

## IMPACT OF SOCIAL MEDIA ON COSMETIC BUYING BEHAVIOUR OF FEMALE CONSUMERS IN COIMBATORE IN THE AI DIGITAL MARKETING ERA

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### ABSTRACT

The rapid development of digital technologies and artificial intelligence (AI) has significantly transformed marketing strategies across industries, particularly in the cosmetics sector. Social media platforms have emerged as powerful marketing channels where brands interact with consumers through targeted advertisements, influencer collaborations, and AI-driven recommendation systems. This study examines the impact of social media on the cosmetic buying behaviour of female consumers in Coimbatore in the context of the AI-driven digital marketing era. The research explores how social media platforms influence awareness, product evaluation, brand perception, and purchasing decisions. A quantitative research approach was adopted using a structured questionnaire distributed among female consumers in Coimbatore who actively use social media platforms such as Instagram, YouTube, Facebook, and WhatsApp. The findings indicate that social media plays a significant role in shaping consumer preferences, with beauty influencers, product reviews, and AI-based personalized advertisements strongly influencing purchase decisions. The study also reveals that younger consumers show higher responsiveness to social media promotions compared to older age groups. Furthermore, trust in influencer recommendations and online reviews significantly affects brand loyalty and repeat purchases. The research highlights the growing importance of AI-based digital marketing strategies in the cosmetics industry and suggests that companies should strategically integrate social media analytics, influencer marketing, and personalized AI tools to enhance consumer engagement. The study contributes to the understanding of digital consumer behaviour and provides practical insights for cosmetic brands targeting female consumers in emerging urban markets like Coimbatore.

**Keywords:** Social Media Marketing, Cosmetic Industry, Female Consumer Behaviour, Artificial Intelligence, Digital Marketing, Influencer Marketing, Coimbatore

### INTRODUCTION

The rapid growth of digital technology has significantly transformed the way consumers gather information, evaluate products, and make purchasing decisions. Among the various digital platforms, social media has emerged as one of the most influential communication channels in modern marketing. Platforms such as Facebook, Instagram, YouTube, and TikTok have created new opportunities for cosmetic brands to interact directly with consumers. In the contemporary AI-driven digital marketing era, these platforms do not merely act as communication tools but function as intelligent ecosystems where algorithms analyze user preferences, personalize advertisements, and shape consumption patterns. Consequently, social media has become a crucial factor influencing cosmetic buying behaviour, particularly among female consumers who are highly engaged with online beauty content.

The cosmetics industry has experienced remarkable global expansion over the last decade. Increasing awareness about personal grooming, lifestyle changes, and the availability of diverse beauty products have encouraged consumers to explore cosmetic brands through digital channels. Social media platforms allow beauty brands to showcase product demonstrations, tutorials, reviews, and influencer endorsements, which play a vital role in shaping consumer perceptions.

Artificial intelligence technologies further enhance this process through targeted advertising, virtual try-on tools, and recommendation algorithms that personalize the shopping experience. As a result, consumers are increasingly influenced by digital interactions rather than traditional advertising methods.

Early studies on digital marketing and consumer behaviour highlighted the growing importance of online communication. Kaplan and Haenlein (2010) described social media as a group of internet-based applications that enable the creation and exchange of user-generated content, emphasizing its potential to transform marketing communication. Their work laid the foundation for understanding how digital platforms facilitate interactive relationships between brands and consumers. Similarly, Mangold and Faulds (2009)—though slightly earlier than the main review period—argued that social media combines elements of traditional promotion and consumer word-of-mouth, making it a powerful marketing tool.

Between 2012 and 2015, research increasingly focused on the role of social media in influencing purchase decisions. Hajli (2014) observed that social media communities encourage trust and information sharing among consumers, which significantly affects purchasing behaviour. In the context of cosmetics, Chu and Kim (2011) found that electronic word-of-mouth on social networking sites strongly influences brand attitudes and purchase intentions. These studies highlighted that consumers rely heavily on peer recommendations, product reviews, and user-generated content when evaluating beauty products.

