

Factors Affecting the Purchase Behavior of Cosmetic Products: A Study Among Female Consumers in Oman

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Abstract:

The major purpose of this research is to investigate the key elements that impact the purchase behavior of female consumers in Oman, particularly in the cosmetics business. The study intends to look at the links between self-image, environmental concerns, buying habits, age, and the impact of social media on purchase decisions. Although earlier research has focused on individual aspects of consumer behavior, this study aims to fill the information gap by investigating how these factors interact to influence the purchase choices of females in Oman. Results indicate product attributes including skin suitability, price, and safety are more influential on buying decisions. Surprisingly, social media influence, self-image, and environmental concerns did not have any correlation so as to influence the purchase behavior of females consumers living in Oman. The findings underline how complex and varied the consumer behavior is, and how marketers and cosmetic manufacturers need to take a comprehensive approach that takes note of both individual preferences and current market conditions.

Keywords: Cosmetics, Purchase Behavior, Females.

1. Introduction

The purpose of cosmetics evolved over time, particularly during the Middle Ages in Europe, when wealthy people and the ruling class frequently wore cosmetics to show their class and wealth (Chaudhri & Jain, 2009). All classes of society now use cosmetics widely, not just for the sake of enhancing their appearance but also as a means of expressing oneself and self-care. Cosmetics, as defined by the FDA, are commodities "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions". Customers are more emotionally connected to a product or brand and are more likely to buy it when they believe it reflects how they see themselves, and increasing their likelihood of making repeat purchases (Apriliani, Arimbawa, & Wulandari, 2020).

Today, the cosmetics business is a multibillion-dollar market that adapts to changing trends, technology, and customer preferences. The spread of globalization and the availability of multinational brands has introduced a wide variety of cosmetic items to the Omani market (Edwin, Mohamed & Vergara, 2020). Female customers are increasingly exposed to global beauty standards through social media and advertising, which can impact their tastes and purchase decisions (Mahlakaarto & Suanse, 2024). Social media marketing has an enormous influence on beauty trends internationally, but little is known about how Omani consumers are impacted by local or global beauty influencers. This is critical because Omani consumers may be coordinating international beauty trends with old traditions, which may influence their tastes and decisions. Also, the popularity of environmentally conscious claims over social media is contributing to the growth of "green" purchasing. Further, most of the previous work generalizes consumer behavior across age groups, failing to account for the subtle changes in purchasing patterns between younger and older consumers. In Oman, where traditional values remain intact, the younger generation, which is increasingly exposed to international beauty trends via social media, may have different shopping habits

than older women. While there is a growing collection of study on cosmetic purchase behavior in worldwide markets, there is comparatively little data available in the context of Omani market. This study intends to investigate these aspects and get a better understanding of what drives women's cosmetic purchase behavior in Oman, giving valuable information for firms seeking to suit the demands of this market

2: Related Work

Cosmetics have become a necessity than a luxury today (Shaji, 2020). Companies dealing with cosmetic products have to be vigilant to understand the needs of the present-day cosmetic users. Consumer behavior is greatly influenced by one's self-perception, especially when it comes to making purchases. It is described as how people view themselves, which has a big impact on how they feel about businesses and products. When people are driven by a need to express themselves, there is an especially significant correlation between their self-image and their purchase behavior. Positive attitudes and enthusiasm in buying are more likely to be sparked by a brand or product that more closely resembles the consumer's perceived self-image. Studies that emphasize the significance of self-image congruence in influencing consumer behavior, especially in sectors like fashion and cosmetics, make this evident. Congruence with one's self-image can also affect how customers feel about sustainable brands and green products. Customers may select goods that not only fit their values—like sustainability—but also their self-image as they grow more aware of their influence on the environment. This suggests that self-image congruence reflects broader society trends, such as the development in eco-conscious consumption, and influences purchasing decisions based on identity (Yen & Mai, 2020).

