

# Effects of Social Media on Purchase Intention for Cosmetic Products among Nigerian Undergraduate Students

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## ABSTRACT

Social media platforms such as Facebook, YouTube, and TikTok have become essential channels for cosmetic companies to promote their products and reach their target audience. Undergraduate Students, in particular, are active users of social media and are increasingly influenced by online content when making purchase decisions. Therefore, this study aims to investigate the effects of social media on purchase intention for cosmetic products among Nigerian undergraduate students. The specific objectives were to: 1) Examine the effect of Facebook on purchase intention for cosmetic products among Nigerian undergraduate students; 2) Ascertain the influence of YouTube on purchase intention for cosmetic products among Nigerian undergraduate students; and 3) Find out the effect of TikTok on purchase intention for cosmetic products among Nigerian undergraduate students. The descriptive research design was adopted for this study while the survey method was used to elicit primary data from the respondents by means of structured questionnaire. The target population of this study comprises 14,547 undergraduate students of the University of Nigeria, Enugu Campus who registered for the current session of 2023/2024. The sample size for the current study was 400. This study adopted both stratified and convenience sampling technique to choose respondents. The result of data analysis revealed the following findings in this study: 1) Facebook, YouTube and TikTok have significant and positive effect on purchase intention for cosmetic products among Nigerian undergraduate students. Based on the findings of this study it was recommended that cosmetic companies in Nigeria should intensify the use of Facebook to enhance patronage of their products; handle YouTube properly to influence the consumers to purchase their products; and intensify their use and presence on TikTok to enhance consumers intention to purchase their products.

**Keywords:** Social Media, Purchase Intention, Cosmetic Products, Undergraduate Students

## INTRODUCTION

The advent of social media has revolutionized the way consumers interact with brands and make purchasing decisions (Kaplan & Haenlein, 2010). Among the myriad of industries impacted by social media, the cosmetic industry stands out as a significant sector that has been transformed by the digital revolution (Kaur & Singh, 2020). Social media platforms such as Facebook, YouTube, and TikTok have become essential channels for cosmetic companies to reach their target audience, particularly among UNEC undergraduate students who are increasingly influenced by online content (Kim & Lee, 2015).

Studies have shown that social media usage has a significant impact on consumer behaviour, including purchase intention (Huang & Chen, 2017). Social media influencers, product reviews, and online advertising have become crucial factors that shape students' attitudes towards cosmetic products (Lee & Kim, 2018). However, the impact of social media on purchase intention for cosmetic products among Undergraduate

students remains a complex and multifaceted phenomenon that requires further investigation (Kaur & Singh, 2020).

The cosmetic industry has experienced significant growth in recent years, driven in part by the increasing influence of social media on consumer behavior. Social media platforms such as Facebook, YouTube, and TikTok have become essential channels for cosmetic companies to promote their products and reach their target audience. Undergraduate Students, in particular, are active users of social media and are increasingly influenced by online content when making purchase decisions.

Facebook, YouTube, and TikTok are among the most popular social media platforms used by students, and cosmetic companies are increasingly using these platforms to promote their products. However, the impact of these platforms on purchase intention among UNEC undergraduate students remains unclear.

The problem is further compounded by the fact that students are exposed to a vast amount of information on social media, making it challenging for cosmetic companies to capture their attention and influence their purchasing decisions. Moreover, the ever-changing nature of social media algorithms and consumer behavior adds complexity to understanding the effects of social media on purchase intention. Therefore, this study aims to investigate the effects of Facebook, YouTube, and TikTok on purchase intention for cosmetic products among UNEC undergraduate students.

By examining the role of social media in shaping students' attitudes and behaviors towards cosmetic products, this study seeks to provide insights into the strategic implications for cosmetic companies seeking to leverage social media to reach their target audience. This study, therefore, aims to explore the effects of social media on purchase intention for cosmetic products among UNEC undergraduate students.

The specific objectives include to: Examine the effect of Facebook on purchase intention for cosmetic products among Nigerian undergraduate students; ascertain the influence of YouTube on purchase intention for cosmetic products among Nigerian undergraduate students; and find out the effect of TikTok on purchase intention for cosmetic products among Nigerian undergraduate students.

## **REVIEW OF RELATED LITERATURE**

### **Overview of Social Media**

Social media is an evolution of the internet which was initially created as a channel or medium to exchange information between the users (Kietzmann, Hermkens, McCarthy, and Silvestre, 2011). Networking dates back to the 1980s with the name of Bulletin Board Systems (BBS). This BBS permitted the users the software and data that is shared and also allowed them to send messages from one individual to another (private) and messages that can be posted on public boards (Zarrella, 2009).

