposure Theory

Selective Exposure Theory, proposed by Klapper (1960), suggests that individuals tend to seek information that supports their current beliefs and attitudes while avoiding information that contradicts them. Applied to online reviews and hotel booking intentions, this theory indicates that consumer may actively search for and interact with reviews that resonate with their preconceptions or preferences about hotels and travel experiences. Knobloch-Westerwick and Johnson (2014) research supports these ideas in the digital context, illustrating that people tend to choose online content that confirms their existing beliefs. Understanding selective exposure

helps illuminate which types of online reviews consumer are likely to engage with, as well as the potential biases and limitations in their information-seeking behaviors when deciding on hotel bookings.

Technology Acceptance Model

Davis (1989) introduced the technology acceptance model (TAM), which builds upon the theory of reasoned action (TRA) to investigate users' acceptance of information technologies. TAM aims to elucidate the key determinants widely acknowledged in computer acceptance. It suggests that individual behaviors towards information systems hinge on intention, shaped by perceived usefulness and perceived ease of use. TAM has found successful applications across various domains, attesting to its relevance (Ashraf et al., 2014; Escobar-Rodríguez and Carvajal-Trujillo, 2014; Zhang et al., 2014), including explaining consumers' purchase intent in e-commerce settings. With online shopping gaining popularity, especially among younger demographics due to perceived utility and ease, this study will examine the intersection of online shopping and hotel booking. It will explore how external factors such as online reviews, pricing, and website information quality influence consumers' intention to book hotels.

2.2 Empirical Reviews

Hidayah and Shelina (2024) examined Factors Influencing Halal Cosmetics Purchasing Decisions: Evidence from Indonesia. This research uses TPB theory to study online and offline halal cosmetics purchases in Jabodetabek, focusing on attitudes, subjective norms, perceived behavioral control, pricing, religiosity, and halal labeling. It employs quantitative research and logistic regression analysis with Eviews 10 and SPSS software. Data was collected via questionnaires from 130 Muslim women in Jabodetabek using purposive sampling techniques. Results show 96.6% prefer online and 2.4% offline purchases. Subjective norms and halal labeling influence decisions, while attitudes, perceived control, price, and religiosity do not. Millennials, the main respondents, highly value recommendations from friends and family. The findings aim to benefit those marketing halal cosmetics and related services.

Khan et al. (2024) conducted research on 'Unveiling the role of social media and females' intention to buy online cosmetics'. This study aims to propose and test an

extended Theory of Planned Behavior (TPB) model to understand the impact of social media influencers' credibility, social media usage (SMU), and social media marketing on female consumers' intentions to purchase cosmetics online. Data were collected from 386 female cosmetics consumers using an online questionnaire. The analysis was performed with partial least squares structural equation modeling (PLS-SEM) using SmartPLS version 4. The study found that SMU, influencer credibility, and social media marketing significantly and positively affect the TPB components: attitude, subjective norms (SNs), and perceived behavioral control (PBC). Additionally, these TPB components positively influence female consumers' online purchase intentions (OPIs). This study is among the first to integrate SMU, social media marketing, and influencer credibility with TPB constructs in the context of cosmetics in India. It also contributes to the field by using the PLS-SEM approach to predict online purchase intentions for cosmetics.

Rasheed et al. (2024) examined Influence of Cosmetic Advertising on Purchasing Patterns: An Examination of Beauty Product Impact on Female University Students in Punjab. Marketers use advertisements as a primary tool to reach target markets, often captivating audiences and particularly affecting women. This research studied the buying behavior of female university students towards cosmetic products in Lahore through a survey method. It found that commercials effectively raise consumer awareness, with TV ads and billboards being used by cosmetic companies to target audiences. The study has theoretical and practical implications, suggesting the continued use of newspapers for advertising due to their enduring trust and recommending creativity in print ad design.

Al-dmour et al. (2024) investigated the influence of the web-based factors on women's online purchase decision of cosmetic products. This study investigates how web-based factors influence women's online cosmetic purchases in Jordan. It focuses on three main factors: website transactional factors, product factors, and website features. The study surveyed 291 Jordanian women who shop for cosmetics online. Findings indicate that all three factors positively impact online buying behavior, with website transactional and product-related factors being the most significant. The importance of these factors varies significantly with respondents' monthly income and education level but not with age or marital status. The study concludes with theoretical and practical recommendations.

Wongsiriwacharakul and Duangekanong (2024) examined Factors Influencing Male Consumers' Trust, E-WOM, Attitude, and Purchase Intention for Online Personalized Cosmetics Among Thai Online Shoppers. This study aims to determine the purchase intentions of male Thai Facebook users in the cosmetics sector and how these intentions relate to factors influencing consumer behavior. Using a mix of probability and non-probability sampling, the sample was selected through multistage judgmental, stratified, and convenience sampling, followed by snowball sampling. The study targeted male Facebook users with over a year of membership who are members of any Facebook cosmetics fan pages. Data was collected via self-administered online questionnaires. The findings revealed significant relationships between the need for uniqueness and attitude toward online shopping, as well as the impact of E-WOM on online purchase intention, attitude toward products on E-WOM, and online purchase intention. These insights are valuable for beauty firms, E-retailers, marketers, and academia, highlighting the importance of understanding consumer purchase intentions for effective marketing strategies and global competition adaptation.

Naseri et al. (2024) conducted research on 'A Conceptual Model for Factors Influencing Purchase Intention of Cosmetic Products'. This paper proposes a conceptual model for factors influencing the intention to purchase cosmetic products. With globalization intensifying competition in the cosmetic industry, businesses need effective strategies to increase market share, focusing on consumer behavior. Understanding this behavior is crucial for strategy development. The study investigates factors influencing customers' purchasing intentions for cosmetic products in Malaysia, using the Theory of Reasoned Action (TRA) and four additional variables, totaling six independent variables. The findings contribute to existing literature and offer industry stakeholders insights into how these factors impact customer purchase intent, aiding in the creation of more effective business strategies.

Macheke et al. (2024) examined the effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. Young consumers increasingly rely on online reviews and celebrity influence for purchase decisions. This study aims to determine how online customer reviews, celebrity influencer attractiveness, and celebrity influencer credibility impact female millennials' purchase intentions for beauty products. Data were collected from 203 young female consumers

using a closed-ended electronic survey. The data were analyzed with structural equation modeling using Mplus and SPSS version 28. Of the seven hypotheses tested, five were positive. However, two hypotheses were negative: celebrity influencer attractiveness did not significantly influence consumer attitudes, and brand loyalty did not significantly correlate with young female consumers' purchase intentions for beauty products. Given millennials' active social media use and reliance on online reviews, beauty industry marketers should enhance the effectiveness of beauty influencers and online reviews to attract female millennial consumers. This research provides insights into young female consumers' attitudes towards purchasing beauty products, highlighting the combined influence of online reviews and celebrity beauty influencers.

Rasheed et al. (2024) examined Influence of Cosmetic Advertising on Purchasing Patterns: An Examination of Beauty Product Impact on Female University Students in Punjab. Advertisements are a primary tool for marketers to reach target markets, often portraying an idealized world that captivates women. This research aimed to examine the buying behavior of university female students towards cosmetic products in Lahore. The study used a survey method and focused on cosmetic companies popular in salons. Findings indicate that advertisements, particularly TV commercials and billboards, effectively raise consumer awareness. The study has both theoretical and practical implications, suggesting continued use of newspaper media for advertising due to its trusted status. Additionally, advertisers are encouraged to prioritize creativity in print advertisement design.

BV and Rajendran (2024) did a study on generation z consumer buying behavior towards green cosmetic products. This study examines how Generation Z's attitudes, subjective norms, and perceived behavioral control affect their intentions to buy green cosmetic products in the evolving cosmetics industry. It highlights a significant presence of female consumers aged 19-21, mostly holding bachelor's degrees. Using the Theory of Planned Behavior (TPB), the research finds that attitudes, subjective norms, perceived behavioral control, environmental concern, and product efficacy all positively and significantly influence the intention to purchase green cosmetics, with perceived behavioral control being the most impactful. These findings provide valuable guidance for cosmetics companies to align their products and marketing strategies with Generation Z's values and preferences in the green cosmetics market.

YanYang and Anuar (2024) investigated the influencing factors of Chinese college students' online shopping purchase intention. Over the past two decades, China's rapid economic growth has driven advancements in internet networks and infrastructure, leading to a rise in e-commerce and a shift from traditional brick-and-mortar shopping to online purchasing. This shift is largely fueled by affluent young consumers, including college students, who play a significant role in this trend. The objective of this research is to explore the factors influencing the online purchasing behavior of college students. The study will use quantitative methods, including questionnaires to collect data, which will be analyzed using statistical software like SPSS or Amos. The research will examine the relationships between perceived product quality, logistics, customer service, customer satisfaction, and consumers' propensity to purchase.

Romanisti et al. (2024) conducted research on 'Does e-WOM and Product Quality Impact Purchase Decision in Tiktok Indonesia?'. The beauty industry's impact extends significantly to a country's economy through increased sales of beauty products. Successful cosmetics companies can generate employment, pay taxes, and contribute to economic growth, influencing consumer preferences and providing insights into market interests. This study investigates how electronic word of mouth (e-WOM) and product quality affect purchasing decisions, with brand image serving as a mediator, specifically for Maybelline mascara products in Indonesia. The population for this study includes individuals who have purchased Maybelline mascara on TikTok at least twice. Using a causal design approach and Structural Equation Modeling (SEM) with AMOS 24, the study analyzed data from 215 respondents. The results reveal that both e-WOM and product quality positively and significantly influence purchasing decisions, with brand image mediating this relationship.

Zhang (2024) did a Study on the Dilemma and Development Strategy of Chinese Beauty brand: Based on the Analysis of Consumption Characteristics and Influencing Factors of Purchasing Willingness of College Student Groups. To explore the challenges faced by Chinese beauty brands and analyze the main factors influencing college students' purchasing decisions, this paper focuses on typical Chinese beauty brands and college student groups. Using factor analysis, the study identifies three key factors that college students care about: brand awareness, product R&D level, and product power. The research combines these findings with existing data to uncover the dilemmas and reasons behind the struggles of Chinese beauty brands. It proposes

strategies such as optimizing brand layout by focusing on niche categories, using celebrity endorsements, and strengthening brand image to retain traffic.

Nazaripour and Dastaran (2023) conducted research on 'The Role of Media and Peers on Tendency of Female Students towards Beauty Products Based on the Extended Theory of Reasoned Action'. Beauty issues are highly significant for women, particularly teenage girls, and are influenced by personality traits and social-environmental factors. This study investigates female students' attitudes towards beauty products using the Theory of Reasoned Action, with media and peer variables as moderators. Conducted with female undergraduate students in administrative sciences at universities in Shiraz and Qom during the second semester of the 2022-2023 academic year, the study uses structural equation modeling and rank analysis of variance to test hypotheses. The findings reveal that media, peer influences, attitude, and subjective norms positively and significantly affect purchase intentions for beauty products. Media moderates the relationship between attitude and purchase intention, while peers moderate the relationship between subjective norms and purchase intention. The Kruskal-Wallis test shows no significant differences in purchase intention, attitude, or subjective norms across different age groups. These insights provide valuable information for marketers and retailers in the beauty sector, aiding them in designing targeted marketing strategies for young female consumers by understanding the factors influencing their purchase intentions.

Hadoussa et al. (2023) Studied determinants of online purchasing behavior: experience of Saudi women regarding luxury beauty products on social media. This study examines how social media features and national culture influence the online purchasing behavior of luxury beauty products. It explores the impacts of social media dimensions (connectedness, openness, speed, accessibility, and participation) and national culture (collectivism and uncertainty avoidance) on purchasing behavior. Using a quantitative methodology, 280 responses were collected from Saudi women who buy luxury beauty products. Data were analyzed using PLS-SEM. The findings show that social media significantly drives online purchasing behavior for luxury beauty products, while national culture does not affect customer behavior. These insights provide valuable guidelines for social commerce practitioners to enhance visibility in the e-marketplace.

Iqbal et al. (2023) made exposure to Social Media Advertisements Regarding Cosmetics and Purchasing Behavior of the Women. Cosmetic products hold great importance for women, who are increasingly conscious of their purchases. In Pakistan, many cosmetic companies advertise their products as essential, appealing to a wide audience of women. These companies often use social media, particularly Facebook, for advertisements. This research analyzes how exposure to social media ads influences women's purchasing behavior. The study, based on the hierarchy of effects model, found that women are significantly impacted by these advertisements. Using a simple random sampling technique, the survey revealed that social media ads shape the attitudes and beliefs of women regarding cosmetics.

