

## **Abstract**

Social media has become an inescapable medium in people's lives nowadays, and has a pervasive impact on them. Due to the characteristics of these networks, such as their interactivity, creativity, virality, content sharing, and community building abilities, various new opportunities have opened up for brands to promote their products and services, which is a part of social media marketing. Additionally, channels such as Instagram, Facebook, and Twitter make it easier for companies to meet their target audiences, and acquire new customers. Furthermore, numerous businesses collaborate with influencers, in order to advertise their products through these creators, who tend to have a large follower base, and are perceived as trustworthy by their followers. Additionally, social media opens up new ways for consumers to gather information about certain products they would like to purchase, as many users participate in giving online reviews, influencing consumer opinions. The cosmetics industry has evolved into an enormous market and is widely represented on social media platforms.

This research investigates the impact of social media on customers' purchasing intention in the cosmetics industry, with a focus on influencer marketing and online reviews. Furthermore, this study aims to ascertain, which of the two constructs, influencer marketing or online reviews, has a greater influence on the buying behavior. In order to explore these effects, the researcher has chosen a quantitative method and has conducted a survey. The questionnaire reached a total of one hundred twenty-six participants, acquired by convenience sampling, who answered questions about their personal connection to social media, influencer marketing, online reviews, as well as their purchasing decisions. The hypotheses were analysed by performing a Spearman Correlation and an analysis of variance on the empirical data derived from the survey. The obtained results show that social media influencer marketing and online reviews have a significant impact on the participants' buying behavior. The findings also revealed that online reviews have a greater influence on the purchasing decision, than influencer marketing. All of these results are related to cosmetic products.