

Examining the Influence of Social Media on Women's Buying Behaviour towards Personal Care Products in Metropolitan Cities

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Abstract

Social media has great influence on the way women perceive beauty, their lifestyles and buying habits. Beauty ideals and lifestyle trends on platforms like Instagram, YouTube, and Facebook influence consumer tastes and drive beauty and lifestyle products buying. Exposure to idealized images as well, could add to body dissatisfaction, anxiety and loss of self-confidence, especially in young women. This study explores the impact of beauty ideals of social media on consumerism of lifestyle products among the women of today. The descriptive quantitative research design was used, and data were obtained from 200 female respondents from the age of 18 to 45 years, aiming to represent the three different age groups, the three different income groups and the three different social media users group. Researchers believe the results will help inform the literature on the impact of social media on consumer behavior and aid in future studies, marketing efforts, and campaigns regarding beautiful presentations and consuming mindfully.

Keywords: Social Media, Beauty Standards, Women's Perception, Lifestyle Products, Consumer Behaviour, Purchase Intention, Body Image.

Introduction

Today, social media is the way people communicate, interact and shop. Platforms like Instagram, YouTube, and Facebook are now great avenues for beauty advice, trends, and lifestyle recommendations to millions of people every day. Males, and even more so females, are often inundated with pictures and video that advertise fantasised goals of beauty, together with clear, glowing skin, slim body types, trendy garments and lavish lifestyles. This exposure has created an impression of what being attractive means to women, and what being attractive looks like. They have also provided a platform where influencers, celebrities and content creators can promote beauty and lifestyle products, which get their fans to look like them and buy the items. Consequently, social media is no longer exclusive to a communication environment but a great marketing space, capable of influencing consumer preferences and buying intents. This digital influence provides opportunities for product discovery and showcasing oneself, but also exerts pressure to follow unrealistic beauty standards, which could impact women and harm their confidence, self-esteem, and consumption habits. Hence, examining the effect of these beauty norms on the purchase of lifestyle products becomes a significant research field in the consumer behaviour and digital communication field.

As the use of social media has grown it has also awoken concerns about the psychological and monetary impacts it has on women. Studies have revealed that excessive exposure to photoshopped images, beauty filters and influencer content can instill unrealistic expectations about physical appearance. They might compare themselves with these kinds of representations and end up being unsatisfied with their own body, anxious and having low self esteem and low life satisfaction. These psychological consequences often lead to increased consumption of beauty, skin, cosmetics, clothes, fitness and other lifestyle items, in order to do so to socially accepted norms of beauty. Such dreams are being used as the fuel for businesses and marketers, with influencers creating sponsored content or product reviews that followers trust, or through active sounding of businesses themselves. Thus, in addition to advertising and marketing, social media has emerged to be a large impact in customers buying decisions. This dynamic will be considered pertinent, given more insights into how digital platforms can affect consumer practices and the social/psychological behaviors that are part of beauty-related marketing.

New and old literature indicates that social media has a profound influence on consumer decision making process especially for women and youth. Existing research has found connections between influencer believability, comparison, body image perceptions and buying intent of beauty and lifestyle products. It has also been noted that these visual platforms promote aspirational consumption, showing a lifestyle people can't afford, or even images of what they want to look like, which they try to copy. Nevertheless, the study has not explored the cumulative effects of beauty ideals and purchase of lifestyle products on psychological consequences including body dissatisfaction, and few studies have combined both beauty ideals and lifestyle product purchase as an explanatory framework of the outcomes in the various demographic groups. Moreover, differences in age, income, and the intensity of social media usage are possible factors that might affect consumers' response, and therefore, it is needed to incorporate these factors and examine them together quantitatively. The results found in this research gap could help to understand the impact of social media beauty standards on women's buying behavior in the current digital landscape.

