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'RESEARCH ARTICLE

Do Social Media Marketing Influence Trust and Brand Loyalty? A Study with Special Reference to Cosmetic Brand

Abinesh R P[1,] Dr. Nazim Sha S[2*]

[1, 2] Faculty of Management, SRM Institute of Science and Technology, Kattankulathur

ARTICLE INFO	ABSTRACT
	The study evaluates the brand trust and loyalty caused by the effects of social media marketing towards cosmetic products. Aside from this, the current research investigates the influence of antecedents on the degree of brand loyalty and trust in conjunction with the impacts of social media marketing. The sample size was determined to be 291 based on the usage of statistical tools of factor analysis and chi-square test. The sample size was selected based on judgment sampling technique due to the nature of population which is infinite. The researcher went to a number of malls, department shops that sold cosmetics, and local beauty salons in the locations that were chosen in order to give the hard copy of the questionnaires. In order to conduct an analysis of the material, primary data was gathered via the collection of first-hand information on the subject at hand. The people who participated in the survey and who are regular users of social media and purchasers of skin care products make up the population of the investigation. The statistical tools of ANOVA test and factor analysis is used for examining the data collected from the respondents. The study found that the impacts on the brand loyalty and trust of cosmetic products are significantly mediated by the purchase decision which is explained by the testing of hypothesis which is statistically significant. The major impacts created by the SMM can be attributed to the factors of Sense of Customer Centric Approach by SMM; Consumer Reliability is amplified improving Loyalty and Positive Psychological effect on Trust.

INTRODUCTION

Delivery to the client requires marketing as a necessary step. It's an increasingly difficult task for all companies nowadays. The core of marketing is to plan, develop and execute the production and distribution of products and services to the consumers, so as to meet their requirements and desires. However, with the passage of time, marketing has developed to include the production of value, social interactions, and the management of relationships. As a result, most businesses invest much in the creation of their advertising campaigns. However, building recognition of their brands among consumers is still a top priority. Technology's rise has aided businesses in forging their public persona and establishing their brands in the eyes of consumers. Customers' wants and interests are being uncovered, communicated with, and engaged with via social media, and brand recognition and recall are being aided as a result.

 It's useful for identifying pre- and post-purchase factors that affect customer satisfaction. Small enterprises, nonprofits, and even political parties are among the many groups that have begun to see the potential of this formidable instrument for boosting the efficacy of their marketing initiatives. The rise of social media is a phenomenon that has altered people's ability to connect with one another. In recent years, social media has changed the way people talk to one another and, by extension, how businesses operate. To be loyal to a brand is to make a conscious or unconscious choice to show support for that brand by repeated purchasing intent or behavior. Brand loyalty may

be understood in a variety of ways. Loyalty to a certain brand is described as an individual's preference for that brand above others that provide the same or comparable features and benefits.

Customers have the freedom to choose between competing brands when purchasing a product. It occurs when buyers believe that the brand consistently offers the correct combination of features, look, and quality at the right time and price. The customer may be loyal because they are satisfied with the brand, which is why they want to continue their relationship with the brand, or because of barriers in high switching related to economical, technical, or psychological factors that make it difficult or costly for the customer to change.

Originally intended to facilitate online social interaction, social media has already evolved into a platform for expanding businesses' reach and generating new forms of revenue via creative advertising. As a result, it's crucial to first and foremost comprehend these platforms and the function they serve in the larger community. Examining how others react to and think about it is also important. Businesspeople all over the world may now communicate with each other with the click of a mouse thanks to the internet and the proliferation of social media platforms. Social media makes it easier for consumers to research products and compare available brands. You may accomplish this by checking out the product rankings and reviews left by actual consumers as well as going to the brand's social media accounts. User-generated content, or UGC, is a kind of social media communication that has a significant impact on consumers' purchasing choices.

 By attracting a sizable audience to their social media profiles, businesses may foster brand loyalty via personal connections. The impact of social media technology on companies, both now and in the future, is likely to increase rapidly. Businesses that adapt quickly to new technology have a distinct competitive edge. In terms of consumer behavior, social media facilitates communication between millions of people all over the globe who are interested in learning about products, brands, and suggestions. There, feedback on specific brands' goods and services is discussed. When researching or making a purchase, consumers are motivated by a wide range of factors when perusing social media. While some people may applaud certain items, others may seek research before making a buying choice. In addition, social media users represent a varied and ethnic customer base. As a result, they get a wide range of market and product-related information.

