

# Impact of Social Media Advertisement on Maquillage Consumer Behaviour

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**Abstract:** *Rapid growth of Social Media platforms has revolutionised Advertisement methods within the cosmetics business, significantly affecting the attitudes and purchase behaviour of Female young consumers. This study investigates the impact of Social Media Advertisement on Brand Image and Purchasing Behaviour among young consumers, specifically with Maquillage product. A quantitative research design was used, and primary data were collected from 400 consumers between the ages of 18 to 40 using a structured questionnaire based on a five-point Likert scale. The research utilised regression analysis via SPSS to examine the relationships between Social Media Advertisement, Brand Image, and Purchase Behaviour. The results show that Advertisement on Social-Media has a big, positive effect on Brand Image. This means that Advertisements that are Interactive, Educational, And Visually Appealing make people think better about the business. The findings also demonstrate that Social Media Advertisement directly impacts Purchase Behaviour and indirectly affects it through Brand Image, hence validating its mediating function. This study improves to the body of research by giving real-world proof from female young consumers who buy cosmetics and showing how important good Social Media Advertisement methods.*

**Keywords:** Social Media Advertisement, Purchase Behaviour, Brand Image, Maquillage Products, Regression Analysis.

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## Introduction

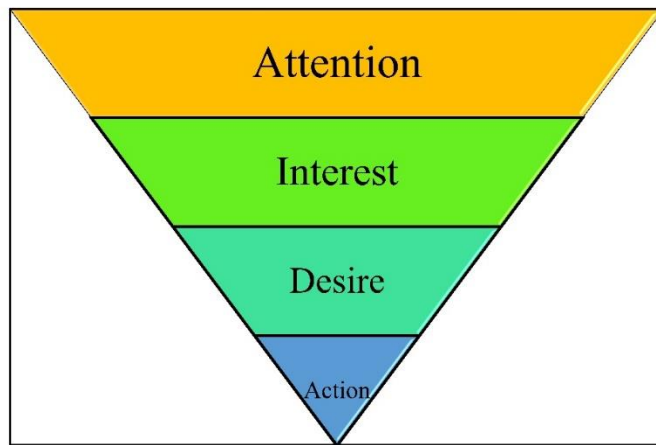
Social media platforms have quickly become a very important medium to connect with people, and they have a lot of users. They are effective tools for promoting products because they may reach a lot of people and encourage engagement and feedback. According to Sickler (2022), the global beauty industry is still developing quickly, at a rate of 4.75% per year, and there are no indicators that this growth will slow down. By 2025, the sector is predicted to make more than \$716 billion in total sales, with more than 46% of it coming from the Asia-Pacific area. According to Smith (2018), women account for a large part of the beauty industry since they are always interested in hair care, makeup, weight loss, and looks. Ferry and Astuti (2021) noted the rise of a previously unrecognised market, marked by a significant increase in the number of guys employed in the beauty sector. According to Market Insights, men spent \$9.5 billion on skin care products in 2018, and that number grew by 8% in 2019. Women are known to use a lot of personal care items every day. Eco-labels that show things like no parabens, no artificial colouring, no nanotechnology, and no animal testing are often on the package of certified organic cosmetic products. Navarro-Prados et al. (2018) assert that purchasing behaviour may be shaped by personality traits that prioritise social responsibility, robust interpersonal relationships, and active participation in social life. According to Hawkins & Vel (2013), popular sites like YouTube, Facebook, Instagram, and Telegram have a big impact on what people buy. Overall, it's evident that social media has completely changed how individuals engage with businesses, government agencies, and even their friends. This has changed how they act when they buy beauty goods. Mim et al. (2024) looked into how skincare and personal care products, like lotions, powders, and body washes, affect the skin microbiome. Sharma et al. (2023) in "The Art and Science of Cosmetics" looked into the ingredients in cosmetics, especially those used for skin and personal care. They observed new technologies like nanotechnology, but it didn't entirely bring together hair, makeup, and body care in a holistic way. This paper analyses skincare, cosmetics, haircare, and body care as an integrated subject inside a single study, contrasting with the majority of existing scholarly research that often focuses on one or two of these domains rather than all four concurrently.