Social Media can be defined as online resources that people use to share content such as videos, photos, images, text, ideas, insight, and opinions (Janusz, 2019). Kaplan and Haenlein (2010) define social media as a group of internet-based applications that build on the ideological and technological foundations of web 2.0, which allows the creation and exchange of user-generated content. According to Acar and Polonsky (2017), social media sites allow users to participate in social media promoting the contribution and feedback from the users who are interested in participating while social media channels are open for comments no matter what the opinion. The conversation is the basis for developing a community and that is what social media channels provide, open communication.

The Associated Press (AP) Stylebook (2013) defines Social media as online tools that people use to connect with one another including social networks. Adibe, Odoemelam and Orji (2012) describe social media as online content created by people using highly accessible and scalable publishing technologies to disseminate information across geographical boundaries, providing interaction among people. Carr and Hayes (2015) define social media as internet-based channels that allow users to opportunistically interact and selectively

self-present, either in real-time or asynchronously, with both broad and narrow audiences to derive value from user-generated content and the perception of interaction with others.

Communication Expert Joseph Thornley (2008) defines social media as online communications in which individuals shift fluidly and flexibly between the role of audience and author. To do this, they use social software that enables anyone without knowledge of coding, to post comment on, share or mash up content and to form communities around shared interests. Simply put, social media is an umbrella term used to describe the various types of internet-based applications that lend themselves to content creation sharing, exchange, collaboration and social networking within a website.

Yang, Kim, and Dhalwani (2018) highlight the various forms of social media as collaborative projects (eg Wikipedia), blogs and microblogs (eg X), content communities (eg YouTube, Picasso), social networking sites (eg Facebook, MySpace), virtual game worlds (eg world of warcraft) and virtual social worlds (eg second life). The AP stylebook (2013) has a slightly different categorization of social media as: blogs, social networking sites, microblogging sites, wikis, content sharing sites, online forums, check-in services and all sorts of other sites. Singh and Sinha (2017) aver that irrespective of the categorizations, social media platforms like Facebook, X Instagram, YouTube, WhatsApp, MySpace, LinkedIn, and Vine have really become quite popular especially among the youth who utilize them to socialise, network, mobilise, for entertainment purposes amongst other uses.

Although social media platforms can be accessed via the web (e.g. desktop computers, and laptops) they are mainly accessed via mobile devices like cell phones, tablets, and iPods. According to Facebook's 3rd quarter (2015) report, over 70% percent of total Facebook active users access it through mobile devices. The numbers are growing for Facebook and it's from mobile. To bring it home, the same Facebook report reveals that 15 million Nigerians access the website via mobile devices monthly. In essence, the compatibility of social media with mobile internet is a key advantage which dovetails neatly with the ever-mobile lifestyle of the youth and working-class adults.

Social network sites can be attractive channels for various activities, as they are organized around people and their relationships and they allow people of various interests to engage in some form of social interaction via comments and sharing (Ridings, Gefen, and Arinze, 2018). Through such communication, people voluntarily display their preferences and potentially influence their personal or brand awareness and image. Hence, members on social network sites can create and disseminate brand-related information to their social networks composed of friends and other acquaintances (Ridings, et al, 2018).

On social network sites, consumers are given the power to filter, choose, and exchange information with one another or with the company (Deighton, Henderson, & Neslin, 2017). As a result of this participatory media, the audience is not simply a receiver of media content but also a simultaneous creator of content. Consumers have as much power as the advertiser in determining the message and the cultural meaning of the brand (Deighton, et al, 2017).

Social media has made life easier as organizations, groups, individuals, and entrepreneurs can improve their products with the help of comments people but at the same time, people can destroy the good will of the company's products (goods and services) to boost their rival's products (goods and services) through bad review (Papasolomou & Melanthiou, 2018). Evans (2019) avers that social media plays another important role by bringing innovation to businesses and products. The use of social media gives new thoughts and ideas to discover new horizons of products through new technologies and other experiments according to their target audience or stakeholders' demands.

Social media has many key characteristics that make it valuable to businesses, individuals and groups, and further differentiate it from traditional media. The interactive nature of social media is a key characteristic that distinguishes it from the traditional mass media or web 1.0 internet. Anyone could post content online and get feedback or contributions from other members and vice versa. The interactive nature of social media has basically "democratized" the internet (Ellison, 2017). According to Casteleyn, Mottart and Rutten (2019),

social media is accessible to virtually everyone with a cellphone and internet connection nowadays. They are not bound by location or time as some of the mass media are.

