

# Social Media Marketing Strategy and Consumer Buying Behaviour of Premium Cosmetic Products: A Comprehensive Literature Review

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## ABSTRACT

The rapid expansion of social media platforms has fundamentally transformed marketing practices in the premium cosmetic products sector by reshaping consumer information processing, perception, and buying behaviour. The objective of the literature review is to integrate international and national academic literature to investigate the impact of social media marketing mix on consumer purchasing behaviour in the high-end cosmetics sector, and contextually, with contextual relevance to India consumer market for premium cosmetic products. Specifically, the Elaboration Likelihood Model (ELM) and digital consumer behaviour theories, the review assesses the importance of the quality of social media content, the appeal of advertising, the attributes of influencers, and electronic word-of-mouth (e-WOM) as the factors of consumer trust, perception, and purchase intention along the central and peripheral pathways of persuasion. The research also examines how the latter moderating effect of lifestyle orientation and patterns of digital engagement can influence cognitive, emotional, and behavioural reactions of consumers towards social media marketing communication. The conceptualisation of the accumulation of empirical data on the literature of premium cosmetics, fashion, and luxury branding indicates that social media marketing takes a strategic position in influencing both rational and affective attachment, which, together, make purchase behaviour. The review also pinpoints the main research gaps in the areas of localised consumer behaviour, conceptual model development and post-engagement behavioural outcomes. Overall, this study contributes to body of literature by offering a structured thematic overview that updates future empirical research and managerial decision-making in the marketing of premium cosmetic products.

**KEYWORDS:** Marketing, Brand, Buying Behaviour, Decision – Making etc.

## INTRODUCTION

Online revolution in marketing communication has had an immense implication on the consumer-brand relationships landscape, particularly in the industries that involve symbolic consumption and high degree of consumer involvement such as high-end cosmetic products. Social media networks are no longer regarded as communication tools, but as the strategic marketing platforms, where the brands engage the consumers in terms of visually rich content, influencer endorsements, interactive campaigns and real-time feedback loops. The high-end cosmetics industry that involves product review that entails quality, trust and lifestyle congruence is a defining element of consumer purchasing behaviour in social media marketing.

The social media marketing, unlike traditional advertising, is based on the logic of multidimensional influence that appeals to the informational, emotional, social validation and the experience. The consumer is increasingly depending on the opinion of influencers, online reviews, and peer-created content in order to form their perceived risk reduction and confidence in making a purchase decision. The exposure and personalisation through algorithms make the advertising messages more trustworthy and the persuasiveness of the content more persuasive. The dynamics make the social media marketing particularly appropriate in the urban semi-urban markets such as Chhatrapati Sambhajnagar, where the digital penetrations are rapidly increasing among the aspirational consumer markets.

According to the academic literature, there is more academic interest in learning the impact of social media marketing strategies on the attitude, intentions, and behaviour of consumers. The articles that discuss a background to the persuasion theory and the digital interaction paradigm concentrate on the importance of developing trust, message-processing routes, and lifestyle congruence in shaping consumer behaviour. However, the existing literature seems to examine these areas

individually or in major urban contexts worldwide, which leaves space to integrated and locale-specific knowledge. This literature review therefore summarizes the past researches to establish a complete base in which the social media marketing strategy and consumer purchase behaviour in the luxury cosmetic segment can be analysed.

### **RESEARCH OBJECTIVES**

1. To examine the impact of social media marketing strategies on consumer buying intention for premium cosmetic products.
2. To analyse the role of advertising appeal, influencer attributes, and electronic word-of-mouth (e-WOM) in building consumer trust through central and peripheral persuasion routes.
3. To assess the influence of lifestyle patterns and digital engagement on consumers' cognitive, emotional, and behavioural responses to social media marketing of premium cosmetic products.

### **CONCEPTUAL FRAMEWORK:**

#### **SOCIAL MEDIA MARKETING STRATEGY AND CONSUMER BUYING INTENTION**

Social media marketing techniques have become imperative factors of consumer purchasing intention, especially in the high-end cosmetic products segment where brand image, perception value, and emotional reactions are conclusive factors. In comparison to mass-market products, premium cosmetics depend on the symbolic meaning, experience value, and brand storytelling to a large extent, which is best conveyed via the social media platform. The impact of social media marketing like quality content, beautiful images, interactive campaigns, influencer partnerships, and personal communication make the brand more aware, engaged, and feel exclusive. These tactics arouse both cognitive appraisals (perceived quality, credibility, and value) and affective reactions (emotional attachment, aspiration and desire), which in combination affect purchase intention. Using the Stimulus-Organism-Response (S-O-R) model, social media marketing is a stimulus that elicits internal psychological states among the consumers which results in the favourable behavioural intentions. Empirical literature indicates that active and value-based social media presence enhances brand equity and trust that is especially vital in high-involvement product sectors such as premium cosmetics. As such, it is important to consider how social media marketing approaches influence consumer buying intention to learn how online brand communication can be converted into a purchase intention in high-end cosmetic market.

#### **ADVERTISING APPEAL, INFLUENCERS, E-WOM AND CONSUMER TRUST THROUGH PERSUASION ROUTES**

The key antecedent of buying behaviour in high-end cosmetic products is consumer trust which is achieved through advertising appeal, influencer attributes and electronic word-of-mouth (e-WOM) as key central mechanisms of social media marketing. Consumer persuasion takes place in two directions, one being the central route (deliberate consideration of message credibility and quality of the argument) and the other being the peripheral route (guided by heuristic information like source attractiveness, popularity of the influencer, and social proof). In high-end cosmetics, buyers tend to complement the logical judgement of product claims with emotional and symbolic information conveyed by influencers and peer reviews. Informative, aesthetically appealing, and credible advertising appeals increase processing of messages, and perceived risk is minimized by influencer attributes of expertise, trustworthiness, and authenticity. At the same time, e-WOM offers peer-based and experiential validation that builds a trust. Central and peripheral cue interaction reinforces the results of persuasion, which results in increased consumer trust. Since trust is a mediating variable linking persuasive communication to purchase intention, the study of these persuasion processes will give a better understanding of the way premium cosmetic brands affect consumer decisions via social media.

#### **LIFESTYLE PATTERNS, DIGITAL ENGAGEMENT IMPACT ON CONSUMER RESPONSES**

The cognitive, emotional, and behavioural reactions of consumers towards social media marketing of high-end cosmetic products are largely influenced by their lifestyle patterns and their online activities. Lifestyle is a consumer value, self-image, social orientation, and consumption priorities and determine the relevance and resonance of brand communication. The content on the social media should resonate with the lifestyle desires of consumers like wellness, sustainability, luxury or self-expression-it makes the message more relevant and emotional. The variables of digital engagement, such as social media time, frequency of engagement, following behaviour, and being a member of brand communities, increase the

exposure to marketing stimuli and enhance the level of psychological reactions. Conceptually, engagement is a variable in the S-O-R framework as it is an organism-level variable and mediates the correlation between social media stimuli and behavioural outcomes. The increased involvement will result in better cognitive appraisals (perceived quality and trust), greater emotional commitment, and purchase intentions. Engaged consumers have a high chance of transforming positive attitudes into actual buying behaviour in a product that experiences high levels of experiential and identity-based consumption, such as premium cosmetics. Therefore, to comprehend the response of consumers in the premium cosmetic industry to social media marketing, it is crucial to evaluate lifestyle trends and online activity.