Various factors play a role to shape up consumer behavior for cosmetic products (Kumar, John, & Senith, 2014). The marketing and consumption of beauty products have been completely transformed by social media platforms, particularly Instagram, YouTube, and TikTok. This has created a dynamic environment in which influencers and beauty vloggers are crucial. By promoting products through reviews, lifestyle content, and tutorials, these online celebrities have amassed a sizable fan base. They provide a genuine viewpoint that is difficult for conventional ads to match. Consumers are more likely to believe recommendations from influencers than traditional advertising, particularly when the influencer's support seems sincere. Furthermore, the growth of "user generated content" in the beauty sector is also made possible by social media platforms. Customers frequently share their own beauty product experiences online, including before-and-after pictures and reviews, which might sway other prospective customers. This natural advertising method creates a community where influencers and regular people participate in discussions on beauty goods, fostering a sense of community that raises the legitimacy of the products under discussion (Denton, 2019). This allows like-minded people to share a common platform where these choices allow them to express and strengthen their sense of self. Thus, a relationship might exist between the influence of social media and self-image.

Customers are more inclined to purchase a product when they believe the influencer's support is in line with their own beliefs and experiences, therefore authenticity is essential to building this trust. Influencers can foster an emotional bond with their audience and increase customer loyalty by demonstrating how items fit into their everyday life. A study by the Hollywood Institute (2023) mentioned that this change in consumer trust is indicative of a larger pattern in which media personalities' influence is viewed as more relatable and legitimate than traditional marketing strategies. This dynamic is further reinforced by influencers' capacity to create communities around businesses. Because influencers interact with their audience directly through messages and comments, followers frequently experience a sense of community in these virtual communities. Because of the sense of kinship this degree of engagement creates the things they endorse appear more reliable and approachable. Engagement, relatability, and integrity have all combined to create a significant shift in the beauty sector, where social media impact is now a bigger factor in consumer choices.

Marketing tactics like flash sales, seasonal specials, and special offers have a big impact on what customers decide to buy. These tactics help marketers encourage impulsive purchases when paired with tailored product recommendations. In addition to improving the shopping experience, personalised product recommendations make customers feel pressed for time, which encourages them to make more frequent purchases. Digital platforms that put an emphasis on price, convenience, and customised purchasing experiences are primarily responsible for this change in customer behavior (Selsa & Usha, 2022). According to a study by Kemec (2020), vloggers and beauty

influencers are increasingly influencing what people buy, particularly younger audiences. Compared to traditional marketing, these influencers' product suggestions, lessons, and personal evaluations frequently have greater sway. Younger customers are more affected by this trend, since they are more likely to believe the viewpoints of celebrities, they follow than generic company messaging. Beauty product endorsements on social media platforms can be more intimate, approachable, and aspirational, which closely matches the preferences and values of the target audience. In Oman, as the younger generation is increasingly exposed to international beauty trends via social media compared to older women, it may show different shopping habits between them. These older women may be more impacted by local cultural norms and customs, indicating that age, social media exposure, and generational transitions all have a substantial impact on cosmetic decisions. A better knowledge of these aspects may give useful insights for marketers wanting to adjust their tactics for women consumers (Chandy & Sriram, 2012).

E-commerce has emerged as a major channel for cosmetics sales, especially among younger Omani customers (Al Busaidi et. al, 2025). Due to the ease of digital platforms along with online reviews, many Omani women are using them to make well-informed judgments about what to buy. The internet beauty sector experienced significant growth during the COVID-19 epidemic, making this transition especially noticeable (Unger, 2022). According to research by Mitterer-Daltoé et al. (2023), younger women frequently spend less on stylish but reasonably priced products that are promoted online and rely on flash deals and sales. The amount consumers spend on cosmetics is strongly correlated with price sensitivity and income. Thanks to developments in e-commerce platforms, there is a noticeable trend across demographics towards trial-based purchases and personalised suggestions. These platforms use AI-powered technologies to match products to customer demands, increasing consumer confidence in their purchasing decisions. Customers with busy schedules frequently favour cosmetics with several advantages and time-saving features, like skincare and makeup combos. Due to their hectic schedules, many people prefer convenience without sacrificing quality. They are becoming more and more interested in minimalistic beauty routines because of digital media's focus on aspirational living and simplicity. However, customers who are more concerned about their health are more likely to focus on items that have been shown to be effective, such as those that provide protection and advantages related to age-related care (Souiden & Diagne, 2009).