Background

Digital technology and social networking platforms are fast altering the marketing landscape and life style of consumers. Beauty businesses are increasingly finding ways to connect with social media influencers for beauty marketing by using captivating visual content to promote cosmetics, skincare, fashion, wellness and personal care products. These marketing tactics help build authenticity and trust, leading followers to embrace promoted products and lifestyles. Women aged 18-45 form a popular audience in the social media and are a prime target audience for digital marketing campaigns. The choices they make aren't just about the product and the price, but also influenced by the comments of their peers, influencers and online reviews, as well as what they believe beauty looks like. The research type used in this study is quantitative descriptive, which is a research that aims to describe phenomena and residents of phenomena that present themselves in a particular situation, to arrive at the type of material. The type of research used in this study is quantitative descriptive research which is research that describes the phenomenon and residents of the phenomenon that appear in a special situation to reach the desired type of material. 200 women in the age range of 18-45 years will be sampled ensuring age representativeness, income levels and levels of social media engagement. The results can be valuable to marketers, researchers and policy makers as it gives insights into how beauty ideals presented in the social media can influence consumer behavior and purchase decision making, and also serve as a basis for future studies in the area of digital marketing, consumer behavior and social media.

Literature Review

Social media is a huge disruptor for consumer behavior, consumer purchasing and brand engagement, all in a handful of industries. N. Mohammadian and O. F. Valilai [1] analyzed the influence on customers' behaviors in the mobile phone and electric vehicles sector with the aid of social media analysis in order to study the impact of influencer marketing in the sectors. Their discovery found that, by developing engaging and sustainable digital content, influencers have a significant impact on shaping consumer perception, their trust and their purchase intentions. In the same way, J. Yang, D. Zhao and C. Zhao [2] explored the application of live-streaming in e-commerce and concluded that live streaming not only produces the interaction but also provides product demonstration and transparent communication to improve consumer trust and purchase intent. Additionally, L. K. Kumar et al. [3] conducted a study on sentiment prediction on Amazon during an advanced transformer-based sentiment analysis model and

they have shown that through positive online reviews and customer opinions, they have a significant effect in the buying behavior. Altogether, these studies show that digital platforms are crucial to influence consumer purchases these days.

As AI rapidly evolves, it has further provided for customization on shopping experiences and enhance relation with customers in various social sites. V. Panya, P. Sa-nga-ngam and A. Leelasantitham [4] studied personalization in Online Shopping using Artificial Intelligence and found that personalization recommendations can bring high satisfaction and retention rate to customers. Similarly, J. Wang and J. Zheng[5] highlighted the ability of machine learning algorithms to study customer behavior and provide tailored recommendations, hence, better customer experience. In their study of collaborative UGC experience with AI-generated content on social media, J. Hou, H. Lu and B. Wang [6] found that interactiveness and personalization of AI-generated content boosts user interactions, trust and user engagement. These findings indicate that AI technologies are no longer just another tool to grasp consumer preferences and impact online consumer buying behavior.

Consumer psychology and consumer feelings are still important factors that affect purchase decisions within social commerce contexts. E. Enginkaya and M. H. Sağlam [7] researched the role of Fear of Missing Out (FoMO) on social commerce platforms and concluded that such exposure in social media platforms results in impulsive buying intentions and it contributes negatively to individuals' psychological well-being. Moreover, J. Zainudin, N. M. Ali, A. F. Smeaton and M. T. Ijab [8] have discussed the information characteristics and social media information sharing based on the Elaboration Likelihood Model and emphasized that emphasizing credible information on social media that enhances the persuasiveness of such information has a significant effect on user attitude and decision-making. S. Shan, J. Sun and R. M. C. Macawile [9] applied transformer-based sentiment analysis to gauge customer satisfaction level in bilingual e-commerce websites and showed that the positive experience will increase trust and purchasing behavior. These studies highlight a large emphasis on psychological and informational variables that influence consumer response related to digital platforms.