Ratnasari (2023) examined The Influence of Brand Ambassadors, Brand Image, Product Quality, And Price Perceptions on Purchasing Decisions For Madame Gie Cosmetic Products On Students At Duta Wacana Christian University. The purpose of this research is to: (1) determine whether brand ambassadors influence the decision to purchase Madame Gie cosmetic products among Duta Wacana Christian University students, (2) assess whether brand image influences their purchasing decisions, (3) evaluate the impact of product quality on their purchasing decisions, and (4) examine whether price perceptions affect their purchasing decisions. Using a quantitative approach, the study collected both primary and secondary data. Questionnaires were distributed to 150 students who had purchased or used Madame Gie cosmetics, selected through purposive sampling. The methodology included multiple linear analysis, R² test, F test, and t-test. The findings indicate that brand ambassadors, product quality, and price perceptions significantly influence buying behavior, while brand image does not have a significant impact.

Alamer et al. (2023) conducted research on 'Social media enables global information sharing among millions of users and plays a significant role in skincare today'. While it benefits many users, it also poses risks by encouraging the following of popular trends. This study aims to assess the impact of social media on the choice of skincare and cosmetic products in Saudi Arabia, focusing on the most used platforms. A cross-sectional, questionnaire-based study targeted adult female residents across Saudi Arabia. Data were collected via Google Forms, ensuring anonymity, and distributed through social media. The questionnaire gathered demographic data, social media usage, sources of information, and trust levels in social media's influence on cosmetic

use. Eligible participants completed the questionnaire until no new responses were obtained. A total of 1,174 females met the inclusion criteria and completed the questionnaire. Participants' ages ranged from 18 to over 40 years, with a mean age of 22.5 ± 13.9 years. Among them, 655 (55.8%) were single, and 463 (39.4%) were married. The most used social media platforms were Snapchat (39.4%), TikTok (26.7%), and Instagram (19.6%). About 881 (75%) of the participants used social media for over an hour daily. Half (51%) of the participants discovered skincare products via social media, and 91.3% said their confidence in cosmetic and skincare information was influenced by visual presentations. The study concludes that most participants extensively used social media, particularly Snapchat, TikTok, and Instagram. Social media was the primary source of skincare product information, primarily from dermatologists on these platforms.

Izani et al. (2023) examined Factors Influencing Purchase Intention towards International Cosmetic Products among Malay Women. An attractive appearance is crucial for women, who often spend on trusted cosmetic brands to care for their skin and face. The use of cosmetic products spans all ages, with a rising number of consumers engaging in their use. In developing countries, consumers tend to favor well-known international brands over domestic ones due to greater confidence in their quality. This research investigates how product quality, packaging, brand name, and promotion influence Malay women's purchase intentions toward international cosmetic products in Putrajaya, Malaysia. A survey of 105 Malay women was conducted to analyze these factors. Correlation analysis identified relationships between variables, and multiple regression analysis assessed their impact on purchase intention. The results revealed that only product quality significantly affects purchase intention, while packaging, brand name, and promotion do not.

Sjukun and Yulius (2023) examined the influence of electronic word of mouth and social media marketing on brand image and purchase intention of e-commerce cosmetic products in Medan City. Electronic word of mouth (E-WOM) and social media marketing are extensively utilized by consumers to gather information about products. Information from various online sources impacts consumer perceptions of brand image and risk, and influences their purchase intentions. This study investigates how E-WOM and social media marketing affect purchase intention, with brand image serving as an intermediary variable. Using a purposive sampling method, the study

surveyed 260 respondents who are Indonesian citizens in Medan, interested in buying and using cosmetics through e-commerce, and have a steady income. The analysis was conducted using Structural Equation Modeling with AMOS 24.0 software. The results reveal that E-WOM significantly and positively affects both brand image and purchase intention. Social media marketing also positively influences brand image and purchase intention, though its impact on purchase intention is not significant. Brand image, however, has a significant positive effect on purchase intention.

Safitri and Syarif (2023) conducted research on ‘What factors influencing purchasing decisions for cosmetic products? A study on brand image, price, and promotion’. This study investigates factors affecting cosmetic purchasing decisions, focusing on brand image, price, and promotion amid rising global competition and the need to maintain brand image. The study targeted cosmetic users in Palembang, involving 96 respondents selected via accidental sampling and data collection through questionnaires. SEM (Structural Equation Modeling) with SmartPLS 3.0 software was used for analysis. The findings indicate that brand image does not significantly affect purchasing decisions, whereas price and promotion have a significant impact. This research adds to existing literature by examining how brand image, price, and promotion influence cosmetic purchasing decisions in Palembang, revealing insights that may differ from studies conducted in other regions.

Shrivastava et al. (2023) conducted research on ‘Green Cosmetics: The Factors Influencing Green Purchase Behavior of Youth in Ajmer City’. India, as a developing economy, faces severe environmental challenges due to extensive chemical use, leading to environmental disruption and health problems. There is growing concern about the health risks from artificial, non-green products, which contribute to skin and hair issues. This has highlighted the need for green cosmetics and natural, organic alternatives. Consumers are increasingly favoring natural solutions, reflecting a shift in attitudes toward cosmetic purchases. This study surveyed 102 respondents in Ajmer city, Rajasthan, to explore the purchasing behavior of youth regarding green cosmetics. It aims to assess the factors influencing their choices of organic skincare products and to understand their views on the importance of natural ingredients in cosmetics.

Desyawulansari et al. (2023) conducted research on ‘What influences Intention to Buy Cosmetic Products through Online Commerce: A Bibliometric Analysis’. This Bibliometric Analysis aims to provide a comprehensive understanding of customers’ purchase intentions for cosmetic products on e-commerce platforms. As the digital economy rapidly evolves, e-commerce platforms have become crucial for online cosmetic purchases. This analysis identifies and examines various studies in this area, highlighting factors that influence purchase intentions such as platform trust, customer reviews, user recommendations, pricing and promotions, product quality, and brand perception. Trust in the platform and a good reputation are critical in shaping purchase intentions, while customer reviews and recommendations affect perceptions of product quality and platform reliability. Pricing and promotional offers also significantly impact purchase intentions, with product quality and brand perception being key considerations. The study also identifies research gaps needing further exploration, including environmental factors, customer segmentation, brand perception on e-commerce platforms, customer engagement, and comparisons between platforms. Understanding these factors can help stakeholders in the cosmetic and e-commerce industries develop more effective marketing strategies, offering valuable insights into customer behavior and maintaining competitiveness.

Hadoussa et al. (2023) conducted a Study of determinants of online purchasing behavior: experience of Saudi women regarding luxury beauty products on social media. This study investigates how social media features and national culture influence the online purchasing behavior of luxury beauty products. It examines the effects of social media dimensions (connectedness, openness, speed, accessibility, and participation) and national culture (collectivism and uncertainty avoidance) on online buying behavior. Using a quantitative approach, the research model was tested with 280 responses from Saudi women who purchase luxury beauty products, and the data were analyzed using PLS-SEM. The results show that social media dimensions significantly drive online purchasing behavior for luxury beauty products, while national culture does not impact customer behavior. The findings offer valuable insights and guidelines for social commerce practitioners to enhance visibility and influence in the e-marketplace for luxury beauty products.

Iqbal et al. (2023) conducted research on ‘Exposure to Social Media Advertisements Regarding Cosmetics and Purchasing Behavior of the Women’. This study aims to

analyze how exposure to social media advertisements influences the purchasing behavior of women regarding cosmetic products, with a focus on Facebook. The research uses the hierarchy of effects model and employs a simple random sampling technique. Data were collected through a survey and analyzed descriptively. The study finds that social media advertisements significantly impact women's attitudes and beliefs about cosmetics. The results indicate that these ads affect purchasing behavior by shaping attitudes and perceptions.

Almotrefi et al. (2023) examined Psychological Determinants of Saudi Women's Purchase Intention of International Brand Cosmetics. This study explores the impact of psychological factors—such as brand image, brand equity, brand awareness, brand loyalty, perceived value, price consciousness, and perceived quality—on Saudi women's intentions to purchase international brand cosmetics. A survey was conducted with 500 valid responses from Saudi women, and the data were analyzed using Statistical Package for Social Science version 25, employing Pearson correlation and multiple linear regression methods. The results show that psychological factors significantly affect Saudi women's purchase intentions, with brand image and perceived quality having the greatest influence. These findings can help the cosmetics industry better understand the preferences and demands of Saudi women, offering insights into the key psychological factors that drive their purchase decisions and informing the development of more effective promotional strategies for international cosmetic brands in Saudi Arabia.

Golalizadeh et al. (2022) conducted research on 'Identification of the Effective Factors and Dimensions of Customer's Emotion in Online Shopping of Luxury Cosmetic Products'. Purchasing decisions are often influenced by customer analysis of pros and cons and emotional factors. Psychological and marketing research has confirmed the significant role of customer emotions throughout the purchasing process. This study aims to identify the dimensions and factors affecting customers' emotions when buying luxury cosmetics. Initially, qualitative research was conducted through in-depth semi-structured interviews with 23 luxury cosmetics customers in Telegram groups, leading to the identification of emotional dimensions and potential antecedent factors. In the second phase, 15 marketing and psychology experts, along with luxury cosmetics managers active on social networks, reached a consensus on the factors affecting customer emotions. This resulted in 36 variables categorized into

three groups: group and product variables, situational variables, and individual variables.

Zheng et al. (2022) examined Factors Impacting Purchase Intention of Cosmetic Products Via Social Commerce Platforms in Chengdu. This research investigates factors affecting the purchase intention of cosmetics through social commerce among Millennials in Chengdu, China. The study examined seven variables: brand loyalty, brand awareness, social media usage, electronic word of mouth (eWOM), electronic referral, brand image, and purchase intention. The sample consisted of 450 Millennials born between 1980 and 2000 residing in Chengdu. A quantitative approach was used, incorporating purposive, convenience, and snowball sampling methods. Before collecting data, the study assessed Item-Objective Congruence (IOC) validity and Cronbach's Alpha (CA) reliability. Confirmatory factor analysis (CFA) evaluated factor loadings, convergent and discriminant validity, and goodness of fit indices. Structural equation modeling (SEM) was employed to test hypotheses and analyze relationships between variables. Findings revealed that brand loyalty had the strongest impact on eWOM, which in turn influenced brand image. Brand awareness, e-referral, brand loyalty, and social media usage significantly affected purchase intention. However, no significant effects were found between brand awareness and eWOM, eWOM and purchase intention, e-referral and brand image, or brand image and purchase intention. The study suggests that marketers should focus on digital advertising, loyalty schemes, and referral programs to engage Chinese Millennial consumers.

Othman et al. (2022) examined Factors Influencing Purchase Intention of Korean Skincare Products: Malaysian Gen-Y Females. In the early 2000s, Korean cosmetics and skincare products, known as K-Beauty, began to gain popularity in Malaysia, which had been dominated by Western brands. South Korea's focus on youth and beauty, along with the influence of its entertainment stars, spurred global interest in these products. This study aims to explore Malaysian Gen Y females' purchase intentions toward Korean skincare products. Using the Theory of Reasoned Action (TRA), the research examines how price consciousness, brand image, and celebrity endorsement influence purchase intention. Data from 257 respondents was collected via an online survey and analyzed descriptively using IBM SPSS version 24. The findings revealed that only brand image significantly affects Malaysian Gen Y

females' purchase intentions toward Korean skincare products. The study suggests that marketers should enhance their strategies to better leverage brand image.

Vuong (2022) conducted research on 'A model of factors affecting drugstore cosmetics repurchase intention through Facebook social media: evidence from Vietnam'. This study aims to develop a model to investigate the online repurchase intention of cosmetic consumers buying drugstore cosmetics on Facebook in Vietnam. Data were collected through a survey of respondents aged 18–35 who have purchased drugstore cosmetics on Facebook in Vietnam. The data were analyzed using SPSS 20 and AMOS 24. The study found that online relationship quality, consumer attitudes, and repurchase intention are strongly related. Perceived enjoyment and subjective norms positively affect consumer attitude, while perceived website usability enhances online relationship quality. The study provides strategic recommendations for cosmetic stores on Facebook to improve consumer experiences on their websites, which can help increase sales and achieve sustainable development.

Hiranrithikorn and Banjongprasert (2022) conducted research on 'Exploring the effects of branding, online factors and motivational factors on online impulse buying of beauty products: An application of Stimulus-Organism-Response model'. This research aimed to explore the factors influencing online impulse buying and the role of motivational factors in this process. It focused on identifying the impact of product and brand elements, such as product quality, brand personality, brand image, and emotional attachment, on consumer motivation. Additionally, the study examined how online factors, including online reviews (eWOM), web design quality, web experience, and web content, affect motivation and impulse buying. Data were gathered from 400 Thai consumers aged 18 and over who had experience purchasing beauty products online, using purposive sampling. The analysis employed both descriptive statistics and Structural Equation Modeling (SEM) with Amos. The findings revealed that motivational factors, including self-satisfaction, self-presentation, self-congruence, hedonic, and utilitarian motivations, positively influenced online impulse buying. Both product and brand factors and online factors were found to positively affect motivation. Furthermore, motivational factors were shown to mediate the relationships between product and brand factors and impulse buying, as well as between online factors and impulse buying. The study provides a comprehensive framework based on the S-O-R theory, offering valuable insights for

online businesses to develop effective marketing strategies that leverage these factors to drive impulsive purchasing behavior.

