

BEAUTY TRENDS PRODUCTS: SIGNIFICANCE OF PURCHASING BEHAVIOR

ABSTRACT

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This study aimed to explore the key factors that influence the purchasing behavior of beauty products among senior high school students, with a particular emphasis on the impact of trending products. In the contemporary digital landscape, beauty standards are increasingly shaped by social media, which serves as a powerful tool in driving consumer interest and shaping individual preferences. The research focuses on Accountancy, Business, and Management (ABM) students at Bestlink College of the Philippines – Bulacan Campus, examining how social media exposure and peer pressure affect their buying decisions. Additionally, The study sought to identify gaps in product literacy and assess the effectiveness of current consumer awareness. Ultimately, it aims to propose strategies that promote safer, more informed, and sustainable purchasing behaviors among the youth. This study used purposive sampling to select 30 senior high school students from the Accountancy, Business, and Management (ABM) strand as respondents. Data collection was conducted through a structured survey questionnaire, designed to obtain both demographic information and detailed insights into the students' consumer behavior, specifically related to the purchasing of beauty products. The questionnaire centered on four critical themes: the influence of counterfeit beauty products, the tendency toward panic purchasing, the impact of pricing on buying decisions, and the role of peer pressure and social exclusion in shaping consumer preferences. These focus areas were selected to comprehensively assess the various social and psychological factors that drive beauty product consumption among students. The findings revealed that ABM learners generally agree on several key factors influencing their purchasing behavior of beauty products. A weighted mean of 3.67 indicates that students believe social media platforms should play a more proactive role in regulating and preventing the sale of counterfeit products. An even higher weighted mean of 3.90 underscores the perception that a lack of consumer knowledge significantly contributes to the purchase of fake products, often leaving students vulnerable to misleading marketing tactics. Moreover, a weighted mean of 3.43 reflects the students' agreement on the importance of developing budgeting skills to support more sustainable and responsible consumer behavior. In light of these results, the study recommends enhancing awareness campaigns about counterfeit products, introducing purchase limits to discourage impulsive buying, and promoting financial literacy education. These strategies aim to improve product safety, reduce instances of panic buying, strengthen financial decision-making, and foster a more informed and socially responsible youth consumer culture. This study seeks to explore the impact of social media influence and peer pressure on the purchasing decisions of students, particularly in the context of beauty product consumption. The evidence indicates that ABM learners are often driven to make purchases not out of necessity, but as a response to prevailing digital beauty trends and peer expectations. This consumer behavior places students at risk of purchasing counterfeit or unsafe products, often without fully understanding the long-term health, financial, or social implications of their decisions. A lack of product awareness and critical evaluation contributes to impulsive buying driven by image conformity. To mitigate these risks, The findings underscore the importance of educational interventions aimed at improving product literacy, developing budgeting and financial management skills, and fostering critical thinking in evaluating online content. Such strategies can significantly enhance students' ability to make informed, safe, and sustainable purchasing choices in an increasingly digital consumer landscape.

RECOMMENDED CITATION

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