Customers' preferences are moving towards sustainable products as they grow more conscious of the effects that the goods they buy have on the environment. Companies are being forced to embrace greener methods because of this shift in consumer attitudes and the growing demand for environmentally friendly products (Montes et al., 2022). YouTube along with Instagram are crucial for marketing environmentally friendly products because they allow firms and beauty influencers to share their dedication to sustainability. These platforms of sustainable items have encouraged customers—particularly younger ones—to match their spending habits with environmental principles. Environmentally conscious choices are seen by consumers as a means of expressing their values, therefore this movement towards “green” buying is not simply about desire but also identity. Customers are increasingly taking sustainability into account when making decisions, demonstrating the profound impact that environmental concerns are having on purchasing habits (Close, 2021). According to Euromonitor report, beauty trends in Oman in 2024 observed the wellness movement as most influential thus gaining popularity of vegan and natural ingredient-based products specially focusing on colour cosmetics, skin care and deodorants. Oman's women are increasingly seeking sustainable goods with natural components, which reflects a global trend towards environmentally friendly cosmetics. A study conducted in Saudi Arabia mentioned how important media exposure and peer pressure are in influencing consumers' decisions to buy eco-friendly products. This is consistent with more extensive studies that indicate a growing number of consumers are motivated by both egoistic (want for personal gain or social acceptability) and altruistic (care about the environment) factors. Peer pressure and awareness are powerful forces in the green consumerism movement, as evidenced by the fact that younger customers are actively looking for products that reflect their environmental ideals (Alghamdi & Agag, 2024). Another study by Kim & Lee (2023), in South Korea discussed that customers have a favorable preference for eco-friendly products and that it is crucial to support sustainability, while also making sure that statements are true to provide a trustworthy environment in which customers can make wise choices.

Based on the above discussion, following hypotheses have been framed for the study:

H1: There is a significant correlation between self-image and social media influence.

H2: There is a significant correlation between social media and purchase behavior.

H3: There is a significant correlation between environmental concern and purchase behavior.

H4: There are significant differences among various age groups and purchase behavior.

3. Methodology

This study uses a quantitative research approach to investigate the variables influencing female consumers' cosmetic purchase decisions in Oman. Based on the literature discussed above, the purpose of the study was to find trends and connections between different variables. The population sample for this study consists of female buyers in Oman who purchase various cosmetic items. This consists of people from a variety of demographics, including housewives, professional ladies, and young students, both foreigners and locals.

A convenience sampling method is used for this study which is a non-probability sampling approach. This strategy was chosen because it was possible to contact a big and varied set of respondents in a short period of time. Convenience sampling selects people who are readily available and are willing to participate thus allowing rapid data collection. Though convenience sampling offers benefits in terms of time and resource constraints, there maybe a potential for selection bias as the sample may not present a broader population of female consumers in Oman. The data for this study were gathered through an online survey. The survey was sent to 120 people and 100 complete responses were received. The survey was distributed to female customers in several Oman governorates via a variety of channels, including social media, email, and WhatsApp groups. The survey was easily accessible to a wide range of people due to its online format, including housewives, professional women, and young students.

To maintain the integrity of the research process and safeguard the rights of participants, the researchers first gave an ethical clearance form to the research center of the institute for its approval. By anonymizing the responses and making sure that no personally identifiable information was used in the data analysis or reporting, confidentiality was maintained. All the respondents gave their informed consent after being made aware of the study's objectives, the fact that participation was voluntary, information was collected for research purpose, and their freedom to discontinue participation at any moment if they wish to.

Data was collected with the help of a structured questionnaire. Demographic data was collected along with knowing the product preferences, price sensitivity, spending patterns, frequency of purchase, purchase channel (online or in-store). Data was also collected to see if any correlation existed between consumer purchase behavior and the influence of social media as well as the environmental concerns. The questionnaire was shared with academicians and subject experts to thoroughly review and give suggestions according to which statements deemed unfit or erroneous were either modified or discarded for content validity. To test the reliability of the questionnaire, Cronbach Alpha was calculated which was above 0.78 for all the instrument constructs which is acceptable (Nunnally & Bernstein, 1994). Thus, the questionnaire is reliable. The survey data was examined using SPSS software, a statistical analysis program that is often employed to handle large datasets and perform a range of statistical tests.

Although researchers put in their maximum efforts for this study, all researches have some limitations and this study is no exception. Time restrictions may impact the generalizability of the results as the sample size was smaller than initially planned. Furthermore, the study uses self-reported data, which is subject to bias since people may forget things or provide socially acceptable responses. Although it only focuses on a few factors, such as age, social media, environmental concerns, price, safety and celebrity endorsements, other things like income, education, and product quality might also influence people's decisions to buy which can be suggested for research in the future. Despite these limitations, the study certainly offers insightful information about the purchasing patterns of females who purchase cosmetics in Oman.