The coverage of social media is quite enormous and far wider than conventional mass media as the internet is available on a global scale. Information posted on the internet will travel further than it will on national TV or newspapers. Social media platforms lend themselves to great adaptability with many of their inbuilt features e.g. the “Retweet” function in Twitter now “X”, attachment of photos, short videos to tweets and Facebook posts, links and “favouriting” of tweets. All those features aid the diffusion of information on social media (Gao, Luo, & Zhang, 2021).

Using social media to broadcast messages is far cheaper than doing the same via conventional mass media. Setting up an account is basically free on social media and many users can afford to buy data bundles which are getting cheaper due to competition among the internet service providers. This is perhaps the most key characteristic of social media. Although social media is accessible from the web, the majority of users access it via mobile internet mainly through their cellphones (LaDuque, 2017).

Social media has changed every aspect of our lives dramatically. In fact, it has become "the method of statement in the 21st century, enabling us to express our belief, ideas and manner in an absolutely new way". Beyond changing our way of conducting social life, social media provides a world of marketing with unprecedented opportunities and "also have a huge impact on corporation, where they have to realize that without a correct plan and social media strategy they have no chance to stand out in the rapidly changing digital freedom" (Saravanakumar and SuganthaLakshmi, 20012: 44).

Social Media marketing, thus, has become increasingly a priority without taking into consideration marketing cannot realize its objectives. Social media especially is promising for small businesses because increases their competitive edge. This new rewarding type of marketing, social media marketing, can be easily defined as "a term used to describe the process of boosting website traffic, or brand awareness, through the use of social media networking sites...most social media marketing programs usually revolve around creating unique content that attracts attention and encourages the viewer to share it with their friends and contacts on social networks. Your business message spreads from one user to another and impacts the user more strongly because it appears to originate from a trusted source, as opposed to the brand, business or company itself" (2014:2).

As is apparent from the above citation the key element of social media marketing involves users of social networks. If users/readers come across the right and relevant content the likelihood of sharing it with other people in their social networks increases. So if a marketing body succeeds in making social media users share its promotional content with people in their network that means that it has gained support from a trusted source and possibly will be regarded highly by the recipient. Clearly, promotional content shared by a close friend has much more impact than content directed from the part of a marketing party. The impact of content shared by social network members is high due to the fact they are originally kind of a "word of mouth" circulating in the online environment.

## **Social Media Platforms**

### **Facebook as a Social Media Platform**

Facebook is a social networking site that was created by Mark Zuckerberg in 2004 while he was a student at Harvard University. It was initially restricted to Harvard students only but was later extended to include other Universities/Colleges and then later high schools in the U.S. (Sivadas, Grewal, & Kellaris, 2018). The popularity of Facebook became worldwide and it was eventually opened up to anyone with an email address to join and create a profile. Facebook has grown at an astronomical rate from its humble beginning as a Harvard campus networking site to a global internet giant boasting a whopping 1.5 billion active users, making it the biggest social networking site in the world. To put it in other words, if Facebook were a country it would be the most populous country in the world (Yang, et al, 2018).



Facebook thus, functions as an online application to see and to be seen: producing and consuming at the same time (Palmer & Koenig-Lewis, 2019). Facebook connects individuals or organizations with their customers or the public by allowing them to see each other's profile pages and by adding their activities to one another's news feeds.

Facebook is the most preferred social network among social media tools as it has more users than any other social network and it is used throughout the world (Ridings, Gefen, & Arinze, 2018). Facebook is not only aimed towards end users but also provides useful tools to organizations, such as groups and pages, advertising, improving customer relationships, and announcing campaigns. Facebook pages are especially effective in communicating with customers directly (Shankar & Malthouse, 2017).

Facebook communities where users are members are the most relevant for marketers, through these communities, marketers are able to identify consumer tastes and likes, which is essential in helping to create market segmentation targeting and positioning strategies (Acar & Polonsky, 2017). Marketers can gain valuable information from community members' profiles and from the news feed statements that users post on their walls and pages; this information can then be used for direct marketing purposes (Casteleyn, Mottart, & Rutten, 2019).