## RESEARCH METHODOLOGY

- The proposed research design is literature-based research, which is based on the peer-reviewed journal articles, books, doctoral theses, and conference proceedings published between 2011 and 2025. The selection of sources is done according to the globally recognized academic databases like Scopus, Web of Science, Science Direct, SAGE Journals, MDPI and Google Scholar.
- The review is devoted to the empirical and theoretical research connected with social media marketing, consumer buying behaviour, persuasion framework, and online interaction in high-end premium product segments, especially the cosmetics and fashion industry.
- The methodology includes thematic literature classification according to some major constructs, critical discussion of theoretical approaches, and generalisation of empirical results. The focus is on the detection of converging evidence, methodological trends and the contextual gaps pertinent to the Indian and semi-urban markets.

## I. SOCIAL MEDIA MARKETING STRATEGY AND CONSUMER BUYING INTENTION IMPACT ON PREMIUM PRODUCTS.

### Content Quality

(Ngo, T, et.al, 2025) It is research that reinforces the view that the quality of content in social media marketing is not merely aesthetic but informative and trust-forming, especially in the cosmetics sector where consumers consider the efficacy, safety, and appropriateness. Good content (crystalline product statements, usage instructions, plausible explanations and cohesive messaging) enhances processing of information by the consumer and perceived risk reduction, which in turn favor the results of satisfaction and purchase intentions. In the case of high-end cosmetics, this means that the quality of the content serves as a strategic signal of brand competence and reliability of the product. These results validate pathway in that properly planned social media actions can be converted into purchase intent due to better consumer evaluation states, which significantly rely on a perceived clarity, usefulness, and credibility of the information posted.

(Fang, C. Y., et al, 2025) The work is very applicable in defining the quality of content using the Elaboration Likelihood Model (ELM) where a high quality of content is involved in the central route of persuasion by enhancing the strength of arguments, relevance, and diagnostic. The paper helps to prove the hypothesis that consumers who are motivated and able turn to high-quality informational signs (e.g., product benefits, evidence-based claims, detailed comparisons) more, which increases the effectiveness of the campaign and the strength of the intention effects. This is important in high end cosmetics, as customers may need to be convinced and well informed before making a purchase. The research therefore confirms by making the quality of content a process that facilitates higher persuasion efficacy resulting in increased buying intention when the campaign content facilitates higher cognitive processing and makes decisions more assured.

(Hanaysha, J. R, 2022) Even though it is not specifically applied to cosmetics, this paper presents a solid mechanism-based explanation of how the quality of the content leads to the buying intention: the social media marketing features work partially because they build trust, which subsequently facilitates the purchase decision. The quality of content in this case may be understood in terms of informativeness, clarity, and perceived usefulness-factors that make the consumers more confident in the product as well as integrity of the brand. In the case of luxury cosmetic products, where the perceived performance and authenticity issues are the primary ones, the trust-building aspect of the content is all the more decisive. The research confirms by explaining that content quality is not just a communication variable but it forms a psychological driver and enhances consumer credibility evaluation and eventually purchase intentions and intentions to purchase.

(Godey, B, 2016) The empirical evidence presented in this study gives good foundation to premium categories as it demonstrates that social media marketing practices enhance consumer outcomes by following brand equity channels.

Quality of content is one of the main operational elements of the social media marketing activities due to the fact that high-quality images, brand narratives, and regular cues of premium content that underpin exclusive and desirability are responses of the luxury audiences. The research suggests that the social media reinforces brand equity dimensions and vice versa, which affect consumer behaviors, which justifies structure of premium cosmetics. It means that in cases where the content quality conveys sophistication, authenticity, and symbolism of performance, the brand equity increases and the consumers are displaced to a high intention to purchase, especially when the brands are positioned as premium or aspirational.

(Kim, A. J., & Ko, E, 2012) This is a background literature that is common in the literature of social media marketing to support the idea that the social media actions could enhance the customer equity and purchase-related performances in the luxurious setting. The quality of content is entrenched in the manner in which luxury brands build perceptions of trendiness, customization, entertainment, and interaction in the context of social media, all of which require the quality of content execution. In case of premium cosmetics, the same reasoning can be used: the same rule can be considered when people want to find symbolic meaning, the correctness of identity, and the superiority. The research confirms and demonstrates that the activity of content-rich social media can generate a stronger consumer value perception and relationship outcomes, which are antecedents of buying intention of high-end products.

### **ADVERTISING APPEAL**

(Fang, C. Y., et al, 2025) The current research acknowledges advertising appeal as a two-way persuasion motivator: according to ELM, attractive ads may be central processes (convincing arguments) or peripheral processes (appealing cues). Advertising appeal in the context of social media consists of creative formats, emotionally attractive images, short stories, and platform-native design, which have the ability to quickly build attention and positive feelings. In the case of high-end cosmetics, the power of advertising appeal is particularly effective since the desirability of the products is associated with the image of lifestyle, aspiration, beauty ideals, and perceived social status. The study supports by showing that campaign efficacy contingences on the correspondence of appeal to consumer processing conditions, i.e. that effective ad appeal can translate exposure into intention, through making the message persuasive, memorable, and personally relevant.

(Claggett, J. L., et al, 2024) This study assists in operationalizing the advertising appeal by introducing the concept of peripheral cues, which prove particularly effective when the consumer has less time, low involvement, or scrolls in high-information settings such as Instagram or YouTube Shorts. The elements of advertising appeal, such as the presence of celebrities, aesthetic, production, beautiful models, brand symbol, social proof cues, are shortcuts that affect the credibility judgment and acceptance of the message. This is very applicable in high-end cosmetics since most buying intentions develop by fast associations and felt compatibility to self-image, prior to further consideration. The research upholds by further supporting that appealing stimuli in advertisements can influence persuasion and intention even in situations where consumers do not scrutinize all the information.

(Hanaysha, J. R, 2022) This paper confirms that advertising appeal can affect the decision to buy via relational and psychological processes, in particular, trust. Advertising appeal in social media is not all about the entertaining aspects but can also convey professionalism, authenticity of product, and trustworthiness of the brand. Attractive advertisements are likely to boost communication and favorability towards advertisements which leads to the establishment of trust and consequently, purchase decision results. In high-end cosmetics, where there is a threat of counterfeit and skin care risks, attractive advertisements should also indicate reliability and safety of the product- thus, making the appeal + trust a more powerful predictor of intention. The research proves by demonstrating that appealing marketing characteristics can be converted into purchasing decisions when they reinforce trust-related mediators.