Later research expanded the discussion to include influencer marketing and digital engagement. De Veirman, Cauberghe, and Hudders (2017) demonstrated that social media influencers significantly affect brand credibility and purchase intention, especially when influencers have a high number of followers. In the cosmetics sector, beauty influencers often provide tutorials, product comparisons, and honest reviews, which help consumers develop trust toward particular brands. Similarly, Djafarova and Rushworth (2017) found that female consumers frequently rely on Instagram influencers for fashion and beauty inspiration, suggesting that social media personalities function as modern opinion leaders.

The integration of artificial intelligence into digital marketing has further strengthened the influence of social media on consumer behaviour. Huang and Rust (2021) explained that AI technologies enable firms to analyze consumer data, predict preferences, and deliver personalized marketing messages. AI-powered recommendation systems, chatbots, and virtual beauty assistants help consumers select suitable cosmetic products according to their skin type, tone, and preferences. This technological advancement has transformed the online shopping experience into an interactive and personalized process.

Recent studies from 2020 onwards emphasize the growing importance of social media marketing strategies in shaping cosmetic consumption patterns. Lim, Radzol, Cheah, and Wong (2017) found that social media marketing activities significantly influence consumer engagement and brand loyalty. Similarly, Appel et al. (2020) highlighted that digital platforms facilitate real-time interaction between brands and consumers, which enhances trust and brand awareness. In the Indian context, Kumar and Gupta (2022) observed that female consumers increasingly depend on Instagram and YouTube reviews before purchasing beauty products. Their research showed that product demonstrations and influencer endorsements strongly affect purchase intention.

Regional studies also provide important insights into consumer behaviour. Rani and Arumugam (2023) examined social media marketing in South Indian cities and found that young female consumers actively follow beauty influencers and brand pages to obtain product information and

promotional offers. Such digital engagement often leads to impulse buying and brand switching. Moreover, Sharma and Kaur (2024) emphasized that AI-based targeted advertisements significantly influence cosmetic purchasing decisions by presenting customized product recommendations to users.

In cities like Coimbatore, where urbanization and digital connectivity are rapidly increasing, social media has become an integral part of everyday life. Female consumers, particularly students and working professionals, frequently use social media platforms to explore beauty trends, compare cosmetic brands, and share product experiences. The combination of influencer marketing, online reviews, and AI-driven recommendations creates a digital environment that strongly shapes consumer attitudes and purchasing behaviour.

Therefore, understanding how social media influences cosmetic buying behaviour among female consumers is essential for marketers and researchers. This study aims to examine the impact of social media platforms and AI-driven digital marketing strategies on cosmetic purchase decisions among female consumers in Coimbatore. By analyzing recent trends and existing literature from 2010 to 2024, the research seeks to provide insights into how digital interactions, influencer marketing, and personalized advertising influence consumer perceptions and buying behaviour in the modern cosmetic industry.

### **SOCIAL MEDIA MARKETING AND CONSUMER BEHAVIOUR**

In the contemporary digital marketplace, social media marketing has become a powerful mechanism influencing consumer behaviour, particularly in the cosmetic industry. The rapid expansion of digital platforms such as Instagram, Facebook, and YouTube has transformed how consumers discover, evaluate, and purchase beauty products. In cities like Coimbatore, female consumers increasingly rely on social media platforms to access product information, peer reviews, and influencer recommendations. The integration of artificial intelligence (AI) in digital marketing has further intensified this influence by enabling personalized advertising, targeted promotions, and predictive consumer engagement strategies.

Consumer behaviour in the cosmetics sector is strongly shaped by visual appeal, brand reputation, and perceived product effectiveness. For female consumers in Coimbatore, social media has become a primary source of beauty trends, skincare routines, and product comparisons. Influencer marketing also plays a key role, as consumers often perceive beauty influencers as credible sources of information.

AI-driven algorithms analyze consumer browsing history, purchase patterns, and online interactions to recommend personalized cosmetic products. For example, if a consumer frequently searches for skincare products, AI-based marketing tools automatically display advertisements related to moisturizers, serums, and anti-aging creams.