4. Result and Discussion

4.1 Result

Descriptive Statistics

Descriptive statistics were used to summarize survey responses and detect data trends. Following table 1 gives information about the respondents' overall behaviors for their self-image, environmental concerns, and social media influence.

Table 1: Descriptive Statistics

Factors	N	Mean
Self-Image	100	3.38
Environmental Concerns	100	3.39
Social Media	100	2.82
Purchase Behavior	100	3.15

The mean values of self-image (3.38) on a Likert scale of 1 to 5 suggests that social media allows them to express and strengthen their self-image; environmental concerns (3.39) indicates a strong interest in sustainable practices although perspectives on how environmental problems influence shopping decisions differed; purchase behavior (3.15) indicates that respondents have a flexible and moderate purchasing strategy. They choose to make decisions that are flexible and responsive to their current requirements or circumstances rather than being greatly influenced by routines or regular behaviors. Also, for social media the average score was 2.82 on a scale of 1-5 Likert scale indicating a neutral to slightly positive reaction and a modest amount of influence of social media. Other data regarding factors like spending habits, mode of purchase, pricing, preferences are discussed in the next section of this paper.

Further the influence of online media on purchase behavior across different age groups was also observed and the following table 2 shows the results.

Table 2: Influence of Online Media on Purchase Behavior by Age Group

Age	N	Mean	Std. Deviation	Std. Error
Buying Pattern				
18-24 years	65	3.28	1.15	.14
24-34 years	19	2.95	1.03	.24
34-44 years	11	2.28	1.17	.35
44 and above	5	3.00	1.00	.45
Total	100	3.15	3.15	.11

The above results show that younger female consumers (18-24 years old) were more likely to respond to commercials, promotions, and digital marketing. This age group got the highest average score (3.28), showing greater involvement with online platforms, social media, and digital marketing methods than older age groups. The older age groups, specifically those aged 24-44 and 44+, had lower mean values (2.95, 2.82 and 3.00, respectively), indicating that they were less sensitive to digital marketing methods, social media, and online advertising. The overall mean for purchase behavior across all age groups is 3.15 (SD = 1.12), showing that people have a modest amount of influence of online media on purchase behavior of cosmetic products.

Hypotheses Testing

H1: There is a significant correlation between self-image and social media influence.

Correlation analysis was used to test hypothesis 1. Following table 3 show the results:

Table 3: Correlations for Self-image and Social Media

	Self-image	Social media
Self-image		
Pearson Correlation	1.000	.167
Sig. (2-tailed)		.098
N	100	100
Social media		
Pearson Correlation	.167	1.000
Sig. (2-tailed)	.098	
N	100	100

There is a weakly positive association ($r = 0.167$) between social media and self-image. This implies that as one's self-image improves, social behavior or interactions may slightly rise, but the relationship is weak. Social media has a small impact on how women in Oman who buy cosmetics view themselves. However, this correlation is not statistically significant, as indicated by the p-value of 0.098, which is higher than 0.05. As a result, **H1 is rejected**, indicating that there is no significant relationship between self-image and social media in this dataset.

H2: There is a significant correlation between social media and purchase behavior.

Correlation analysis was used to test hypothesis 2. Following table 4 shows the result:

Table 4: Correlations for Social Media and Purchase Behavior

	Social media	Purchase Behavior
Social media		
Pearson Correlation	1.000	.014
Sig. (2-tailed)		.854
N	100	100
Purchase Behavior		
Pearson Correlation	.014	1.000
Sig. (2-tailed)	.854	
N	100	100

There is a very weak positive association ($r = 0.014$) between social media and purchase behavior, rather no association. Social media has a small impact on how women in Oman who buy cosmetics view themselves. This suggests that as social media use slightly increases, the buying pattern for cosmetics does not get affected or very negligible affect might be there. The p-value for the correlation is 0.854, which is much greater than the significant level of 0.05. As a result, **H2 is rejected**, indicating that there is no significant relationship between social media and purchase behavior in this dataset.

H3: There is a significant correlation between environmental concern and purchase behavior.

