A Study on the Influence of Instagram Marketing Strategies on Consumer Purchase Intention of Cosmetic Products

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ABSTRACT

This study investigates how Instagram marketing has an impact on consumer intention to buy beauty products, focusing on influencer credibility, quality of content and brand engagement as the primary factors. Consumers tend to be highly involved with the purchase of beauty products and therefore have a high level of perceived risk. As such, - consumers actively search for credible information, read reviews and view demonstrations of products before deciding whether or not to buy. With its ability to incorporate visual imagery, influencer marketing, user-generated reviews and targeted advertisements, Instagram has become a leader in supporting consumers through their purchase decision-making process. Data was collected using a survey from 130 participants and subjected to testing for reliability, chi-square tests for analysis of data and regression testing based on the data using SPSS. The results of the analyses indicate that influencer credibility has the greatest effect on purchase intentions, with content quality and brand engagement also contributing to the predictive power on purchase intention. Taken together these three factors account for a significant amount of variance in consumer purchase intentions. In addition to identifying the key factors affecting purchase intentions on Instagram through survey data, the researchers applied the AIDA model to demonstrate how Instagram marketing affects consumers' attention, interest, desire and action. Finally, this research provides important implications for managers in the beauty product industry to develop a schedule for implementing Instagram marketing strategies that build consumer trust, decrease consumer perceptions of risk, and increase ultimately lead to increased consumer purchase intentions.

Keywords: Instagram Marketing, Consumer Purchase Intention, Influencer Marketing, Social Media Advertising, Brand Engagement.

INTRODUCTION

Social media has become an integral part of our daily lives, and Instagram is one of the most popular platforms with young audiences. Beauty brands are extensively using the application for their marketing efforts to showcase products via Instagram photos, videos, reels, and influencer pages. Consumers can learn about beauty products through Instagram in a quicker manner than traditional ways.

Consumers have the intention to purchase a product. Beauty products can be challenging for consumers to purchase because they directly correlate to their appearance and skin care routines; thus consumers need to research product quality, leading to cost, quality, reviews, and result prior to purchasing. Social Media platforms such as Instagram allow consumers to conduct this research into the product's information (details), reviews, tutorials, etc. in one location, making the purchasing process easier for them and therefore saving them time.

In January 2025, social media is now considered a significant part of our everyday lives, as more than 5.24 billion people, which represents nearly 64 percent of the world's population, are currently using social media. The number of people who joined social media in the last year (206 million) illustrates the rapid growth of social media over time.

There are a large number of people that are currently active on social media; approximately 94 percent of persons who access the internet utilize social media at some point during the month, whereas more than 86 percent of

users between the ages of 18+, regularly utilise social media. On average, users typically create 6–7 social-network profiles in one month and spend approximately two hours and twenty-one minutes per day on them (about 14 percent of their overall time spent awake). This equates to roughly 12 billion (12,000,000,000) daily hours for all users on a worldwide scale and gives some indication of the significant impact that social media has had on human relations over the years. The 21st century is marked by the frantic pace of life as it continues to create barriers to face-to-face contact, so social media's role as a means of connection has rapidly increased since the use of social media in mass communication began. For example, Facebook provides businesses with an opportunity to establish a long-lasting bond with their consumers. In addition, many other forms of social media have emerged that allow users to promote events and ideas easily and connect with others. Ultimately, people can create and maintain followings and direct their followers to their accounts on social networking websites. Social media enables a quick and timely delivery of information, whereas traditional media, such as television, do not have that advantage.

Figure 1: Instagram Marketing

Source:https://www.researchgate.net/figure/Social-media-in-60-s-from-October-2021-27_fig2_360143041

Objective of the study

1. To examine the factors that influence the consumer purchase Intention.
2. To understand consumer perception & trust is Instagram influencers & advertisements related to beauty care using AIDA Model.
3. To provide recommendations for marketers and brands to enhance consumer engagement through social media like Instagram.