### 1.1. Advertisement Model

#### 1.1.1. AIDA MODEL

AIDA is an advertising model created in 1898 by American businessman Elias St. Elmo Lewis. It outlines the stages a person experiences when buying a product. Lewis initially proposed a three-step process: Attracting Attention, Maintaining Interest, and Creating Desire. It includes fourth step to encourage action. Stages of AIDA are as follows:

- **Attention:** Capture the audience's attention with something engaging and relevant.
- **Interest:** Provide interesting information or uses of the product
- **Desire:** Create a strong longing for the good or service among the audience.
- **Action:** Motivate them to act, such as by making a purchase.



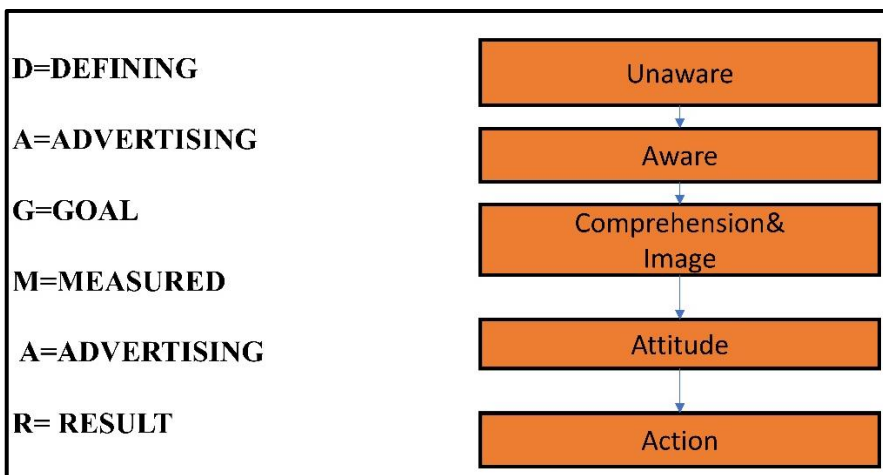
**Fig. 1** AIDA MODEL (Source: E. St. Elmo Lewis, 1898)

### 1.1.2. DAGMAR Approach

In 1961, Russell Colley introduced the DAGMAR, which stands for "Defining Advertising Goals for Measuring Advertisement Results." This approach is utilized in advertising to establish clear campaign objectives and evaluate the effectiveness of those campaigns. It outlines four key stages of an effective advertising campaign:

1. **Awareness** – Creating brand awareness among consumers.
2. **Comprehension** – Improving understanding of the goods and its advantages.
3. **Conviction** – Persuading consumers of the necessity of the product.
4. **Action** – Persuading consumers to purchase.

These stages are summarized by the ACCA formula, which represents the steps from awareness to action.



**Fig 2-DAGMAR MODEL** (Source: Russell H. Colley ,1961)

### 1.1.3. Integrated Marketing Communication Model

The Integrated Marketing Communication (IMC) Model refers to a strategic approach in marketing where a company carefully coordinates and integrates all its communication tools, messages, and channels to deliver a clear, consistent, and unified message about the brand to its target audience.

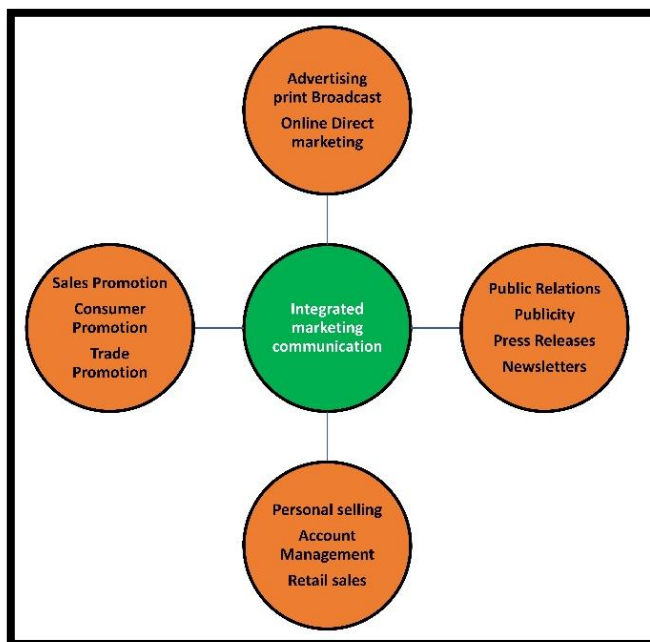


Fig 3-Integrated Marketing Communication Model(Don E. Schultz)

### Literature review

A review of the past literature presents the contributions made to the specific research topic by various researchers. It forms a major portion of research. A review includes the precedent and existing contributions and the scope for the further research in the area. It makes it easier to choose the parameters that need to be examined, formulate the technique, develop the hypothesis, and identify research gaps.

