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INFLUENCE OF VIRAL MARKETING ON PURCHASE INTENTION OF COSMETIC PRODUCTS – A STUDY

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ABSTRACT
Viral marketing emerges as a potent strategy for driving consumer buying behaviour in cosmetics, urging companies to prioritise innovative Reels and user-generated content on social platforms for sustained market growth. This study examines the influence of viral marketing on purchase intentions for cosmetic products among urban consumers in Bangalore, India. Employing a descriptive survey research design, primary data were collected via structured questionnaires from 80 randomly selected respondents using random sampling from Basaveshwar Nagar. The study recommends that cosmetic brands collaborate with micro-influencers, develop AR-enhanced short videos, monitor engagement metrics via A/B testing, and target young urban women to boost conversions and ROI organically.
KEYWORDS: *Viral Marketing, Cosmetic Products*

INTRODUCTION

Influencer marketing plays a vital role in marketing strategy. As people rely increasingly on social media for information and social networking, companies recognise the potential of social media and want to use it to market their products and services. Consumers may identify new products and purchase cosmetic products by following social media apps like Instagram, Facebook, YouTube, etc. Influencers act as trusted intermediaries, leveraging their authenticity and niche expertise to bridge brands with sceptical audiences, particularly in cosmetics, where visual demonstrations and personal testimonials drive trial. This peer-like endorsement fosters emotional connections, amplifying reach through shares and algorithms that prioritise engaging content.

In the cosmetics sector, live streams and unboxing videos on TikTok or Instagram Reels convert passive viewers into buyers by showcasing real-time results and addressing concerns like skin compatibility. Studies confirm influencers boost purchase intentions via credibility and immersion, often outperforming traditional ads by 11 times in ROI for beauty brands.

Viral Marketing

Viral marketing is a strategy that leverages social networks and word-of-mouth to rapidly spread brand messages, mimicking viral spread for exponential reach without heavy paid promotion. Consumers voluntarily share compelling content like videos or memes on platforms such as Instagram, Facebook, Snapchat and YouTube, amplifying awareness and engagement organically.

REVIEW OF LITERATURE

Reviewing existing literature helps analyze prior studies on the influence of viral marketing on cosmetic product buyers. This enables understanding the extent of viral marketing's impact on purchase intentions and identifies gaps to guide further research.

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Gunawan & Huarng (2015)	Social network & beauty products	Peer-to-peer viral effects on networks significantly predict skincare and cosmetics purchase intention	It is recommended to introduce more peer members to get more connectivity to other consumers.
Mukherjee et al. (2023)	Indian cosmetic industry	Viral marketing increases brand awareness and drives cosmetic product purchase intent.	Viral marketing is trending and majority consumers purchase cosmetic products through online.
Rimbasari et al. (2023	Beauty products, various platforms	viral marketing effective in boosting consumer buying decisions for beauty products	majority consumers of beauty products were purchased through viral marketing.
Liu & Wang (2019)	Skincare/cosmetics; multiple markets	Emotional/engaging viral content strongly influences purchase intention for skincare brands	Viral marketing creates trust among users social marketing.

RESEARCH GAP

The above studies focused on the effectiveness of social networks and beauty products, and how viral marketing is trending in cosmetic products. None of the studies carried out on the influence of viral marketing on the purchase intention of cosmetic product buyers.

SIGNIFICANCE OF THE STUDY

The study helps to understand how influencer marketing is helpful in understanding consumer purchase intention and increasing the marketing demand for cosmetic products.

OBJECTIVE OF THE STUDY

1. To analyse the demographic and educational status of the respondents.
2. To examine the influence of viral marketing on the purchasing intention of cosmetic products.

METHODOLOGY

The study employs a descriptive survey research design to systematically describe the demographic profile, perceptions of viral marketing content and cosmetic-related videos, trustworthiness, attractiveness, and their influence on consumers' buying behaviour toward cosmetic products. The target population consists of consumers of cosmetic products in Bangalore city. A random sampling technique is used. The data was collected from Basaveshwar Nagar, Bangalore city. The sample size of the study was 80 respondents due to time and cost.

Table 1 Key variables considered in the study

category	Key variables
1. Demographic profile	Age, gender and marital status
2. Education Background	Level of education
3. Viral marketing content	Viral marketing is visually appealing, useful and engaging
4. Cosmetic-related videos	Videos on Instagram, Facebook, YouTube and Snapchat evoke emotions in consumers to buy
5. trustworthiness	Trusting the opinions of beauty products
6. attractiveness	Influenced by its attractiveness

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Table 2. Results and Discussions

Category	Results and Discussion
1. Demographic profile	80% respondents were young (20-30). 96% respondents were female. 65% respondents were single.
2. Education Background	72% respondents have graduated.
3. Viral marketing content	67% opined that videos or reels by viral marketing through social media apps are visually appealing. 75% opined that videos, content adds, and reels were engaging and useful.
4. Cosmetic-related videos	79% opined that videos on Instagram, Facebook, YouTube and Snapchat about cosmetic products evoke emotions to purchase the new cosmetic products.
5. Trustworthiness	69% respondents have trusted the opinions of beauty products by their followers or video influencers.
6. Attractiveness	91% respondents are influenced by its attractiveness in terms of visual appeal, interest and innovation.

SUGGESTIONS

1. Collaborate with cosmetic product influencers or related video creators and who have many followers on social media for authentic endorsements that build trustworthiness among cosmetic consumers.
2. Develop a high appeal and short video with AR filters on Instagram/Snapchat, Facebook, and YouTube for interactive try-ons and emotional engagement.
3. Regularly monitor views, shares, and conversions; A/B test visuals to refine strategies for higher purchase intent.
4. Target young beauty influencers to post videos on social media apps.

CONCLUSION

Viral marketing is an effective and popular marketing strategy used in the cosmetic industry. Currently, reels on social media apps are viral in nature and have more influence on consumer purchasing intention, especially in the cosmetic industry. Consumers are engaged in watching reels and wish to process buying, which influences them. Consumers have some trust based on past purchasing trust or trust in the creator or whom page they are following while purchasing cosmetic products or to try new cosmetic products. So, cosmetic companies should use a viral marketing strategy to channelize, introduce and enhance the marketing growth in the market.

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