Instagram Marketing Strategies Used by Beauty Brands

Influencer marketing has become a big part of the way many beauty brands market themselves on Instagram. Beauty brand influencers have taken to Instagram to tell their followers about their experience with the product

via posts, reels, and their stories. There is a high level of trust among followers with regards to influencers because they appear authentic. When an influencer describes how they use a product or gives a genuine product review, a consumer feels more assured when choosing to make a purchase on that particular product. Visual media have also become an important medium for Instagram marketing. Beauty brands have been using attractive visuals such as pictures and videos to promote their products to consumers by clearly showing what the products look like, what they do, and how they work. Because the makeup and skincare industry is so closely tied to people's appearance, it is easy for rocks and mountains of negative publicity to generate overwhelming interest because of attractive images and videos. Reels and stories have become popular forms of media used by beauty brands on Instagram. Reels and stories are short snippets of video that are simple to see and quick to relay the benefits of the product. Beauty brands frequently post "How-To" videos of their products in use, in addition to posting "before-and-after" pictures of the results; as a result, they draw in consumers. Many beauty companies post their promotions, new products they have introduced, and updates of their company's activity in their Instagram stories so that consumers can stay informed about all of the great changes that brands are making to improve the company's offerings for their customers. The reviews and comments from customers help many consumers understand what other users have experienced before purchasing beauty products. The trust associated with a positive review is a big factor in alleviating a consumer's anxiety regarding the quality of a product. The reviews are used by the consumer to determine if a product is a good option for them. Beauty brands also use paid advertising through Instagram to promote their products. The ads are targeted to users based on their age, interests, and online activity. The use of paid advertisements allows brands to connect with their target audience and promote their products to a larger audience. This encourages the consumer to make a purchase of a beauty product.

Real-Life Example

A college student wants to purchase a new face serum to use as part of her skincare routine. Prior to making the purchase, she searches for the face serum on Instagram. She views various reels and stories created by beauty influencers who demonstrate how they use the face serum and share their opinions about the product. Because the influencers seem to be sincere in their reviews, she develops a level of confidence and believe in their product. Furthermore, the cosmetics company's Instagram account features numerous high-quality images and videos depicting the face serum's texture, container, and results. Additionally, she watches short videos showing side-by-side comparisons of the skin of some users of the product both prior to purchasing and after using the face serum. This helps to enhance her interest in purchasing the product. In addition, she reads numerous positive reviews written by actual users found in the comments of the posts made by the influencers promoting the face serum. She then notices an advertisement for the same face serum on her Instagram feed offering a discount for a limited time only. After gathering all this information about the beauty face serum from the influencer's videos, images and comments, she finally makes her decision to buy the skincare product.
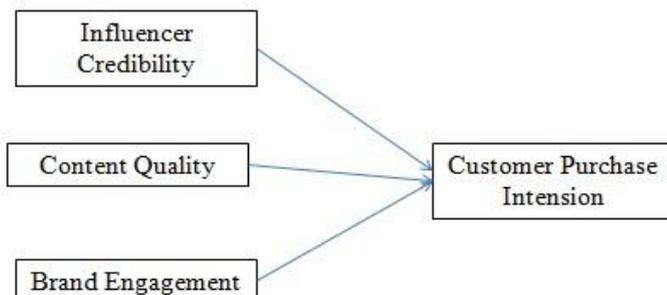
Research Model

Figure 2: Customer Purchase Intension

RESEARCH METHODOLOGY

The researcher collected the data for the study through convenience sampling, which is a non-probability sampling method that relies on accessibility to respondents and their convenience to the researcher in gathering data. The data were gathered from a survey of 150 respondents. Because 20 of those surveys had incomplete responses, the final sample size used for analysis was 130. The researcher used IBM SPSS version 25 to process the data. Statistical analyses performed included demographic analysis, reliability analysis, chi-square test, and regression analysis.

Analysis

Demographic Analysis

Table 1: Demographic Details

Demographic Factor	Specific Highlighting Criteria	Percentage
Age	20-25	65 %
Gender	Female	90%
Marital Status	Unmarried	55 %

Table 1 depicts the demographics of study respondents. The majority of participant ages (65% of participants) were between 20-25 years of age indicating accurate representation and capturing usually young adults' perception deems the respondent population consisting of mostly young adults (20-25 years) as being predominantly perceived by young adults. A gender perspective indicates that females were 90% of the sample population, thus providing for an overall predominance for female respondents. A marital status perspective indicates that of the respondents, 55% were unmarried, thus supporting evidence suggesting that a majority of the current sample is comprised of single young adult females. Therefore, the demographic composition indicates that the principal findings reflect the perspectives and actions of young females (20-25 years old).