Due to their high levels of internet use, these groups are easily accessible to marketers via social media. Intriguing new channels of communication with customers have emerged because to the cosmetics industry's outstanding presence on social media. The amount of major companies and up-and-coming labels with significant social media followings is startling. Facebook, Instagram, Twitter, Pinterest, YouTube, and blogs are all used by major cosmetics companies to communicate with their customers.

REVIEW OF LITERATURE

Man, Q., & Rahman, J. M. (2019)[1] the primary objective of this research was to determine how social media marketing affected the loyalty of cosmetics consumers to their favorite brands. Chinese college students who purchased cosmetics were the subjects of the research, and QQ and WeChat were used to gather data. Multiple regression analyses, conducted in a series of steps, were used to investigate the predicted connections. Advantageous advertising, pertinent material, current information, popular content, and a variety of apps or platforms were positively connected to cosmetic brand loyalty among a sample of 145 college students, as determined by their replies to a structured questionnaire. These findings indicate that cosmetics businesses need to focus social media marketing in order to build lasting connections with college students and compete successfully in today's market.

Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020)[2] this study looks at how social media advertising influences the perception and reliability of brands among Indonesian males with respect to their

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[1] Man, Q., & Rahman, J. M. (2019). The impact of cosmetics industry social media marketing on brand loyalty: Evidence from chinese college students. *Academy of Marketing Studies Journal*, *23*(2).

[2] Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, *10*(10), 2139-2146.

desire to buy skincare products. The research suggests a model that demonstrates the impact of social media skincare marketing methods for millennial-aged men. The data for the model is gathered quantitatively using online questionnaires. Non-probability sampling strategies with a convenience sampling approach were used to obtain data from 203 male respondents. Smart-PLS uses PLS-SEM approaches to analyze the data, which are often used in exploratory studies. The study's findings suggest that social media marketing might boost both brand awareness and customer confidence. In addition, both brand trust and brand image had significant effects on consumers' propensity to make a purchase. 56.1 percent attributed their purchasing decisions to perceptions of the company's brand, while 53.6 percent blamed the brand's image and 65.4% blamed the company's trustworthiness on social media marketing.

Manavat, P., Pandey, S., Pandey, M., & Chauhan, D. (2020)[3] this method has been complicated by the rise of "influencer marketing," since Internet users are now more informed about the products they want to purchase, giving rise to a more skeptical view of their authenticity. Younger generations, such as Generation Z and Millennials, are more receptive to influencer marketing in the cosmetics industry than those who have only experienced conventional advertising. Based on the findings of this study, and others like it, influencers and bloggers serve as a mirror for young female customers, helping them to feel accepted and convincing them to buy individualized cosmetics. Customers respond strongly to influencer marketing, which has been shown to significantly enhance both brand recognition and consumer loyalty.

Höfer, L. (2021)[4] today, social media is everywhere and affects every aspect of people's life. Social media marketing makes use of the many features of online social networks to increase brand awareness and sell goods and services. These features include the networks' interactive nature, user-generated content, virality, content sharing, and community-building capacities. In addition, social media platforms like Instagram, Facebook, and Twitter facilitate the introduction of businesses to their target demographics and the subsequent development of customer relationships. Furthermore, many companies work together with influencers to market items via artists who have a significant following and are trusted by their audience. As a result of the proliferation of user-generated content like online reviews, customers now have even more resources at their disposal to help them decide which things to buy thanks to the advent of social media.

Nugroho, S. D. P., Rahayu, M., & Hapsari, R. D. V. (2022)[5] this research seeks to examine the many elements that impact the trustworthiness qualities of social media influencers and their subsequent effect on the purchase intentions of Generation Z customers. The findings of the study indicate that the three dimensions of influencer credibility had a statistically significant impact on the purchasing intention of Generation Z. The impact of the three dimensions of credibility on brand image was found to be substantial, whereas brand image was seen to have a notable influence on purchase intention. The brand image has the potential to act as a complete mediator in the association between influencer credibility and the purchase intention of Generation Z customers. It is anticipated that local participants in the cosmetic industry will enhance their marketing strategies by leveraging online platforms, particularly social media, and effectively utilizing influential individuals as brand endorsers. This approach is supported by empirical evidence, which demonstrates that the credibility of social media influencers significantly impacts both the brand image of a product and the purchasing intentions of Generation Z consumers. By adopting this approach, the domestic cosmetic industry in Indonesia can effectively compete with foreign counterparts.

