

Impact of Social Media Content on Purchasing Intention of Young Cosmetic Users in Sri Lanka

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Abstract

Social media has become a powerful factor on consumer decisions, particularly in the cosmetics industry where young consumers rely on online reviews, influencers, and digital content. In Sri Lanka, however, limited research has explored how social media content affects cosmetic purchase decisions, creating a need to understand these influences in a local context. This study investigates four key factors including influencer attractiveness, electronic word-of-mouth (e-WOM), information quality, and credibility and their impact on the purchasing intention of young cosmetic users. The main objective is to assess the influence of these factors and identify the strongest effect. A quantitative survey of 323 respondents, aged 18–34 was conducted, and data were analyzed using SPSS. Reliability tests confirmed consistency (Cronbach's Alpha > 0.7). Correlation results indicated significant positive associations between all factors and purchasing intention ($p < 0.01$). Regression analysis ($R^2 = 0.62$, $F = 130.25$, $p < 0.001$) showed that credibility ($\beta = 0.356$) and information quality ($\beta = 0.298$) are the strongest predictors, while influencer attractiveness ($\beta = 0.215$) and e-WOM ($\beta = 0.198$) also play notable roles. The findings highlight that Sri Lankan youth value trustworthy and relevant social media content while also being influenced by appealing influencers and peer recommendations. These insights provide practical guidance for cosmetic brands to build effective digital marketing strategies and contribute to the broader understanding of consumer behavior in emerging markets.

Keywords: credibility, e-WOM, influencer attractiveness, information quality, purchasing intention