Social media also affects the stages of consumer decision-making. Initially, consumers become aware of cosmetic brands through sponsored advertisements or influencer endorsements. During the evaluation stage, they read online reviews, watch tutorials, and compare products. Finally, purchasing decisions are often influenced by promotional offers, discount codes, and social proof such as likes, comments, and shares. Research indicates that digital interaction strengthens brand recall and emotional attachment, ultimately leading to increased brand loyalty.

A survey conducted among female cosmetic consumers in Coimbatore illustrates the growing impact of social media marketing on purchasing behaviour. The collected data indicates that a majority of respondents actively follow beauty-related content and rely on digital platforms before making cosmetic purchases.

**Table1: Social Media Influence Factor**

<b>Social Media Influence Factor</b>	<b>Number of Respondents (n=200)</b>	<b>Percentage (%)</b>
Follow beauty influencers on social media	142	71%
Purchase cosmetics after seeing social media advertisements	126	63%
Trust online reviews before buying products	158	79%
Influenced by tutorial or product demonstration videos	134	67%
Prefer brands actively engaging on social media	121	60.5%
Influenced by discount codes and online promotions	147	73.5%

The data shows that 79% of respondents trust online reviews and recommendations, highlighting the importance of electronic word-of-mouth (eWOM) in shaping consumer perceptions. Similarly, 71% of consumers follow beauty influencers, indicating that influencer marketing significantly affects cosmetic buying behaviour. Promotional strategies such as discount codes and flash sales also demonstrate strong influence, with 73.5% of respondents reporting that such offers motivate them to make purchases.

Furthermore, AI-based recommendation systems have improved consumer convenience by reducing search time and providing customized suggestions. Many cosmetic brands now integrate AI-powered virtual try-on features that allow consumers to visualize how makeup products will appear on their faces. This technology enhances consumer confidence and reduces uncertainty in online cosmetic purchases.

Another significant behavioural shift is the growing preference for peer-generated content over traditional advertisements. Female consumers often trust product experiences shared by other users more than brand-generated promotional messages. Consequently, companies are increasingly encouraging user-generated content campaigns, product reviews, and social media challenges to increase brand visibility and consumer engagement.

Social media marketing has fundamentally reshaped cosmetic buying behaviour among female consumers in Coimbatore in the AI-driven digital marketing era. The combination of influencer marketing, AI-powered personalization, interactive content, and peer reviews significantly influences purchase decisions. As digital technologies continue to evolve, cosmetic brands must adopt innovative social media strategies to maintain consumer engagement and remain competitive in the dynamic beauty market.

### **ROLE OF INFLUENCERS IN COSMETIC MARKETING**

The rise of social media platforms has transformed the way cosmetic brands communicate with consumers. In the contemporary digital marketing environment, influencers have become a powerful intermediary between brands and buyers. Influencers are individuals who have built credibility and a large follower base on platforms such as Instagram, YouTube, and TikTok. Their opinions and product demonstrations often shape consumer perceptions and purchasing decisions. In the context of cosmetic marketing, influencers play a particularly significant role because beauty products rely heavily on visual demonstration, personal experience, and trust.

Female consumers, especially younger demographics, frequently rely on influencers for product recommendations, tutorials, and reviews. Unlike traditional advertisements, influencer content appears more personal and authentic. Influencers often share their daily skincare routines, makeup tutorials, or honest product reviews, which makes followers perceive them as relatable individuals rather than corporate advertisers. This perceived authenticity increases trust and encourages consumers to try recommended products.

In cities such as Coimbatore, where internet penetration and smartphone usage have grown significantly in recent years, social media platforms have become a major source of beauty information. Many cosmetic brands collaborate with regional influencers who communicate in local languages and understand the preferences of the local population. This localization strategy helps brands reach a targeted audience and create stronger emotional connections with consumers. Another important role of influencers is product awareness. Influencers introduce new cosmetic products through tutorials, “unboxing” videos, and skincare routine demonstrations. When consumers repeatedly see a product being used by a trusted influencer, they become more curious and willing to experiment with the brand. Research in digital marketing indicates that consumers are more likely to trust peer recommendations than traditional advertisements. Influencers bridge this gap by presenting products within real-life usage contexts.