Dogra, K. (2019)[6]

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[3] Manavat, P., Pandey, S., Pandey, M., & Chauhan, D. (2020). Understanding the impact of influencer on brand loyalty in cosmetic industry. *International Research Journal of Modernization in Engineering Technology and Science*, *4*(3), 1372-1382.

[4] Höfer, L. (2021). The impact of social media marketing on customers purchasing intention in the cosmetics industry. *Modul University private university vienna*.

[5] Nugraha, M. D., & Dwita, V. (2022). The Influence of Social Media Usage on Loyalty with Customer Satisfaction & Brand Trust as Mediation Variable. *Banking and Management Review*, *11*(2), 1616-1640.

[6] Dogra, K. (2019). The impact of influencer marketing on brand loyalty towards luxury cosmetics brands: Comparison of Generation Z and Millennial. *Modul University*..

Since the emergence of Web 2.0, the Internet has facilitated the establishment of interconnected social media platforms, enabling users to engage in interpersonal connections, as well as serving as a platform for implementing marketing methods aimed at promoting product awareness. The advent of Information and Communication Technologies (ICT) has brought about a notable shift in the way things are purchased on digital platforms. The examination of loyalty has special significance in this context. The emergence of Web 2.0 has given rise to a contemporary phenomenon known as "influencer marketing," which has disrupted traditional marketing practices. This trend has been driven by customers' increased access to information, enabling them to make more informed decisions about the items they want to buy. Consequently, consumers have become more discerning and critical in their evaluation of product authenticity. The use of influencer marketing within the cosmetics sector has been seen to have a more pronounced effect on younger cohorts, namely Generation Z and Millennials, in contrast to those who have encountered conventional marketing strategies. Prior research indicates that influencers and bloggers serve as a reflection for young female customers, providing them with affirmation and exerting influence over their purchasing decisions about cosmetic goods that align with their preferences and personal traits. Previous research has shown that influencer marketing has a substantial influence on customer behavior, since it effectively generates consumer awareness and fosters brand loyalty.

Choedon, T., & Lee, Y. C. (2020)[7] this research offers a fresh viewpoint on how SMMA have an impact on consumer propensity to buy from Korean cosmetics companies. The increased usage of social media has revolutionized how corporations interacts their brand with customers. The necessity for this study arose from the need to learn more about the impact of SMMA on SBE, BE, and PI (social brand equity, brand perception, and intention to buy). The goal of this research is to examine the impact of SMMA on consumer intent to buy from Korean cosmetics companies that have both strong brand equity and high levels of social brand engagement. The components of SMMA that affect social media advertising were uncovered via analysis of existing research. This research used data from 219 of the original 332 survey respondents to experimentally examine the effects of SMMA via the use of a questionnaire survey. All five SMMA components are shown to have a positive correlation with BE, SBE, and PI. The research helps cosmetics companies better anticipate their clients' future purchase behavior and provides insight into how to better manage their assets and marketing initiatives.

Majumder, J., Giri, A., & Gangopadhyay, S. (2022)[8] the market for Indian cosmetics is exploding. With the support of social media, the Indian cosmetics industry has been expanding fast over the last couple of decades. The Indian cosmetics industry is always testing new products and advertising strategies in an effort to increase sales. Advertising via social media is both fascinating and productive. It's a novel kind of advertising in which dedicated consumers spread the word about a product without being compensated for doing so.

Suresh, V., Chitra, M., & Maran, K. (2016)[9] among all forms of social media and computer-mediated communication, social networking sites have become ubiquitous. The purpose of this article is to examine the influence of social media on the sale of beauty goods in India. In the past couple of decades, the Indian cosmetics industry has expanded rapidly thanks to the widespread use of social media. India's booming cosmetics industry has contributed to the meteoric rise of social media in the country. Many Indian cosmetics companies focus on satisfying the large market for affordable and mid-range branded cosmetics. Indian rivals have entered the cosmetics sector in recent years, producing goods to meet demand throughout the world. Social media may generate an influence on clients that engage in the process of choice making of branded beauty items.

