

EFFECTIVENESS OF ADVERTISEMENTS AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR REGARDING SKINCARE PRODUCTS

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Abstract

Knowing how ads affect consumer purchasing decisions is crucial given the skincare industry's explosive growth and the heightened level of advertising. This study investigates how well advertisements work and how they affect consumers' decisions to purchase skincare products. 200 skincare product users who were chosen by convenience sampling and given a structured questionnaire were the subjects of a descriptive and analytical study design. Books, journals, and internet sources that were pertinent were used to gather secondary data. In order to determine the most influential factors in advertisements, the study used chi-square analysis to determine the relationship between gender and purchasing behavior, the mean and ranking method to determine the demographic profile of respondents, and simple descriptive statistics to summarise how consumers felt about skincare ads. The results show the information and credibility of the advertisement.

Keywords: *Advertisement Effectiveness, Skincare Products, Consumer Buying Behaviour, Advertisement Credibility, Purchase Intention.*

1. Introduction

The global skincare request has witnessed rapid-fire growth in recent times due to rising consumer mindfulness about particular appearance, health, and tone care. Skincare products now form an essential member of the broader personal care and beauty industry, driven by invention, branding, and changing consumer cultures. With many businesses making similar claims about a product's ability to help consumers, advertising is essential for gaining market share and creating awareness of a brand among potential customers. Most advertising in the skin care industry is about more than just showing different products. Advertising shapes people's perception of effectiveness as well as beauty and their sense of overall well-being. In other words, advertising is an important component to establishing consumers' perception of products. Therefore, many companies and retailers utilise advertising as a strong marketing tool to create brand equity. Studies have shown that advertisements' design, the information presented within them, and the manner in which products are presented in an advertisement can impact consumers' response to ads and affect their purchasing decisions. Although advertising is not a personal communication, it provides information to consumers regarding what is available, highlights the uniqueness of a product, and provides reasons why consumers would want to purchase the product. The three main objectives of advertising include establishing product awareness, creating product interest, and influencing consumers to purchase goods. When advertising works, it connects with consumers at a deeper level than just price tags and product specifications. Effective advertisements create a connection with consumers at a cognitive and emotional level through the perceptions of liking and disliking, even prior to the consumer selecting a product from the shelf.

A lot of research shows that advertising increases brand recall and changes perceptions of what someone is looking at, which boosts sales. In terms of skincare purchases, people will determine what to purchase largely based on how useful or visually appealing the advertising is. Ads that stand out will not only attract attention, but they will also increase the overall quality perception of the products being sold by



the brand being advertised — and therefore create a much greater trustworthiness among consumers in those brands. Those two factors play an enormously important role in a person's decision-making process when selecting what to purchase.

Statement of the Research Problem

There is debate amongst consumers if advertisements have any effect on their purchase decisions even with the extensive amounts of advertising dollars spent on skincare products by brands. Old-fashioned advertising and the high competition amongst skincare brands on social media have affected traditional forms of advertising to be less effective than they were many years ago. Advertisements do create consumer behaviour in product choice according to previous research, however, little has been done to determine which part(s) of an advertisement are critical to creating product choice (i.e., the message, the emotion(s) generated, or the overall appearance of an advertisement). To understand how a consumer forms a purchase decision each element of the advertisement must be quantified. To identify the parts of an advertisement that drive the skin care audience to respond, we will need substantial data that demonstrates how advertisements drive product purchase decisions using real data.

Purpose of the Study

The objective of this study is to examine how advertisements influence consumers' purchasing behaviours related to skincare. What I am focusing on is the following:

1. Identifying which components of advertising for skincare products create an emotional response that affects purchase behaviour.
2. Analysing the extent to which marketing communications affect consumer purchasing decisions related to skincare.
3. Providing advice for marketers on how to create compelling advertisements for skincare products.