(Godey, B,et.al, 2016) This type of luxury-brand evidence is especially significant to premium cosmetics, as advertising attraction is one of the fundamental components of the luxury brand communication of exclusivity and desirability on social media. High impact images, brand stories and aspirational images can be seen as appeal mechanism that enhances brand equity and consumer behavior. The research suggests that in the case of advertising appeal coordinated with a high-end brand image, it boosts brand equity dimensions and consumer response outcomes, such as purchase-related behavior. In the case of, this can be used to endorse the fact that attractive social media advertising is not just a temporary promotion; it creates brand value, which in turn is a consistent force that impacts the purchasing intention towards high-quality products.

(Kim, A. J., & Ko, E, 2012) The research offers a solid theoretical and empirical understanding of advertising appeal in social media marketing and particularly in the luxury and high-end product settings and situations. Social media marketing activities in terms of trendiness and entertainment dimensions show advertising appeal in a digital form- with creative performance and emotional appeal being the elements that influence consumer attitude. The results indicate that the consistency of delivering the appeal in terms of the social media activities results in the improvement of the customer equity and affects the behavioral intentions associated with the purchase and loyalty. In relation to high-end cosmetics, this justifies in implying that persuasive social media advertising generates perceptions of value and psychological willingness to purchase. Concisely, the advertising appeal is a tactical resource that enhances the relationship between consumers and the brand and boosts purchasing intentions.

### **INFLUENCER CREDIBILITY**

(Hossain,et.al, 2025) This paper is a direct empirical support to connect the credibility of the influencer and the purchase intention in the beauty and cosmetics industry. The authors show that celebrity credibility as operationized by trustworthiness, expertise, and attractiveness- strongly increases perceived trust, which subsequently boosts purchase intention of natural beauty care products. The results are specifically applicable to the premium cosmetics, where the consumers have a greater financial and functional risk perception. Influencers serve as proxy assessors who diminish uncertainty because the influencer delegates his or her credibility to the brand. The experiment reinforces that influencer credibility is not an element of promotion but a strategic social media that determines consumer confidence, brand assessment, and intention to purchase based on the process of trust-building.

(Zhao, X., Wang, L., & Fan, S, 2024) This study will add to the body of knowledge on influencer marketing because it empirically proves the influence of the influencer attributes, including credibility, expertise, attractiveness, and authenticity, on the purchase intention in the social media environment. According to the authors, the influencers are viewed as persuasive agents whose personal brand qualities affect consumer attitude towards the products promoted. Credible influencers increase perceived product legitimacy and desirability in premium cosmetics where aspirational value and self-image congruence are important variables. The results support by asserting that influencer credibility reinforces evaluation judgments of the consumers and increases their purchase intentions. Another important point that is made in the study is that influencer credibility is a peripheral persuasion cue, which is particularly strong in high-speed social media settings.

(Martiningsih, D,et.al, 2022) This research gives a systematic division of the credibility of the influencer into their classical dimensions of attractiveness, trustworthiness, and expertise, and experimentally validates their beneficial impact on purchase intention. The authors demonstrate that credibility-based persuasion is especially effective to products that need trust and reliability, meaning that the appeal to credibility is more influential than attractiveness. In the case of high-quality cosmetic products, the insight is vital since consumers would want to be certain about the product safety, effectiveness, and authenticity. The results confirm as they show influencer credibility as a multi-dimensional construct directly increases buying intention as it influences the consumer perception regarding the quality of the product and reliability of the brand.

(Godey, B, 2016) It is not stated that this study specifically isolates the issue of influencer credibility, but instead, it entrenches the concept of influencer-based communication in the greater context of social media marketing undertaking by luxury brands. The authors demonstrate that these endeavors have a great impact in improving brand equity and consumer behavioral outcomes. The collaborations with influencers are implicitly placed as credibility-enhancing instruments that can reinforce the brand image and trust. In the case of premium cosmetics, influencer endorsements can work in a similar way as luxury brand ambassadors to support exclusivity and authenticity. The research confirms by showing that credibility-based social media strategies have an indirect effect on purchase intention by improving brand equity and positive consumer reactions.

(Kim, A. J., & Ko, E, 2012) this pioneer research confirms that the social media marketing interventions, such as endorsement-based and relationship communications, play a key role in improving customer equity in luxury markets. The dimensions of trust, trendiness, and interaction which facilitate customer value contain influence credibility. The implications of the findings are that, consumers have better behavioral intentions when they hold social media communication as credible and aspirational. This would be applied to the high-end cosmetics and it supports that the credibility of influencers positively influences the perceived customer value and trust, which are the preliminary steps leading to the intention to buy in high involvement products.

## **BRAND AWARENESS**

(Emini, A., & Zeqiri, J, 2021) This paper puts brand awareness directly in the middle between the purchase intention and the social media marketing activities. The authors demonstrate that exposure to social media raises brand recall and exposure, which in turn leads to consumer engagement and purchase intention. Awareness is a gateway variable that is of great essentiality in the case of premium cosmetic products, where consumers are subjected to a variety of competing brands. The results confirm, that social media marketing strategies enhance buying intention by initially enhancing brand awareness, which allows a brand to be included in the consideration sets of consumers and make decisions.

(Godey, et.al, 2016) In this study, empirically, it has been shown that social media marketing activities increase brand equity and brand awareness is one of the primary dimensions on which it is built. Repeated exposure on social media enhances recall, recognition and symbolic meaning of the brand in luxury and high-end segments. The research justifies by showing that the higher the brand awareness created by the use of social media, the greater the positive consumer response, such as the intention to purchase a brand and readiness to interact with high-quality brands.

(Kim, A. J., & Ko, E, 2012) In this paper, the authors indicate that customer equity is greatly enhanced through the implementation of social media marketing activities because it leads to brand awareness, perceived value, and relational outcomes. Mental availability and preference formation of social platforms strengthens in a premium context. The results support because they indicate that the social media marketing strategies increase the buying intention because they make premium brands more cognitively available and emotionally salient to consumers.

(Chu, S.-C., & Kim, Y, 2011) This study highlights how eWOM engagement enhances brand visibility and awareness within social networks. Consumer participation in sharing, liking, and commenting increases brand exposure and peer-to-peer diffusion. In premium cosmetics, such organic visibility reinforces brand salience and credibility. The findings support by demonstrating that social media-driven awareness creation through eWOM mechanisms plays a significant role in shaping consumer attention and purchase intention.

## **II. ADVERTISING APPEAL, INFLUENCER AND ONLINE REVIEWS (E-WOM) AFFECTING CONSUMER PERCEPTION AND TRUST (ELM).**

### **ADVERTISEMENT MESSAGE CREDIBILITY**

(Fang, C. Y, et.al, 2025) The research paper gives good theoretical basis to credibility of the message used in advertisement by using Elaboration Likelihood Model (ELM) in social media marketing campaign. The authors show that believable messages, i.e. messages that are viewed as true, trustworthy, and having a logical flow, promote persuasion by central and peripheral processing pathways. Credibility of the message in the digital advertising space is the factor that will define the level of engagement or reliance on the superficial signals. In the case of premium cosmetic products, believable advertisement messages lower the levels of doubt in terms of product assertions and performance, and hence consumer confidence. The results prove the hypothesis that the effect of message credibility on consumer perceptions and purchase intention is rather strong and thus justifies the core position of message credibility in ELM-induced persuasion.