Zheng et al. (2022) investigated Factors Impacting Purchase Intention of Cosmetic Products Via Social Commerce Platforms in Chengdu. This research examines factors influencing the purchase intention of cosmetics through social commerce among Chinese Millennials in Chengdu. The study focuses on seven variables: brand loyalty, brand awareness, social media usage, electronic word of mouth, electronic referrals, brand image, and purchase intention. The sample consisted of 450 Millennials born between 1980 and 2000 living in Chengdu. Using a quantitative approach with nonprobability sampling methods—purposive, convenience, and snowball sampling—the study first validated item-objective congruence (IOC) and Cronbach's Alpha (CA) for reliability. Confirmatory factor analysis (CFA) assessed factor loadings, convergent and discriminant validity, and fit indices. Structural equation modeling (SEM) then tested hypotheses and variable relationships. Results showed that brand loyalty strongly influenced electronic word of mouth, which in turn affected brand image. Brand awareness, electronic referrals, brand loyalty, and social media usage significantly impacted purchase intention. However, no significant effects were found between brand awareness and electronic word of mouth, electronic word of mouth and purchase intention, electronic referrals and brand image, and brand image and purchase intention. Marketers are advised to use digital advertising, loyalty schemes, and referral programs to target Chinese Millennial consumers effectively.

Retnowati (2022) examined the impact of WOM (word of mouth) on the buying process of online cosmetics among female college students in Yogyakarta. Word of Mouth Communication (WOM) shares personal information and product recommendations. This study aims to: (1) examine how WOM influences Yogyakarta female students' online cosmetic purchases; (2) identify criteria that drive these purchases; and (3) determine whether WOM or e-WOM has a greater impact. This qualitative research gathers data through observations, surveys of up to 160 individuals, and interviews with up to 30 individuals, using purposive sampling and descriptive analysis. The study reveals that WOM affects purchasers' cognition and emotion, leading to buying behavior. Key factors include a satisfied friend's experience (51%), discounted prices (24%), online testimonials (17%), and attractive

marketing (8%). WOM directly impacts female students' online cosmetic purchase decisions, highlighting the importance of consumer satisfaction.

han and Salim (2021) examined Saudi females' buying behavior of green cosmetics: A pertinent motivational aspect. This study explores which groups of Saudi females are most conscious about buying green cosmetic products and examines how motivational factors (MF), purchase preferences (PP), and health consciousness (THC) relate to this tendency. A model was created to assess the impact of these independent variables on the purchase of green cosmetics. Data were collected from 318 Saudi women across three segments (university students, working women, and non-working women) from various provinces in Saudi Arabia, using a survey questionnaire. Multiple regressions analyzed the data via SPSS. The findings reveal that students generally lack purchasing power, housewives often make uninformed decisions, but working women show strong motivation and health consciousness toward purchasing green cosmetics. This paper offers valuable insights for retailers, wholesalers, manufacturers, policymakers, and other stakeholders in the green cosmetic industry.

Chung et al. (2021) studied Factors affecting online purchase intention of gen Y in Klang Valley, Malaysia. The rise of internet usage and online shopping in Klang Valley, Malaysia, presents significant opportunities in the e-commerce market, with Generation Y being particularly active in online purchases compared to other generations. Technology has vastly expanded consumer choices and simplified purchasing decisions through easy access to information. This study investigates factors influencing Generation Y's purchase intentions, focusing on e-satisfaction, brand involvement, and technology. Targeting respondents aged 18-36, the study utilized a quantitative approach with 403 self-administered online questionnaires. The findings highlight that e-satisfaction, brand involvement, and technology are crucial for online retailers aiming to attract and retain Generation Y shoppers. The study emphasizes the need for ongoing examination of these factors in relation to advancements in information and communication technology and evolving shopper expectations. Using convenience sampling, the research confirmed that e-satisfaction, brand involvement, and technology positively and significantly impact online purchase intention. The study aimed to clarify the relationships between these variables and purchase intention, guided by a positivist paradigm and employing a

cross-sectional survey of stratified randomly selected respondents. The study concludes with findings, limitations, and recommendations for future research.

Hassan et al. (2021) conducted research on ‘The credibility of social media beauty gurus in young millennials’ cosmetic product choice’. Social media influencers, or 'beauty gurus,' significantly impact the beauty industry by promoting cultural acceptance, diversity, and making their lives public. They collaborate with cosmetics brands, earning substantial income by boosting brand awareness among their social media audiences. Although prior research has explored social media influencers, it has not focused on their engagement with young millennials regarding cosmetic product choices. This study examines how the credibility of beauty influencers affects young female millennials' preferences for cosmetics brands. Data were collected through a survey using judgmental sampling from young females who follow makeup tutorials on platforms like YouTube, Instagram, and Facebook. A total of 271 valid questionnaires were analyzed using AMOS. The study found that an influencer’s credibility—encompassing knowledge, attractiveness, and relatability—plays a crucial role in influencing young millennials' cosmetic brand choices. Social media influencers are identified as an effective marketing tool for reaching a broad demographic and enhancing brand awareness.

Pardeshi and Khanna (2021) examined Factors influencing online apparel shopping orientation among women in Mumbai. The study aimed to identify factors influencing online apparel shopping orientation among women. Survey data from women aged 18–55 with online shopping experience were analyzed. Factor analysis revealed four key factors: smart shopping orientation, enjoyment-orientation, brand-orientation, and fashion-orientation. Multiple regression analysis indicated that smart-shopping orientation had the greatest impact, while enjoyment-orientation, brand-orientation, and fashion-orientation had less influence. The findings suggest that women in Mumbai are primarily motivated by the desire to save time and money while shopping online. The study discusses managerial implications for developing strategies to attract and retain female online shoppers.

Duh (2021) conducted research on ‘Cosmetics interest and behavior generated from social media advertising and e-WOM among female millennials. Cosmetics demand is increasing among female millennials, who heavily use social media and electronic

word-of-mouth (e-WOM) for purchase decisions. Despite marketers investing in social media advertising, the effectiveness of each platform and the influence of e-WOM on purchase behavior remain unclear. This study aimed to adapt the attention, interest, desire, action (AIDA) model to assess the impact of YouTube, Instagram, and Facebook ads on South African female millennials' interest in cosmetics, purchase intention, and willingness to share information. It also compared this impact with the influence of e-WOM. A survey of 259 users of all three platforms revealed that YouTube and Instagram ads significantly drew attention and sparked interest in cosmetics, which then influenced purchase intention and the willingness to share information. While e-WOM information boosted cosmetics interest, it did not affect purchase intention. This study enhances the AIDA model by applying it to social media advertising.

Lo and Tseng (2021) conducted research on 'the role of self-congruence, marketing models, and product conspicuousness in college students' online cosmetics shopping'. The cosmeceutical industry's online service has recently thrived, shifting from traditional business models to e-commerce and social commerce. This transition aims to enhance brand identification and product acceptance among existing customers through improved marketing strategies. This study examines the online service of cosmeceutical product platforms, focusing on self-conspicuousness, brand identification, product conspicuousness, and marketing models that encourage online cosmetics shopping among college students. We developed a research model and employed a 2x2 experimental design to explore factors influencing online purchase intention, analyzing the impact of different marketing models on two products from distinct brands. Data from 246 online users reveal that: (1) Self-congruence boosts brand identification, and both positively influence purchase intention; (2) The marketing model moderates the effects of self-congruence and brand identification on purchase intention; (3) Product conspicuousness does not significantly affect these relationships. The study's theoretical and practical implications are discussed, with suggestions for future research.

Handriana et al. (2021) conducted research on 'Purchase behavior of millennial female generation on Halal cosmetic products'. This study aims to analyze the purchase behavior of the millennial generation in Indonesia regarding halal cosmetic products. A quantitative approach is used, employing a survey method and purposive

sampling. The respondents are 206 Muslim millennial females. Data is analyzed using Structural Equation Modeling (SEM) with AMOS software. Out of 11 hypotheses tested, 10 were accepted: H1, H2, H3, H4, H6, H7, H8, H9, H10, and H11. These include the influences of perceived value on trust, brand image on trust, brand image on attitude, religious belief on attitude, halal certification on halal awareness, trust on attitude, and halal awareness on attitude. Additionally, trust, attitude towards the product, and halal awareness affect the intention to purchase halal cosmetics. H5, the influence of religious belief on halal awareness, was not accepted. The findings contribute to the development of marketing theory related to halal cosmetic consumer behavior and consumer behavior concepts based on demographics, specifically the millennial generation. This study is more comprehensive than previous ones, focusing specifically on the millennial generation.

Faisal-E-Alam (2020): Investigated the influence of quality on consumers' purchase intention between local and multinational cosmetic firms. The study aims to examine how product quality influences customers' choices between local and multinational brands. Students from schools, colleges, and universities were selected using a stratified cluster sampling technique. The research began with the Stem-and-Leaf Test and Q-Q Bloxplot to assess data normality, followed by the Shapiro-Wilk Test to evaluate homogeneity of variance. Group Statistics and Levene's Test of Equality of Variance were then used to compare the mean percentages of local versus multinational brands and to analyze the role of quality in purchase decisions. The findings indicate that product quality significantly influences buying behavior, with customers more likely to choose multinational brands over local ones due to perceived quality issues with local products.

JUN (2020) Conducted research on "Purchase Intention of Green Skincare Products Among University Students." This research aims to investigate how predictors—attitude, social norm, perceived behavioral control, and social media exposure—affect the purchase intention of green skincare products among university students. It also examines the moderation effect of gender on these relationships. The study involved 307 undergraduate students from Universiti Utara Malaysia. Data were analyzed using SPSS, with multiple and hierarchical regression analyses to assess the influence of predictors and the moderating effect of gender. Attitude, social norm, perceived behavioral control, and social media exposure all significantly influence the purchase

intention of green skincare products. Gender moderated the relationship between social norm and social media exposure with purchase intention, but not between attitude or perceived behavioral control and purchase intention. The study offers insights for marketers targeting green skincare products, highlighting the importance of social norms and social media exposure. Limitations and future research directions are also discussed.

Ishak et al. (2020) studied Cosmetics purchase behavior of educated millennial Muslim females. The study aims to describe the cosmetics purchase behavior of young, educated Muslim females in Malaysia and examine its relationship with potential antecedents. A survey was conducted among female consumers from four higher education institutions in Bangi Selangor, Malaysia. Using purposive sampling, 150 respondents were selected, and data was gathered through self-administered questionnaires. Descriptive, t-test, and correlation analyses were employed to meet the study objectives. The study finds that millennial Muslim females exhibit "Limited Decision Making" in cosmetic purchases, characterized by proactive behavior in seeking information about ingredients, halal status, origin, health safety, and benefits of the products. They favor branded cosmetics and are willing to pay higher prices for them but are also highly concerned about the halal status of the products. The correlation analysis revealed that all variables were significant, with brand being the most significant. Millennial consumers' access to extensive product information through technology influences their purchase behavior, a topic worth exploring further. Future research should also consider additional factors such as religiosity and worldview. Cosmetic manufacturers and marketers should ensure their products align with the expectations of young, educated Muslim consumers by emphasizing positive image.

Wajdi et al. (2020) examined factors affecting the intention to purchase halal cosmetics on Instagram. This research aims to examine the impact of electronic word-of-mouth (E-WOM) and brand image on the purchase intention of halal cosmetics sold online through Instagram. This is a quantitative study utilizing primary data collected via a questionnaire. The research employs purposive sampling with a sample size of 93 participants. The study finds that both E-WOM and brand image significantly influence purchase intention for halal cosmetics on Instagram. These results align with previous research on the effects of E-WOM and brand image on

consumer purchase behavior. This research is a replication model adapted from existing studies, with the unique aspect being its focus on halal cosmetics sold through Instagram. This specific context and location have not been previously explored, contributing new insights to the field.