### Social Media Advertisement and Consumer Behaviour

Social media advertising has become a powerful marketing communication tool that influences consumer attitudes, perceptions, and purchasing behaviour (Kim & Ko, 2012). Digital platforms provide interactive communication, allowing consumers to acquire product information and communicate with brands more effectively. By offering visually engaging and personalised information, social media advertisements raise awareness and influence purchasing decisions (Appel et al., 2020). Consumers are increasingly turning to social networking sites before purchasing cosmetic items because digital marketing reduce information uncertainty and boost choice confidence (Mangold & Faulds, 2009). According to research, social media marketing activities have a favourable influence on purchase intention and behavioural responses among beauty product buyers (Yadav and Rahman, 2018).

### **Purchase Behaviour of Young Female Consumers toward Cosmetic Products**

Consumer buying behaviour is the process of recognising a need, searching for information, evaluating alternatives, and making a final purchasing decision (Kotler & Keller, 2016). Young female customers are highly engaged in cosmetic shopping because appearance-related products are significantly linked to personal identity and self-expression (Cheung et al., 2020). Social media marketing have a big impact on young female customers because online beauty information promotes attitudes towards cosmetic items (Lim et al., 2017). Promotional activities, influencer referrals, and peer evaluations all have a beneficial impact on beauty customers' purchase intentions (Erkan and Evans, 2016). Previous research suggests that visually appealing social media commercials boost emotional attachment and behavioural engagement with cosmetic products (Appel et al., 2020).

### **Role of Social Media Advertisement Activities in Enhancing Brand Image**

Brand image represents consumers' thoughts and associations with a brand as shaped by communication and product experiences (Keller, 2013). Social media advertising activities boost brand image by improving brand visibility and enhancing consumer contact with brands (Bilgin, 2018). Kim and Ko (2012) found that interactive content, entertainment value, customisation, and trendiness all had a favourable impact on brand perception and customer evaluation processes. Social media marketing efforts help to generate positive emotional associations, which improve consumer trust in cosmetic items (Godey et al., 2016). A strong brand image leads to increased consumer loyalty and future behavioural intention (Bilgin, 2018).

### **Social Media Influence and Cosmetic Consumer Decision-Making**

Social media platforms influence decision-making by facilitating access to information, social interaction, and product review opportunities (Kapoor et al., 2018). Electronic word-of-mouth communication has a major impact on cosmetic customers' shopping decisions because consumers regard peer recommendations as legitimate information sources (Erkan & Evans, 2016). Consumers who see cosmetic marketing on social media have higher buy intentions because digital involvement increases familiarity and perceived value (Cheung et al., 2020). Because social networking platforms allow for comparison and product evaluation activities, young female customers rely heavily on beauty-related internet content before purchasing cosmetic products.

### **Research Objective**

1. To observe the Purchase Behaviour of young female consumers of Maquillage Products viewing Social Media Advertisement.
2. To examine the role of Social-Media Advertisement activities in enhancing Brand Image among Maquillage users.