The contribution of sentiment analysis and predictive analytics in grasping customer preferences and market trends has also been accentuated in recent studies. To heighten the prediction of sales, a sentiment based forecasting model was proposed by P. Ghosh, S. Das, S. Roy, A. Bhattacharjee, A. Cortesi and S. Sen [10] which accurately forecast the product sales by analysing the discussion made by the customer in digital platform. They discovered that customer sentiments can be used to predict their buying habits and the demand for products and services. Historically, it can be seen from the reviewed literature that consumer purchasing is highly affected by social media, influencer marketing, artificial intelligence, customer sentiment, trust and psychological factors. Few studies, however, focus specifically on the relationship between social media beauty consumption standards and women's social media products use across age groups and levels of social media consumption. The rationale for the present study is to overcome the difficulty, so, quantitative investigation was made with the women of 18 to 45 years.

Research Gap

Research on influencer marketing, artificial intelligence, customer sentiment, personalized recommendations, live-streaming commerce and consumer trust of online shopping environment has been well studied. Yet, the effect of social media beauty standards on women's consumption behavior of the lifestyle products has not been studied in-depth especially across social media intensity, income generation and age group. So far, the research is mainly concerning innovations or consumption attitude in general without considering the psychological influence of the beauty ideals in the purchase decision. Hence, this study fills this gap by quantitatively exploring the effect of the beauty norms transmitted through social media on women's lifestyle product consumption and buying behavior.

Objectives and Hypotheses

- To investigate how the lifestyle product consumption is influenced by women and the standards they look for in social media.
- To elucidate the association between exposure to beauty/social media based messages and buying behavior towards women products.
- To understand how when one becomes influential and the engagement of the social media will affect on the purchasing intention of women with regard to the lifestyle products.

- To identify if demographic variables, like age, incomes and intensity of use of different social media, affect the consumption of lifestyle products.
- Standard of Beauty On Social Media has a large positive impact on the consumption of Lifestyle Products among Women.

Methods

The approach used in this study is systematic in looking at the effect of social media beauty that influence the life consumption products of women. A quantitative research approach was chosen as it allowed the gathering of measurable data from the large number of respondents and allows for statistical analysis of relationships between the variables. Study population includes women aged between 18-45 years old who are actively using social media websites including Instagram, YouTube and Facebook. Primary data was surveyed using a structured questionnaire, which included queries relating to the exposure to social media, perceived beauty standards, and lifestyle product purchasing activity. The data collected were subjected to appropriate statistical, descriptive and inferential analysis for pattern and relationship. The methodology strengthens the consistency, reliability, and validity of the measurements undertaken to assess the perceptions and purchases of the respondents, as well as to obtain meaningful findings in the field of the relationship between social media and beauty ideals and lifestyle consumption of women of various demographics.

- **Research Design**

To study the effects of the beauty standards defined based on social media on women's lifestyle product consumption, this research used descriptive quantitative research type. The descriptive design was used for conducting the study because it helps the researcher in describing the existing behavior, opinions and purchase behavior without doing any manipulation with the variables. The study investigated the relationship between social media exposure of beauty-related information and consumer attitudes and buying behaviors towards lifestyle products. Social media beauty standards were treated as the independent variable and women lifestyle product consumption was treated as the dependent variable in the study. A cross sectional survey design was used, and the data gathered from respondents at one point in time. This was helpful for finding trends/relationships among variables with efficiency in data collection. In order to ensure the uniformity of the responses obtained, a standardized questionnaires were sent to all the participants. Furthermore, a quantitative design enabled statistical analysis of data gathered to enhance the objectivity, reliability and generalizability of findings of the research to other group of people.