Studies have investigated the link between the interaction component of marketing using social networks and the subsequent purchase of products and services. Shankar and Malthouse (2007) found that some relationships reported that marketing firms are increasingly looking to the conversations occurring online to customize their interactions with the customer. Sivadas, Grewal and Killaris (1998) for example, identified a link between online music newsgroup readership and the consumption of music-related products and services such as concerts and recorded music.

Facebook is one of the largest social media platforms, with a broad user base, making it highly relevant in elections. Stier and Bleier (2018) aver that political campaigns use Facebook to reach and engage with voters through targeted advertising, posts, and live streams. Facebook is a key platform for political advertising, allowing campaigns to micro-target specific demographics. Candidates and political parties use Facebook to disseminate campaign materials, share policy positions, and provide updates on campaign activities. Political candidates create Facebook groups and pages to build communities, engage with supporters, and mobilize volunteers (Stier & Bleier, 2018). We hereby hypothesize thus:

Facebook does not have significant effect on purchase intention for cosmetic products among UNEC undergraduate students.

## **YouTube**

As the Internet continues to grow and advance, YouTube is one of many social media tools that organizations or a business can explore and maximise the potential of it. YouTube is a video broadcasting channel, where millions of videos are being hosted and viewed by 400 million people worldwide who are actively seeking information (Shipley, 2017).

To prove that the viral effect of social media tools is effective, a musician, Dave Carroll took his revenge and composed a song titled, 'United Breaks Guitars' and posted it on YouTube after his guitar was damaged on a United Airlines flight. The video clip has a country feel and actors are posing as baggage handlers and tossing guitar cases around the airport tarmac while Carroll strums his guitar. To date, the video has almost 8.8 million viewers and still counting. With that video, Carroll's music career has taken off and United liked the video so much that it is being used internally to train their staff and ensure that the customers will receive better service (Carroll, 2019).

A report by Burson-Marsteller (2017), based on per video channel, is able to attract 38,958 viewers. These viewers stay connected with the company via YouTube. This leads to an average of 452 subscribers per channel; in addition, 54% of the channels are boasting comments from viewers (Burson-Marsteller, 2017).

Every organization has the capacity to produce videos, and one other way to promote an organization is the use of testimonial videos from the customers. For example, a public relations department of a hotel can promote the hotel using a testimonial video during the check-in process, the customer can be informed that a short 5-minute video of them could earn them some incentive, such as a complimentary drink, a meal or a pair of tickets to an in-house entertainment (Burson-Marsteller, 2017). Since reviews are vital in attracting customers to a specific hotel, these videos have the potential to entice a potential customer to make a reservation at the hotel, instead of their competition or similar. With that said, the perception of a hotel brand is more often influenced by experience than by-products. We therefore hypothesize thus:

YouTube does not significantly influence purchase intention for cosmetic products among UNEC undergraduate students.

## **TikTok**

TikTok is a social media platform that has rapidly gained popularity, particularly among younger generations, for its short-form video content and creative, engaging nature. Launched in 2016, TikTok has become a global phenomenon. TikTok's primary feature is the creation and sharing of short videos, typically ranging from 15 to 60 seconds. These videos can be accompanied by music, sound effects, or voiceovers (Skovdal & Qureshi, 2021).

TikTok is significant in several ways. According to Marwick and Lewis (2017), TikTok allows users to select music tracks and integrate them into their videos. This has made TikTok a hub for viral music trends and challenges. TikTok thrives on user-generated content, encouraging users to get creative with various video effects, filters, and editing tools. Users can create "duet" videos alongside another video or provide reactions, fostering interaction and collaboration. TikTok's algorithm-driven FYP is a personalized feed that suggests content based on a user's interaction, leading to a continuous stream of engaging videos (Zhu, Zhang, Xu, Zhang, Chen, & Fan, 2020).

TikTok challenges and trends often go viral, with users participating and creating their own versions of popular challenges. TikTok offers a live streaming feature, enabling users to interact with their audience in real-time. TikTok allows users to follow and interact with content creators, fostering a sense of community (Kaur, 2020).

TikTok has over a billion monthly active users worldwide. It is particularly popular among teenagers and young adults, but its user base includes a diverse range of demographics. TikTok has influenced music, fashion, and pop culture, giving rise to internet sensations and impacting entertainment trends. It has become a hub for content creators, influencers, and brands to reach a broad audience (Marwick & Lewis, 2017). The following null hypothesis ensue:

TikTok does not significantly affect purchase intention for cosmetic products among UNEC undergraduate students.