### **Hypotheses**

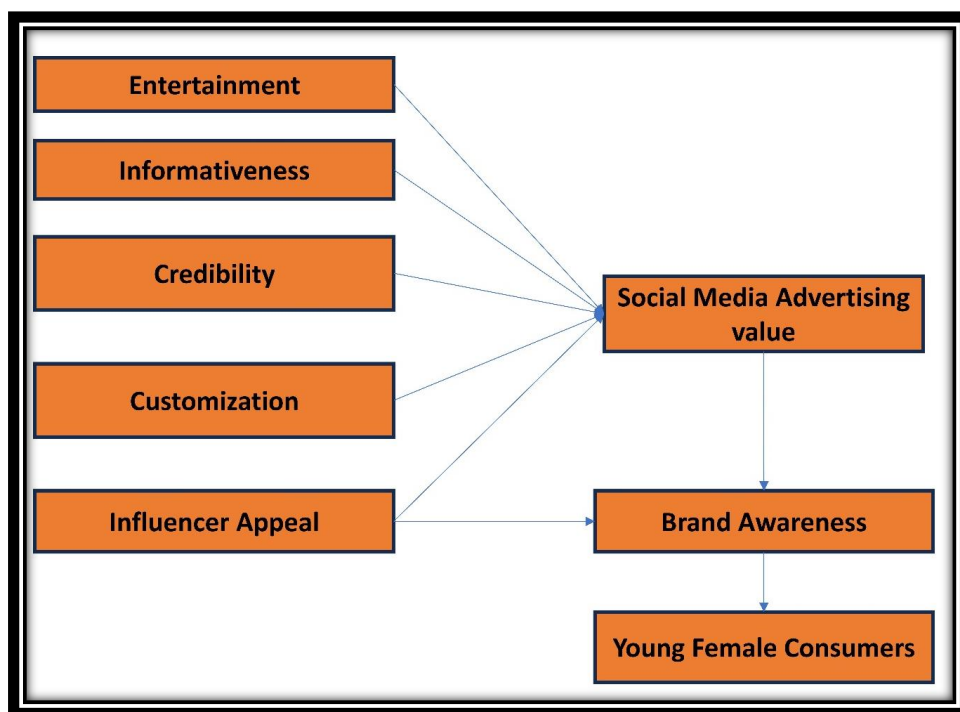
**H<sub>1</sub>:** Social Media Advertisement has a significant positive impact on the purchase behaviour of young female consumers of Maquillage products.

**H<sub>2</sub>:** Social Media Advertisement activities have a significant positive effect on the brand image of Maquillage products.

## Research Methodology

### Research Model

The fig. 4 model discusses how social media advertisement factors such as entertainment, informativeness, credibility, customisation, and influencer appeal influence consumer perceptions of social media advertising value. Higher social media advertising value raises brand awareness among Maquillage users. Influencer Appeal also directly helps to increased brand awareness. Increased brand awareness eventually influences Young Female Consumers' perceptions and behaviours toward Maquillage items.



**Figure 4: Research Model (Aziza, D.N., & Astuti, R.D. (2019))**

The Data was collected from Participants in the South Haryana of India, aged between 18 to 40, who had encountered any advertisement series within the three months before receiving the questionnaires. Responses from 400 participants were measured on a 5-point Likert scale. This evaluation instruments given toward adapted out of a previous study by Dehghani et al. (2016). Cronbach's alpha exceeded 0.6, confirming reliability, and all relevant indicators demonstrated factor loadings above 0.5, validating their appropriateness for further analysis.

## Data Analysis

**Table:1 Model Summary**

| Model | Modification Statistics |          |                 |                 |                          |
|-------|-------------------------|----------|-----------------|-----------------|--------------------------|
|       | R square change         | F change | Df <sub>1</sub> | Df <sub>2</sub> | Significance of F Change |
|       | .132                    | 15.044   | 4               | 395             | 0.01                     |

a. Predictors: (Constant), Educational Qualification, Income (lakh), Marital status, Age (in Year)

## Regression Result

A multiple regression analysis was performed to examine the impact of demographic factors—namely age, marital status, income, and educational level—on the dependent variable. The model accounted for 13.2% of the variance ( $R^2 = 0.132$ ), indicating a small-to-moderate effect size (Cohen, 1988). The overall regression was statistically significant ( $F(4, 395) = 15.044$ ,  $p = 0.01$ ), suggesting that these demographic characteristics may collectively influence the dependent variable (Field, 2013). Each factor—age, marital status, income, and education—contributed to predicting variations in the outcome, underscoring the role of demographic variables in understanding Purchase Behaviour. These results align with previous studies emphasizing the importance of demographics in consumer decision-making (Hair et al., 2019).