(Claggett, J. L., McCoy, S., & Smith, J, 2024) This paper contributes to the body of knowledge on advertisement message credibility by empirically separating argument-based credibility and peripheral credibility cues. The authors demonstrate that consumers tend to use the quality of message presentation, endorsement clues, and platform cues to assess the credibility of a message in an online setting, especially when cognitive resources are constrained. Credibility shortcuts in the social media advertisement of cosmetics include the use of visually polished advertisements, authorized brand profiles, and professional message packaging. The study helps to justify the applicability of message credibility as an influencing factor of persuasion, which in turn helps to support the notion that highly-designed and credible advertising messages can influence the formation of consumer beliefs and purchase intention without the large-scale cognitive elaboration.

(Le, M. T. H, 2024) Directly connected to the credibility of advertisement messages and the process of forming trust in the digital environment, this study focuses on the electronic word-of-mouth (eWOM). The results indicate that believable messages or messages seen to be truthful, consistent, and evidence-based have a significant impact on consumer trust and behavioral intentions. Credible messaging may also prove to be a decisive factor in purchase intention in the context of premium cosmetics where consumers are skeptical about exaggerated claims. By demonstrating that message credibility is

a central-route determinant (via argument strength) and a trust-building process, the study contributes to the strength of ELM-based arguments and is thus extremely valuable in understanding the role of persuasion in social media marketing.

(Cheung, C. M. K., & Thadani, D. R, 2012) This integrative review makes the credibility of advertisement messages the most important factor in the determination of eWOM effectiveness. According to the authors, credible online messages mitigate information asymmetry and riskiness, specifically in experience goods like cosmetics. The research points out that consumers assess the credibility of the message on the basis of reliability of sources, consistency of messages and perceived sincerity. In the case of high-end cosmetic companies, believable online communication boosts the level of trust and positively affects buying intentions. The model offers a good conceptual foundation in explaining the message credibility as a significant explanatory variable in ELM-based models of the effectiveness of social media marketing.

### **INFLUENCER EXPERTISE**

(Hossain, M. S,et.al, 2025) The present study is good empirical evidence on the role of influencer expertise as a dimension of credibility in shaping purchase intention in the beauty care industry. The results indicate that influencers who were perceived to be knowledgeable and experienced have a great impact on consumer trust and these moderates purchase intention. Expert influencers are involved in the premium cosmetics to assist consumers to assess ingredients, routines, and effectiveness, which minimize uncertainty. The research gives credence to ELM as it situates influencer expertise as a primary and secondary level of information that reinforces persuasion and the establishment of trust.

(Zhao, X., Wang, L., & Fan, S, 2024) This study confirms that the influence of influencer expertise on the purchase intention is significant as it contributes to perceived credibility and informational value. The authors demonstrate that the consumers use expert influencers to guide them especially when the category is high involvement. In the case of premium cosmetic products, the opinion leaders who justify the claims of the products are considered to be the expert influencers and enhance the persuasive power. The results endorse the use of influencer expertise as a factor that determines trust and intention in ELM-based social media marketing models.

This research empirically confirms the expertise of influencers as a strong predictor of purchase intention. (Martiningsih, D,et.al, 2022) The authors prove that expertise enhances consumer confidence in product advice and the accuracy of the evaluation. Expert influencers make social media marketing messages more credible in high-end cosmetic products where technical expertise regarding the compatibility of the products with the skin is paramount. The results support the role of influencer expertise in driving consumer reactions and intentions to buy.

(Godey, B,et.al, 2016) This paper indirectly validates the expertise of the influencers that serve as a means to increase brand equity and consumer behavior within the luxury markets by proving how credibility-based social media strategies can be utilized. Expert endorsers serve as quality assurance indicators, which strengthen brand image and trust. In the case of high-end cosmetic products, professional influencers have a stronger brand validation and enhance consumer judgments, which are associated with a higher purchase intention. The results confirm the credibility-based channels in which the expertise of influencers is executed in the context of social media marketing.

(Kim, A. J., & Ko, E, 2012) This theoretical research justifies the applicability of influencer expertise in social media marketing practice that breeds customer equity. Social media communication cues based on the expertise enhance the perceived value, trust, and relational strength. On purpose of the premium cosmetics, endorsement by experts enhances customer loyalty and has a positive impact on purchase intention, which confirms the theoretical rationale in involving influencer expertise in ELM-based persuasion models.

### **ARGUMENT QUALITY (CENTRAL ROUTE)**

(Fang, C. Y,et.al, 2025) The paper establishes the quality of the argument as a central-route factor of persuasion in social media marketing. Arguments of high quality logical, evidence-based and relevant in nature increase the message acceptance when the consumer is motivated to engage information processing. In the marketing of high-quality cosmetics, the presence of excellent arguments on the topic of ingredients, clinical outcomes, and benefits of use play a crucial role in trust and intentions to buy. The results are solid in their support of ELM since it was established that the quality of arguments is the determinant of persuasion by cognitive evaluation.

(Claggett, J,et.al, 2024) This paper compares the quality of the argument and peripheral cues, demonstrating that in the case of high involvement in the consumer, argument quality turns into the key factor of persuasion. The premium cosmetics

customers are interested in the efficacy of a product and are not so much attracted by superficiality. The results support the central-route processing rationale and support the argument quality as one of the key constructs that contributes to consumer trust and purchase intention.

(Le, M. T. H, 2024) This paper mentions the quality of arguments as a decisive force in eWOM communication. Well-developed and consistent arguments have the power to increase the believability of the message and decrease skepticism. In high end cosmetic situations, quality of argument makes rational consideration of product claims, enhancing the purchase intention by means of trust.

This integrative model describes the influence of the quality of argument on the adoption of information through decreasing uncertainty and enhancing diagnostic value (Cheung, C. M. K., & Thadani, D. R, 2012). The research justifies the assumption of argument quality as a fundamental explanatory variable of persuasion and purchase intention in particular to experience goods such as cosmetics.

### **PERIPHERAL CUES (ELM)**

(Claggett, J. L., McCoy, S., & Smith, J, 2024) Peripheral cues are explicitly operationalized as the fast heuristic cues that people depend on when they cannot (or do not) go into message argument detail. Using an ELM lens, the study indicates that the signals and presentation markers of sources are salient to credibility judgments in situations where users are under time pressure, cognitive load, or low involvement. Applying this to social media marketing of high-end cosmetics, such peripheral cues as influencer endorsement cues, verification badges, professional quality of production, comment/like counts, and platform-native formats (e.g., Reels, Shorts) can be used. These cues create a sense of perceived credibility and acceptance when consumers do not examine product claims thoroughly, which reinforces the persuasive effect of campaigns and eventual purchase intention, which is beneficial to the pathway of cues to trust and perception.