## **Empirical Review**

Richard and Guppy (2014), investigated the influence of Facebook on consumer purchase intention. Regression analysis conducted on the results from a survey of 215 Facebook users suggests that the use of Facebook's like button, location based check-in service and the share button applications positively influence consumers purchase intention. Posting comments on Facebook shows no significant effect on purchase intention. Consequently, marketers should plan to add activities on their Facebook page to help create brand, product or service awareness and stimulate sales. Shopping through Facebook may well be a key channel of the future.

Ines, Torben, Sven, lucas, Maximilian, Raphael, and Efthymios, (2015) analysed the threat of social media to the corporate reputation that can be damaged by three different actors: the customer, the employee and the corporation itself. After reviewing the literature about the impact of each of these actors and assess the findings

by means of real-life cases. Based on the findings, social media reputation threats are discussed in light of corporate response strategies. The results indicate that organizations need to develop a portfolio of response strategies with several approaches specifically relating to each of the three actors of reputation damage; the best policy of businesses to successfully manage their reputation is to create an organization capable of managing the risks to corporate reputation arising from employees and the corporation it. These real-life cases indicate a lack of organizational knowledge on how to effectively manage social media risks, highlighting the need for businesses to update their knowledge on using the social media as part of their marketing toolbox. Finally the various response strategies are classified according to the source of the reputation threat.

Chukwu and Ifediora (2014) examined the impact of social media networks on consumers' patronage of products. It was premised on the proliferating notion of online retail businesses in Nigeria particularly through the use of many social media like Facebook, Twitter, YouTube, Google Stores, Likedlin, etc despite the nefarious atrocities of internet fraudsters. Among the most notable retail companies that engage in such online businesses in Nigeria are Jumia and Konga Nigeria Ltd, upon which this study was carried out as well as on the consumers who patronize the companies both in Enugu and in Lagos state. Two objectives were sought; to determine the perception of the consumers toward online shopping and to determine the extent to which the consumers patronize the online retailers. To achieve these objectives, a cross sectional survey research design was adopted with questionnaire being the data collection instrument. The data collected were analysed and presented in tables. The hypotheses were tested using ANOVA and Chi-square statistical tools at 5% level of significance and specified degrees of freedom. Among others, the findings revealed that there is a significant difference in the perceptions of the entire consumers and that consumers patronize online retailers very significantly. The study concluded that consumers would continue patronizing online retailers at a crescendo despite their varying perception of internet usage.

Antje, (2011) examined the role of social media in corporate reputation. In more detail, the study focused on the question if the participation of companies in social media affects their reputation. Nokia served as the case company to examine this objective. The study was divided into three research problem areas: (1) the study aimed at finding out what potential social media users were influenced by the reputational activities of companies in social media, and who participated in Nokia's social media activities; (2) the study examined if social media users were potentially aware of the participation and reputational activities of companies in social media in general, and of Nokia's social media participation in particular; and (3) the study observed if the participation of companies in social media positively or negatively influenced their corporate reputation in general and Nokia's in particular.

Vlachvei and Notta, (2015) examined Greek food manufacturing firms' social media efforts evidence from Facebook. Their results show that Greek food manufacturing firms that are involved with social media, adopted successfully new trends which give efforts into providing rich information through Facebook and actively responding to consumers messages.

Oluseye and Kehinde, (2013) examined social networking and business performance in selected entrepreneurs in ota, Nigeria. The study used survey research method with structured questionnaires that was distributed among the sampled respondents. The findings of the study revealed that Facebook and twitter was the mostly visited social network by the entrepreneurs for business purposes. The result further revealed that electronic social network has significant effect on sales turnovers. Physical social network such as trade associations was also found having a significant effect on business efficiency.

## **METHODOLOGY**

The descriptive research design was adopted for this study. To effectively achieve this, the survey method was used to elicit data from the respondents. This study was carried out in the University of Nigeria, Enugu Campus, Enugu State, Nigeria. The target population of this study comprises all the undergraduate students of the Enugu Campus of the university who registered for the current session of 2023/2024. It is 14,547 students as given by the registry department of the university. The sample size for the study is 400 which was determined using the Taro Yamane formula. This study initially adopted the proportionality formula to

distribute the sample among the five faculties based on their population as shown in table 3.3 below. Thereafter, the convenience sampling technique was used to choose specific respondents.