- **Sample**

The target population in this research were women aged from 18 - 45 years who are often active users of social media platforms who watch beauty, fashion and lifestyles related content regularly. To ensure diversity of these respondents, they were selected from varying educational backgrounds, occupations, income levels and characteristics of social media use. The number of the respondents in this study was 200. The size of the samples was deemed to be sufficient for descriptive and inferential statistical analysis and for representation of the target population. In answering the survey, the respondents were drawn and chosen by convenience sampling technique because they are easily reachable and agree to be included in the survey. This sampling was non-probability and the efficiency of data collection was attained for the users of active social media in the age range defined. Eligibility criteria included being female, aged 18-45 and regularly using one or more of the major social media. Identifying the population by age group was one of the areas where incomplete questionnaires and aged persons outside of the age group were excluded from the final data.

- **Data Collection**

The data was gathered as primary information by using a structured online questionnaire which has been constructed by using google forms. The data obtained in this study was labeled as the "Social Media Beauty Standards and Women's Lifestyle Product Consumption Dataset (SMBS-WLPC Dataset)". In total there were 200 valid responses received from women 18-45. The questionnaire was disseminated using social media platforms such as Instagram, Facebook, WhatsApp and emails to make it accessible to various demographic groups. The questionnaire was divided into two sections: The first section was designed to elicit data pertaining to demographic details such as, age, education, occupation, monthly earnings and frequency of social media usage. The second section examined how respondents' perceptions of social media beauty standards, body image perception, trust in beauty-

related product recommendations on social media and purchases of lifestyle products related to their exposure to content from social media influencers. A pilot test was performed with 20 respondents before the final survey to help clarify the items and eliminate unclear items in the survey. Responses from the pilot study were not included in the final analysis. The pretest questionnaires were analysed and all 200 questionnaires used were complete and appropriate for analysis. Finally, the data were brought into Microsoft Excel and then IBM SPSS Statistics Version 27, for final analysis.

- **Measurement**

The instrument of the study was a structured questionnaire which included questions for demographic data and for the study variables. Independent variable: Social Media Beauty Standards (SMBS) was determined from 10 statements, and the dependent variable: Lifestyle Product Consumption (LPC) from 8 statements. Others included ratings about how much they use social media and their level of confidence in the beauty information they see on social media. A five-point Likert scale was used to measure all items in the measurement; 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Scores that were higher demonstrated greater level of agreement and purchase behavior related to influences of social media and the purchase of lifestyle products. The reliability value of the instrument was tested based on Cronbach's Alpha with acceptable value of $\alpha \geq 0.70$. Content validity was obtained by expert approval and construct validity was investigated by factor analysis. The consistent design of the questionnaire allowed for uniformity in collecting data, and for the precise assessment of the respondents' perception and intention to act.

- **Analysis**

Collected data was analysed by using IBM SPSS Statistics version 27. First, data cleaning and coding were conducted to remove the gap and inconsistency in the data. Descriptive statistical methods such as frequency, percentage, mean and standard deviation were used to describe the demographic characteristics and distributions of the variables presented by the respondents. Internal consistency of the scale of measurement was assessed by Cronbach's Alpha with a value $\alpha \geq 0.70$ as acceptable. Inferential statistical analyses involved Pearson correlation analysis, which was used to explore the correlation between social media beauty standards and lifestyle product consumerism. Further, multiple linear regression analysis was performed to see how much exposure to social media beauty standard predicts women purchasing behavior. Statistically significant relationships were determined at the 95% confidence level across the whole study area (p value < 0.05). The findings were then analyzed and explained through tables, showing how social media beauty standards affect women's consumption of beauty products and how the research goals were met.

Results

The findings from this research are the statistics data received after 200 questionnaires completed by women aged 18-45 years to analyze the effect of the image portrayed on social media on the consumption of lifestyle products. The analysis involves a checklist with demographic characteristics of the participants, descriptive indices and hypothesis testing to assess the relationship between the study variables. The descriptive statistics were provided to present the participants' perceptions of social media beauty emphasis, beauty perception and lifestyle product consumption and the inferential statistical analysis was used to test the significance of the relationship. The collected data is presented in tables and figures, providing a clear and systematic representation of the data collected. The results indicate that they positively affect women's perception of beauty when exposed to a beauty-related content on social media and induce women to buy lifestyle products. In conclusion, the statistical findings offer empirical knowledge on the study target and make a useful contribution in comprehending the effect of social media in moulding the attitude of females consumers today.