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[7] Choedon, T., & Lee, Y. C. (2020). The effect of social media marketing activities on purchase intention with brand equity and social brand engagement: Empirical evidence from Korean cosmetic firms. *Knowledge Management Research*, *21*(3), 141-160.

[8] Majumder, J., Giri, A., & Gangopadhyay, S. (2022). Investigating the Impact of Social Media Marketing on Business Performance of Different Brands in Indian Cosmetics Market: An Empirical Study. In *Engineering Mathematics and Computing* (pp. 285-295). Singapore: Springer Nature Singapore.

[9] Suresh, V., Chitra, M., & Maran, K. (2016). A study on factors determining social media on cosmetic product. *Journal of Pharmaceutical Sciences and Research*, *8*(1), 1.

Manan, H. A., Ariffin, S., Maknu, T. S. R., & Zakaria, F. N. (2020)[10] keeping in contact with loved ones has made social media into a vital part of practically everyone's daily routine nowadays. It's becoming more common for people to use social media to research purchases by reading product reviews and getting feedback from others. The convenience of internet shopping hasn't stopped some people from viewing it with suspicion. Many businesses overlook the significance of being honest and forthright in their marketing. Some social media ads and postings could not be genuine. Therefore, the purpose of this research is to analyze how social media marketing for health and beauty goods are received by consumers and how likely they are to make a purchase as a result.

Research Gap

In the study, both a review of the relevant literature and a discussion of the theoretical foundations of the research is offered. Both of these were utilized to gather information for the investigation. In addition to this, it conducts research on the current body of literature about social media marketing, trust, and brand loyalty. Specifically, this study focuses on trust in brands. while the reviews progressed, they identified the research gaps while they were going through the process of evaluating the relevant published information. With the help of this literature, the holes in the investigation may have perhaps been more accurately recognized. According to the research that was analyzed, consumers are undeniably fascinated by social media, devote a significant amount of their time to using these networks, and are, to some degree, persuaded by social media marketing. On the other hand, the majority of the study that has been done focuses on the more economically developed countries of the western world. Even though there is a growing trend toward the adoption of social media platforms by Indian consumers as well as brand marketers in India, social media usage is still in its infancy in India, and there is almost no research on how social media trust and brand loyalty influence purchase decisions that are made on social media networks. This is despite the fact that there is a growing trend toward the adoption of social media platforms by Indian consumers.

Statement of the Problem

To develop a social media strategy that is worth its salt, one must have a solid grasp of how customers use social media platforms, how they feel about social media marketing activities, and how these factors affect the brands they choose to buy. Therefore, it is extremely crucial for us to first understand how customers use these social media platforms, as well as how marketers are using these channels to communicate with customers and influence their behavior. Their marketing efforts may now include elements of novelty as a result of the interactive capabilities and technological breakthroughs that have become available. Every one of the engagement strategies that the businesses put into practice is geared on getting answers from their clientele, which ultimately leads to consumer engagement. As a result, it has turned into a process that moves in both directions, i.e. in addition to the communication that firms provide to their customers, the customers are also looking for methods to communicate with the companies via social media. The number of people using social media platforms in India has significantly expanded in recent years. Consumers fall into a wide variety of demographic categories such as age, gender, income, and employment, which contributes to the wide range of products purchased for skin care cosmetics. Because of this, it is challenging for cosmetic organizations to comprehend the effect that their digital communication has on the vast number of customers they serve. There are many different kinds of social media platforms available today, such as YouTube, Facebook, Twitter, and others. Nevertheless, the influence and scope of each platform will be unique to itself. It is essential to evaluate the impact that the most popular social media platforms are having on consumers' choices regarding the purchase of skin care and cosmetics. • It may be challenging for businesses to evaluate the impact of social media marketing in terms of how it influences the customer decision-making process and, ultimately, the consumer's choice to buy the product in question. The study examines the outcome of social media on brand loyalty and trust based on purchase decision as mediator.

Research Questions

- What are the impacts caused by impacts of social media marketing on brand loyalty and trust?

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[10] Manan, H. A., Ariffin, S., Maknu, T. S. R., & Zakaria, F. N. (2020). Effects of social media advertisements on intention to purchase health and beauty products. *Journal of International Business, Economics and Entrepreneurship*, *5*(1), 59-68.

- What effects are caused by purchase decision on brand loyalty and trust?