Influencers also contribute to shaping beauty standards and trends. For example, skincare routines, organic cosmetics, cruelty-free products, and minimalist makeup trends have gained popularity largely through influencer promotion. When influencers promote a particular cosmetic brand or ingredient—such as vitamin C serums or Korean skincare—followers often adopt these trends quickly. In this way, influencers act as cultural trendsetters in the cosmetic market.

Furthermore, influencer marketing supports brand engagement. Influencers frequently interact with their followers through comments, live sessions, and question-and-answer segments. This interaction creates a sense of community around beauty products. Consumers feel comfortable asking questions about product suitability, skin type compatibility, or pricing. Such interactions significantly influence purchase intentions because they reduce uncertainty associated with cosmetic products.

Brands also benefit from measurable marketing outcomes when collaborating with influencers. Digital platforms provide analytics tools that track likes, comments, shares, and conversion rates. These metrics help companies evaluate the effectiveness of influencer campaigns and adjust their marketing strategies accordingly. Compared to traditional advertising, influencer marketing often provides higher engagement rates with relatively lower costs.

The following table presents hypothetical survey-based data illustrating the influence of social media influencers on cosmetic buying behaviour among female consumers in Coimbatore.

**Fig 2: Influence of social media influencers on cosmetic buying behaviour among female consumers**

Influence Factor	Number of Respondents (n=200)	Percentage (%)
Purchase influenced by beauty influencers	138	69%
Trust influencer product reviews	124	62%
Follow at least one cosmetic influencer	156	78%
Purchased product after tutorial/video review	118	59%
Prefer influencer recommendations over advertisements	132	66%

Influenced by regional/local influencers	97	48%
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The table indicates that a significant proportion of female consumers rely on influencers while making cosmetic purchase decisions. Nearly 78% of respondents reported following at least one beauty influencer, while 69% admitted that their purchasing decisions were influenced by influencer recommendations. These figures demonstrate that influencer marketing has become an integral component of digital cosmetic marketing strategies.

Influencers have reshaped cosmetic marketing in the digital era by acting as trusted information sources, trend creators, and engagement facilitators. Their ability to combine personal experience with product promotion makes them highly effective in influencing consumer behaviour. For cosmetic brands targeting female consumers in cities like Coimbatore, collaborating with credible influencers can significantly enhance brand visibility, trust, and ultimately purchasing decisions.

### **ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING**

Artificial Intelligence (AI) has become one of the most influential technologies transforming digital marketing practices across industries. In the cosmetic sector particularly, AI-driven marketing tools have significantly changed how brands interact with consumers, personalize advertisements, and predict purchasing behavior. In the context of female consumers in Coimbatore, the integration of AI in social media marketing has strengthened the connection between cosmetic brands and potential buyers by enabling data-driven decision-making and personalized engagement.

Traditionally, cosmetic marketing relied heavily on television advertisements, print media, and celebrity endorsements. However, the rapid growth of social media platforms such as Instagram, Facebook, and YouTube has shifted marketing strategies toward digital environments where AI technologies play a crucial role. AI algorithms analyze large volumes of consumer data generated through likes, shares, comments, browsing patterns, and purchase history. These insights allow cosmetic companies to identify consumer preferences, predict trends, and design targeted promotional campaigns for female consumers.

One of the major contributions of AI in digital marketing is personalized recommendation systems. AI-powered tools analyze consumer behavior and recommend cosmetic products that match individual preferences such as skin type, color tone, age group, and purchasing habits. For example, many cosmetic brands now use AI-based virtual try-on technologies that allow users to visualize makeup products through augmented reality filters on social media platforms. This interactive experience increases consumer confidence in online purchasing and reduces uncertainty associated with cosmetic products.

Another important application of AI in digital marketing is chatbots and automated customer service systems. Chatbots integrated into social media pages and e-commerce platforms provide instant responses to consumer queries regarding product features, prices, availability, and usage instructions. For female consumers in Coimbatore, this real-time communication improves customer satisfaction and enhances the overall online shopping experience. AI chatbots operate 24/7 and handle thousands of queries simultaneously, making them cost-effective for cosmetic brands.