Table 3.1: Allocation of sample size among the states in the study

S/No	FACULTY	POPULATION	SAMPLE ALLOCATED
1	Basic Medical Sciences	2,060	57
2	Business Administration	2,673	73
3	Environmental Studies	1,439	40
4	Health Sciences & Tech	6,459	177
5	Law	1,916	53
	<b>TOTAL</b>	<b>14,547</b>	<b>400</b>

Source: Author's Computation (2024)

In this study, the questionnaire was used to collect data from the respondents. For surveys involving wide coverage variables such as this, close-ended questionnaires are easier to answer in less time and aids statistical analysis much better than open-ended questions. A 5-point Likert scale that ranges from strongly disagree to strongly agree was designed to enable respondents to indicate the extent to which they agree/disagree with each statement or item concerning the variables in this study. The questionnaire were administered to the respondents by means of direct administration by the researchers and google form circulated online through various WhatsApp groups.

The data collected in this study were presented and analyzed for better understanding and for drawing valid conclusions. The Statistical Package for Social Sciences (SPSS) version 22 was used. Multiple regression was applied to test the hypotheses at 0.05 level of significance.

## DATA ANALYSIS AND RESULTS

The Three (3) hypotheses formulated to guide this study were tested using the multiple regression statistics at a 5% level of significance.

Model Summary						
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
1		.536 <sup>a</sup>	.287	.282	.49270	
a. Predictors: (Constant), TIKTOK, FACEBOOK, YOUTUBE						
ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.698	3	12.899	53.138	.000 <sup>b</sup>
	Residual	96.129	396	.243		
	Total	134.827	399			
a. Dependent Variable: PURCH_INTENT						
b. Predictors: (Constant), TIKTOK, FACEBOOK, YOUTUBE						



The model summary of this test indicates that there is a high and positive correlation between social media and purchase intention ( $R = 0.536$ ). Also, the  $R^2 = 0.287$  indicates that 28.7% variation in the dependent variable (purchase intention) was explained by the independent variable (social media). The ANOVA result which shows that  $F=53.138$ ;  $P=0.000<0.05$  indicates that on the aggregate, social media platforms (Facebook, YouTube and TikTok) are statistically significant predictors of purchase intention.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.599	.202		7.900	.000
	FACEBOOK	.252	.040	.287	6.381	.000
	YOUTUBE	.090	.042	.100	2.135	.033
	TIKTOK	.270	.041	.316	6.599	.000
a. Dependent Variable: PURCH_INTENT						

**Hypothesis One: Facebook does not have significant effect on purchase intention for cosmetic products among Nigerian undergraduate students.**

The unstandardized coefficient,  $\beta=0.252$ ;  $t=6.381$ ;  $p=0.000<0.05$ ) implies that Facebook is a statistically significant predictor of purchase intention. Therefore, we reject the null hypothesis, which states that “Facebook does not have significant effect on purchase intention for cosmetic products among Nigerian undergraduate students.” Hence, Facebook activities of cosmetic products significantly affect consumers purchase intention for them.

**Hypothesis Two: YouTube does not significantly influence purchase intention for cosmetic products among Nigerian undergraduate students.**

The unstandardized coefficient,  $\beta=0.090$ ;  $t=2.135$ ;  $p=0.033<0.05$ ) implies that YouTube is a statistically significant predictor of purchase intention. Therefore, we reject the null hypothesis, which states that “YouTube does not significantly influence purchase intention for cosmetic products among Nigerian undergraduate students.” Hence, YouTube activities of cosmetic products significantly affect consumers purchase intention for them.

**Hypothesis Three: TikTok does not significantly affect purchase intention for cosmetic products among Nigerian undergraduate students.**

The unstandardized coefficient,  $\beta=0.270$ ;  $t=6.599$ ;  $p=0.000<0.05$ ) implies that TikTok is a statistically significant predictor of purchase intention. Therefore, we reject the null hypothesis, which states that “TikTok does not significantly affect purchase intention for cosmetic products among Nigerian undergraduate students” Hence, TikTok activities of cosmetic products significantly affect consumers purchase intention for them.

## CONCLUSION AND RECOMMENDATIONS

Based on the findings of the study, we conclude that social media (Facebook, YouTube and TikTok) individually and collectively had a significant positive effect on purchase intention for cosmetic products among Nigerian undergraduate students

Based on the findings and conclusions of this study, the following are recommended:

1. Cosmetic companies in Nigeria should intensify the use of Facebook to enhance patronage of their products.
2. Cosmetic companies should handle YouTube properly to influence the consumers to purchase their products.
3. Cosmetics companies in Nigeria should intensify their use and presence on TikTok to enhance consumers intention to purchase their products.

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