Significance of the Study

Even in this area, where India is still playing catch-up to the rest of the globe in terms of technical development, there are a great many social networking platforms that Indians are using. increasing access and exposure bring with it increasing levels of expectation. In light of the fact that our culture is marked by a significant amount of religious and cultural diversity, it is not at all simple to get an understanding of the typical Indian customer. If marketers want to be productive in interacting and creating a connection with customers, which will ultimately result in a commercial accomplishment, then they need to seek for other forms to connect with customers. Jumping on the social media bandwagon is a good first step, but in order to really succeed, businesses need to have a strong understanding of their target audiences, including their consumption motives, intents, and behaviors. This study is an effort to get a better understanding of the ways in which Indian consumers make use of various social media platforms. There is a pressing need to do so. This research may also help us answer questions such as how consumers are influenced by marketers, how receptive consumers are to the marketing efforts of retailers, what consumers' motivations and expectations are from brands, and how and why social media marketing influences consumers' purchasing decisions. By acting in this way, clothing shops may improve their accuracy in formulating and putting into practice more defined social media marketing strategies. In order to garner the attention of customers and establish meaningful connections with them, companies use a wide variety of inventive techniques, both offline and online. They commit both time and resources in order to establish branded social networks both internally and outside. These activities give extra touch-points to improve continuing contact between the customer and the brand narrative throughout the day. This may strengthen the connection between the consumer and the brand, help marketers find common themes in consumer feedback, and convince consumers to engage with online content. The study assumes significant on the areas of estimating brand loyalty and trust based on the social media marketing.

Objectives of the Study

- To examine the brand trust and loyalty caused by the effects of social media marketing towards cosmetic products.

RESEARCH METHODOLOGY

The research approach for the current study was a combination of descriptive and diagnostic methods. Because of this, the current research has attempted to characterize the buyer behavior, its drivers, and its repercussions from the perspective of urban women; the nature of the study is descriptive. Aside from this, the current research investigates the influence of antecedents on the degree of brand loyalty and trust in conjunction with the impacts of social media marketing. On the other hand, the impact of the amount of social media marketing on brand loyalty in the cosmetics industry is also diagnostic in nature. The researcher went to a number of malls, department shops that sold cosmetics, and local beauty salons in the locations that were chosen in order to give the hard copy of the questionnaires to the respondents who volunteered to take part in the study. In addition, the researcher used Google Forms to send out soft copies of the surveys to respondents who could not be reached directly by phone or email. This allowed the researcher to collect information from respondents who were otherwise inaccessible. In order to conduct an analysis of the material, primary data was gathered via the collection of first-hand information on the subject at hand. The majority of the information was gathered by way of a survey, which was carried out with the use of a pre-designed questionnaire. The people who participated in the survey and who are regular users of social media and purchasers of skin care products make up the population of the investigation. The sample size was determined to be 291 based on the usage of statistical tools of factor analysis and chi-square test. The sample size was selected based on judgment sampling technique due to the nature of population which is infinite. The statistical tools of ANOVA test and factor analysis is used for examining the data collected from the respondents.

Analysis and Interpretations

The study has examined the diverse impacts created by the social media marketing on brand trust and loyalty using purchase decision as a mediator. The opinions derived from consumers of the

cosmetics products are analysed using the statisitical tools mentioned in the methodology. The following presents the factor analysis examining the major impacts on the brand loyalty and trust.

Impacts of Social Media Marketing on Brand Loyalty and Trust of Cosmetic Products

In this section, the research discusses the outcomes of the statistical examination that was performed on the data that was acquired as well as the implications of those results. Exploratory Factor Analysis (EFA) is used to establish the variables that have the strongest association with a certain component and it also helps in the elimination of items from the rating system that have little relationship to the associations of other items. Both of these functions are accomplished via the utilization of an EFA. This section provides an explanation of the full analysis as well as the findings based on the statistical tools that were stated in the section on the methodology.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.852
Bartlett's Test of Sphericity	Approx. Chi-Square	2,303.437
	df	91
	Sig.	<0.001**

(**-Normality @ 1 percent)

The KMO test explains why the study's variables and their respective perspectives are normally distributed. These tests ensure that the impacts caused by the social media marketing on brand loyalty and trust viewpoints have a typical distribution and substantial p-values indicate this to be the case. Since the results were statistically significant, it may be inferred that the criteria developed on the foundation of the study will be reliable and useful for understanding consumers' perspectives on trust and loyalty are implied. The table that follows offers an overview of the loadings of factors at both the commencement level and the phase of extraction level. These load values are used to evaluate the validity of the investigated parameters.