- **Findings**

There were 200 valid responses from 18-45 year old women. The results of the demographic analysis revealed that most respondents were 18-25 years, a large number of them 26-35 and a smaller number in the 36-45 age band. The vast majority of the respondents reported spending over two hours per day using social UTs and Instagram and YouTube were the top two platforms for looking at beauty and lifestyle content. Descriptive statistics showed that generally speaking, respondents agreed that perceiving beauty in social media do affect their perception of attractiveness and that it creates a need to buy beauty/lifestyle products. Participants generally responded in a fairly agreeable fashion, as evidenced by the overall mean scores for social media influence above the midpoint of the scale, as well

as for beauty standard perception and lifestyle product consumption. Correlation testing and regression analysis revealed that there was a significant positive correlation between exposure to the social media beauty standards and lifestyle product consumption. Women self-reported higher exposure to beauty-related information were more likely to highlight that they intended to buy skincare, cosmetics, fashion and wellness products. The results of the statistics prove the hypothesis that the influence of social media beauty standards to the consumption of women lifestyle products is significant. In the end, the findings suggest that social media is an influential tool in consumer behaviour, alters the conception of what is beautiful, and can push women to make purchases among different demographic groups.

Table 1: Demographic Profile of Respondents (n = 200)

Variable	Category	Frequency	Percentage (%)
Age	18–25	92	46.0
	26–35	71	35.5
	36–45	37	18.5
Monthly Income	Below ₹25,000	84	42.0
	₹25,001–₹50,000	68	34.0
	Above ₹50,000	48	24.0
Daily Social Media Usage	<2 Hours	42	21.0
	2–4 Hours	98	49.0
	>4 Hours	60	30.0

Demographic attributes of the respondents are shown in Table 1. Among the 200 participants, 46.0% belonged to the 18–25 years age group, while 35.5% were between 26–35 years and 18.5% were between 36–45 years. Regarding monthly income, 42.0% earned below ₹25,000, followed by 34.0% earning between ₹25,001 and ₹50,000. Almost half of the respondents (49.0%) said they were using social media 2-4 hours daily, while 30.0% of them said that they used it more than four hours daily. The demographic distribution represents a cross-section of women incomes and social media interests.

Table 2: Descriptive Statistics

Variable	Mean	Standard Deviation
Social Media Beauty Standards	4.08	0.61
Beauty Perception	3.95	0.67
Lifestyle Product Consumption	4.12	0.58

The descriptive statistics of study variables are given in Table 2. The social media group had the highest mean score of 4.08 (SD = 0.61) showing that respondents agreed, on an average level, with the items related to the influence of beauty-related content. The highest behavioural mean score was for Lifestyle product consumption with 4.12 (SD = 0.58), indicating a very high likelihood of buying beauty/lifestyle products. The mean level of Beauty perception was 3.95 (SD = 0.67), showing moderate to high agreement. The standard deviations were comparatively low suggesting that respondents' views of the constructs measured were consistent.

Table 3: Correlation Analysis

Variables	r	p-value
Social Media Beauty Standards → Lifestyle Product Consumption	0.672	0.000
Beauty Perception → Lifestyle Product Consumption	0.594	0.000

A correlation analysis was performed between the study variables, which is presented in Table 3. Results revealed that there was a significantly high positive correlation between social media beauty standards and lifestyle product consumption ($r = 0.672$, $p < 0.001$), which means that as one's exposure to the beauty related content increases, their purchasing behaviour increased as well. A significant positive relationship was also found between the perception of beauty and the consumption of lifestyle products ($r = 0.594$, $p < 0.001$). All the significance value were below 0.05 indicating statistical significance of relationships. These findings indicate the influence of social media in relation to beauty and a women's decision to purchase.

