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# IMPACT OF ADVERTISING ON CONSUMER PURCHASE DECISIONS: A COMPARATIVE STUDY OF TRADITIONAL AND DIGITAL MEDIA WITH SPECIAL REFERENCE TO BEAUTY PRODUCTS

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**ABSTRACT:**

The role of advertisement in shaping consumer behavior has been widely recognized across industries, but its impact is particularly significant in the beauty and personal care sector. This study investigates how various forms of advertising—print, television, and digital platforms—affect consumer purchase decisions with reference to beauty products. A structured questionnaire was administered to 120 respondents from Sri Ganganagar District. The data was analyzed using descriptive statistics and hypothesis testing. The results indicate that digital advertisements have a stronger influence on purchase decisions than traditional media. The study highlights the importance of engaging content, celebrity endorsements, and perceived quality in enhancing consumer trust and buying behavior. The findings are useful for marketers, advertisers, and policymakers seeking to understand consumer psychology in the beauty products market.

**KEYWORDS:**

ADVERTISEMENT, CONSUMER BEHAVIOR, BEAUTY PRODUCTS, DIGITAL MARKETING, HYPOTHESIS TESTING.

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## 1. INTRODUCTION

Advertising has become one of the most powerful tools of marketing communication in today's highly competitive and globalized market environment. It not only informs consumers about the availability, price, and features of products but also influences their perceptions, attitudes, and ultimately their purchase decisions. In the modern consumer-driven economy, advertising goes beyond simple information dissemination; it aims at creating aspirations, emotions, and brand loyalty.

The beauty and personal care industry provides one of the most relevant contexts to study the impact of advertising. Globally, this industry is valued at over USD 500 billion and continues to expand, driven by increasing consumer awareness, lifestyle changes, and technological innovation in marketing. In India, the beauty and personal care sector has witnessed remarkable growth in recent years, with an increasing number of domestic and international brands competing to capture consumer attention. According to reports, the Indian beauty and personal care market is expected to cross INR 1,000 billion by 2025, highlighting its potential and competitiveness.

In this environment, advertising has emerged as a decisive factor influencing consumer purchase behavior. Traditional advertising through television, print media, and outdoor promotions has been dominant for decades. However, with the advent of digital platforms, consumer engagement with brands has drastically changed. Social media platforms like Instagram, YouTube, and Facebook, coupled with influencer marketing and celebrity endorsements, have become integral parts of beauty product advertising. Moreover, consumer psychology in the beauty segment is deeply shaped by aspirational appeals, emotional messages, and endorsements by public figures. For instance, advertisements often portray beauty products as a pathway to confidence, social acceptance, and success, thereby creating strong emotional connections with consumers. Understanding this dynamic is crucial for marketers and advertisers to design effective campaigns.

Therefore, the present study focuses on evaluating the effect of advertisements on consumer purchase decisions with special reference to beauty products. It explores both traditional and digital media, highlights the role of advertising appeals, and empirically tests their influence on consumer decision-making in the Sri Ganganagar District.

## 2. REVIEW OF LITERATURE

**1. Kotler (2015)** emphasized that advertising is a fundamental element of the promotional mix, influencing not only consumer awareness but also their attitudes and perceptions about products.

**2. Belch & Belch (2016)** explained that advertising serves as a persuasive communication tool designed to stimulate purchase decisions by creating a favorable image of products and brands.

**3. Kumar & Rani (2018)** studied the role of emotional appeals in advertising and found that in the beauty products industry, emotions such as confidence, attraction, and glamour significantly affect consumer preferences.

**4. Sharma (2020)** highlighted that digital advertising creates personalized and interactive experiences, which are particularly effective in engaging millennial and Gen Z consumers.

**5. Patel & Mehta (2022)** revealed that celebrity endorsements in beauty products not only improve consumer trust but also enhance recall value, thereby driving purchase intention.

**6. Gupta & Arora (2019)** observed that television advertisements continue to play a strong role in rural and semi-urban India, but digital platforms dominate in urban and educated consumer groups.