Ramadanty et al. (2020) conducted research on ‘Examining the effect of persuasive message of beauty vloggers on information acceptance of ewom and purchase intention: The study of consumers of beauty products in Jabodetabek, Indonesia’. This study investigates the influence of beauty vloggers on consumer purchase behavior, focusing on how eWOM messages impact information acceptance and purchase intention in the beauty industry. The research uses an online questionnaire distributed to 400 female respondents aged 15 to 25 who are subscribers or viewers of beauty vloggers. Structural Equation Modeling (SEM) is employed for data analysis. The study finds that, among the components of persuasive eWOM messages—argument quality, source credibility, source attractiveness, and source perception—only source credibility did not significantly affect information acceptance. Both information acceptance of eWOM and source credibility, however, directly impact purchase intention. This research highlights the role of beauty vloggers in shaping consumer purchase intentions through eWOM, providing insights into which aspects of eWOM are most influential in the beauty industry.

Chen and Dermawan. (2020) examined the influence of YouTube beauty vloggers on Indonesian consumers’ purchase intention of local cosmetic products. This study examines how YouTube beauty vloggers influence Indonesian women's attitudes toward locally made cosmetics and their willingness to purchase these products. The research focuses on the role of Electronic Word-of-Mouth (E-WoM) on social media, particularly through YouTube beauty vloggers. It evaluates the impact of vloggers' reviews and opinions on consumer behavior regarding locally made cosmetics. The study highlights that the proliferation and immediacy of social media, especially platforms like YouTube, have made E-WoM a significant factor in consumer purchasing decisions. Beauty vloggers on YouTube play a crucial role in shaping attitudes and purchase intentions toward cosmetics. This research offers insights into how social media and E-WoM, facilitated by beauty vloggers, affect consumer attitudes and purchase behavior in the cosmetics industry. The findings provide

valuable recommendations for future research and practical applications in marketing strategies for locally made cosmetics.

Ganisasmara and Mani (2020) examined the effect of celebrity endorsement, review, and viral marketing on purchase decision of X Cosmetics. This research investigates how celebrity endorsement, reviews, and viral marketing on YouTube influence purchasing decisions for X cosmetics. The study employs a quantitative approach, utilizing questionnaires distributed to 400 followers of the X cosmetics YouTube channel. Multiple regression analysis is used to assess the impact of these promotional methods on consumer purchasing decisions. The results reveal that all three factors—celebrity endorsement, reviews, and viral marketing—significantly affect purchasing decisions for X cosmetics. Each of these elements plays a crucial role in enhancing consumer buying behavior. The study underscores the importance of integrating celebrity endorsements, reviews, and viral marketing strategies in social media marketing. These methods are shown to be effective in driving purchasing decisions and can inform future marketing strategies on platforms like YouTube.

Goel and Sharma (2020) conducted research on ‘customer perceptions and purchase intention for branded cosmetic products’. This study aims to explore how customer perception impacts purchase intentions within the competitive cosmetic industry, focusing on various factors that influence consumer behavior. A cross-sectional field study was conducted with 384 individuals in NCR to empirically investigate the determinants of purchase intentions for cosmetic products. Key variables examined include brand image, product quality, product knowledge, product involvement, product attributes, and brand loyalty. The study utilized common method variance tests, descriptive analysis, confirmatory factor analysis (CFA), convergent and discriminant validity tests, and structural equation modeling (SEM) to analyze the data. The results demonstrate a positive association between customer perception of a brand and their purchase intentions. The factors studied—brand image, product quality, product knowledge, product involvement, product attributes, and brand loyalty—were all found to significantly influence consumers’ purchase intentions. The study provides valuable insights into the role of various factors in shaping consumer purchase intentions in the cosmetics sector. The findings highlight the importance of brand perception and offer actionable information for cosmetic companies to enhance their marketing strategies and maintain customer attractiveness.

Mullasatsarathorn et al. (2020) examined factor influencing the customers to use online shopping platform for shopping cosmetics in Bangkok. This study investigates the factors influencing consumer use of online shopping platforms for purchasing cosmetics in Bangkok, focusing on the impact of social media and other related variables. Data were collected through a survey of 400 qualified respondents living in Bangkok who have experience shopping for cosmetics online. The study used Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) to test the validity and reliability of the model and to analyze the relationships between factors. The results reveal that electronic Word-of-Mouth (eWOM) and Relative Advantage have a direct and significant impact on trust and an indirect effect on attitudes towards online shopping. Additionally, Relative Advantage, perceived benefit, and trust directly and significantly influence attitudes towards online shopping. The study suggests that online platforms facilitate consumers in seeking and purchasing cosmetics, allowing them to choose products based on personal preferences. This research highlights the significant role of social media and perceived benefits in shaping consumer attitudes and trust towards online cosmetic shopping. It provides insights into how online platforms influence purchasing behavior and offers valuable information for improving online marketing strategies in the cosmetic industry.

Faisal-E-Alam (2020) investigated the influence of quality on consumers' purchase intention between local and multinational cosmetic firm. The study aims to examine how product quality influences customers' choices between local and multinational brands. Students from schools, colleges, and universities were selected using a stratified cluster sampling technique. The research began with the Stem-and-Leaf Test and Q-Q Bloxplot to assess data normality, followed by the Shapiro-Wilk Test to evaluate homogeneity of variance. Group Statistics and Levene's Test of Equality of Variance were then used to compare the mean percentages of local versus multinational brands and to analyze the role of quality in purchase decisions. The findings indicate that product quality significantly influences buying behavior, with customers more likely to choose multinational brands over local ones due to perceived quality issues with local products.

Tran and Nguyen (2020) conducted research on 'Consumer attitudes towards beauty bloggers and paid blog advertisements on purchase intention in Vietnam'. This

research aims to understand how paid blog advertisements affect consumer attitudes toward both bloggers and the products they endorse, providing insights for marketers on leveraging bloggers as paid sponsors to boost purchase intent. Using an online survey, the study gathered responses from 280 participants regarding their attitudes towards bloggers and their ads, perceived trust in the bloggers, and the authenticity and credibility of the brand messages. Participants also assessed how deceptive they found the bloggers and their advertising. Results showed that consumer similarity with the ad creator increased perceptions of authenticity, effectiveness, and credibility, which in turn enhanced trust in the blogger. The authenticity of the ad significantly impacted purchase intention. As consumers become more skeptical of advertisements, blogs must be engaging and well-designed, with content that is believable and credible. Trust and credibility remain crucial in online marketing, making blogger endorsements an effective strategy to overcome consumer skepticism.

Madhusanka et al. (2020) examined the impact of electronic word of mouth on brand evaluation leading to brand attachment: a comparative study on consumer electronics and cosmetic brands in Sri Lanka. The advent of digital technologies and the World Wide Web has transformed traditional communication mediums, converting conventional word of mouth into electronic word of mouth (e-WOM). The trend of sharing opinions about products, services, and brands on social media has emerged, highlighting the need to assess the impact of e-WOM compared to other marketing communication and branding methods. Measurement items for this study were adapted from established scales in marketing literature and evaluated for reliability, convergent validity, and discriminant validity using survey data. Structural equation modeling was applied to analyze the data. The research model was tested empirically with a sample of 400 respondents who had experience in online customer communities during the study period. The study found that the argument quality dimension of e-WOM had the most significant impact on consumer brand attachment. Overall, e-WOM emerged as a highly effective factor in influencing brand evaluation and brand attachment, particularly in the consumer electronics and cosmetics industries.

ROSARA and Luthfia (2020) examined factors influencing consumer's purchase intention on beauty products in Youtube. This research explores how social media influencers (SMIs), electronic word of mouth (eWOM), and perceived quality (PQ)

impact the purchase intention (PI) of beauty products on YouTube, which is a leading social media platform in Indonesia for beauty promotions. The study surveyed 210 female subscribers of Indonesian beauty influencers using an online questionnaire. Simple and multiple regression analyses were conducted to examine the effects of these independent variables on purchase intention. The findings indicate that while SMIs, eWOM, and PQ together significantly influence purchase intention, only SMIs and PQ individually have a notable effect. The study concludes that leveraging perceived quality and SMIs can effectively boost consumer engagement through influencer YouTube channels. However, eWOM may be more impactful on other social media platforms. Therefore, digital marketers are advised to use a range of social media channels to enhance consumer purchase intention.

Al-Hashimi and AlDhari (2019) examined factors influencing consumer behavior of women within the SPA & beauty sector: A case in the Kingdom of Bahrain. This paper examines the consumer behavior of women in Bahrain regarding Spa & Beauty services. A sample of 384 women was divided across the four main governorates of Bahrain. Chi-square, eta correlation, and Pearson product-moment correlation were used for analysis. The study found significant relationships between all demographic aspects (except education) and consumer behavior. Self-expression and achieving an ideal self-image were important personal factors in selecting beauty and spa treatments. While null hypotheses regarding personal, social, cultural, and service criterion factors were accepted, demographics significantly influenced spa service selection. Other factor groups also showed significant correlations with spa service selection. Spa owners should understand the factors influencing consumer behavior, such as complementary services and an ideal service mix, to better meet the needs and wants of female consumers in Bahrain. The study aligns with previous research in the Spa industry, suggesting that some aspects of women's consumption behavior can be planned and predicted.

Tauran (2019) examined the influence of electronic word of mouth toward purchase intention through brand image among female customers on the face shop cosmetic products in Surabaya. In today's market, the cosmetics industry in Indonesia is rapidly expanding. Cosmetics are not only used for enhancing beauty but also serve as a lifestyle choice, reflecting consumer identity within the community. Both online and offline shopping for cosmetics has become a popular option as consumers consider

various factors in their purchasing decisions. This study focuses on individuals aged 17 and above who have not previously purchased cosmetics from The Face Shop. A nonprobability sampling method, specifically purposive sampling, was employed, resulting in a sample of 150 female respondents. The data analysis was conducted using Structural Equation Modeling (SEM). The findings reveal that electronic word of mouth (eWOM) positively influences purchase intention and brand image. Additionally, brand image significantly affects purchase intention, and eWOM impacts purchase intention indirectly through brand image. The study suggests that The Face Shop should enhance its online presence and advertising efforts while offering incentives to consumers who promote their products. For future research, it is recommended to explore additional variables such as brand awareness, brand equity, quality, and promotion.

Lee et al. (2019) conducted research on 'Understanding purchase intention of university students towards skin care products'. This paper examines factors influencing consumers' purchase intentions for skin care products, focusing on brand awareness, brand association, perceived quality, and brand loyalty. A total of 150 self-administered questionnaires were distributed to students at a private university in Melaka using convenience sampling. Data were analyzed with SmartPLS to evaluate both the measurement and structural models. The study found positive relationships between brand awareness, brand association, perceived quality, and brand loyalty with consumers' purchase intentions. Notably, perceived quality was identified as the most significant factor influencing purchase intentions. The findings offer valuable insights for firms to refine their brand management strategies, providing a competitive edge based on consumer preferences.

Zhixuan et al. (2019) conducted research on 'Analysis of influencing factors of Chinese female college students' lipstick purchasing decisions'. With society's growing emphasis on beauty, lipstick has become essential for young women. In the competitive beauty industry, luxury brands dominate, making it challenging for domestic brands to establish a market presence. This paper analyzes the lipstick consumption decisions of Chinese female college students by examining psychological and external environmental factors. Utilizing both primary and secondary data, the study identifies the key influences on their purchasing behavior.

Based on these insights, the paper proposes marketing strategy recommendations for domestic beauty brands to better compete in the market.

Dalziel and de Klerk (2018) investigated relationship between variety-seeking, status consumption, media influence and female generation y students' attitude towards beauty products. Beauty products, or cosmetics, are a key part of the fashion industry, valued at an estimated \$1.2 trillion annually, contributing significantly to the global economy. These products include items used for body care and enhancement, such as skin-care products, lotions, creams, perfumes, makeup, hair colors, deodorants, mouthwashes, and bath oils. In South Africa, the cosmetic industry was worth R27.35 billion at the retail level and R19.69 billion at the manufacturing level in 2017. The Generation Y cohort (born between 1986 and 2005) is a vital market segment for many industries, including cosmetics. Understanding their attitudes towards beauty products is crucial for the industry's sustained success and growth. This study aimed to explore the relationship between variety-seeking, status consumption, media influence, and female Generation Y students' attitudes towards beauty products. Data was collected via self-administered questionnaires from a convenience sample of 610 students across three higher education institutions (HEIs) in Gauteng province. The analysis included principal component factor analysis, descriptive statistics, and Pearson's Product-Moment correlation analysis.

Wright (2017) conducted research on 'Are beauty bloggers more influential than traditional industry experts?'. The blogosphere has surged in influence over the past decade, while traditional media has seen a drop in circulation and readership. Consequently, Public Relations (PR) professionals are dedicating more time to influencer relations and incorporating bloggers into their campaigns. Despite the continued importance of media relations, the growing significance of bloggers raises questions about their role and value in promotional activities. This study examines the impact of bloggers versus traditional journalists on the purchase intentions of female beauty consumers aged 18 to 24. It includes a phenomenological analysis of beauty consumers' experiences and insights from beauty PR professionals.