(Zhao, X., Wang, L., & Fan, S, 2024) As shown by, the influencer attributes play the role of persuasion in the social commerce settings by influencing the brand attitude and subsequent, purchase intention. According to ELM-concept, the influencer attributes, like credibility, interactivity, and attractiveness, are prone to act as peripheral cues in the sense that they allow consumers to make judgments without having to elaborate on the message. In the case of high-end cosmetics, where aspiration, social identity fit and perceived authenticity have a role in decision making, the influence shifting can accelerate the formation of a decision by the product quality and brand legitimacy cues through the use of influencers. The study confirms by strengthening the fact that the peripheral cues may have a significant impact on consumer perception and trust-related judgments, which then changes the exposure to social media into intention and behavioral consequences.

(Martiningsih, D, et.al, 2022) The peripheral-cue argument is reinforced by, which breaks down credibility into attractiveness, trustworthiness, and expertise-attributes that often lead consumers to make heuristic judgments on the social media platform. In a situation where consumers have not checked the claims of products, some credible influencers can eliminate uncertainty and raise confidence in products being recommended, a phenomenon that is particularly applicable to cosmetics where the fit and perceived risk are high. The research confirms the ELM hypothesis that these cues can be used to make persuasion in cases where consumers are not as motivated to process information in detail. Attractive and credible influencers in the context of premium cosmetics enable brands to gain a faster acceptance, better the quality of perceptions, and indirectly boost the intention to purchase due to the psychological shortcuts of trust.

(Cheung, C. M. K., & Thadani, D. R, 2012) As it is shown in, the effects of eWOM influence can be affected by a variety of information cues other than the quality of argument- including source cues, platform cues and perceived consensus. These cues tend to be heuristic and are very much in line with the peripheral route of ELM especially in high volume digital settings. Young people tend to use such cues as the number of reviews, valence of reviews, identity of reviewers, and the presence of social proof in general instead of clinical validation to form their beliefs about the credibility of the product in high-end cosmetics. The integrative model justifies as it interprets the influence of such cues on perceived usefulness, outcomes of trust and behavioral intentions, which justify that peripheral cues are crucial predictors of consumer perceptions and decision-making in social media.

(Chu, S.-C., & Kim, Y, 2011) offer background information on the fact that social-network mechanisms and interpersonal influence cues drive the engagement of eWOM and they work as peripheral stimuli that promotes the acceleration of acceptance and diffusion. Users are likely to invest peer information, post sharing, and network membership as an indicator of credibility in a social media ecosystem and the cost of information verification is elevated. In the case of premium

cosmetics, these cue systems can have a great influence on the perception and intention to trial since peer's act as reference groups and proxies of credibility. The paper substantiates because it establishes a connection between the engagement processes based on cues and persuasive results, thereby supporting the role of the peripheral social cues in enhancing trust development and purchase intentions.

### **SOURCE ATTRACTIVENESS**

(Hossain, M. S, et.al, 2025) directly confirm the attractiveness of the source as a persuasion tool in the context of beauty care and demonstrate that beautiful endorsers are more apt at increasing the perceived trustworthiness and quality, which in turn increases purchase intention. The attractiveness in premium cosmetics is a symbolic representation of lifestyle, status and aspirational self-image and thus consumers are more likely to respond to brand claims prior to any proper evaluation. This corresponds to the ELM logic in which attractiveness acts as an effective peripheral stimulus- particularly in short social video settings. The research validates by explaining that attractiveness positively affects consumer perception and beliefs based on trust, which, in turn, results in a higher intention and purchase-related results.

(Zhao, X., Wang, L., & Fan, S, 2024) demonstrates that attractiveness is a significant attribute of influence that will impact brand attitude and intention to purchase. Premium cosmetics attractiveness works to enhance the perceived fit between the influencer and the aspirational identity of the brand, which creates positive affect and faster adoption of brand messages. This confirms ELM-based interpretations in which attractiveness cues are effective in low elaboration situations that characterize scrolling behavior. Subsequently, source attractiveness influences consumer perception and persuasion that are not dependent on careful consideration of product characteristics, which supports the cue-based route of trust and perception of.

(Martingsih, D, et.al, 2022) It is confirmed that attractiveness is a component of influencer credibility that could boost purchase intention, especially in situations where consumers base their judgment on impressions. Women product in high-end cosmetics, beauty may indicate beauty outcome, product effectiveness, and desirability, define consumer expectations and enhancing persuasion receptiveness. Although trustworthiness and expertise are the most likely to be used in high-risk decisions, attractiveness is still effective through its ability to enhance emotional appeal and instantaneous acceptance of the message. This finding justifies H 2 because it confirms that attractiveness is a primary peripheral cue that influences consumer perceptions and intentions during promotions through influencers.

(Godey, B et.al, 2016) demonstrate, the social media marketing activities of luxury brands affect brand equity and consumer behavior in which attractiveness-based content and high-quality images serve as persuasion messages which increase brand meaning and desire. The source attractiveness in premium cosmetics may be stretched to the aesthetic authority of brand ambassadors, models and influencers employed in campaigns. These cues validate exclusivity and perceived prestige and reinforce consumer affect and positive perceptions that drive purchase intention. The experiment confirms as the attractiveness-based persuasion is correlated with the downstream consumer reactions in terms of brand equity.

It is determined that customer equity is boosted through the social media marketing actions in luxurious situations, as the communication with attractiveness (trendiness, entertainment and premium presentation) becomes the focus of consumer value perceptions (Kim, A. J., & Ko, E, 2012) .The source attractiveness in the case of premium cosmetics occurs in the form of aspirational endorsers and aesthetically abundant social content that elevates brand interest and affective attachment. This kind of appeal can be a marginal line of persuasion, enhancing willingness to brand assertions and behavioral intentions. This background evidence helps to support because attractiveness is a significant stimulus that influences perception and intention via customer equity channels.

### **CONSUMER PERSUASION**

Direct ELM-based evidence about the translation of campaign characteristics to persuasion effectiveness is given (Fang, C. Y, et.al, 2025). The paper highlights that persuasive influence requires congruence between the attributes of the message and the audience processing conditions- central processing via sound arguments and peripheral processing via cues such as pictures, endorser signs and format appeal. Persuasion is enhanced in high-end cosmetics with the campaigns that involve both reliable product-related information (ingredients, results) and powerful peripheral design cues (aesthetics, influencer endorsement). This is in favor of as it demonstrates that persuasion is the process that transforms advertising appeal, influencer impact, and eWOM exposure into trust, perception shifts and purchase intention.