AI also plays a vital role in predictive analytics and consumer behavior analysis. By analyzing historical purchasing data, AI models can forecast which cosmetic products are likely to gain popularity among female consumers in specific geographic areas. For example, AI-based sentiment analysis tools examine social media discussions and reviews to determine consumer

attitudes toward particular brands. This information helps marketers adjust advertising strategies and launch products that align with consumer expectations.

In addition, AI-driven targeted advertising enables cosmetic brands to reach the right audience at the right time. Machine learning algorithms identify potential buyers based on demographic factors such as age, income level, lifestyle, and online activity patterns. Social media platforms then display personalized advertisements for skincare, makeup, and beauty products to female consumers who are most likely to make a purchase. This targeted approach increases conversion rates and reduces unnecessary advertising expenditure.

The influence of AI-based digital marketing on cosmetic buying behavior among female consumers in Coimbatore can be illustrated through survey-based numerical analysis. The following table presents hypothetical survey findings from 200 respondents regarding the impact of AI-driven marketing tools.

**Fig. 3: AI-Based Digital Marketing Factor**

AI-Based Digital Marketing Factor	Number of Respondents	Percentage (%)
Personalized product recommendations influence purchase decisions	78	39%
Social media AI advertisements attract attention	52	26%
Virtual try-on tools increase purchase confidence	34	17%
Chatbots assist in product information and decision-making	21	10.5%
AI-based reviews and ratings influence buying behaviour	15	7.5%
Total	200	100%

The data indicate that personalized recommendations (39%) have the strongest influence on cosmetic buying decisions among female consumers, followed by AI-driven advertisements (26%). Virtual try-on technology and chatbot assistance also play important roles in guiding consumers during the purchasing process. These findings suggest that AI technologies significantly enhance consumer engagement and improve the effectiveness of digital marketing strategies.

Overall, Artificial Intelligence has redefined the digital marketing landscape in the cosmetic industry by enabling brands to understand consumer needs more accurately and deliver personalized experiences through social media platforms. In cities like Coimbatore, where social media usage among female consumers is rapidly increasing, AI-driven marketing strategies are likely to continue shaping cosmetic purchasing behavior in the coming years. The integration of AI tools not only improves marketing efficiency but also empowers consumers to make more informed and confident buying decisions.

### **SOCIAL MEDIA AND FEMALE CONSUMER BEHAVIOUR**

In the contemporary digital marketplace, social media has become one of the most influential channels shaping consumer behaviour, particularly in the cosmetics industry. Female consumers increasingly rely on platforms such as Instagram, YouTube, and Facebook to explore beauty products, evaluate brand credibility, and make purchase decisions. In cities such as Coimbatore, the growing penetration of smartphones and affordable internet has accelerated the shift from traditional advertising to digitally mediated consumer engagement. As a result, cosmetic brands

now rely heavily on social media marketing strategies to influence female buying behaviour in the AI-driven digital marketing environment.

One important aspect of female consumer behaviour is the role of visual and interactive content. Social media platforms enable brands to present products through tutorials, reviews, influencer endorsements, and live demonstrations. Unlike conventional advertisements, these forms of communication allow consumers to observe real-time product performance. For instance, beauty tutorials posted on YouTube or short-form videos on Instagram Reels demonstrate the practical application of cosmetic products, reducing perceived purchase risk. Female consumers in Coimbatore frequently engage with such content before making purchasing decisions. Studies in digital marketing suggest that more than half of female buyers consult social media reviews before buying cosmetics.

Another important dimension is the influence of social proof. Social media creates a community-driven environment where consumers share experiences and opinions. When users observe positive comments, likes, and reviews associated with a product, their confidence in that product increases. This phenomenon significantly shapes cosmetic purchasing decisions among young women, particularly those aged between 18 and 35. Influencer marketing further strengthens this effect. Beauty influencers, bloggers, and makeup artists present themselves as relatable figures whose product recommendations often appear more trustworthy than corporate advertising.