PHUONG et al. (2017) investigated the effect of eWOM on Customer Purchase Intention: A Case Study in Vietnam: A Case Study in Vietnam. With the increasing pressure and demand for Information and Communication Technology (ICT)

advancements, electronic word-of-mouth (eWOM) has increasingly integrated into our lives, transforming how we live, communicate, consume, and conduct business. As internet use grows, so does the influence of eWOM. Research into how eWOM impacts consumer decision-making shows varied results, prompting this study to further explore its effects, particularly on online cosmetic purchases. This research develops a structural model to assess the impact of eWOM credibility on customer purchase intentions. It examines how argument quality, prior knowledge, and product involvement—considered as independent variables—affect this relationship. Additionally, the study investigates how recommendation sidedness might influence the connection between eWOM credibility and purchase intention. The analysis aims to reaffirm the strong relationship between eWOM credibility and consumer decision-making in online makeup purchases. The findings are intended to offer insights for future research and practical guidance for businesses planning global expansion.

Moslehpour et al. (2017) conducted research on ‘Repurchase intention of Korean beauty products among Taiwanese consumers’. This paper aims to fill a gap in the literature by examining the key factors that influence Taiwanese consumers' repurchase intentions for Korean beauty products. The study employs a quantitative approach, using structural equation modeling to test the proposed hypotheses. A causal research design identifies cause-and-effect relationships among the constructs, with primary data collection used to gather information. This approach enhances the understanding of factors affecting Taiwanese consumers' repurchase intentions (RI) for Korean cosmetics. The results indicate that perceived price (PP) and country of origin (COO) significantly impact word-of-mouth (WOM). Additionally, PP, COO, and WOM all significantly influence RI, with WOM being the most significant factor, followed by COO and PP. Few studies have explored the general construct of RI related to beauty products. This study provides practical insights for beauty product marketers, especially for Taiwanese consumers, by identifying key considerations for repurchasing Korean beauty products. It also highlights the significant role of WOM in mediating the relationship between PP, COO, and RI.

Karthik and Muthupandi (2017) conducted A Study on Consumer Behavior towards Online Fashion Products in Virudhunagar City—College Girls. Internet usage has surged in recent years, becoming a primary channel for information, services, and trade. With rapid technological advancements, this era has seen unprecedented growth

in innovation. This study aims to assess consumer behavior towards online fashion products in Virudhunagar district, focusing on female consumers' awareness of online shopping and factors influencing their purchasing decisions. Data were collected through questionnaires from 70 female respondents. The findings indicate that Amazon and Flipkart are preferred by young females, who are drawn to these platforms due to extensive media advertising, including TV, newspapers, and websites. Respondents favor online shopping for its convenience, clarity, suitability to their status, quick transactions, and the added benefits of discounts and product variety.

Pham (2016) examined the impact of electronic word-of-mouth (eWOM) to the purchase intention for cosmetic products of online customers in Vietnam. This study examines how electronic word-of-mouth (eWOM) affects online consumers' purchase intentions for cosmetic products in Ho Chi Minh City, with a focus on their product experiences. Utilizing the Elaboration Likelihood Model (ELM), the study tested several hypotheses. A survey of cosmetic users in Ho Chi Minh City revealed that factors such as expertise, involvement, and cohesion positively influence customer trust in eWOM, with expertise being the most significant. The study offers recommendations for cosmetic companies to enhance the positive impact of eWOM on online purchase intentions.

Putri and Wandebori (2016) examined factors influencing cosmetics purchase intention in Indonesia based on online review. Indonesia is recognized as a top emerging market with significant potential for discretionary spending, including on cosmetics, driven by a growing middle class. With over 102.8 million internet users in Indonesia, online behaviors and preferences are rapidly evolving. Consumers increasingly depend on online reviews (e-WOM) for making purchase decisions, yet there is limited research on how these reviews specifically influence cosmetic purchases in Indonesia. This paper investigates the factors affecting consumer purchase intentions based on online reviews. It aims to provide insights for Indonesian cosmetic companies to enhance their marketing strategies through eWOM. The study finds that argument quality is the most influential factor on purchase intention, followed by source credibility, quantity of reviews, review valence, and perceived usefulness. To leverage eWOM effectively, cosmetics marketers should

collaborate with beauty influencers, select reputable reviewers with expertise, and ensure they share accurate and valuable information about their products.

Sutanto and Aprianingsih (2016) examined the effect of online consumer review toward purchase intention: A study in premium cosmetic in Indonesia. With the rise in Internet users and the expanding cosmetics industry in Indonesia, online reviews have become a crucial source of product information. This study explores how online consumer reviews impact purchase intentions for premium cosmetics in Indonesia. Four independent variables are analyzed: source credibility, review quality, review quantity, and review valence. A quantitative approach was employed, using an online questionnaire distributed to 400 Indonesian women aged 15-29. The survey utilized a 5-point Likert scale, and the data were analyzed through Multiple Regression Analysis with SPSS 23. The results reveal that all four factors—source credibility, review quality, review quantity, and review valence—positively and significantly affect purchase intention. This suggests that premium cosmetic companies should consider leveraging online consumer reviews as a cost-effective marketing strategy to boost sales.

Sutanto and Aprianingsih (2016) conducted research on ‘The effect of online consumer review toward purchase intention: A study in premium cosmetic in Indonesia’. This study investigates the impact of online consumer reviews on the purchase intention of premium cosmetics among Indonesian youth. Using a quantitative approach, an online questionnaire was distributed to 400 Indonesian females aged 15-29. The survey utilized a 5-point Likert scale. Data were analyzed through Multiple Regression Analysis using SPSS 23. The study found that source credibility, review quality, review quantity, and review valence all significantly and positively influence purchase intention. These insights suggest that online consumer reviews can be a cost-effective marketing tool for premium cosmetics companies to boost sales.

Tajeddini and Nikdavoodi (2014) conducted research on ‘Cosmetic buying behavior: examining the effective factors. subjective norms, and consumer innovativeness influence the intention to purchase cosmetic products. Building on the Theory of Reasoned Action, which has guided various models for understanding product adoption, this study integrates consumer innovativeness with attitude and subjective

norms to better understand their impact on purchase intentions for cosmetics. Data were collected through mall-intercept questionnaires in prominent shopping malls across Sweden. The analysis assessed the significance of these variables on purchasing intentions. The results provide valuable insights for practitioners and suggest further research opportunities, enhancing the understanding of how attitudes towards new cosmetic products, novelty-seeking tendencies, and behaviors affect purchase intentions.

Rezai et al. (2013) investigated factors influencing Malaysian consumers online purchase of herbal products. The natural products industry has seen significant growth, supported by government initiatives. Economical production methods have allowed Malaysian SMEs to increase output, but limited resources have created competition for retail shelf space. To address this, SMEs can turn to online platforms to market herbal products. Setting up a website for this purpose requires minimal skills and infrastructure. In this study, 1,063 internet users were surveyed to identify factors influencing their intention to purchase herbal products online. Descriptive and Factor Analysis were used to analyze the data. Key factors affecting online purchase intentions for herbal products include internet speed and experience, product characteristics, perceived benefits, subjective norms, payment methods, and English proficiency.

Wei and Lu (2013) conducted research on 'An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior'. This study aims to compare the impact of celebrity endorsements versus online customer reviews on female shopping behavior. Using the AIDMA and AISAS models, an experiment was conducted to assess consumer responses to search goods (shoes) and experience goods (toner). Celebrity endorsements significantly increased attention, desire, and action for search goods compared to online customer reviews. Conversely, online customer reviews were more effective than celebrity endorsements in terms of memory retention, search, and sharing attitudes toward experience goods. The results offer insights for marketers on the effectiveness of celebrity endorsements versus online reviews, with recommendations for future research.

2.3 Research Gap

While the online cosmetics market has grown rapidly, with increasing interest in understanding consumer behavior, there is still a lack of focused research on the specific factors that drive female college students to make online purchases of cosmetic products. Existing studies tend to generalize online purchasing behaviors across broader demographics, often overlooking how young women, particularly college students, respond to various influences like social media, peer recommendations, pricing, and brand loyalty in the cosmetics industry. Moreover, the role of psychological and social factors, such as electronic word of mouth, social media influence, and perceived quality, remains underexplored within this specific group. This gap in the literature calls for a detailed investigation into the unique preferences, motivators, and barriers faced by female college students when purchasing cosmetics online, providing insights that could better inform targeted marketing strategies and enhance customer engagement.

CHAPTER III

RESEARCH METHODOLOGY

This chapter details the research techniques used to achieve the study's objectives, focusing on the impact of various variables on online purchase of cosmetic products. It covers the research design, data sources, instrumentation, and data collection methods, including the pilot study and demographic sampling. Additionally, it explains instrument administration and data analysis strategies. The primary aim is to describe the methodologies and procedures employed to ensure accurate results, align with the research goals, and validate the hypotheses.

3.1 Research design

The research design encompasses the structure of research problems and investigation plans, aiming to collect empirical data that illustrates the connections among research variables. According to Kotthari and Garg (2014), research design is the conceptual framework that directs the execution of research. Another definition characterizes research design as a strategic plan outlining the methods and procedures for acquiring and analyzing essential information, providing the research with a structured framework or roadmap (Zikmund et al., 2010).

The study employed a quantitative research design to investigate consumer behavior towards online purchases of cosmetic products in Nepal. The research design used in this study is descriptive and correlational. Because the purpose of the study is to determine the degree to which a relationship exists between the independent and dependent variables, the research also serves as an explanation.

3.2 Population and sampling procedure

The target population for this study is female students from various universities in Nepal who have made online purchases of cosmetic products within the past year.

The researcher uses the formulation determines the minimal sample size (Cocharan, 1997):

$$n = \frac{z^2 * \hat{p}(1 - \hat{p})}{\epsilon^2}$$

Where,

n = sample Size for infinite population

P =Population Proportion

E = margin of error

Confidence interval=95%

Margin of error= 5%

Based on this formula, the calculation of sample size is shown below:

$$\frac{1.96 * 1.96 * 0.5 * (1 - 0.5)}{0.05 * 0.05}$$

$$=385$$

385 is the calculated sample size for this study. The sampling technique used in this study is purposive sampling. Purposive sampling is a non-probability sampling approach where the researcher, guided by a specific purpose, selectively includes participants who align with the study's objectives. In employing this method, the researcher exercises their own judgment to randomly select study participants from the overall population.

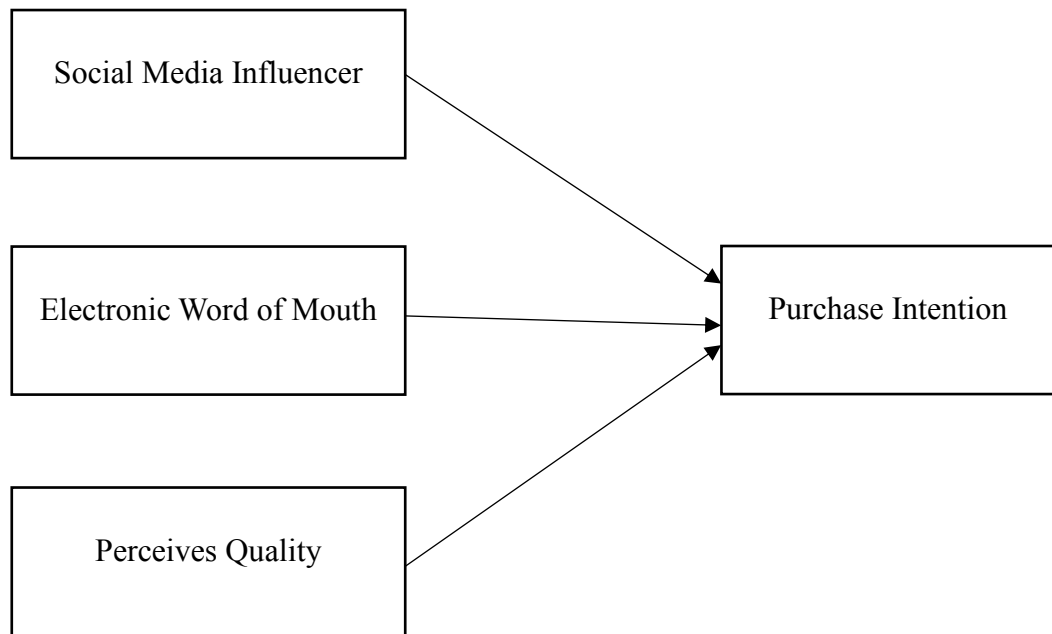
3.3 Nature and sources of data collection

The study was primarily relied on primary data collected through the self-administered structured questionnaire attached in annex. The questionnaire was designed to gather information on various aspects related to consumer behavior towards online cosmetic purchases, including demographic characteristics, and the influence of factors such as social media influencer, electronic word of mouth, and perceived quality.

