

ABSTRACT

The marketing landscape has changed dramatically in the modern digital era, largely due to the widespread use of social media platforms. In addition to changing marketing tactics, these platforms have ushered in a new period of consumer decision-making in which influencers are extremely powerful. Because of their widespread influence and accessibility, these influencers have a significant role in influencing customers' preferences and decisions. With a focus on beauty items offered by L'Oréal Paris, this study aims to examine and identify the influence of social media marketing on the purchase intention of beauty products (L'Oréal Paris) among international students in Australia. In addition, this study also proposes influencers as a moderating variable on the influence of social media marketing on the purchase intention of beauty products. This research using The Theory of Reason Action (TRA) as the grand theory. TRA could predict behaviour by considering people's attitude and social pressure which is aligned the purposive of this research.

This study was conducted using a quantitative approach through a survey method of international students in Australia and analysed with moderated regression analysis. A sample of 100 respondents was used and selected through purposive sampling technique. Hayes' PROCESSv4.1 was used to examine the data.

The results of the analysis show that social media marketing has a significant effect on purchase intention, but influencers do not moderate the relationship between social media marketing and purchase intention. The inability of influencers to moderate the influence of social media marketing on purchase intention may be due to various reasons, including the incompatibility of influencer content with the promoted brand, over-promotion by influencers on different products or services, and changes in social media algorithm policies that may affect the effectiveness of marketing campaigns.

Keywords: *Influencer, social media marketing, purchase intention.*