Correlation analysis was used to test hypothesis 3 as shown in the following table 5:

Table 5: Correlations for Environmental Concern and Purchase Behavior

	Environmental Concern	Purchase Behavior
Environmental Concern		
Pearson Correlation	1.000	-.028
Sig. (2-tailed)		.781
N	100	100
Purchase Behavior		
Pearson Correlation	-.028	1.000
Sig. (2-tailed)	.781	

N	100	100
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The correlation between environmental concern and buying pattern is -0.028, which indicates a very weak negative relationship. This suggests that as environmental concern slightly increases, the buying pattern for cosmetics slightly decreases, but this relationship is practically negligible. The p-value for the correlation is 0.781, which is much greater than the significant level of 0.05. As a result, **H3 is rejected**, indicating that there is no significant relationship between environmental concern and purchase behavior in this dataset.

H4: There are significant differences among various age groups and purchase behavior.

After conducting an ANOVA test to analyze the relationship between age groups and purchase behavior, the findings reveal that the Sum of Squares Between Groups is 3.15, with a Mean Square Between Groups of 1.05, an F-value of 0.83, and a p-value of 0.481. The p-value is more than 0.05, which suggests there is no statistically significant variation in purchase behavior between different age groups (Table 6). In other words, age has no substantial impact on cosmetic purchase trends in our sample. Thus, **H4 is rejected**.

Table 6: ANOVA Test

	Sum of Squares	df	Mean Square	F	Significance
Buying Pattern					
Between Groups	3.15	3	1.05	.83	.481
Within Groups	121.60	96	1.27		
Total	124.75	99			

Following table 7 summarizes the outcome of the hypotheses testing:

Table 7: Hypotheses Results

No.	Hypotheses	Results
H1	There is a significant correlation between self-image and social media influence.	Rejected
H2	There is a significant correlation between social media and purchase behavior.	Rejected
H3	There is a significant correlation between environmental concern and purchase behavior.	Rejected
H4	There are significant differences among various age groups and purchase behavior.	Rejected

4.2 Discussion

The goal of this research was to determine what factors influence women's purchase decisions in Oman's cosmetics sector. For the variables social media, environmental concerns and different age groups, hypotheses results showed that these factors are not significantly related to the purchase behavior. A study done among Emirates women also indicated that age was not a significant predictor for purchase behavior of cosmetic products (Ali, Saad, Ahmed & El Haj, 2015). Even there was no significant correlation between self-image and social media influence in our study. Hermanda, Sumarwan & Tinaprillia (2019) found in their study that there is a negative significant influence of social media influencers and self-concept towards purchase intention. Vely (2024) also concluded in his study that social media might be a good tool to bring about visibility, but not so efficient for purchase. Interestingly, price was a key consideration for most respondents, with many expressing that they would switch items if a competitor provided a similar item at more affordable price. A study conducted in South Africa also concluded that only perceived price and attitude influenced the purchase intention, and other variables like product availability, environmental concerns needed a mediating variable (attitude) to influence the purchase intention (Mahowa, 2021). This demonstrates the practicality of female customers in Oman, who are concerned about getting the most value for their money, regardless of age. Younger female customers in Oman are more impacted

by digital advertising and promotions, actively engage with social media, and are more likely to base their purchasing decisions on online marketing which is in line with a study done by Sim & Lee (2021). Even a study done by Tiggemann & Slater in 2013 concluded that internet is a strong socio-cultural medium of relevance for youngsters. Older clients, on the other hand, are less likely to respond to ads or promotions provided through digital platforms. This is particularly relevant for marketers that target certain age groups, since they may need to adjust their strategies to appeal to younger consumers who are more digitally engaged.

In terms of spending habits, most women in Oman spend less than 20 Omani Rials on cosmetics each month, with just a few exceptions who spend more than 100. This shows that, while cosmetics are an essential aspect of personal care, most Omani consumers manage their beauty spending within a reasonable range. The results also indicated that while there is an increased knowledge of sustainable behaviors, some respondents were more environmentally sensitive than others though not significant. This possibly suggests that demand for environmentally friendly and sustainable products is increasing among some groups of the population, indicating a trend towards more responsible consumer behavior but awareness is required. Interestingly, for the influence of social media, including celebrities and influencers, it discovered that it had no relation with the purchase behavior for the female consumer's in Oman. Despite the global popularity of social media influencers, the ladies in this survey appeared to value practicality over trends or word-of-mouth endorsements. This shows that Oman consumers prioritize product performance and personal preferences above being swayed by influencers or celebrities advertising beauty items.