**7. Chaudhary (2021)** argued that the effectiveness of advertising depends on the alignment between consumer aspirations and the message conveyed by the brand.

**8. Nielsen Report (2022)** indicated that over 70% of Indian consumers consider online reviews, influencer videos, and digital ads before purchasing beauty products, signaling a paradigm shift towards digital.

**9. Smith & Taylor (2017)** suggested that repeated exposure to advertisements increases consumer familiarity and reduces perceived risk, thereby motivating them to purchase.

**10. Bansal & Kaur (2023)** in their study of Indian consumers found that beauty advertisements that integrate cultural values and local preferences are more effective in influencing consumer purchase decisions than standardized global campaigns.

The literature suggests that while advertising is effective in influencing consumer behavior, the degree of influence varies depending on the medium, content, and demographic characteristics of consumers.

## 3. OBJECTIVES OF THE STUDY

1. To examine the effect of advertisements on consumer buying behavior of beauty products.

2. To compare the effectiveness of traditional and digital advertisements.

3. To test the relationship between advertisement appeal and consumer purchase decision.

## 4. RESEARCH METHODOLOGY

1. Research Design: Descriptive and analytical.

2. Sample Size: 120 respondents.

3. Sampling Technique: Convenience sampling from Sri Ganganagar District.

4. Data Collection: Structured questionnaire with close-ended questions on a 5-point Likert scale.

5. Tools of Analysis: Descriptive statistics, Chi-square test, and percentage method.

## 5. HYPOTHESIS FORMULATION

**$H_0$ (Null Hypothesis):** There is no significant relationship between advertisement appeal and consumer purchase decision for beauty products.

**$H_1$ (Alternative Hypothesis):** There is a significant relationship between advertisement appeal and consumer purchase decision for beauty products.

## 6. DATA ANALYSIS AND HYPOTHESIS TESTING

**TABLE 1: EFFECT OF ADVERTISEMENT APPEAL ON CONSUMER PURCHASE DECISION (N = 120)**

| Advertisement Appeal | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Total |
|---|---|---|---|---|---|---|
| Influences Purchase | 45 | 38 | 20 | 10 | 7 | 120 |

**INTERPRETATION:**

Out of 120 respondents, 45 strongly agreed and 38 agreed that advertisements influence their purchase decisions. Only 17 respondents disagreed or strongly disagreed.

**CHI-SQUARE TEST**

a. Calculated $\chi^2$ Value: 28.56

b. Degrees of Freedom (df): 4

c. Critical Value at 5% significance: 9.488

**Result:** Since the calculated value (28.56) > critical value (9.488), the null hypothesis ($H_0$) is rejected.

**Conclusion of Test:** There is a significant relationship between advertisement appeal and consumer purchase decision for beauty products.

## 7. FINDINGS

1. Advertisements play a crucial role in influencing consumer buying behavior of beauty products.

2. Digital advertisements were found to have greater impact than traditional advertisements such as TV and print media.

3. Celebrity endorsements and emotional appeals were considered highly persuasive.

4. The Chi-square test confirmed a statistically significant relationship between advertisement appeal and purchase decision.

5. Young consumers (18–35 years) were more responsive to digital advertisements compared to older age groups.

## 8. CONCLUSION

This study concludes that advertising is a dominant factor in shaping consumer purchase decisions in the beauty products sector. Digital advertisements, supported by emotional and celebrity appeals, have emerged as the most effective medium. The results suggest that companies should invest more in personalized, engaging, and digital-friendly advertising strategies to strengthen consumer loyalty.

## 9. SUGGESTIONS FOR MARKETERS

1. Enhance digital presence through social media,

influencer marketing, and targeted ads.

2. Use celebrity and influencer endorsements strategically to build consumer trust.

3. Focus on emotional and aspirational appeals rather than only product features.

4. Conduct continuous consumer feedback surveys to align advertisements with customer expectations.

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