Review of Literature

A great many pieces of research have looked into how advertisements actually function in terms of what makes some advertisements carry more weight than others for attracting viewers. Many factors affect people's opinions about a company; how informative an advertisement is; advertising aesthetics; relevance of an advertising message; and advertising emotional content. Together, these elements will determine a consumer's opinion of a brand, if they will remember the brand, and if they will buy the brand. For instance, when it comes to skin care advertisements (Nordin & Hassan, 2019), visually pleasant and clearly communicated advertisements lead consumers to be much more interactive and positive before they even try a product. Research also indicates that consumers will consider any product endorsed by a celebrity or some other person with social influence to be more credible than an equivalent product without celebrity or influencer endorsement (Khan & Jan, 2023). When a person is considering purchasing a skin care product, their purchasing decision is the result of a combination of rationality and emotionality. The consumer considers a number of factors including their opinion regarding the product's effectiveness; the level of transparency related to the product's ingredient; their trust in the company or brand; and finally how personally relevant the product is to them. The way in which the consumer perceives their appearance and their level of self-esteem are also important factors when considering whether to purchase skin care products (Rashid, 2024). Demographics will also affect buying decisions based on age, sex and previous consumer experience with advertising. Young adults usually respond better to digital advertising and influencer content than older consumers who prefer expert recommendations and detailed product information (Li & Wang, 2022). Hemamalini.E (2025). Due to the ubiquity of digital media, the definition of what constitutes successful advertising has also

evolved. Social media, sponsored posts and user generated content are now being used to advertise skincare more than any other medium. Research demonstrates that advertisements on social media platforms generate a higher level of interest than traditional advertisements; however, the level of interest depends on the quality of the advertisement's content and the platform upon which the advertisement is placed. Interactive ad formats, (such as short video ads) stimulate buyer purchase, especially amongst consumers who already engage with the internet (Aziz et al., 2024). The speed with which advertising is evolving continues to demonstrate how quickly brands must adapt to the rapidly changing and multi-faceted global marketplace.

Research Gap

A number of studies have validated how announcement characteristics will affect consumers' attitude and willingness to purchase in the skincare market, but there is little literature that has combined all of these variables into a single, comprehensive conceptual model. utmost exploration focuses on single factors similar as countersign goods, visual appeal, or social media engagement without examining how these rudiments interact with intercessors like consumer trust, perceived product efficacy, or purchase stage (original trial vs repurchase). likewise, limited abstract work has addressed how digital authenticity (e.g., stoner-generated content vs. ingrained dispatches) centrists the influence of announcement effectiveness on buying geste, particularly in different artistic and request settings. This gap highlights the need for a theoretical frame that synthesizes announcement rudiments, cerebral intercessors, and contextual chairpersons to more explain consumer buying geste toward skincare products.

3. Objectives of the Study

1. To study the effectiveness of advertisements on skincare products.
2. To examine the impact of advertisements on consumer buying behavior.
3. To analyse consumers' attitude towards skincare advertisements.

4. Hypothesis of the study

- **H₀**: There is no significant association between gender and consumer buying behaviour towards skincare products.
H₁: There is a significant association between gender and consumer buying behaviour towards skincare products.
- **H₀**: Advertisement factors do not significantly influence consumer buying behaviour towards skincare products.
H₁: Advertisement factors significantly influence consumer buying behaviour towards skincare products.

5. Research Methodology

The present study adopts a descriptive and logical exploration design to examine the effectiveness of announcements and their impact on consumer buying geste towards skincare products. The study was conducted in named areas of the study region, fastening on consumers who use skincare products. An aggregate of 200 repliers were named using the convenience slice system. Primary data were collected through a structured questionnaire administered to skincare product druggies, while secondary data were gathered from journals, books, conference proceedings and applicable online sources. The collected data were analysed using chance analysis to study the demographic profile of repliers, mean and ranking system to identify the most influential announcement factors, chi-square test to examine the association

between named demographic variables and buying geste, and simple descriptive statistics to summarise consumers’ comprehensions towards skincare announcements.

Demographic Profile

Demographic Variable	Category	No. of Respondents	Percentage
Gender	Male	82	41.0
	Female	118	59.0
Age Group	Below 20	28	14.0
	21 – 30	76	38.0
	31 – 40	54	27.0
	Above 40	42	21.0
Educational Qualification	School level	32	16.0
	Undergraduate	74	37.0
	Postgraduate	64	32.0
	Others	30	15.0
Monthly Income	Below 20,000	48	24.0
	20,001 – 40,000	72	36.0
	40,001 – 60,000	46	23.0
	Above 60,000	34	17.0

Interpretation:The table indicates that the majority of the respondents are female (59%), and most of them belong to the 21–30 years age group (38%), showing that young consumers form the major segment of skincare product users. A large proportion of respondents are undergraduates (37%) and postgraduates (32%), suggesting a relatively well-educated sample. Further, most respondents fall in the middle-income group of ₹20,001–₹40,000 (36%), indicating moderate purchasing power. Overall, the demographic profile reveals that young, educated and middle-income consumers dominate the sample for the present study.