Reliability Analysis

Table 2: Reliability Statistics	
Cronbach's Alpha	N of Items
.943	15

The reliability of the measurement scale used in this study is shown in Table 2. Cronbach's Alpha is 0.943 for 15 items, representing an excellent level of internal consistency, therefore confirming that the measurement scale has a very high level of reliability and consistency among all included items when measured against each other, and therefore the measurement scale is valid and can perform adequately for hypothesis testing and regression analysis.

Relationship among the variables

H01: There is no significant relationship between customer purchase intension and influencer credibility. So null hypothesis is rejected.

H02: There is no significant relationship between customer purchase intension and content quality. So null hypothesis is rejected.

H03: There is no significant relationship between customer purchase intension and Brand Engagement. So null hypothesis is rejected.

Table 3: Hypothesis Testing

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
H01	154.570[a]	9	.000
H02	145.327[a]	9	.000
H03	137.224[a]	12	.000

In Table 3, the results of the Chi-Square Tests are displayed indicating that all three of the hypotheses (H01, H02 and H03) are statistically significant (Asymptotic Significance (2-sided) = 0.000 is less than the standard significant level of 0.05). This means there is strong evidence to suggest that the variables in each of the three hypotheses are significantly related to each other; thus, we can reject the null hypotheses (H01, H02 and H03), and conclude that those independent variables being examined significantly impact the dependent variable of interest.

Regression Analysis

Table 4.1 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.831[a]	.691	.689	.387	1.968

According to Table 4.1, the summary for the regression model indicates that an R value of 0.831 provides evidence for a significant positive correlation between Independent Variables and Customer Purchase Intention. Approximately 69.1% of the variance in Customer Purchase Intention can be explained by the Independent Variables in this model, as indicated by R Square of 0.691. The goodness of Fit measure, adjusted R Squared, of 0.689 is similar to R Squared and confirms the validity of the regression model, and the independence from any Predictors. Durbin-Watson statistic of 1.968 confirms that there is no presence of Autocorrelation within the Regression Model, thus satisfying the Independence of Errors assumption in Regression Analysis.

Table 4.2 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.840	3	57.613	190.803	.000[b]
	Residual	148.862	493	.302		
	Total	321.702	496			

Table 4.2 presents the One-Way Analysis of Variance (ANOVA) for the regression model. An F-value of 190.803 and a significance value of 0.000 indicate that the complete regression model is statistically significant, confirming that the combination of all three independent variables has a significant effect on customer purchase intentions. The regression model appears appropriate and usable for further analysis.

Table 4.3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.486	.160		3.042	.002
	Influencer Credibility	.471	.053	.442	8.972	.000
	Content Quality	.276	.054	.259	5.089	.000
	Brand Engagement	.107	.038	.107	2.774	.006
Dependent Variable: Customer Purchase Intension						

The independent variables that affect customers' intentions to purchase from an influencer are shown in Table 4.3. Influencers' credibility has the largest standardized beta ($\beta = 0.442$) and has a significant p-value (0.000), making it the strongest predictor for customer purchase intention. Furthermore, influencer content quality has a significant positive correlation ($\beta = 0.259$) with purchase intention and a significant p-value (0.000), meaning

that when an influencer has better quality content, their audience is more likely to purchase. Although the beta value for brand engagement ($\beta = 0.107$) is lower than that of influencer credibility and influencer content quality, it still produces a positive correlation to purchase intention with a significant p-value (0.006). The constant value is also significant, which means a baseline level of purchase intention exists without the presence of any independent variables. Collectively, all three independent variables have significant influence on customers' purchase intentions.