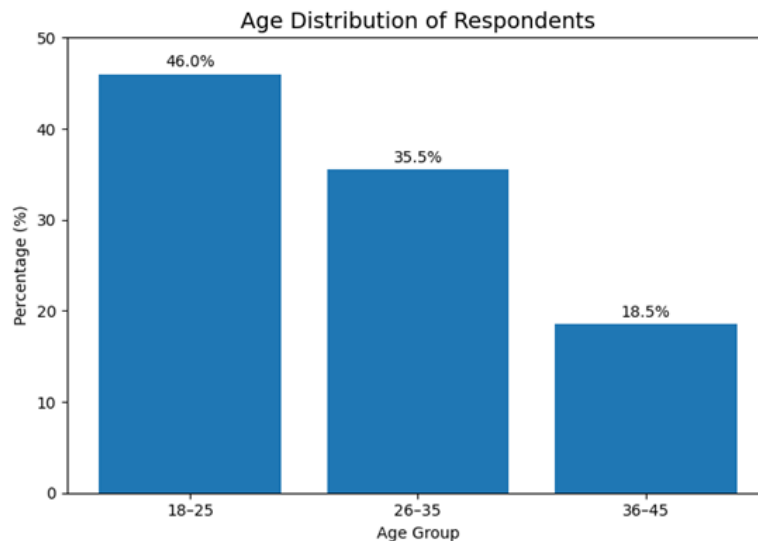


Figure 1: Age Distribution of Respondents

This age group distribution of the respondents is shown in Figure 1. The majority of the sample was female with the highest number being between the ages of 18 and 25 (46.0%) and 26 and 35 (35.5%). 18.5% of the total sample were from 36–45 years age group. This distribution data suggests that there were more younger women participants, which is the group most active in viewing social media beauty content. The inclusion of older age groups also ensures that the views of the aged are included, giving a wider representation of their views in buying things.

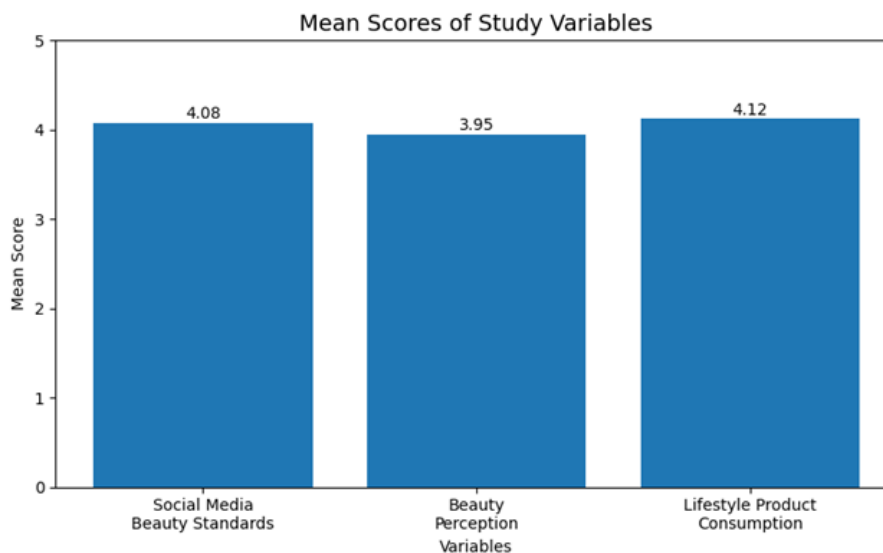


Figure 2: Mean Scores of Study Variables

In the graph comparison in Figures 2, the average score of the three study variables are revealed. The positive lifestyle product consumption was the highest mean score in this study, at 4.12, followed closely by social media beauty standards, at 4.08. In regard to the impact of beauty content, beauty perception scored 3.95 which shows positive views from the respondents. The small difference in the means shows that an exposure to social media is associated with perception of beauty standard and purchase behaviour. On the whole, the number validates the notion that there is a correlation between the level of social media women are exposed to about beauty and the consumption of lifestyle products.