**Table 2: ANOVA between Demographic variables and Purchase Behaviour**

| Model      | Sum of Square | df  | Mean Square | F      | significance |
|------------|---------------|-----|-------------|--------|--------------|
| Regression | 2534.543      | 4   | 633.636     | 15.044 | 0.02         |
| Residual   | 16636.394     | 395 | 42.117      |        |              |
| Total      | 19170.937     | 399 |             |        |              |

a. Predictors: (Constant), Educational Qualification, Income (lakh), Marital status, Age (in Year)

b. Dependent Variable: Purchase Behaviour

A significance test was performed on the regression model and each of the model's individual coefficients to evaluate the established mathematical model's goodness of fit. ANOVA, or analysis of variance, is commonly employed to assess the model's relevance (Singh & Rao, 2007). The table indicates the 95% confidence level, or 5% significance level, at which this analysis was conducted. Since the p-value (0.02) is under 0.05, the model is considered statistically significant at the 5% level.

**Table 3: Coefficients between Demographic variables and Purchase Behaviour**

| Model                                     | 95% Interval Estimate for B |             |
|-------------------------------------------|-----------------------------|-------------|
|                                           | Lower limit                 | Upper limit |
| (Constant)                                | 33.195                      | 45.287      |
| Age (in Year)                             | -3.870                      | -1.840      |
| Income (lakh)                             | -3.356                      | -.648       |
| Marital status                            | -2.590                      | .947        |
| Educational Qualification                 | -1.293                      | .601        |
| a. Dependent Variable: Purchase Behaviour |                             |             |

Table 3 Presents the regression coefficients with 95% confidence intervals for demographic predictors of purchase intention. The results indicate that age ( $-3.870$  to  $-1.840$ ) and income ( $-3.356$  to  $-0.648$ ) have a significant negative effect on buying intention, since their intervals do not include zero (Gujarati & Porter, 2009). In contrast, marital status ( $-2.590$  to  $0.947$ ) and educational qualification ( $-1.293$  to  $0.601$ ) are not statistically significant, as their intervals cross zero. These findings suggest that only age and income meaningfully predict purchase Behaviour, while other demographic factors play a limited role (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019).

H1: Social Media Advertisement positively influences the Purchase Behaviour of young female consumers for Maquillage products.

- Relationship between Social Media Advertisement and Purchase Behaviour

For young female consumers, Social Media Advertisements are essential for raising awareness, generating interest, generating desire, and motivating action for Maquillage Products. Social media becomes an effective tool for influencing Purchase Behaviour when it makes use of peer evaluations, interactive content, influencers, and direct purchasing choices. Because Maquillage may target particular demographics, like young ladies between the ages 18 to 40 who are interested in beauty content, the advertisements will be more relevant and have a higher possibility of generating user engagement and sales. In order to attract potential clients and entice them to make a purchase, Maquillage uses influencer endorsements, cosmetic tutorials, and limited-time deals.

**Table 4: Model Summary**

| Model Overview |                |          |                 |                 |               |
|----------------|----------------|----------|-----------------|-----------------|---------------|
| Model          | Change Summary |          |                 |                 |               |
|                | R Square       | F-Change | Df <sub>1</sub> | Df <sub>2</sub> | Sig. F change |
|                | 0.058          | 6.081    | 4               | 395             | 0.01          |

Table 4 Presents the regression model summary for the influence of demographic predictors on Brand Image. The model explains an additional 5.8% in the variable being predicted ( $R^2 = 0.058$ ), which represents a relatively small but meaningful contribution in social science research (Cohen, 1988). The F-ratio difference of 6.081 with degrees of freedom ( $df_1 = 4$ ,  $df_2$

= 395) is statistically significant at  $p = 0.01$ , indicating that the model with demographic variables is a significantly better predictor of Brand Image compared to a baseline model with no predictors (Keller, 2018). This confirms that demographic variables collectively explain a significant proportion of variance in purchase Behaviour. Although the  $R^2$  value is modest, such results are common in Behavioural and consumer studies, where multiple external and psychological factors also influence Brand Image (Kotler & Keller, 2016). Therefore, the findings highlight those demographic characteristics, while not the sole determinants, remain statistically relevant predictors of Brand Image (Schiffman & Wisenblit, 2019)