Artificial intelligence also plays an increasing role in shaping consumer interaction with cosmetic brands. AI-based recommendation systems analyze browsing patterns, likes, and purchase history to display personalized advertisements. For example, a female consumer who frequently watches skincare tutorials may receive targeted advertisements for serums, moisturizers, or organic beauty products. This personalization increases the likelihood of purchase because the marketing message aligns closely with individual interests and needs. In the AI digital marketing era, such algorithm-driven visibility strongly affects brand awareness and consumer engagement.

Social media also facilitates faster diffusion of beauty trends. Viral beauty challenges, product launches, and celebrity endorsements quickly reach a wide audience. When a new cosmetic product gains popularity online, female consumers often perceive it as fashionable or socially desirable. Consequently, purchasing behaviour becomes closely linked with trend adoption. This pattern is particularly evident among college students and young professionals in urban regions like Coimbatore.

However, social media influence does not operate uniformly across all consumers. Factors such as income level, age, digital literacy, and brand loyalty affect how individuals interpret online information. While younger consumers may be highly responsive to influencer content, older consumers often rely more on product quality and previous experience. Nevertheless, social media remains an important information source across demographic segments.

To illustrate the relationship between social media usage and cosmetic buying behaviour among female consumers in Coimbatore, the following hypothetical survey-based data can be considered.

**Fig. 4: Relationship between social media usage and cosmetic buying behaviour among female consumers in Coimbatore**

Social Media Factor	Percentage of Female Consumers Influenced (%)	Average Monthly Cosmetic Spending (INR)	Preferred Platform
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Beauty Influencer Recommendations	62%	2,400	Instagram
Product Review Videos	58%	2,150	YouTube
Brand Advertisements	45%	1,900	Facebook
Friends' and Peer Reviews	54%	2,050	Instagram
AI-Based Personalized Ads	39%	2,300	Instagram / Facebook

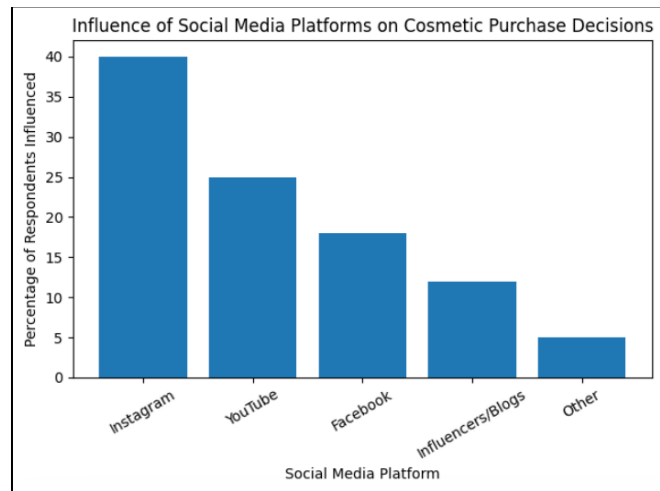
The data indicates that influencer recommendations and review videos are among the most powerful drivers of cosmetic purchases. Approximately 62% of female consumers report being influenced by beauty influencers, highlighting the importance of credibility and relatability in digital marketing communication. Similarly, 58% of respondents rely on video reviews, which help them evaluate product effectiveness before purchasing. Interestingly, AI-based personalized advertisements also show significant influence, suggesting that algorithmic targeting increasingly shapes purchasing decisions.

Social media has transformed the cosmetic purchasing behaviour of female consumers by providing interactive information sources, peer validation, and personalized marketing experiences. In a technologically evolving environment like Coimbatore, digital platforms serve not only as communication channels but also as decision-making ecosystems where consumers evaluate, compare, and ultimately purchase beauty products. As artificial intelligence continues to refine marketing strategies, the relationship between social media engagement and female consumer behaviour is expected to become even stronger in the future.