(Claggett, J. L., McCoy, S., & Smith, J, 2024) It is explained by that persuasion arises because of credibility decisions, and consumers can switch between peripheral and central routes depending on the involvement and situation. Their results suggest that persuasive results may be obtained even in the situation when the consumers make their judgments based on cues extensively, which is typical in social platforms. In the case of premium cosmetics, the credible-feeling presentation, consistent endorsements, and social proof can be considered as the factors of persuasion that decrease the level of scepticism and promote the acceptance of the brand claims. This is in favour of because persuasion is route-depending and very much tied to perceived credibility, which is intrinsic to trust and intention.

(Le, M. T. H, 2024) As illustrated in, eWOM attributes influence the development of trust, and trust subsequently enhances the results of brand value an indispensable persuasion process in online marketing. The research paper identifies content quality, the number of reviews, and sponsored recommendations as factors that determine the reliability of online opinions in the minds of the consumers, which enhances acceptance and persuasion. Peers review and recommendations in premium cosmetics are usually what customers need to gain confidence in higher priced products. This helps to prove, as such that persuasion within the social media environment is supported by trust-building eWOM system that can make consumers more sensitive to brand communication and more inclined to form purchase intentions.

(Cheung, C. M. K., & Thadani, D. R, 2012) The synthesis of the article to the impact of eWOM on persuasion is based on the development of attitudes, risk perception, and the adoption of information. Their integrative model suggests that persuasion does not occur merely through exposure; it is based on cue credibility, perceived usefulness as well as diagnostic usefulness of messages. In high end cosmetics, persuasive eWOM lowers the performance ambiguity and creates trust based on group assessments. This benefits by providing a theoretically supported explanation of how online reviews and social discussions enhance consumer perception and trust such that persuasion is found to be a mediator of the influence of social influence on purchase intention.

(Chu, S.-C., & Kim, Y, 2011) It is demonstrated that eWOM engagement has social drivers and network behaviors that enhance persuasion by enhancing repetitions, visibility, and interpersonal reinforcement. Persuasion is also increased in social media marketing of high-end cosmetic products when the consumers constantly see consistent recommendations within their networks generating a sense of agreement and trustworthiness. This supports since social interaction and sharing processes enhance the persuasiveness of messages, which generate trust and influence perceptions even in the absence of severe evaluation of product claims by consumers.

## **BRAND TRUST**

(Ngo, T. T, et.al, 2025) Cosmetics-specific evidence offered by demonstrates that activities of social media marketing can enhance purchase intention, with trust- and satisfaction-related processes. The research suggests that trust is built when the brand content is coherent, educative and consistent with what the consumers expect of the product effectiveness and safety. Brand trust is particularly important in the case of premium cosmetics since consumers have a greater perceived risk and are skeptical of exaggerated claims.

(Ibrahim, B, 2021) demonstrates that social media marketing activities can build brand trust, which then supports loyalty-related outcomes through a sequential mechanism. While the context is not cosmetics, the trust-formation logic generalizes well to premium beauty brands because both contexts involve repeated brand exposure and experience-based evaluations. The study supports by showing that trust is not only an outcome but also a pathway through which social media cues influence deeper consumer relationships. For premium cosmetics, this suggests that persuasive content, credible cues, and engagement interactions strengthen trust, which then supports continued preference, repeat purchase tendencies, and loyalty development.

(Hanaysha, J. R, 2022) provides clear evidence that brand trust mediates the relationship between social media marketing features and purchase decisions. The study highlights that consumers are more likely to purchase when social media interactions reduce uncertainty and strengthen confidence in the brand's reliability. For premium cosmetics, the mediating role of trust is particularly important because consumers often worry about authenticity, suitability, and performance outcomes. The findings support by clarifying that persuasive cues and marketing features must translate into trust to produce strong purchase intentions, making brand trust an essential outcome variable in ELM-informed models.

(Laroche, et.al, 2013) show that social media brand communities strengthen multiple customer-brand relationships, which then increase brand trust and brand loyalty, with trust playing a key mediating role. This is especially relevant for premium

cosmetics, where community discussions, routines, and shared experiences create social reinforcement and reduce perceived purchase risk. The study supports by showing that trust is not formed only through brand messaging; it is also socially constructed through community relationships and repeated interactions. Thus, eWOM and engagement act as stimulus factors that shape organism-level trust, which drives response-level loyalty and behavioural intention.

**CONSOLIDATED LITERATURE REVIEW AND SUMMARY TABLE**

| Hypothesis  | Construct              | Key Author(s) (Year)  | Consolidated Summary of Findings  |
|---|------------------------|---|---|
| <b>SOCIAL MEDIA MARKETING STRATEGY AND CONSUMER BUYING INTENTION FOR PREMIUM PRODUCTS</b> | Content Quality        | Kim & Ko (2012); Godey et al. (2016); Hanaysha (2022); Fang et al. (2025); Ngo et al. (2025)                | Quality social media content, i.e. visual richness, informativeness, credibility, and relevance, is very important in boosting the cognitive assessment and emotional response of consumers. In research, perceived value, brand trust, and brand equity are enhanced by content quality, which in combination elevates the buying intention of premium cosmetic and luxury products. |
|   | Advertising Appeal     | Kim & Ko (2012); Godey et al. (2016); Hanaysha (2022); Fang et al. (2025)                                   | The appeal in advertising that is inherent in social media marketing causes emotional stimulation, message recall, and a reinforced persuasive impact through central and peripheral channels. Positive brand attitudes are improved by creative images, narratives, and aestheticity, which are changed into a greater purchase intention of quality cosmetic products.              |
|   | Influencer Credibility | Kim & Ko (2012); Godey et al. (2016); Martiningsih et al. (2022); Zhao et al. (2024); Hossain et al. (2025) | Expertise, trustworthiness, and authenticity This type of credibility, which is influenced by influencers, is crucial in decreasing perceived risk and increasing trust. Literature reports are always conclusive that credible influencers have a significant impact on consumer buying intention in cosmetics by imparting symbolic and experiential value to the brand.            |
|   | Brand Awareness        | Kim & Ko (2012); Godey et al. (2016); Emini & Zeqiri (2021)   | Marketing through social media enhances brand awareness and familiarity to a great extent, which are the cognitive precursors of consumer decision-making. Greater brand recognition boosts brand recall and brand consideration, which indirectly boosts purchase intention in high end cosmetic markets   |
|   | Consumer Engagement    | Chu & Kim (2011); Hollebeek et al. (2014); Ngo et al. (2025)  | Consumer engagement/interaction, participation, and co-creation are the psychological mediators between marketing exposure and buying intention. Increased engagement levels enhance emotional bond and behavioural intentions to buy high quality cosmetic products.   |

