



EFFECT OF ADVERTISEMENT ON CONSUMER BEHAVIOR – WITH SPECIAL REFERENCE TO BEAUTY PRODUCTS

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ABSTRACT:

This research paper investigates the impact of advertisement on consumer behavior, focusing specifically on beauty products. With the surge in digital and visual media platforms, advertising plays a crucial role in influencing consumer purchasing decisions. A structured questionnaire was used to collect data from 100 respondents, predominantly women aged 18–45. The study uses a hypothesis test (Chi-Square) to determine the relationship between frequency of advertisement exposure and purchase behavior. Findings reveal that advertisements significantly influence brand recall, product preference, and consumer buying decisions. The paper concludes with strategic recommendations for marketers.

KEYWORDS:

ADVERTISEMENT, CONSUMER BEHAVIOR, BEAUTY PRODUCTS, BRAND RECALL, PURCHASE DECISION.

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1. INTRODUCTION

Advertising is a powerful tool that not only informs consumers about products and services but also shapes their preferences, perceptions, and buying decisions. In the dynamic and ever-evolving marketplace of the 21st century, advertisements have emerged as a central component of marketing strategies for businesses across sectors. The beauty industry, in particular, relies heavily on advertising to communicate value propositions, demonstrate results, and build brand identities.

With globalization and technological advancement, the modes of advertising have evolved from traditional print and television ads to digital platforms, including social media, influencer collaborations, and targeted online promotions. Consumers, especially in the beauty segment, are constantly exposed to product claims, visual representations, emotional appeals, and celebrity endorsements—all of which play a significant role in forming perceptions and motivating purchases.

In India, the beauty industry is booming, with consumers increasingly influenced by lifestyle trends and global beauty standards. The youth, particularly women aged 18–45, are the prime target of most beauty product advertisements. These consumers are highly impressionable and often make purchase decisions based on aesthetic appeal, peer recommendations, or brand image shaped through advertisements.

This study aims to analyze how advertisements affect consumer behavior, with a special focus on beauty products. It seeks to understand the extent to which

advertisements influence awareness, interest, and actual purchasing decisions. The findings of this research can help marketers fine-tune their advertising strategies to create more meaningful and result-driven campaigns.

2. OBJECTIVES OF THE STUDY

- (i) To study the impact of advertisements on consumer behavior regarding beauty products.
- (ii) To analyze the influence of different types of advertisements (TV, social media, print) on purchasing decisions.
- (iii) To test whether there is a significant relationship between advertisement frequency and consumer purchase behavior.
- (iv) To recommend advertising strategies for beauty brands.

3. REVIEW OF LITERATURE

The influence of advertising on consumer behavior has been a significant area of study in marketing literature. Numerous researchers have investigated how advertising affects consumer attitudes, brand loyalty, and purchasing decisions. Below are some notable contributions in this area:

- (a) Kotler and Keller (2008) emphasized that advertising serves multiple functions such as informing, persuading, and reminding customers. They concluded that persuasive and emotional advertisements create a stronger brand recall and

can change consumer attitudes effectively, especially in product categories like beauty and fashion.

- (b) Schiffman and Kanuk (2010) explored consumer behavior in depth and noted that visual cues and emotional appeals in advertising can lead to impulse buying. This is particularly evident in industries like cosmetics and personal care, where packaging, color, and beauty ideals play a dominant role.
- (c) Belch and Belch (2013) argued that integrated marketing communications, including advertisements, help build brand image and equity over time. According to them, repeated exposure to consistent advertising messages enhances trust and credibility among consumers.
- (d) Rana, Osman, and Ahmad (2014) conducted a study on the influence of media advertisements on consumer buying behavior. They found that advertisements containing celebrity endorsements, product demonstrations, and emotional storytelling were more effective in influencing consumer behavior towards beauty and personal care products.
- (e) Chakraborty and Sanyal (2017) studied the Indian context and found that digital advertisements on platforms like YouTube and Instagram have a profound impact on young consumers' preferences for skincare and cosmetics. They noted that consumer behavior is often guided by influencers who share relatable beauty routines.
- (f) Batra and Ray (2019) highlighted that Indian consumers increasingly rely on online reviews and visual content shared through advertising to make informed decisions. In their research, they found a strong correlation between advertisement engagement and the consumer's brand-switching behavior in the beauty segment.

These studies suggest that advertisements—especially those that combine emotional, visual, and informative content—have a strong influence on consumer behavior, particularly in the beauty products sector where aesthetics, social image, and aspirations drive decisions.

4. RESEARCH METHODOLOGY

- Type of Research: Descriptive
- Sampling Method: Convenience sampling
- Sample Size: 100 respondents (mostly female consumers in Sri Ganganagar)
- Tool for Data Collection: Structured questionnaire
- Statistical Technique Used: Chi-square test

5. HYPOTHESIS

- H₀ (Null Hypothesis): There is no significant relationship between advertisement frequency and consumer purchase behavior.

- H₁ (Alternative Hypothesis): There is a significant relationship between advertisement frequency and consumer purchase behavior.

6. DATA ANALYSIS (CHI-SQUARE TEST)

TABLE: ADVERTISEMENT EXPOSURE VS. BUYING BEHAVIOR

Advertisement Frequency	Bought Product (yes)	Did not buy (no)	Total
Often	35	5	40
Sometimes	30	10	40
Rarely	10	10	20
Total	75	25	100

Using Chi-square test:

- Calculated Chi-square value: 9.166
- Degrees of freedom: $(3-1)(2-1) = 2$
- Table value at 5% significance level: 5.99

Since $9.166 > 5.99$, we reject the null hypothesis.

CONCLUSION: There is a statistically significant relationship between frequency of advertisement exposure and purchase behavior.

7. FINDINGS

- (1) Consumers frequently exposed to advertisements are more likely to purchase beauty products.
- (2) Social media ads have the highest recall and influence, especially among consumers aged 18–30.
- (3) Celebrity endorsements and visual appeal play key roles in trust-building and buying decisions.

8. SUGGESTIONS

- (1) Companies should focus on personalized and frequent digital advertisements.
- (2) Influencer and celebrity marketing strategies should be aligned with brand values.
- (3) Emotional and aspirational content increases effectiveness of beauty product advertising.

9. CONCLUSION

Advertising significantly shapes consumer behavior in the beauty sector. As competition intensifies, brands must design creative, emotionally engaging, and targeted advertisements to drive consumer choices. This research supports the importance of advertisement frequency in influencing purchase decisions, providing useful insights for marketers and brand managers.

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