

Influence of Sustainable Social Media Marketing on Young Consumers' Buying Behaviour and Brand Loyalty in the Cosmetics and Beauty Sector: A Study in Ernakulam District

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Abstract— Social media marketing has become an essential promotional tool in the cosmetics and beauty industry, particularly among young consumers. In recent years, sustainability-oriented social media marketing such as the promotion of eco-friendly, chemical-free, and ethically produced cosmetic products has gained importance due to increasing environmental and health awareness. This study examines the influence of sustainable social media marketing on young consumers buying behaviour and brand loyalty in Ernakulam district. A descriptive research design was adopted, and primary data were collected from college students in Ernakulam district using a structured questionnaire. Secondary data were obtained from published research articles and journals. The findings reveal that sustainability-focused social media content positively influences consumer awareness, purchase intention, and brand trust, leading to enhanced brand loyalty. The study highlights the importance of integrating sustainability-based communication into social media marketing strategies in the cosmetics and beauty sector.

Keywords-- Social media marketing, sustainability, buying behaviour, brand loyalty, cosmetics industry, Ernakulam district

I. INTRODUCTION

Social media platforms have transformed traditional marketing practices by enabling direct interaction between brands and consumers. In the cosmetics and beauty sector, young consumers frequently rely on social media for product information, reviews, and recommendations. Influencer endorsements, visual content, and peer opinions play a major role in shaping purchase decisions. In Ernakulam district, where digital adoption and social media usage among youth are high, cosmetic brands actively use social media platforms to reach young consumers. Alongside this digital shift, sustainability has emerged as an important concern. Growing awareness about environmental protection, ethical sourcing, and the harmful effects of chemical-based cosmetics has influenced young consumers preferences. Cosmetic brands increasingly use social media to promote eco-friendly, chemical-free, and cruelty-free products.

Understanding how such sustainable social media marketing affects buying behaviour and brand loyalty in Ernakulam district is essential for effective marketing strategies.

II. REVIEW OF LITERATURE

Several studies have highlighted the strong influence of social media marketing on consumer buying behaviour. Naik et al. (2024) found that social media advertisements and online reviews significantly affect cosmetic product purchases by increasing awareness and trust. Joshi et al. (2025) reported that influencer marketing and electronic word-of-mouth enhance consumer confidence and purchase intention.

Recent research emphasizes the growing role of sustainability in marketing communication. Chapagain et al. (2024) observed that value-driven and informative advertisements positively influence consumer attitudes and decision-making. Sustainability-focused promotions, such as eco-friendly and chemical-free claims, help improve brand image and trust. However, limited studies specifically examine sustainable social media marketing in regional contexts such as Ernakulam district, particularly among young consumers.

III. RESEARCH GAP

Although many studies focus on social media marketing and buying behaviour, limited attention has been given to sustainability-oriented social media marketing in the cosmetics and beauty sector at the regional level. Existing research mainly concentrates on influencer marketing and online reviews, while eco-friendly and chemical-free product promotions remain underexplored. Moreover, studies focusing on young consumers in districts like Ernakulam are scarce. This research addresses these gaps by examining sustainable social media marketing and its influence on buying behaviour and brand loyalty among young consumers in Ernakulam district.



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IV. OBJECTIVES OF THE STUDY

- To examine the influence of sustainable social media marketing on young consumers' buying behaviour in Ernakulam district.
- To analyse how eco-friendly and chemical-free product promotions affect purchase intention.
- To study the role of sustainability-focused social media content in building brand trust and loyalty among young consumers.

V. CONCEPTUAL FRAMEWORK

The study proposes that sustainable social media marketing influences buying behaviour through increased awareness and trust.

Framework:

Sustainable Social Media Marketing → Consumer Awareness → Purchase Intention → Brand Trust → Brand Loyalty

VI. RESEARCH METHODOLOGY

The study adopts a descriptive research design. Primary data were collected from college students in Ernakulam district using a structured questionnaire. Secondary data were collected from academic journals, research articles, and online sources. A convenience sampling technique was used. Data were analysed using percentage analysis, mean scores, and correlation analysis to understand the influence of sustainable social media marketing on buying behaviour and brand loyalty.

VII. DATA ANALYSIS AND INTERPRETATION

The analysis indicates that most respondents in Ernakulam district became aware of sustainable cosmetic products through social media platforms. Sustainability-focused advertisements and influencer recommendations significantly influenced purchasing preferences. Respondents expressed higher trust in brands that promoted chemical-free and eco-friendly products. A positive relationship was observed between sustainable social media marketing and brand loyalty.

VIII. FINDINGS

- Sustainable social media marketing increases awareness of eco-friendly cosmetic products among young consumers in Ernakulam district.

- Young consumers prefer brands promoting chemical-free and ethical beauty products.
- Sustainability-focused content positively influences purchase intention.
- Brand trust increases when sustainability values are communicated clearly.
- Social media influencers play a key role in promoting sustainable beauty brands.

IX. CONCLUSION

The study concludes that sustainable social media marketing has a significant influence on young consumers' buying behaviour and brand loyalty in Ernakulam district. Sustainability-based promotions enhance consumer trust and encourage responsible purchasing decisions. Cosmetic brands operating in Ernakulam district can achieve long-term loyalty by integrating sustainability into their social media marketing strategies.

X. RECOMMENDATIONS

- Cosmetic brands in Ernakulam district should strengthen sustainability-focused social media campaigns.
- Influencers promoting eco-friendly lifestyles should be actively engaged.
- Transparent communication regarding ingredients and ethical practices should be encouraged.
- Educational content on sustainable beauty should be promoted to young consumers.

XI. SCOPE FOR FUTURE RESEARCH

Future studies may examine sustainable social media marketing in other districts or states for comparison. Studies involving different age groups or qualitative approaches may provide deeper insights into consumer perceptions of sustainable beauty brands.

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