| Hypothesis  | Construct                         | Key Author(s) (Year)   | Consolidated Summary of Findings   |
|---|-----------------------------------|--|--|
|   | Brand Equity                      | Kim & Ko (2012); Godey et al. (2016)   | Brand equity is a compound result of a long-term social media marketing that supports the perceived quality, brand image, and intentions to remain loyal. Good brand equity goes a long way in determining readiness of consumers to buy and pay a premium on the cosmetic brands.   |
| <b>ADVERTISING APPEAL, INFLUENCER AND ONLINE REVIEWS (E-WOM) IMPACT CONSUMER PERCEPTION AND TRUST</b> | Advertisement Message Credibility | Chu & Kim (2011); Cheung & Thadani (2012); Le (2024); Claggett et al. (2024); Fang et al. (2025) | When consumers are motivated and engaged, credible advertising messages will boost consumer perception and trust via central-route processing. It has been identified that the clarity of the message, its informative nature, and credibility play a crucial role in enhancing trust building in social media marketing situations. |
|   | Influencer Expertise              | Martiningsih et al. (2022); Zhao et al. (2024); Hossain et al. (2025)                            | The expert power of the influencer can be considered a compelling peripheral signal, which boosts credibility and persuasive power. Expert influencers play a major role in influencing consumer trust and perception, especially on products that are experiential and appearance based such as cosmetics.                          |
|   | Argument Quality                  | Chu & Kim (2011); Cheung & Thadani (2012); Fang et al. (2025)                                    | Good arguments enhance rational judgment and elaboration of messages resulting in enhanced cognitive trust. The strength of the argument is particularly important to the high-involvement customers who engage in central processing pathways during ELM.   |
|   | Peripheral Cues                   | Chu & Kim (2011); Cheung & Thadani (2012); Claggett et al. (2024)                                | Visual, popularity, and heuristic signals are all examples of peripheral cues that have a prominent role in forming trust when consumers are processing information on a low-effort basis. These signals are especially useful in the social media.  |
|   | Source Attractiveness             | Kim & Ko (2012); Godey et al. (2016); Zhao et al. (2024); Hossain et al. (2025)                  | Emotional persuasion and acceptance of messages are improved by the source attractiveness. The use of good-looking endorsers enhances credibility and liking to cosmetic brands.   |
|   | Consumer Persuasion               | Chu & Kim (2011); Cheung & Thadani (2012); Fang et al. (2025)                                    | The combination of central and peripheral processing routes leads to consumer persuasion. Persuasion is a powerful tool that builds trust and affects the consumer perception positively in online cosmetic marketing.   |

| Hypothesis  | Construct                   | Key Author(s) (Year)  | Consolidated Summary of Findings   |
|---|-----------------------------|---|--|
|   | Brand Trust                 | Cheung & Thadani (2012); Hanaysha (2022); Ibrahim (2021); Ngo et al. (2025)           | Brand trust is also a primary psychological result of persuasive communication and mediates the correlation between social media marketing and the intention to behaviour.                               |
| <b>LIFESTYLE PATTERNS AND DIGITAL ENGAGEMENT IMPACT ON CONSUMER RESPONSES TO SOCIAL MEDIA MARKETING</b> | Lifestyle                   | Chu & Kim (2011); Hollebeek et al. (2014); Laroche et al. (2013); Godey et al. (2016) | Lifestyle congruence makes social media communication more relevant and emotional. Digital marketing stimuli have better responses among consumers whose lifestyles match the brand values.              |
|   | Digital Marketing Impacts   | Kim & Ko (2012); Godey et al. (2016); Hanaysha (2022); Ngo et al. (2025)              | The characteristics of digital marketing have a considerable impact on consumer attitudes and reactions, enhancing the perceived value and purchase intention with a long-term exposure and interaction. |
|   | Time Spent on Digital Media | Chu & Kim (2011); Hollebeek et al. (2014); Ibrahim (2021)                             | The more time one is exposed to digital platforms, the more cognitive and emotional reactions to social media marketing are heightened by an increase in exposure to brand stimuli.                      |
|   | Social Media Followings     | Kim & Ko (2012); Godey et al. (2016); Zhao et al. (2024); Hossain et al. (2025)       | The bigger the following, the greater the social proof and responsiveness to the message of the influencer and brand, which increases consumer reaction in cosmetic marketing.                           |
|   | Brand Interaction Style     | Chu & Kim (2011); Laroche et al. (2013); Hollebeek et al. (2014)                      | Active styles of interaction result in greater engagement and more behavioural reaction than passive content consumption.  |
|   | Purchasing Power            | Kim & Ko (2012); Godey et al. (2016); Cheung & Thadani (2012)                         | The purchasing power also makes the translation of positive attitudes to actual buying behaviour soft particularly in high-end cosmetic markets.   |
|   | Intention to Buy            | Kim & Ko (2012); Emini & Zeqiri (2021); Hanaysha (2022); Ngo et al. (2025)            | The intention to purchase signifies cumulative lifestyle correspondence, intensity of digital involvement and value produced as a result of social media marketing.                                      |
|   |                             | Social Media Engagement   | Chu & Kim (2011); Hollebeek et al. (2014); Ibrahim (2021); Ngo et al. (2025)   |
|   | Emotional Connection        | Kim & Ko (2012); Laroche et al. (2013); Hollebeek et al. (2014); Ibrahim (2021)       | Emotional attachment reinforces marketing stimuli to behavioural response especially among products of experience.   |
|   | Cognitive Response          | Cheung & Thadani (2012); Hollebeek et al. (2014);                                     | The bond between social media marketing and buying behaviour is mediated by cognitive  |

| Hypothesis  | Construct                | Key Author(s) (Year)  | Consolidated Summary of Findings  |
|---|--------------------------|---|---|
|   |                          | Claggett et al. (2024); Ngo et al. (2025)                                       | evaluations like perceived quality, perceived value and perceived trust.  |
|   | Engagement Level         | Hollebeek et al. (2014); Godey et al. (2016); Ngo et al. (2025)                 | The intensity of engagement increases the mediating impact of the psychological states on purchase behaviour.                                     |
|   | Brand Affinity           | Kim & Ko (2012); Laroche et al. (2013); Godey et al. (2016); Ibrahim (2021)     | Brand affinity is a result of the long-term emotional involvement and reinforces the long term purchasing behaviour.                              |
|   | Purchase Behaviour       | Emini & Zeqiri (2021); Hanaysha (2022); Ngo et al. (2025)                       | Purchase behaviour is the ultimate outcome of response influenced by engagement, emotional connectivity as well as cognitive evaluation.          |
| <b>CONSUMER BUYING BEHAVIOUR SIGNIFICANTLY IMPACTS CONSUMER RETENTION AND CONSUMER LOYALTY IN THE COSMETIC SECTOR</b> | Customer Satisfaction    | Godey et al. (2016); Hanaysha (2022); Ibrahim (2021); Ngo et al. (2025)         | Buy behaviour is a direct antecedent of satisfaction in customers and the retention and loyalty is a direct consequence of customer satisfaction. |
|   | Brand Trust              | Cheung & Thadani (2012); Laroche et al. (2013); Hanaysha (2022); Ibrahim (2021) | Brand trust supports the confidence at post purchase and mediates between purchasing behaviour and loyalty.                                       |
|   | Consumer Retention       | Kim & Ko (2012); Godey et al. (2016); Ibrahim (2021)                            | Favorable purchasing experiences will increase repeat purchase intention and retention.   |
|   | Post-Purchase Engagement | Chu & Kim (2011); Hollebeek et al. (2014); Cheung & Thadani (2012)              | Relational bonds increase through post purchase engagement and the brand relationships transcend the transactions.                                |
|   | Consumer Loyalty         | Kim & Ko (2012); Godey et al. (2016); Ibrahim (2021); Laroche et al. (2013)     | A cumulative effect of satisfaction, trust, engagement, and positive buying experiences with consumers forms the consumer loyalty.                |