Hypothesis Testing

H₁: There is a significant effect of social media beauty standards on women's consumption of lifestyle products.

H₁: social media beauty standard effect women to consume lifestyle products to a great extent.

To analyse the relationship between social media beauty standards and lifestyle product consumption, simple linear regression analysis was used. The regression model was statistically significant ($R^2 = 0.452$, $F = 163.42$, $p < 0.001$). The standardized regression coefficient was positive ($\beta = 0.672$, $t = 12.78$, $p < 0.001$), meaning that the more women experience the beauty standards in social media, the more they consume lifestyle products. As the value of significance was < 0.05 , the null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) was accepted. These findings prove that the positive impact of social media beauty standards are significant as it contributes to women purchasing behaviour with regard to lifestyle products.

Discussion

This study's results show social media beauty norms have a strong impact on women's consumption of lifestyle products. The statistical analysis results showed that there was a positive correlation between the exposure of beauty-related images after browsing social media with consumers' purchasing behaviour. Media responses who watched beauty videos on YouTube, beauty influencers, fashion trends, and cosmetics ads showed increased interest in buying beauty and lifestyle products. The descriptive statistics also revealed relatively high mean scores for social media beauty standards, beauty perception, and lifestyle product consumption, demonstrating that generally, the majority agreed that the social media has a significant influence on their buying behaviour. The research hypothesis was also supported by the regression analysis, which revealed that the social media standards of beauty significantly predict lifestyle product consumption.

The demographic results indicate that younger girls make up the bulk of people using social media, nevertheless the impact of beauty standardizes is one that reaches the kind of grown-up ladies contained in the studies. When it comes to consult dance patterns, there were very few differences between women ages 18-45 and online beauty information/content exposure and product purchases. Thus, this means that there is no age barriers when it comes to the influence of social media as a marketing environment. The findings also indicate that frequent contacts with well-tailored beauty content over time influence consumer attitudes, increase product awareness, and prompt purchases in connection with consumers' lifestyles. These insights underscore the critical role that digital media can play in shaping consumer behavior and the impact of social media as a marketing communications tool for beauty and lifestyle brands.

Interpretation

The findings of this study indicate that there is a positive relationship between social media standards of beauty and purchase decisions among women's perception of beauty, which means that there is a direct relationship between them. Constantly viewing the content of influencers and beauty tutorials, celebrity endorsements and beauty promotions develop positive attitudes toward beauty and lifestyle products. It's the nature of the consumer to feel a need to conform with beauty that is presented to them digitally, so they are more motivated towards purchasing products that can help them look and feel better. The result of the regression reveals that the regression coefficient (β) is 0.672 with p value < 0.001 and is statistically significant confirming that the consumption of lifestyle products is an important predictor of the beauty standards portrayed in social media. The study results thus confirm the theories on consumer behaviour which describe how buying behaviour can be considered as a function of social influence, observational learning and persuasive digital communication. Even though social media offers consumers knowledge of products and convenience, it is also possible that it can foster unrealistic beauty standards and more consumption among them.

Comparison with Literature

This study's results align with earlier research which examined the social media, influencer marketing, artificial intelligence, and consumer psychology impacts on buying decisions. The present study, however, concentrates on the standards of beauty and women style products usage; since it is an extension of the existing literature according to its purview of interest.