AIDA MODEL Instagram Marketing Strategies Used by Beauty Brands Beauty Product: Vitamin C Face Serum
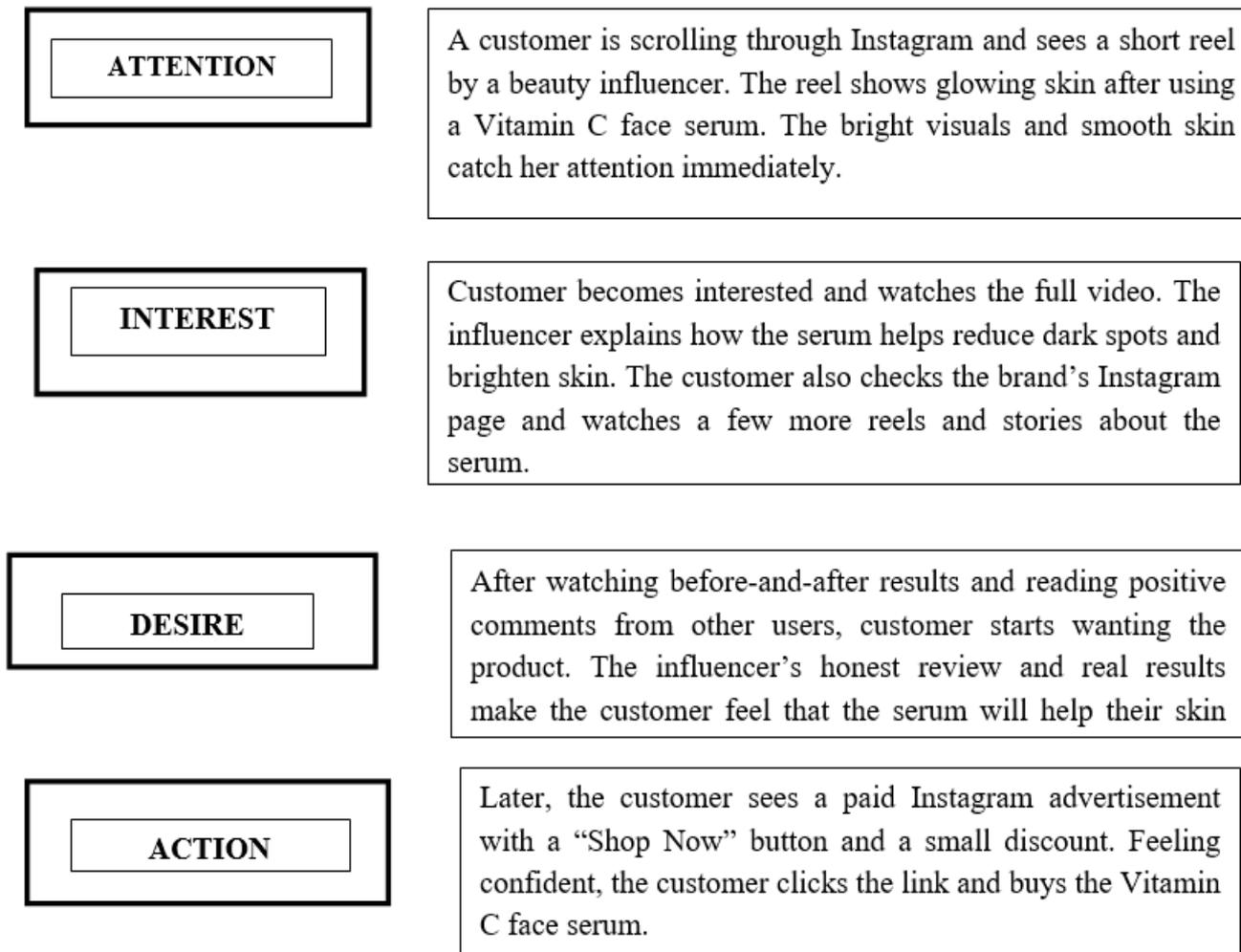
ATTENTION	A customer is scrolling through Instagram and sees a short reel by a beauty influencer. The reel shows glowing skin after using a Vitamin C face serum. The bright visuals and smooth skin catch her attention immediately.
INTEREST	Customer becomes interested and watches the full video. The influencer explains how the serum helps reduce dark spots and brighten skin. The customer also checks the brand's Instagram page and watches a few more reels and stories about the serum.
DESIRE	After watching before-and-after results and reading positive comments from other users, customer starts wanting the product. The influencer's honest review and real results make the customer feel that the serum will help their skin
ACTION	Later, the customer sees a paid Instagram advertisement with a "Shop Now" button and a small discount. Feeling confident, the customer clicks the link and buys the Vitamin C face serum.