3.4 Research Framework and Definition of Variables

Figure 1:

Conceptual Framework of the Study



Source: Rosara and Luthfia (2020).

Social Media Influencers

The term "influencer" in marketing refers to individuals whom brands engage to connect with target consumers and convey their message. Influencers have the power to shape others' decisions due to their authority, expertise, or relationships (Sigala & Gretzel, 2018). Social media influencers build "celebrity capital" by attracting attention and creating authentic personal brands on social networks, which companies and advertisers then leverage to reach consumers (Sigala & Gretzel, 2018). Essentially, influencers impact others' purchasing decisions and generally have a substantial number of social media subscribers.

Electronic Word of Mouth

Electronic Word of Mouth (e-WOM) refers to online messages about a product, service, or organization. These messages involve comments on product quality, trustworthiness, and operational methods shared from one person to another. A 'sender' with personal experience provides information that is perceived as objective by the 'recipient.' The information shared can be positive, negative, or neutral (Alfred,

2016). Key factors that drive e-WOM include ownership, winning, and willingness to help (Cheung & Lee, 2012). In summary, e-WOM is a marketing communication form where potential consumers share positive or negative feedback through online media.

Perceived Quality

Product quality refers to a product's ability to perform its functions effectively, including its reliability and accuracy (Philip & Gary, 2012). Perception, on the other hand, is the process by which individuals select, organize, and interpret stimuli to form meaningful and coherent images of the world (Schiffman & Kanuk, 2008). Therefore, perceived quality is the process by which an individual assesses and forms an image of a product's ability to perform.

Purchase Intention

According to Crosno et al. (2009), as cited by Ghalandari and Norouzi (2012), purchase intention refers to the likelihood that customers will choose a specific brand within a product category under particular purchasing conditions. Haque et al. (2015), referencing Hawkins & Mothersbaugh (2010), define it as the factors that prompt and drive consumers to buy products and services. Purchase intention emerges when individuals recognize a need that must be fulfilled. Consumers are often influenced by environmental and market factors such as price, promotions, cultural, and political contexts (Tudor & Zheng, 2014). Additionally, internal impulses and external environmental factors can affect their buying decisions. Once consumers decide to purchase from a particular store, their intention drives the decision (Jaafar et al., 2012). Ultimately, consumer purchase intention is influenced by various factors, primarily depending on the effectiveness of marketing programs designed by marketers to generate consumer interest.

3.5 Methods of Analysis

The data collected are entered in SPSS for appropriate analysis. The analyses used on the collected data are as follows: descriptive analysis, Cronbach's alpha test, correlation analysis, regression analysis, and ANOVA test for testing proposed hypotheses.

Correlation

Correlation and regression analyses are used above descriptive analysis. Correlation analysis is used to determine the effect of every independent variable on the dependent variable. Regression analysis is used to explain the total effect of independent variable on the dependent variable.

Correlation coefficient has used to quantitatively describe the strength of the association between the variables. The Pearson correlation coefficient measures the degree of linear association between two variables. It varies between -1.00 to +1.00, with 0 representing absolutely no association between two variables, and -1.00 or +1.00 representing a perfect association between two variables negatively and positively respectively.

Regression Analysis

Regression analysis is a robust method for identifying future variables that influence purchase intention of cosmetic products online. Through the regression process, researcher was able to confidently determine which variables are most important, which variables can be ignored, and how these future variables interact with each other. In multiple regressions, there were multiple independent variables and one dependent variable. The general form of the multiple regression equation with independent variables was:

The multiple regression equation was as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e_i \dots\dots\dots (1)$$

Where,

Y = Purchase Intention

β_0 = Constant term

X1 = Social media influencer

X2 = Electronic word of mouth

X3 = Perceived quality

$\beta_1 - \beta_3$ = Coefficient of Independent variables

e_i = Error term

3.6 Reliability and Validity

When utilizing a test or assessment tool in data collection, it is crucial to ensure its validity and reliability. These concepts are fundamental to determining the adequacy, comprehensiveness, and accuracy of the research findings.

Validity refers to how well a measurement accurately captures the characteristics of the phenomenon being studied. To enhance external validity, steps were taken to obtain a sample that closely represents the target population. However, this study's sampling frame was limited to professionals who volunteered to participate, which may influence the representativeness. Additionally, validity can be improved by incorporating questions that have been validated in previous research, thereby ensuring the measurement's accuracy and relevance.

Reliability is synonymous with the consistency of a test, survey, observation, or other assessment tool. It refers to how well an item, scale, or instrument correlates with a hypothetical version that accurately measures the intended construct. In statistical analysis, the significance level, or p-value, is typically assessed against a threshold of 0.05. If the p-value is less than 0.05, the null hypothesis is rejected; if it is equal to or greater than 0.05, the null hypothesis is accepted.

Responses on scales usually range from 1 to 5, with a mean value of 3. A mean exceeding 3 generally indicates a positive response, while a mean below 3 suggests a negative response. Values above 3 may also imply that the scales used in the study are reliable.

Table 1:

Reliability Analysis

Variable	Cronbach's Alpha
SMI	0.837
EWM	0.805
PQ	0.870
PI	0.806

To assess reliability, Cronbach's Alpha was calculated. A Cronbach's alpha exceeding 0.7 is considered indicative of reliable data, based on established benchmarks (Green

et al., 1977; Spector, 1992; Vaske et al., 2017). The test results in this study showed that the questionnaire was reliable, with each Cronbach's alpha exceeding 0.7. The reliability test outcomes for each variable are presented below.

CHAPTER IV

RESULTS AND DISCUSSION

The main objective of this research study is addressed through the findings of the data analysis presented in this chapter. This section is divided into two subsections. The first subsection provides an overview of the respondents' profiles, offering a demographic breakdown that includes details such as age, level of education, and university they are involved with. The second subsection focuses on the evaluation and interpretation of the collected data using various statistical methods, including regression analysis, correlation between the means of independent and dependent variables, and standard deviation analysis.

4.1 Demographic Profile of the Respondents

This segment highlights the demographic characteristics of the participants involved in the research. The respondents' profiles include information on age brackets, personal income levels, educational backgrounds, and university they are involved with.

4.1.1 Age of the Respondents

Age was divided into five distinct groups: less than 20 years, 20-30 years, 30-40 years, 40-50 years, and over 50 years. The subsequent table presents the distribution of respondents based on their age groups.

Table 2:

Age of the Respondents

Age	Frequency	Percentage
Less than 20 years	247	60.1
20-30 years	161	39.2
30-40 years	3	0.7
Total	411	100.0

Table 2 presents the distribution of respondents across different age groups, divided into five categories as previously described. Out of the 411 respondents, the majority are aged less than 20 years, making up 60.1% of the total. In contrast, the smallest proportion of respondents falls in the under 30-40 years years category, accounting for just 0.7%.

4.1.2 Current Education Level of the Respondents

Since the study focuses on the purchasing behavior of college students, the current education level was divided in three categories: bachelor level, masters level, and above master level. The subsequent table presents the distribution of respondents based on their current education level.

Table 3:

Current Education Level of the Respondents

Education Level	Frequency	Percentage
Bachelor Degree	284	69.1
Master's Degree	127	30.9
Total	411	100.0

Table 3 illustrates the distribution of respondents based on their current education level. The majority of respondents, 69.1%, are pursuing their bachelor's degree, representing the largest group. On the other hand, 30.9% of respondents are pursuing their master's degree.

4.1.3 University

University respondents are involved with was divided into five distinct groups: Tribhuvan University, Kathmandu University, Pokhara University, Purbanchal University, and other. The subsequent table presents the distribution of respondents based on their university.

Table 4:*University Respondents are Involved With*

University	Frequency	Percentage
Tribhuvan University	245	59.6
Kathmandu University	38	9.2
Pokhara University	96	23.4
Purbanchal University	19	4.6
Others	13	3.2
Total	411	100.0

Table 4 illustrates the distribution of respondents based on their involvement with university. The majority of respondents, 59.6%, are involved in Tribhuvan University, representing the largest group followed by Pokhara University 23.4%. On the other hand, 3.2% of respondents are involved in universities than mentioned above, representing the smallest group of the respondents.

4.1.4 Monthly Income Level of Respondents

The respondents' monthly income was categorized into five distinct groups: less than 20000, 20000-40000, 40000-60000, 60000-80000, and more than 80000. The following table presents the distribution of respondents across this monthly income.

Table 5:*Monthly Income Level of Respondents*

Occupation	Frequency	Percent
Less than 20000	280	68.1
20000-40000	99	24.1
40000-60000	25	6.1
60000-80000	7	1.7
More than 80000	0	0
Total	411	100.0

Table 5 illustrates the distribution of respondents based on their monthly income. The majority of respondents, 68.1%, have monthly income less than 20000, representing the largest group. On the other hand, 1.7% of respondents have income between 60000 and 80000, representing the smallest group of the respondents.

4.2 Descriptive Statistics

Descriptive statistics involve calculating measures such as the mean, median, and standard deviation to understand the characteristics of collected data. These statistics help clarify the attributes of the data by using these computations. In this study, the independent variables include factors that impact college students online purchase of cosmetic products, such as social media influencers, electronic word of mouth, and perceived quality.

To assess these variables, a "Five-Point Likert Scale" was used with the following options:

1 – Strongly Disagree

2 – Disagree

3 – Neutral

4 – Agree

5 – Strongly Agree

The scale's values range from 1 to 5, with a total possible score of 15. When divided by the number of items, the mean value of 3 is derived. A mean above 3 indicates that most respondents tend to "agree" with the statements, while a mean below 3 suggests a tendency towards "disagree." The standard deviation measures the extent of variation from the mean.

4.2.1 Descriptive Statistics of Social Media Influencer

Six statements were provided regarding the social media influencer among respondents. The following table outlines the respondents' ratings for these statements, along with their descriptive characteristics.

Table 6:*Descriptive Statistics of Social Media Influencer*

Statement	N	Mean	Std. Deviation
I limit my decision to buy cosmetic products based on advertisements featuring celebrities.	411	2.61	1.03
Celebrities give me a positive perception of cosmetic product brands.	411	3.31	0.62
Instagram influencers inform me about various brand options for beauty and personal care products.	411	4.13	0.76
The opinions of Instagram influencers enhance my perception of a brand's cosmetic products.	411	4.41	1.05
Bloggers provide information about the attributes of brands to help evaluate cosmetic purchases.	411	4.29	0.90
Bloggers' opinions motivate me to seek more information about cosmetic products	411	3.77	0.68
Valid N (listwise)	411		

Table 6 presents the descriptive statistics for responses on the social media influencer. Five statements have mean values exceeding 3, indicating general agreement among respondents. The highest mean value of 4.41 is for the statement ‘The opinions of Instagram influencers enhance my perception of a brand's cosmetic products, with a standard deviation of 1.05, showing variation around the mean. Conversely, the lowest mean of 2.61 is for the statement I limit my decision to buy cosmetic products based on advertisements featuring celebrities, which still reflects that respondents do not limit their cosmetic product purchase decision based on advertisement featuring celebrities.

4.2.2 Descriptive Statistics of Electronic Word of Mouth

Four statements were provided regarding factors associated with electronic word of mouth. The following table shows the average responses and standard deviations for these four statements.

Table 7:

Descriptive Statistics of Electronic Word of Mouth

Statement	N	Mean	Std. Deviation
Audience interaction on social media improves my perception of a cosmetic product.	411	4.27	1.04
Comments on social media posts about a cosmetic product create a positive perception of the brand.	411	4.01	0.65
Online recommendations about the features of cosmetic products influence my purchase decision.	411	4.05	0.61
To make sure that I buy the right products or brands, I often read online reviews of products and brands written by other fellow members in social networks.	411	4.30	0.66
Valid N (listwise)	411		

Table 7 presents the descriptive statistics for responses related to the electronic word of mouth. The statement " To make sure that I buy the right products or brands, I often read online reviews of products and brands written by other fellow members in social networks." has the highest mean score of 4.30, with a standard deviation of 0.66, indicating a general agreement among respondents. In contrast, the statement " Comments on social media posts about a cosmetic product create a positive perception of the brand" has the lowest mean value of 4.01, though it still reflects a majority agreement that comments on social media related to a cosmetic product create a positive perception on them about this brand.

4.2.3 Descriptive Statistics of Perceived Quality

Four statements were presented concerning the factor of perceived quality. The following table illustrates the respondents' rating scale for these statements, along with their descriptive characteristics.