It was also found that many female customers in Oman choose skincare products, mostly for self-care and to fit their specific skin types. This demonstrates a significant emphasis on health and wellbeing, with many women looking for items that enhance skin health rather than cosmetics for aesthetic reasons. Furthermore, while most respondents prefer to buy things in-store, many often purchase online. This dual preference implies that while customers love the ease and variety of online buying, they still value the in-person shopping experience for characteristics such as product testing, swift availability, and customer service. Interestingly, the respondents were not extremely brand-focused. While brand name is significant, variables such as product quality, affordability, and appropriateness to personal requirements were prioritized. Local and foreign items were treated equally, as long as they matched the consumers' quality requirements. This demonstrates that Oman's consumers choose items that meet their individual demands over brand loyalty.

Several studies support the conclusions of this study, demonstrating its robustness and usefulness in analyzing consumer behavior in the Middle East. One notable example is the study conducted by Mohammed *et al.* (2023) that discovered that cosmetic use in the region is frequently driven by individual preferences and specific needs rather than external influences. Our study shows that women in Oman are more influenced by practical considerations (such as product performance and price) than viral trends promoted by influencers and celebrities and thus corroborates with the previous research.

5. Conclusion

Based on the results of our study, we can conclude that female consumers in Oman are highly practical. Social media influence, environmental concerns and age factor did not emerge as the main factors influencing the purchase behavior of females living in Oman. While social media and brand name may play a role, they do not dominate purchase decisions. Although, there is a noticeable trend toward sustainability and self-care, with a growing awareness of eco-conscious products but not so significant. The findings underline how complex and varied the consumer behavior is, and how marketers and cosmetic manufacturers need to take a comprehensive approach that takes note of both individual preferences and current market conditions. However, the results from the survey responses also indicated that product attributes including skin suitability, price, and safety are more likely to have an influence on buying decisions than social media influence, or environmental concerns.

The study contributes to the academic literature on consumer behavior in Oman's cosmetics industry and provides important implications for brands looking to improve their market strategies. It is evident that while social media and celebrity endorsements have a certain influence, their effect is not as significant as previously assumed. Brands looking to succeed in Oman should consider emphasizing the practical aspects of their products, such as efficacy, affordability, and ethical production practices, while also recognizing that the younger, tech-savvy demographic

is still influenced by digital marketing compared to their counterparts. This research supports the notion that consumers in Oman make informed decisions based on personal needs, rather than following viral trends promoted by influencers.

Personal care is an integral part of an economy and one of the largest consumer sector (Anute, Deshmukh, & Khandagale, 2015; Raj, Kumari & Kacharia, 2024). Based on the findings of this study, brands should concentrate on providing premium, reasonably priced cosmetics that address a range of skin types and issues, since Omani consumers place a high value on product attributes including skin compatibility and affordability. Brands shouldn't concentrate their marketing tactics only on age-based segmentation because age did not significantly influence purchase decisions in this study. Rather, reaching a wide audience with campaigns that highlight the advantages of the product and customization might prove more effective. Although some shoppers are concerned about environmental responsibility, it is not a major consideration when making purchases. However, it is recommended that cosmetic firms showcase their sustainability initiatives, particularly in packaging and ingredient sourcing, as a value-added feature. This can attract environmentally concerned customers while also differentiating the company in a competitive industry. Brands should keep using digital marketing platforms to interact with consumers, even when social media and influencers do not have much impact. Instead of depending only on celebrity endorsements, this involves utilizing influencers, but with an emphasis on those who share the local culture and values of Omani customers. Companies should be proactive about providing more individualized cosmetic choices that satisfy tastes and beauty standards.

Future research should increase the sample size and include a more varied population, considering demographic characteristics to capture a wider variety of purchase behavior. Results indicated that product attributes including skin suitability, price, and safety are more likely to influence purchase decisions that can be suggested for future studies to see their impact on the buying behavior of consumers. Further, researches can concentrate on the impact of local influencers, who may wield a bigger influence than famous celebrities in changing consumer behavior in niche markets. Longitudinal research would possibly detect long-term trends, such as how attitudes towards sustainability, price sensitivity, and digital marketing evolve.

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