Table 2: **Communalities**

Communalities	Initial	Extraction
Helps to know the brand values	1.000	0.622
High reach improves goodwill	1.000	0.607
Improves the knowledge towards composition of products	1.000	0.633
Cost advantage improves loyalty	1.000	0.522
Customer care highers trust aspect	1.000	0.594
Utility value enhances the product reliability	1.000	0.653
Attractive promotion promotes increased market share	1.000	0.480
Less time consuming in purchase decision	1.000	0.549
Highly economical in making purchases	1.000	0.591
Relieved from shopping stress	1.000	0.696
SMM has improve service quality	1.000	0.730
Transperancy in promotion improves loyalty	1.000	0.795
Product Availability improves the trust	1.000	0.742
Higher Standards of consumer satisfaction	1.000	0.779

The variance table sheds light on how the factors gleaned from the respondents' feedback stack up against one another. According to the variance table, three components were developed to explain the effects of social media marketing on the scales of trust and loyalty. This action was taken to better ensure accurate measurements of brand loyalty and trustworthiness-related characteristics. Sixty-four percent of consumers' replies were included in the research, providing insight into the effects on consumer confidence in the brand.

Table 3: **Variance Analysis**

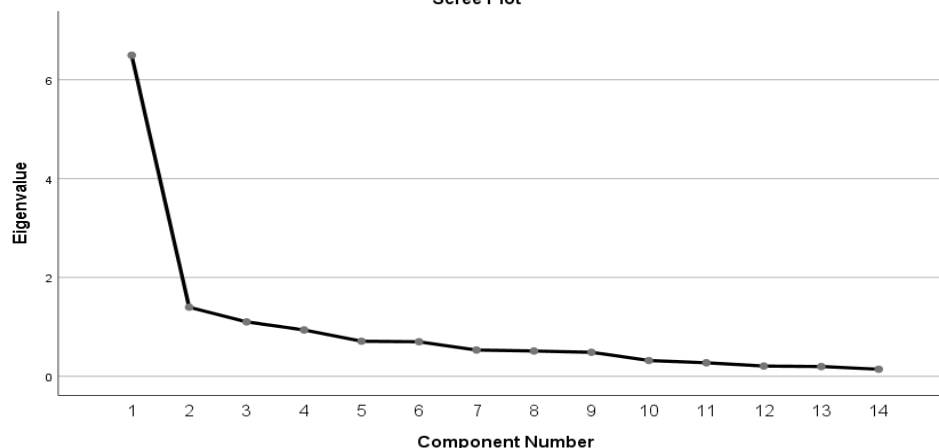| Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.496	46.402	46.402	6.496	46.402	46.402	3.649	26.066	26.066
2	1.397	9.979	56.381	1.397	9.979	56.381	2.800	20.003	46.070
3	1.100	7.855	64.236	1.100	7.855	64.236	2.543	18.166	64.236
4	0.937	6.692	70.928						
5	0.709	5.068	75.995						
6	0.698	4.983	80.979						
7	0.531	3.791	84.770						
8	0.511	3.653	88.423						
9	0.485	3.463	91.886						
10	0.319	2.277	94.162						
11	0.272	1.945	96.107						
12	0.206	1.473	97.580						
13	0.197	1.405	98.985						
14	0.142	1.015	100.000						

Chart – 1 – Scree Plot - Impacts of Social Media Marketing on Brand Loyalty and Trust of Cosmetic Products

Table 4: Rotated Component Matrix - Impacts of Social Media Marketing on Brand Loyalty and Trust of Cosmetic Products

	Component		
	1	**2**	**3**
Improves the knowledge towards composition of products	0.761		
Utility value enhances the product reliability	0.749		
Helps to know the brand values	0.736		
Customer care higher trust aspect	0.685		
High reach improves goodwill	0.670		
Cost advantage improves loyalty	0.569		
Attractive promotion promotes increased market share	0.511		

Higher Standards of consumer satisfaction		0.828	
Transparency in promotion improves loyalty		0.817	
Product Availability improves the trust		0.810	
Highly economical in making purchases			0.757
SMM has improve service quality			0.751
Relieved from shopping stress			0.677
Less time consuming in purchase decision			0.543

Many aspects that influence trust in and loyalty to brands in social media marketing have been investigated using factor analysis. The loadings of factors are used to classify the many aspects that influence brand loyalty. The impact of social media marketing on consumer loyalty and trust may be broken down into the following categories.