Figure 3: AIDA MODEL

Consumer Purchase Intention

The level of commitment to purchase a product is a consumer's willingness to go ahead with a purchase. The consumer's level of purchase intention provides insight into the potential timing of when that consumer may purchase an item. The determination of a consumer's level of purchase intention is dependent upon many variables, including (1) the amount of trust a consumer has in a company and its ability to provide quality products, (2) the price of the product, and (3) reviews and feedback from other customers or users. For beauty products, the consumer tends to be even more cautious than for other types of products because these products can affect the consumer's skin and overall image. If a consumer has any doubts based upon inaccurate information or experiences with a beauty product, the consumer may become hesitant to purchase. Social media (e.g., Instagram) can play a significant role in shaping a consumer's level of purchase intention by allowing consumers to see product demonstrations, instructional videos, influencer reviews, and testimonials and feedback from other users of beauty products. By providing visual data, instructional materials and testimonials from other users make a product seem more trustworthy and likely to motivate a consumer to make a purchase.

Impact of Instagram Marketing on Purchase Intention

The effect of Instagram on a person's likelihood to buy is notable and particularly affects retailers and stores in the beauty industry. In terms of building a sense of product awareness, Instagram enhances the total number of products available to a consumer by way of the social media's ability to display various types of media. The product thumbnails seen in posts, videos (or more commonly known as reels and stories), and advertisements will enable consumers to notice and recognise new brands or items that may not have otherwise been on their radar. Additionally, Instagram helps to provide an avenue for building trust in a brand through the social media's support of "Influencers" and user-generated product reviews. An influencer's ability to express their own personal experience with a product and share positive reviews contributes to a level of confidence regarding the reliability of the product, while a positive comment or a review from another user will help to alleviate any uncertainty a person may have regarding the purchase of the product. By viewing such things as demonstration videos or how the product performs, consumers can significantly lower the risk associated with purchasing beauty items through Instagram. Also, via using Instagram as a means to compile the consumer's entire shopping list on one platform, it is much easier for the consumer to evaluate their options and decide what they want to buy without having to conduct an extensive amount of offline research. Lastly, Instagram encourages not only unplanned or impulse buying due to the visual appeal of various media, as well as the intriguing effects of limited-time offers and engaging content, but also planned gift purchases. In conclusion, Instagram is a significant contributor to the influence of consumer behaviour and product purchase intention within the beauty industry and many other industries.

Real-Life Example: Impact of Instagram Marketing on Purchase Intention (Lipstick)

When shopping for a high-end lipstick, a consumer saw a beauty influencers' social media and noticed what lipsticks look like, how long lipsticks last on their lips, and the bright colour of the lipsticks. This caused her to pay attention to this new brand that she had not previously considered. In addition, the influencer created additional videos and stories showcasing the various colours available and how the different colours would appear on different skin types. After watching all of the videos/stories created by the beauty influencer, she became more trusting of the beauty influencer and the products in addition to reading the comments and reviews from other users. Once she saw that all of these users were satisfied with the products, she was able to have more confidence in the safety and fit of the products for her skin type. Finally, the posts and videos provided her with product pricing, colour availability, and comparisons with other companies, thus eliminating the need for the consumer to search for these details at retail stores or on the internet. At the end of the day, the combination of great looking images, promotional deals, and short-term pricing strategies through Instagram provides an incentive for her to purchase the lip colour. The influencer's video, reviews, and other advertisements created a positive impression of the lip colour and led her to purchase it through the "Shop Now" option provided by Instagram. The way beauty companies can use social media tools from platforms such as Instagram to generate brand recognition, develop trust with consumers, lower the perceived risk of purchasing items, reduce the time required to research products, and ultimately influence consumers to buy their products.