**Table 5: Coefficients between Demographic Variables and Brand Image**

| Coefficients <sup>a</sup>          |                             |             |
|------------------------------------|-----------------------------|-------------|
| Model                              | 95% Confidence Limits for B |             |
|                                    | Lower limit                 | Upper limit |
| (Constant)                         | 27.951                      | 41.612      |
| Age (in Year)                      | -2.791                      | -.498       |
| Income(lakh)                       | -3.101                      | -.041       |
| Marital Status                     | -2.005                      | 1.991       |
| Educational Qualification          | -1.729                      | 0.412       |
| a. Dependent Variable: Brand Image |                             |             |

Table 5 Shows the regression results for demographic predictors of brand image. The constant term (27.951–41.612) indicates the baseline brand image score. Age (–2.791 to –0.498) and Income (–3.101 to –0.041) have significant negative effects, suggesting younger and unmarried consumers perceive brand image more positively (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019). In contrast, Marital status and education are not significant, as their confidence intervals include zero, implying no consistent influence on brand image (Gujarati & Porter, 2009). This highlights the contribution of demographic segmentation in guiding consumer brand intellect (Solomon, 2018). Hypotheses development along with conceptual model

**H2:** Social Media Advertisement activities positively influence Brand Image of Maquillage.

- Relationship between Social Media Advertisement and Brand Image

According to this theory, consumers will have a more favourable opinion of Maquillage the more active and successful its Social Media Advertisements is. Credibility is increased when consumers emphasize user-generated material that they have had positive encounters with Maquillage. Observing actual consumers happy with the products builds confidence and enhances the brand's favourable reputation.

## Finding

The study's results show that Social Media Advertisements have a big effect on young female consumers decision to buy Maquillage products, which backs up what other research has found in digital marketing settings. The regression results show a strong positive link between Social

Media Advertisements and purchase behaviour. This means that seeing Advertisements online often makes people more likely to buy things (Yadav & Rahman, 2020). It was also observed that Advertisements on Social-Media have a big beneficial effect on brand image. This means that content that is interesting and interactive makes people think better about the brand (Kim & Ko, 2012). These findings are consistent with prior research emphasising the significance of Social Media engagement in influencing brand-related results (Dehghani et al., 2016). Moreover, brand image exhibited a significant and favourable impact on the purchasing behaviour of young female consumers. This means that a good brand image makes people more likely to trust and buy from you, which is in line with what Schivinski and Dabrowski (2016) found. The investigation shows that Advertisements on Social-Media have a direct effect on Purchase behaviour and an indirect effect through brand image. This substantiates the mediation function of brand image in the correlation between Social Media Advertisement and purchase behaviour. Studies that focus on how brand impression affects how people make decisions back up these findings (Lou & Yuan, 2019). The data also show that young female consumers are quite likely to respond to digital advertisements, especially in the cosmetics industry. Social networking sites are good ways to get people to know about your business and change their minds about what to buy. The study shows that targeted Social Media Advertisements improve the image of the Maquillage brand and makes young female consumers more likely to buy its products.

### Conclusion

The research indicates that Social Media Advertisement exerts a substantial and favourable impact on the purchase behaviour of young female consumers regarding Maquillage products. It also backs up the idea that Advertisement on Social-Media is very important for improving the image of cosmetic brands. It was observed that a strong brand image had a big effect on how people decided what to buy and how they shopped in general. The research further demonstrates that brand image functions as a mediating variable between Social Media Advertisements and purchase behaviour. These results show that young female people are very affected by Social Media content that is fun, interactive, and educational. The results show that digital platforms are becoming more and more important in the cosmetics business when it comes to altering how people think about products. In a market with a lot of competition, good Social Media Advertisement is important for developing brand image and getting people to buy things.

### Declarations

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**Data Availability:** Data supporting the study's conclusions are accessible from the corresponding author upon reasonable request.

**Authors' Contribution:** All authors contributed equally to the study's conception and design. The writers collected the data, analysed it, and interpreted it. The writers drafted and reviewed the manuscript, and all authors approved its final version.

**\*Use of AI and AI-Assisted Technologies:** The authors disclose that no artificial intelligence (AI) techniques or AI-assisted technologies were utilised in the design, data collecting, analysis, result interpretation, or paper preparation.

**\*Conflict of Interest:** The authors state that there is no conflict of interest in publishing this research.

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