Mean and Ranking Method – Most Influential Advertisement Factors

Advertisement Factors	Mean Score	Rank
Advertisement credibility	4.32	I
Advertisement informativeness	4.18	II
Advertisement attractiveness	4.05	III
Emotional appeal in advertisement	3.92	IV
Celebrity / influencer endorsement	3.74	V

Interpretation

The mean and ranking analysis reveals that advertisement credibility (Mean = 4.32) is the most influential factor affecting consumers’ buying behaviour towards skincare products and hence ranks first. People care about whether advertisements are trustworthy and truthful, which is the most important factor for most people. The second most important factor is the amount of valuable information provided in an advertisement (mean score 4.18) when making a purchase decision. The attractiveness of the advertisement (mean score 4.05) also matters; however, attractiveness is important but not as important as being truthful and having useful information. The emotional appeal is fourth (mean 3.92), while the use of a celebrity or influencer to endorse a product is the least important factor (mean 3.74). Many of the respondents indicated that the use of a celebrity to endorse a product was not that important in making their purchase decision. Overall, consumers are concerned with the honesty and usefulness of advertisements and less so with the glamour associated with celebrity endorsements.

Chi-square Test

Observed Frequencies			
Gender	High Buying Behaviour	Low Buying Behaviour	Total
Male	40	42	82
Female	78	40	118
Total	118	82	200

Chi-square Result	
Particulars	Value
Calculated χ^2 value	6.13
Degrees of freedom	1
Table value (5% level)	3.84

Decision

Additionally, the Chi-square statistic further supports this finding; since the Chi-square calculated (6.13) is greater than the Chi-square table (3.84) at a 5 percent significance level, we reject the null hypothesis.

Finding

There is a clear relationship between gender and how individuals purchase skin care products, as a result, men and women shop differently for skin care products. As a general trend, women purchase skin care products more frequently than do men; therefore, gender is an influencing factor in how an individual approaches skin care products. (For more details see "Consumer Perceptions Toward Skin Care Product Advertisements").

Summary of Descriptive Statistics to Describe Consumers' Perceptions Toward Skin Care Advertisements (N=200).

Perception Statements	Mean	Standard Deviation
Skincare advertisements provide useful product information	4.21	0.68
Skincare advertisements are visually attractive	4.08	0.72
Skincare advertisements are trustworthy	3.95	0.81
Skincare advertisements influence my purchase decision	4.12	0.75

Interpretation

Most people who participated in the survey think that skincare ads are good. The statement "Skincare advertising is helpful in finding out about products" received a 4.21 out of 5 average score, the highest of any statement on the survey. Skincare advertising is perceived to assist individuals in making their purchasing decisions (4.12 out of 5), and to have a strong visual impact (4.08 out of 5). Trustworthiness falls below the others, with an average score of 3.95. Overall, respondents have a large amount of trust in skincare advertising, but there is still significant scepticism present. In general, respondents perceive skincare advertising as providing good information, good images, and good convincing power to support their purchasing decisions.

6. Discussion

Research reveals that the announcement factors strongly influence customers' decisions to purchase skincare products. In both the mean scores and relative ranking of these announcements, credibility and informational value are among the top two influencing factors. Most importantly, credible and useful

information, about skincare products, carries more weight when making purchasing decisions than attractive or emotionally appealing advertising (though these last two factors have some effect as well). Supporting this conclusion is also descriptive statistics indicating that people are generally satisfied with the advertising of skincare products and many find these advertisements to be useful in helping them select products. Additionally, results of the chi-square analysis indicate gender does have an effect on consumers' response to advertising - therefore men and women respond differently to these advertisements. Overall, the data presented in this study clearly indicate that a well created and persuasive advertising campaign for a skincare product will encourage and influence the purchasing behaviours of potential customers.

7. Conclusion

Announcements affect consumer behavior for purchasing skin-care products. The characteristics that stand out are: Exactly how credible or trustworthy is your announcement? Is there clear or easy-to-understand information? Are there compelling images that both grab attention and encourage consumer action? When a consumer likes an advertisement or feels good about an advertisement, they are more likely to purchase as well. There is also a strong relationship between the gender of consumers and their purchasing patterns, which means that advertisers must take the time to create advertising that specifically speaks to the different groups of consumers. The bottom line for anyone in skin-care advertising is to concentrate on advertising that is credible, provides clear information, and contains visual elements that will interest the consumer in building a trusting relationship and increasing sales. This research therefore demonstrates how much good advertisements (announcements) can influence consumer behavior in the skin-care category.

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