Table 8:*Descriptive Statistics of Perceived Quality*

Statement	N	Mean	Std. Deviation
The quality of cosmetic products positively influences my decision to buy.	411	4.58	0.69
I buy cosmetic products online only if the quality of product is good.	411	4.10	0.67
I buy cosmetic products online only if the product is worth the money.	411	4.19	0.64
I Believe the quality of products sold online is high.	411	4.39	0.78
Valid N (listwise)	411		

Table 8 provides an overview of the descriptive characteristics of responses to statements related to the variable of perceived quality. The statement "The quality of cosmetic products positively influences my decision to buy" has the highest mean value at 4.58, with a standard deviation of 0.69, indicating that most respondents agree with it. In contrast, the statement "I buy cosmetic products online only if the quality of product is good" has the lowest mean value at 4.10, with a standard deviation of 0.64. Since this mean is still more than 3, it suggests that the majority of respondents agree that they only buy cosmetic products online if the quality of product is good.

4.2.4 Descriptive Statistics of Purchase Intention

six statements were presented to represent the dependent variable, which is the respondents' purchase intention. The following table shows the respondents' rating scale for these statements, along with their descriptive characteristics.

Table 9:*Descriptive Statistics of Purchase Intention*

Statement	N	Mean	Std. Deviation
After reading particular cosmetic brand review, my intention of purchase the brand is high.	411	4.15	0.56
I am willing to purchase the product after reviewing the related cosmetic brand.	411	4.14	0.54
I am positive towards purchasing cosmetic products online.	411	4.53	0.69
It is likely that I will purchase cosmetic products from cosmetic online stores in the near future.	411	4.05	0.51
I enjoy shopping cosmetic products online.	411	3.82	0.51
I intend to use online shopping websites to purchase cosmetic products.	411	4.48	0.69
Valid N (listwise)	411		

Table 9 outlines the descriptive characteristics of responses to statements related to the dependent variable, purchase intention. The statement, " I am positive towards purchasing cosmetic products online" has the highest mean value of 4.53, with a standard deviation of 0.69. This suggests that the majority of respondents agree with this statement, indicating their positive attitude towards purchasing cosmetic products online.

Similarly, the statement, " I enjoy shopping cosmetic products online," has the lowest mean value among the statements in this category, with a mean of 3.82 and a standard deviation of 0.51. This indicates that most respondents agree that they enjoy shopping cosmetic products online. All statements related to purchase intention have mean values above the standard value of 3. Consequently, the constructs used to measure this dependent variable effectively contribute to assessing the impact of various factors on online purchase intention of cosmetic products.

4.3 Inferential Analysis

This section includes a correlation analysis between the dependent and independent variables, along with a regression analysis for hypothesis testing.

4.3.1 Correlation Analysis

Correlation analysis evaluates the strength of the linear relationship between variables. The correlation coefficient, which ranges from 1 to -1, quantifies the extent of this relationship. A coefficient greater than 0 indicates a positive relationship between the variables, while a coefficient less than 0 signifies a negative relationship. In a positive correlation, the variables move in the same direction, meaning that an increase or decrease in the independent variable is associated with a similar change in the dependent variable. Conversely, a negative correlation suggests that the variables move in opposite directions.

Table 10:

Correlation Coefficient Between Variables

Variable		SMI	EWM	PQ	PI
SMI	Pearson Correlation	1			
	Sig. (2-tailed)				
EWM	Pearson Correlation	.711**	1		
	Sig. (2-tailed)	0.000			
PQ	Pearson Correlation	.482**	.548**	1	
	Sig. (2-tailed)	0.000	0.000		
PI	Pearson Correlation	.665**	.745**	.654**	1
	Sig. (2-tailed)	0.000	0.000	0.000	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 10 presents the correlation coefficients between the dependent variable, purchase intention, and three independent variables that influence it. All three independent variables show a positive correlation with purchase intention.

The strongest relationship is observed between electronic word of mouth and purchase intention, with a correlation coefficient of 0.745, indicating that purchase intention is significantly influenced by electronic word of mouth.

Similarly, social media influencer also exhibits a positive correlation, with a coefficient of 0.665, suggesting that purchase intention of cosmetic products online is influenced by social media influencer.

Lastly, the perceived quality of the products also has a positive correlation, with a coefficient of 0.654, suggesting that this factor has a influence on online purchase intention of cosmetic products.

4.3.2 Regression Analysis

Regression analysis investigates the causal relationship between independent and dependent variables, highlighting both the linear relationship and the strength of that relationship. It evaluates how variations in independent variables impact the dependent variable. Moreover, regression analysis models are utilized for predictive purposes, helping to forecast outcomes based on the relationship between variables.

Table 11:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815 ^a	0.663	0.661	0.23576

a. Predictors: (Constant), PQ, SMI, EWM

Table 11 provides a summary of the regression model, including the correlation coefficient (R) and the coefficient of determination (R²). The correlation coefficient between the dependent variable, purchase intention, and all independent variables is 0.815, indicating a strong positive correlation. This suggests that in behavioral research and Likert scale assessments like this one, the independent variables collectively have a significant positive relationship with purchase intention.

The coefficient of determination (R^2) further clarifies the extent to which the independent variables explain variations in the dependent variable. In this research model, the R^2 value is 0.663, meaning that 66.3% of the variation in purchase intention can be attributed to the independent variables. Specifically, the combined effect of the independent variables—social media influencer, electronic word of mouth, and perceived quality explains 66.3% of the variation in purchase intention.

4.3.3 ANOVA

In multiple regression analysis, Analysis of Variance (ANOVA) is used to evaluate the overall significance of the model. ANOVA determines whether the model, which includes multiple independent variables, is statistically significant in predicting the dependent variable at a specified confidence level.

Table 12:

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	44.596	3	14.865	267.449	.000 ^b
Residual	22.622	407	0.056		
Total	67.217	410			

a. Dependent Variable: PI

b. Predictors: (Constant), PQ, SMI, EWM

ANOVA is also used to assess the reliability of the regression model's results. A regression model is considered appropriate if the significance value (sig.) is equal to or less than the predetermined level of significance (alpha), typically set at 5%. Table 12 shows that the p-value of the regression model is 0.000, which is below the alpha level of 0.05, indicating that the model is both appropriate and its results are reliable.

In social science research, a 5% significance level is standard. In this study, with a p-value of 0.000 and an alpha value of 0.05, the p-value being lower than alpha confirms the model's significance. This ANOVA table at a 95% confidence level indicates that the combined effect of all three independent variables is notably effective in influencing online purchase intention of cosmetic products.

4.3.4 Coefficient of Regression Model

The regression model coefficients provide insight into the various factors influencing the measurement of the dependent variable, purchase intention. In this study, the model includes three independent variables: social media influencer (SMI), electronic word of mouth (EWM), and perceived quality (PQ). The coefficient table presents the p-value, test statistic value, and standard error for each of these factors, illustrating their individual contributions to the dependent variable.

Table 13:

Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	0.977	0.121		8.090	0.000		
SMI	0.160	0.031	0.214	5.165	0.000	0.483	2.071
EWM	0.313	0.033	0.415	9.584	0.000	0.440	2.273
PQ	0.301	0.032	0.324	9.306	0.000	0.683	1.465

a. Dependent Variable: PI

From Table 13, it is evident that the regression model used in this study is effective, as indicated by the absence of multicollinearity among the variables (with Variance Inflation Factor (VIF) values less than 3). The beta coefficients reflect the strength of the influence each independent variable has on the dependent variable, purchase intention. The electronic word of mouth (EWM) has the highest impact, with a beta coefficient of 0.313, followed by perceived quality (PQ) with a beta of 0.301, and social media influencer (SMI) with a beta of 0.160.

Significance values less than 0.05 indicate a statistically significant relationship between the dependent and independent variables. In this study, all three independent variables, social media influencer (SMI) with a significance value of 0.00, electronic word of mouth (EWM) with significance value of 0.000, and perceived quality (PQ) with a significance value of 0.000 show significant relationships with purchase intention.

Based on the coefficients of the variables, the regression equation can be written as:

The multiple regression equation will be as follows:

$$Y = 0.977 + 0.160X_1 + 0.313X_2 + 0.301X_3 + e_i$$

Where,

Y = Purchase intention

X₁ = social media influencer

X₂ = electronic word of mouth

X₃ = perceived quality

e_i = Error term

The constant term in the regression model is 0.977, indicating that purchase intention is influenced by factors beyond the three independent variables included in the study.

The coefficient for social media influencer (SMI) is 0.160, suggesting that for every one-unit increase in social media influencer, purchase intention is expected to increase by 0.160 units, assuming other variables remain constant. This positive coefficient indicates a positive relationship between social media influencer and purchase intention.

The coefficient for electronic word of mouth (EWM) is 0.313, meaning that a one-unit increase in EWM is associated with a 0.313 increase in purchase intention, while controlling for other variables. This positive coefficient signifies a positive relationship between electronic word of mouth and purchase intention.

Finally, the coefficient for perceived quality (PQ) is 0.301, suggesting that a one-unit increase in PQ corresponds to a 0.301 increase in purchase intention, with other variables held constant. This positive coefficient indicates a positive relationship between perceived quality and purchase intention.

4.4 Hypothesis Testing

This section focuses on testing the hypotheses established for the study. Hypotheses are used to evaluate two opposing statements and determine which is more strongly supported by the sample data. Regression analysis has been utilized to test these hypotheses. Below, the hypotheses formulated for this study are presented, along with a justification for their acceptance or rejection based on the analysis.

H₁: Social media influencer has a significant influence on purchase intention.

The coefficient table shows that the significance value for social media influencer is 0.000. Given a 95% confidence level with an alpha value of 0.05, and since the p-value for SMI is less than alpha ($0.000 < 0.05$), it can be concluded that social media influencer significantly influences purchase intention. Therefore, Hypothesis 1 (H₁) is accepted.

H₂: Electronic word of mouth has a significant influence on purchase intention.

The coefficient table shows that the significance value for electronic word of mouth is 0.000. Given a 95% confidence level with an alpha value of 0.05, and since the p-value for EWM is less than alpha ($0.000 < 0.05$), it can be concluded that electronic word of mouth significantly influences purchase intention. Therefore, Hypothesis 2 (H₂) is accepted.

H₃: Perceived quality has a significant influence on purchase intention.

The coefficient table shows that the significance value for perceived quality is 0.000. Given a 95% confidence level with an alpha value of 0.05, and since the p-value for PQ is less than alpha ($0.000 < 0.05$), it can be concluded that perceived quality significantly influences purchase intention. Therefore, Hypothesis 2 (H₂) is accepted.

4.5 Major Findings

- i. A significant portion of respondents (60.1%) are aged less than 20 years. The smallest age group, 30-40 years, comprises only 0.7% of the sample.
- ii. Most respondents (69.1%) are pursuing a bachelor's degree. Those pursuing a master's degree make up 30.9% of the sample.
- iii. The majority (59.6%) are affiliated with Tribhuvan University, followed by Pokhara University (23.4%). Only 3.2% are associated with universities not listed in the study.
- iv. A large portion (68.1%) of respondents has a monthly income of less than 20,000. The smallest income group (60,000-80,000) represents only 1.7% of the sample.
- v. Respondents generally agree that social media influencers, particularly Instagram influencers and bloggers, impact their perception of cosmetic

products. The highest mean score is 4.41 for the statement about Instagram influencers enhancing brand perception.

- vi. EWM shows a strong positive influence on purchase intention. The highest mean score of 4.30 reflects the importance of reading online reviews before purchasing.
- vii. Quality is a critical factor in purchase decisions. The highest mean score of 4.58 indicates that respondents strongly agree that product quality influences their decision to buy.
- viii. Respondents exhibit a strong positive attitude toward purchasing cosmetic products online, with the highest mean score of 4.53 for the statement about being positive towards online purchases.
- ix. All independent variables—social media influencers (SMI), electronic word of mouth (EWM), and perceived quality (PQ)—show significant positive correlations with purchase intention, with EWM showing the strongest relationship (0.745).
- x. The regression model explains 66.3% of the variance in purchase intention ($R^2 = 0.663$). All three independent variables significantly influence purchase intention, with EWM having the highest beta coefficient (0.313), followed by PQ (0.301) and SMI (0.160).
- xi. The regression model is statistically significant with a p-value of 0.000, indicating that the model's results are reliable and that the independent variables effectively predict purchase intention.
- xii. H1: Social media influencer significantly influences purchase intention. Accepted
- xiii. H2: Electronic word of mouth significantly influences purchase intention. Accepted
- xiv. H3: Perceived quality significantly influences purchase intention. Accepted

These findings collectively illustrate that social media influencers, electronic word of mouth, and perceived quality significantly impact the online purchase intention of cosmetic products among the surveyed respondents.