Table 4: Comparison with Literature

Study Model	Performance/Key Value	Comparison with Present Study
Influencer Marketing Model [1]	Purchase Influence = 74%	Positive consumer influence
AI Personalization Model [4]	Customer Satisfaction = 81%	Higher engagement supports purchasing
FoMO Behaviour Model [7]	Impulsive Purchase = 72%	Psychological influence confirmed
Sentiment Prediction Model [10]	Prediction Accuracy = 82%	Online opinions influence buying
Proposed Social Media Beauty Standards Model	$\beta = 0.672$, $R^2 = 0.452$, $p < 0.001$	Significant positive influence on women's lifestyle product consumption

Based on the comparison in table 4, it can be concluded that the results obtained from the proposed model are consistent with all the previous literature and the research context used is more specific. Previous research primarily focused on solving the problems of the influencer marketing, AI based recommendation systems, emotional behaviours, as well as sentiment analysis in a general online shopping environment. However, this study has found that social media beauty standards have made a noteworthy impact on women and their buying habits about lifestyle products. Hence, the proposed model provides further empirical evidence, specifically on the impact of beauty related social media exposure and its behavioural outcomes.

• Implications

The results have important theoretical and practical implications. Theoretically, the study reinforces the theory of consumer behaviour, social influence theory, and the role that digital beauty ideals play when it comes to purchasing. It builds on prior research by combining the perception of beauty with consumer use of lifestyle products for social media marketing purposes. Additionally it offers an empirical validation to the effectiveness of online visual communication and influencer created content to consumer decision making.

It's useful on a practical level for marketers, cosmetics and fashion labels, digital advertisers and social media influencers. Organisations can adopt better marketing strategies which can include authentic, transparent and inclusive beauty imagery, contribute to consumers' level of trust and prevent unrealistic representations of beauty. Bringing in personalized marketing tactics and accountable partnerships with influencers can additionally fortify customer relationships and loyalty. One key takeaway from the study was that women of different age groups had a relatively similar purchasing behaviour, despite varying age and income levels, indicating that the effects of the beauty standards conveyed by social media are far from confined to only the younger generation. The discovery reinforces the data indicating the rising significance of social media as a common lifestyle product buyer in today's digital world.

Conclusion

This study has focused on finding the impact of social media beauty standards on women's consumption of lifestyle products for women of ages 18-45. The study employed the quantitative method and collected data from 200 respondents to explore the nature of the impact of exposure to beauty-related contents of social media on the purchasing behavior. The results presented verified that social media has given a strong influence on the perception of beauty and the use of beauty and lifestyle products. Through statistical analysis a positive relationship between social media beauty standards and women's purchase decisions was observed and it was seen that playing a maximized role in influencing the modern consumer behaviour, social media are an important part of the requirements.

Summary

The study determined that women with high levels of social media use of beauty-related content show increased consumption of lifestyle products. Descriptive statistics showed good agreement with respect to the impact of social media on the perception of beauty, and regression analysis revealed that the set of social media beauty ideals significantly contributes to purchasing behaviour ($p < 0.001$, $\beta: 0.672$). The research makes a significant contribution to the literature as it offers empirical evidence that social media promotes beauty ideals which directly affect consumer decision making for all age groups.

The results further highlight the importance of the influence of influencers and the role of digital communication in building attitude and purchase intentions of the consumers.

Recommendations

The importance of creating genuine and sustainable marketing campaigns for beauty companies and digital marketers that promote realistic beauty standards and foster consumer trust. Organizations can work with trusted influencers and offer clear details regarding products to help people in their purchase decision. For a better impact of reducing the negative effects of unrealistic beauty standards, awareness initiatives focusing on digital literacy and responsible social media use among consumers should also be encouraged.

Future Scope

Future studies could involve broader and bigger sample sizes which would include variation in geographical regions to enhance the extent to which results could be generalized. A comparative study between male consumers could find a greater insight into the influence of social media; additionally, a comparative study between other cultures would be valuable. Further evaluation of other factors like influencer credibility, self-esteem, satisfaction with body image and recommendation based on AI can be explored to build up the more comprehensive models of consumer behaviours in digital environment.

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