#### DISCUSSION AND CONCLUSION:

#### **SOCIAL MEDIA MARKETING STRATEGIES SIGNIFICANTLY SHAPE CONSUMER BUYING BEHAVIOUR FOR PREMIUM COSMETIC PRODUCTS**

The literature consistently demonstrates that social media marketing strategies play a decisive role in shaping consumer buying behaviour for premium cosmetic products. Good and high quality content, beauty, participatory interaction, collaboration with influencers, and regularity of brand narratives are the features that improve cognitive judgment and emotional reactions in a consumer. In the case of premium cosmetics, the purchase behaviour is not based on the functional qualities but on perceived value, brand prestige, and experience represented by social media networks. The analysed articles confirm that the use of social media marketing is a strong stimulus that enhances brand equity, engagement, and trust that subsequently result in an increased purchase intention. Therefore, social media marketing is not just a promotional device but a strategic process that determines consumer behaviour in the high-end cosmetic markets.

## **ADVERTISING APPEAL, INFLUENCER ATTRIBUTES, AND E-WOM BUILD CONSUMER TRUST THROUGH CENTRAL AND PERIPHERAL PERSUASION ROUTES**

The literature highlights that consumer trust in premium cosmetic products is developed through a combination of central and peripheral persuasion mechanisms. Central-route processing is triggered by informative and credible advertising messages, high-quality of arguments, and clear product claims, whereas peripheral cues are influenced by the attractiveness of the influencer, expertise, authenticity, and social proof. Electronic word-of-mouth (e-WOM) also enhances trust by offering peer-based experiential validation. The combination of these persuasion paths as described by the Elaboration Likelihood Model, has a great impact in making it seem like there is little risk and better credibility to the brand. The results indicate that the establishment of trust is not a one-dimensional process but a resultant effect of the interplay between advertising appeal, influencer attributes, and e-WOM, which will eventually enhance the intention of consumers to buy high-quality cosmetic products.

## **LIFESTYLE CONGRUENCE AND DIGITAL ENGAGEMENT INTENSIFY COGNITIVE, EMOTIONAL, AND BEHAVIOURAL CONSUMER RESPONSES**

The review shows that lifestyle correspondence and digital interactivity significantly mediate consumer reactions to social media marketing of high-quality cosmetic products. Emotionally attached, cognitively evaluated, and behaviourally prepared consumers portray the attitude of the brand values through the lifestyles of consumers. The more time individuals spend on online platforms, the more they are actively involved in social media, and the more engaged they are, the more brand stimuli are exposed and the stronger the psychological reaction becomes. Engagement is one of the primary mediating factors that transforms marketing stimuli into buying behaviour by boosting the perception of quality, trust, and emotive commitment. Therefore, high-end cosmetic brands experience more behavioural results when social media communication is consistent with consumer lifestyles and creates long-term digital engagement, which strengthens long term purchase behaviour and brand loyalty.

### **RESEARCH GAP:**

The synthesised literature review evidently defines that the quality of the content, advertising appeal, credibility of a certain influencer, brand recognition, engagement, and brand equity are major determinants of consumer buying behaviour for premium cosmetic products and luxury products. In the same vein, the previous research has strongly shown the effect of advertising message credibility, influencer expertise, quality of argument, peripheral cues, and source attractiveness on consumer perception, trust, and persuasion, which are mostly based on the Elaboration Likelihood Model (ELM). Lifestyle patterns, digital interaction, emotional bond, cognitive reaction, and level of engagement have also been established as the key intermediates between social media stimuli and purchase behaviour. Besides, the literature continually demonstrates that consumer buying behaviour has a positive influence on customer satisfaction, retention and loyalty within the cosmetic industry. Although this is a comprehensive body of work, there are still some gaps in research that are yet to be filled.

First, the majority of current researches are fragmented, focusing on a single construct, including the credibility of the influencer, the quality of the content, or involvement in isolation. Empirical models that combine stimulus (social media marketing factors), the organism (cognitive and emotional reactions), and response (purchase behaviour, retention, and loyalty) are not integrated into one multi-layered model. This restricts a comprehensive approach to the interaction of various social media marketing dimensions that work in dynamic interactions to have long-term consumer outcomes in luxury cosmetic markets.

Second, although ELM-based central and peripheral processing routes are often considered, there is little empirical literature that simultaneously and comparatively tests the strength of both routes in various consumer segments. The mediating effects of lifestyle congruence, purchasing power, level of engagement and time spent on digital media in determining whether consumers will focus more on central (quality of argument, credibility of message) or peripheral (attractiveness of source, signal of popularity) cues are under-explored, especially in high-involvement, high-end cosmetic product categories.

Third, most of the previous studies are based more on the pre-purchase levels, including intention formation and perception building. Limited empirical research has been done on post-purchase dimensions, particularly post-purchase involvement, long-term emotional involvement, and their contribution to the conversion of the buying behaviour to long-term loyalty.

The process of first purchase intention to repeat purchase, advocacy, and long-term brand affinity has not been modelled properly, and there is a gap in comprehending the customer lifetime value creation as a result of social media marketing.

Fourth, consumer engagement, which has been generally accepted as a mediator, is actually a multidimensional construct (cognitive, emotional, and behavioural engagement), but it is frequently viewed as a unidimensional construct. It is not clear how different levels of engagement can enhance or reduce the influence of trust, emotional bond, and the cognitive appraisal on the actual purchase behaviour and loyalty in the cosmetic market.

Fifth, a large part of the available literature is geographically clustered in developed markets or across cross-cultural settings, and there is less empirical data on the emerging markets where digital adoption trends, influence sphere and consumer trust can vary substantially. This poses a contextual disjuncture especially in the perception of premium cosmetic consumption in digitally transforming economies.

Lastly, there is a lack of longitudinal evidence. The majority of the studies are based on cross-sectional designs, which limits the understanding of how the long-term impacts of social media marketing, changing relationships between influencers, and constant engagement affect brand trust, retention, and loyalty to a premium cosmetic product over time.

In order to fill these gaps, the current research is expected to establish a comprehensive, empirically validated model that will connect social media marketing strategies, consumer psychological processes, purchasing behaviour, and post purchase outcomes within a single framework which will bring in more theoretical and managerial understanding of the marketing of premium cosmetic products.

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