4.6 Discussion

This study explored the influence of social media influencers, electronic word of mouth (eWOM), and perceived quality on the online purchase intention of cosmetic

products. The results confirmed that all three independent variables significantly impact purchase intention, supporting the hypotheses formulated for this study. The discussion below integrates these findings with existing literature, highlighting consistencies and contrasts with previous research.

The study found a significant positive relationship between social media influencers and purchase intention ($p = 0.000$, $\beta = 0.160$). This indicates that endorsements and content from social media influencers strongly impact consumers' decisions to purchase cosmetic products online.

These findings align with previous studies that have demonstrated the effectiveness of social media influencers in shaping consumer behavior. For instance, research by Freberg et al. (2011) and Marques et al. (2020) has shown that social media influencers significantly impact brand perceptions and purchase intentions through their endorsement and promotion efforts. Influencers' ability to create trust and engagement with their audience makes them a potent tool in marketing strategies, particularly in the beauty industry. However, these results contrast with some studies that suggest the influence of social media influencers may be overstated or diminishing in certain contexts. De Veirman et al. (2017) argue that the effectiveness of influencers can vary depending on their perceived authenticity and the nature of their endorsement. This study's findings suggest that, despite these concerns, social media influencers remain a significant factor in driving online purchase intentions for cosmetic products.

The study established a robust positive correlation between eWOM and purchase intention ($p = 0.000$, $\beta = 0.313$). This reflects the strong influence of online reviews, ratings, and recommendations on consumers' buying decisions.

These findings are consistent with research by Cheung and Thadani (2012) and Bai et al. (2021), which emphasize that positive eWOM significantly enhances consumer trust and influences purchasing behavior. The role of eWOM in shaping consumer perceptions and decisions has been widely documented, reinforcing the importance of reviews and ratings in the online shopping environment. Some research suggests that the impact of eWOM may be moderated by factors such as consumer skepticism or the credibility of the source. Xie et al. (2015) found that while eWOM generally impacts purchase intentions, its effectiveness can be diminished by negative reviews

or conflicting information. The study's findings reinforce the significance of eWOM but also highlight the need for further research into the conditions under which its influence might vary.

Perceived quality was found to have a significant positive effect on purchase intention ($p = 0.000$, $\beta = 0.301$). This indicates that consumers are more likely to purchase cosmetic products online if they perceive the quality of the products to be high.

These results are consistent with Zeithaml (1988) definition of perceived quality as a critical determinant of consumer behavior and purchase decisions. Liu et al. (2019) also highlight that perceived product quality strongly influences consumer purchase intentions, particularly in the online marketplace where physical product assessment is not possible. Conversely, some studies suggest that perceived quality may have a variable impact depending on other factors such as brand reputation or price sensitivity. Aydin and Ozer (2005) argue that while perceived quality is important, its impact may be moderated by consumer expectations and previous experiences with the brand. This study confirms the importance of perceived quality but suggests that it interacts with other factors influencing purchase intention.

Overall, this study's findings align with established literature regarding the influence of social media influencers, eWOM, and perceived quality on online purchase intentions. However, they also highlight the complexity of these relationships and suggest that while these factors are significant, their impact can vary depending on context and additional moderating variables. Future research could explore these nuances further to provide a more comprehensive understanding of how these factors interact and influence consumer behavior in different settings.

CHAPTER V

SUMMARY AND CONCLUSION

This chapter offers a comprehensive summary of the study's findings and conclusions derived from the data analysis and hypothesis testing conducted in the previous chapter. The discussion is organized into three sections: a summary of findings, conclusions, and recommendations.

5.1 Summary

This study explored the influence of social media influencers, electronic word of mouth (eWOM), and perceived quality on the online purchase intention of cosmetic products. The analysis utilized regression testing to examine the significance of these factors. The review of relevant literature facilitated the identification of various factors influencing female college student's purchase intention of cosmetic products. This literature review provided a comprehensive understanding of both the independent variables—Social Media Influencer (SMI), Electronic Word of Mouth (EWM), and Perceived Quality (PQ)—and the dependent variable, purchase intention. A theoretical framework was developed based on prior research to analyze the impact of these independent variables on purchase intention.

Data collection for the study involved 411 participants who completed questionnaires according to the provided instructions. Due to the study's scope, time constraints, and respondent availability, a convenience sampling method was employed. Efforts were made to ensure inclusivity by incorporating participants with diverse characteristics. The data were analyzed using SPSS Statistics Software, employing both descriptive and inferential analysis techniques to explore the relationships between the factors and purchase intention.

The findings revealed that social media influencers have a substantial impact on purchase intention, with a coefficient of 0.160 and a p-value of 0.000, indicating a significant positive relationship. This suggests that endorsements and content from social media influencers can effectively drive consumer decisions to buy cosmetic products online. Electronic word of mouth showed an even stronger effect, with a coefficient of 0.313 and a p-value of 0.000. This finding underscores the importance of online reviews, ratings, and recommendations in shaping consumer behavior,

highlighting the need for companies to actively manage their online reputation and encourage positive feedback. Perceived quality also significantly influences purchase intention, with a coefficient of 0.301 and a p-value of 0.000. Consumers are more likely to purchase cosmetic products online when they perceive these products as high-quality, indicating that effective communication and assurance of product quality are crucial for driving sales.

Overall, the study concludes that social media influencers, eWOM, and perceived quality play vital roles in influencing online purchase intentions for cosmetic products. Brands are recommended to leverage influencers, enhance their online reputation, and emphasize product quality to align with consumer expectations and improve their marketing effectiveness.

5.2 Conclusion

Based on the comprehensive analysis of data collected on the factors influencing online purchase intention, several key conclusions can be drawn:

Firstly, the study confirmed that Social Media Influencers (SMI) significantly impact purchase intention. Endorsements and content from influencers resonate strongly with consumers, building trust and encouraging purchase decisions. Their ability to engage and influence a wide audience makes them a crucial factor in shaping consumer behavior in the digital space.

Secondly, Electronic Word of Mouth (eWOM) emerged as another critical determinant of purchase intention. Online reviews, ratings, and recommendations play a powerful role in guiding consumer choices. Positive eWOM enhances consumer confidence and the likelihood of purchasing, emphasizing the importance of managing online reputation and encouraging positive feedback.

Thirdly, Perceived Quality (PQ) was identified as a significant predictor of purchase intention. Consumers are more inclined to make purchases when they believe in the quality of the products. Effective communication of product quality and maintaining high standards are vital for driving consumer trust and purchase decisions.

In conclusion, the findings underscore the importance for businesses to focus on leveraging social media influencers, fostering positive electronic word of mouth, and ensuring high perceived quality to enhance online purchase intention. By addressing these factors, companies can boost consumer trust, satisfaction, and ultimately, sales.

Future research could explore additional variables and their interactions with these factors to provide more comprehensive insights into consumer purchase behavior in the evolving digital marketplace.

5.3 Practical Implications

The findings of this study offer several practical implications for businesses, particularly in the cosmetic industry, looking to enhance online purchase intention among consumers:

- i. Businesses should strategically partner with social media influencers who align with their brand values and target audience. By collaborating with influencers who have a strong following and credibility, companies can effectively reach and engage potential customers. Influencer marketing campaigns should focus on authentic and relatable content that resonates with consumers, as this can significantly boost their purchase intention.
- ii. The study highlights the crucial role of eWOM in shaping consumer purchase decisions. Companies should actively encourage satisfied customers to leave positive reviews, ratings, and recommendations on various online platforms. Implementing strategies such as loyalty programs, referral bonuses, and customer testimonials can enhance eWOM. Additionally, businesses must monitor and manage their online reputation by promptly addressing negative feedback to maintain consumer trust.
- iii. Ensuring that consumers perceive the products as high-quality is essential for driving purchase intention. Businesses should invest in product development and quality assurance processes to meet consumer expectations. Clear and transparent communication about the product's features, benefits, and quality standards should be emphasized in marketing materials. Packaging, branding, and customer service also play a vital role in reinforcing the perception of quality.
- iv. An integrated approach that combines influencer marketing, eWOM management, and quality communication can create a synergistic effect, enhancing overall purchase intention. Businesses should consider developing comprehensive marketing strategies that leverage these elements cohesively to maximize their impact.

- v. Companies should continuously analyze consumer feedback and behavior to refine their marketing strategies. By leveraging data analytics, businesses can identify trends, preferences, and areas for improvement, enabling them to tailor their approaches to better meet consumer needs and drive sales.

By implementing these practical strategies, businesses can effectively influence online purchase intentions, leading to increased customer engagement, satisfaction, and ultimately, higher sales in the competitive online marketplace.

APPENDIX

Questionnaire

My name is Rashana Shrestha, currently pursuing a Master of Business Studies (MBS) at Shankar Dev Campus. As part of my MBS degree requirements from Tribhuvan University, I am conducting a research study titled "FACTORS INFLUENCING FEMALE COLLEGE STUDENTS TOWARDS ONLINE PURCHASE OF COSMETICS PRODUCTS". Your participation by answering a few questions honestly is kindly requested. Your insights and information are crucial to this research. Please rest assured that all information provided will be kept strictly confidential and used solely for academic purposes.

Thank you for your cooperation.

Sincerely,

Rashana Shrestha

Section A: demographic Profile of Respondents

Please tick (✓) according to the answers in the boxes that best represent you.

1. Age in Years

- | | |
|----------------|--------------------------|
| Below 20 years | <input type="checkbox"/> |
| 20-30 years | <input type="checkbox"/> |
| 30-40 years | <input type="checkbox"/> |
| 40-50 years | <input type="checkbox"/> |
| 50-60 | <input type="checkbox"/> |

2. Current Education level

- | | |
|-----------------------|--------------------------|
| Bachelor's degree | <input type="checkbox"/> |
| Master's Degree | <input type="checkbox"/> |
| Above Master's Degree | <input type="checkbox"/> |

3. University You Study

- | | |
|-----------------------|--------------------------|
| Tribhuvan University | <input type="checkbox"/> |
| Kathmandu University | <input type="checkbox"/> |
| Pokhara University | <input type="checkbox"/> |
| Purbanchal University | <input type="checkbox"/> |
| Others | <input type="checkbox"/> |

4. Monthly income

- | | |
|-----------------|--------------------------|
| Less than 20000 | <input type="checkbox"/> |
| 20000-40000 | <input type="checkbox"/> |

40000-60000 60000-80000 More than 80000 **5. Do you Buy Cosmetic Products Online?**Yes No

If yes please fill the questionnaire below

please tick mark (✓) in one of the best options that best matches your opinion.
(SD=Strongly Disagree, D=Disagree, N=Neutral, A= Agree and SA= Strongly Agree)

Statement	SD	D	N	A	SA
Social Media Influencer					
I limit my decision to buy cosmetic products based on advertisements featuring celebrities.					
Celebrities give me a positive perception of cosmetic product brands.					
Instagram influencers inform me about various brand options for beauty and personal care products.					
The opinions of Instagram influencers enhance my perception of a brand's cosmetic products.					
Bloggers provide information about the attributes of brands to help evaluate cosmetic purchases.					
Bloggers' opinions motivate me to seek more information about cosmetic products.					
Electronic word of mount					
Audience interaction on social media improves my perception of a cosmetic product.					
Comments on social media posts about a cosmetic product create a positive perception of the brand.					
Online recommendations about the features of cosmetic products influence my purchase decision.					
To make sure that I buy the right products or brands, I often read online reviews of products and brands written by other fellow members in social networks.					
Perceived Quality					
The quality of cosmetic products positively influences my decision to buy.					
I buy cosmetic products online only if the quality of product is good.					
I buy cosmetic products online only if the product is worth the money.					
I Believe the quality of products sold online is high.					
Purchase Intention					

After reading particular cosmetic brand review, my intention of purchase the brand is high.					
I am willing to purchase the product after reviewing the related cosmetic brand.					
I am positive towards purchasing cosmetic products online.					
It is likely that I will purchase cosmetic products from cosmetic online stores in the near future.					
I believe that cosmetic online stores have my best interest in mind.					
I enjoy shopping cosmetic products online.					
I intend to use online shopping websites to purchase cosmetic products.					

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i ABSTRACT This study investigates the factors influencing online purchase intention of cosmetics in Nepal, focusing on three key variables:

Social Media Influencers (**SMI**), **Electronic Word of Mouth (eWOM)**, and **Perceived Quality (PQ)**

). The research was conducted with a sample size of 411 respondents from various universities in Nepal, utilizing a descriptive and causal comparative research design. Multiple regression analysis was employed to determine the relationships between these variables and online purchase intention. The findings reveal that Social Media Influencers significantly impact consumers' purchase intentions. Influencer endorsements and content create strong connections with consumers, building trust and encouraging purchases. This highlights the growing importance of influencers in shaping consumer behavior in the digital marketplace. Electronic Word of Mouth also emerged as a crucial factor. Positive online