✦ **Factor – I - Sense of Customer Centric Approach by SMM**

This factor is dependent on the variables of Improves the knowledge towards composition of products (0.761), Utility value enhances the product reliability (0.749), Helps to know the brand values (0.736), Customer care higher trust aspect (0.685), High reach improves goodwill (0.670), Cost advantage improves loyalty (0.569) and Attractive promotion promotes increased market share (0.511).

✦ **Factor – II – Consumer Reliability is amplified improving Loyalty**

The factor is derived from the variables of Higher Standards of consumer satisfaction (0.828), Transparency in promotion improves loyalty (0.817) and Product Availability improves the trust (0.810)

✦ **Factor – III - Positive Psychological effect on Trust**

This factor is formed based on the factor loadings involving the variables of Highly economical in making purchases (0.757), SMM has improve service quality (0.751), Relieved from shopping stress (0.677) and Less time consuming in purchase decision (0.543). These three factors are significant effects of SMM on brand loyalty and equity which is explained by the analysis. The factors are having significant impact on the loyalty and trust dimensions as explained by the opinions of consumers. The factor analysis is clearly explained that the brand loyalty and trust are improved based on SMM.

Relationship testing among the Mediation of Purchase Decision and Impacts on Brand Loyalty and Trust towards cosmetic products

The test of hypothesis among the changes in purchase decision and impacts on brand loyalty and trust towards the cosmetic products is analysed using the variance analysis. The role of the mediation caused by the social media marketing on purchase decision is examined with this testing. The level of relationship will be examined with the following results

Table 5: ANOVA Results - Mediation of Purchase Decision and Impacts on Brand Loyalty and Trust towards cosmetic products

		Sum of Squares	df	Mean Square	F	Sig.
Sense of Customer Centric Approach by SMM	Between Groups	67.387	4	16.847	21.644	**<0.001****
	Within Groups	222.613	286	.778		
	Total	290.000	290			
Consumer Reliability is amplified improving Loyalty	Between Groups	59.619	4	14.905	18.503	**<0.001****
	Within Groups	230.381	286	.806		
	Total	290.000	290			

Positive Psychological effect on Trust	Between Groups	87.719	4	21.930	31.006	**<0.001****
	Within Groups	202.281	286	.707		
	Total	290.000	290			

(** - Validates relationship @1 % level)

The impacts on the brand loyalty and trust of cosmetic products are significantly mediated by the purchase decision which is explained by the testing of hypothesis which is statistically significant. The testing of relationship explains that the factors of impacts caused by the SMM are having significant mediation of purchase decision made by consumers. The SMM oriented purchase decision is mediated impacts caused on the brand loyalty and trust it creates on the mindset of consumers. The role of the SMM is significantly higher in creating brand loyalty and trust in the study area.

DISCUSSIONS AND CONCLUSION

Customers who do not return may vent their dissatisfaction with the product or service to other friends and family members. There is a good chance that it will affect the consumers' loyalty. Therefore, in order for businesses to experience more lucrative business and to build a stronger base of consumers, they need to pay attention to and know that the brand experience is critical, and they need to work toward developing loyal client supporters for the brand. The vast majority of customers have found that cosmetics specialty shops provide a more extensive selection of items at more competitive pricing, which is one of the reasons why they choose to purchase their cosmetics there. In today's world, customers believe that it is simpler and more time efficient to get all of their cosmetics from a single shop. Because of this, businesses that sell cosmetics online have a pressing need to increase their brand recognition in order to sell their wares to a diverse range of clientele. As an educational resource for consumers interested in the cosmetics industry, substantial advertising on cosmetics via social media platforms is urgently required. Additionally, it is manufactured with the intention of luring clients from other companies in the cosmetics sector. The choice of medium and content for advertisements published on social media platforms is one of the most crucial elements to consider in the cosmetics industry in order to successfully promote products and foster client loyalty and confidence. In order to encourage women to develop loyalty and trust in a specific brand of cosmetics, it is requested of the brand managers that they devise marketing strategies that are acceptable for consumers and that are tailored to meet their needs.

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