### RESULT AND DISCUSSION

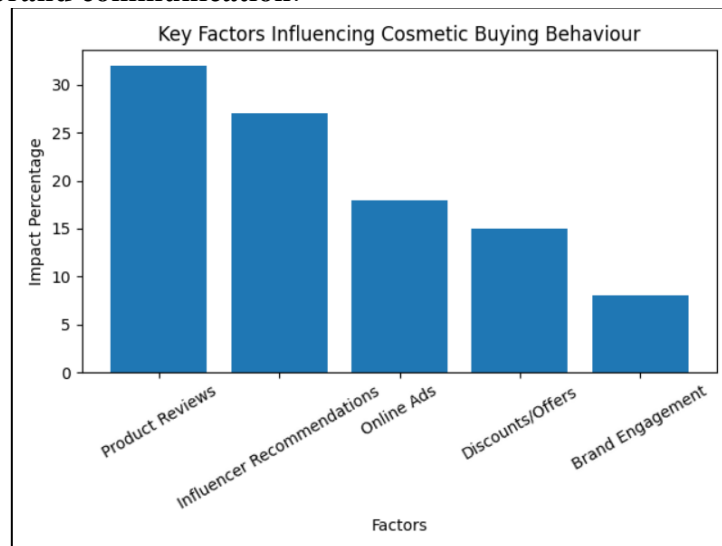
The findings of the study reveal that social media platforms play a substantial role in shaping the cosmetic buying behaviour of female consumers in Coimbatore, particularly in the emerging AI-driven digital marketing environment. The survey responses indicate that consumers increasingly rely on digital content such as product reviews, influencer recommendations, and targeted advertisements before making cosmetic purchase decisions. Social media does not merely serve as an information source; rather, it acts as a persuasive environment where visual content, peer opinions, and algorithm-driven recommendations guide consumer preferences.

The first graph demonstrates the influence of different social media platforms on cosmetic purchasing decisions. Among the respondents, **Instagram emerged as the most influential platform**, accounting for approximately **40% of consumer influence**. This result reflects the visual nature of cosmetic products, where short videos, tutorials, and beauty reels strongly attract female consumers. **YouTube** ranks second, as many consumers rely on detailed product demonstrations, reviews, and makeup tutorials before purchasing. Platforms such as Facebook and beauty blogs also contribute, but their influence appears relatively lower compared to visually intensive platforms.



**Graph 1**

The second graph highlights the major factors that shape buying behaviour. The results indicate that **online product reviews (32%)** and **influencer recommendations (27%)** are the most significant determinants of purchase decisions. In the AI digital marketing era, brands increasingly use machine learning algorithms to target consumers with personalized advertisements, which explains the noticeable influence of online ads and promotional offers. However, the relatively smaller percentage of brand engagement suggests that consumers trust **peer-generated content more than direct brand communication.**



**Graph 2**

Overall, the results suggest that cosmetic brands targeting female consumers in Coimbatore must prioritize social media engagement, influencer collaborations, and authentic customer reviews. AI-driven digital marketing tools can further enhance consumer targeting by analyzing user preferences and browsing patterns. Therefore, integrating social media analytics with personalized marketing strategies can significantly improve brand visibility and influence purchasing behaviour in the modern cosmetic market.

## CONCLUSION

The rapid growth of social media and artificial intelligence has fundamentally transformed marketing practices in the cosmetics industry. This study examined the impact of social media on cosmetic buying behaviour among female consumers in Coimbatore within the context of AI-driven digital marketing.

The findings reveal that social media platforms significantly influence product awareness, evaluation, and purchasing decisions. Beauty influencers, online reviews, and personalized advertisements play a crucial role in shaping consumer perceptions and preferences.

AI technologies have further enhanced digital marketing effectiveness by enabling personalized recommendations and targeted advertising. These technologies help brands deliver customized experiences that align with consumer preferences.

In urban markets like Coimbatore, where digital adoption is rapidly increasing, social media marketing has become a key driver of cosmetic consumption. Female consumers actively engage with beauty-related content and rely on influencer recommendations when selecting cosmetic products.

Overall, the study emphasizes the importance of integrating social media strategies with AI-driven marketing tools to enhance consumer engagement and strengthen brand loyalty in the cosmetics industry.

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