Posting and Publishing Beauty Products on Instagram

Instagram provides many ways for Beauty brands to promote and sell their products. Beauty brands will create an Instagram Post with images (or Carousels) to showcase their Product(s) using pictures of the actual Packages or showing the results of their Product, e.g., A Lipstick with all of its shades displayed, any type of Product you can think of, etc. Beauty Brands also use Instagram Reels, which are short, creative Videos that can include How-To's and Transformations, e.g., Applying a Face Serum to show Glowing Skin. Instagram Stories allow one to post Temporary Stories for 24 hours, and can be used for Sales, Promotions, or BTS Videos. Brands also create IGTV Videos or regular Video Posts to show Longer Tutorials and Reviews for Products. You can also find Product Tagging for Products directly on Instagram by using the Instagram Shop feature in addition to Tagging Products in Traditional Instagram Posts or Instagram Stories, allowing Users to Click and Purchase a Product. Hashtags on Instagram are very important because they give you a way to get in front of a larger audience on Instagram. Hash tags associated with a Brand are called Branded Hashtags, e.g., #LakmeLipstick. Hashtags for Products represent specific Products, e.g., #VitaminCSerum. Campaign Hashtags are used for Promotions or Campaigns, e.g., #SummerGlow2026. Community Hashtags allow Users to connect who have similar interests,

e.g., #BeautyAddict and #MakeupLovers. Popular/Tending Hashtags, e.g., #BeautyTips and #SkincareRoutine, allow Users to reach an even larger audience. By combining good posts, reels, stories, product tags, and the right hashtags, beauty brands can attract more customers, increase awareness, and encourage people to buy their products.

Managerial Implications

Using Instagram as a promotional tool, the application of the AIDA model and an empirical investigation will result in numerous implications for the beauty market. The analyses indicate that of all of the factors that influence a customer's purchase intention, influencer credibility is the most accurate measure of the potential for that to occur. The next largest factor impacting the purchasing decision is content quality, and the next largest factor after that is brand engagement. From a managerial standpoint, this indicates that beauty brand managers should focus their efforts on working with credible and trustworthy potential influencers whose values match the brands they represent rather than working with an influencer based on the number of their followers. A partnership with any influencer should centre on establishing credibility through apparent product usage, using feedback, and using stories, as this type of content is instrumental in creating the required Attention and Interest necessary to generate sales, as outlined in the AIDA framework. On the other hand, based on the analysis, it is evident that content quality plays a significant role in converting consumer Interested Consumers to Desired Consumers to Purchase, so using only the highest-quality images in visual content, including product demonstrations, reels, before-and-after images, and tutorial-style images as well as product demonstration images, is essential for maintaining Interested Consumers, generating Desire, and building a sustainable consumer connection. AIDA-based analysis demonstrated how user-generated reviews, comments, and interactivity (likes, shares, and replies) establish greater emotional connection and reduce perceived risk, thereby reinforcing Desire. The efficacy of paid ads featuring a strong CTA, discount, and 'Shop Now' buttons indicates that managers should strategically include promotional triggers within Action to move from intention to actual purchase. Managers must, therefore, establish a well-structured marketing plan on Instagram to reach consumers with the AIDA model, through the use of Influencers and Visuals in 'Attention' (the first stage), informative and engaging content in 'Interest' (the second stage), elements to establish Trust in 'Desire' (the third stage), and ways of shopping to encourage Action (the final stage). Using AIDA to develop a comprehensive Instagram marketing strategy will help to maximise consumers' intention to purchase in the highly competitive beauty products marketplace.

CONCLUSION

Instagram as a platform for beauty product marketing plays a significant role in the decision-making process for potential customers prior to making their purchases. Brands leverage the ability to showcase their product features and benefits through posts, reels, stories, and influencer reviews to give consumers an understanding of what they are purchasing from a practical perspective along with additional credibility associated with the positive experiences of other consumers who have purchased and used the same product. Hashtags combined with visually appealing content promote a product's visibility and search ability on Instagram. As such, Instagram is a great resource for a consumer who wants to find information about products, read reviews and watch tutorials without wasting time in multiple websites. Therefore, Instagram marketing results in consumers being more likely to make an impulse purchase as well as plan future purchases. In addition to this, Instagram marketing fosters a consumer's ability to gain knowledge and develop a relationship with a brand and therefore their intent to purchase from that brand is greatly influenced.

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