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EXPLORING THE IMPACT OF SOCIAL-MEDIA ADVERTISING ON CONSUMER BEHAVIOUR AND BRAND IMAGE: A CASE STUDY OF MAQUILLAGE

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ABSTRACT

Social-media has developed into a potent advertising tool in the current digital age, enabling businesses to engage with their customers directly with influence her opinions. Building and improving brand image has been greatly aided by social media advertising in recent years. As more people utilize social media, brands are adopting these channels more frequently to engage with their target markets. The well-known cosmetics company Maquillage is the subject of this study, which looks at how social media advertising influences consumer behaviour and brand perception. With a case study methodology, the study examines how Maquillage marketing campaigns on social media sites like Facebook, YouTube, and Instagram affect consumer sentiment, purchasing patterns, and brand perception in general. By integrating qualitative and quantitative methods, such as content analysis of Maquillage social media campaigns and survey responses from its target audience, this study takes a hybrid-method approach. The results indicate that influencer collaborations, interactive ads, and aesthetically appealing content are crucial for raising consumer engagement, establishing brand trust, and influencing purchase intention. Furthermore, promoting Maquillage brand on several social media channels with authentic and consistent messaging enhances the company's reputation. In all, sixty participants in the extensive quantitative analysis were between the ages 18 to 40. Cosmetic brands looking to use social media for strategic marketing and brand development will benefit greatly from the research's insightful conclusions.

KEYWORDS-*Social Media Advertising, Consumer Behavior, Brand Image, Maquillage Products*

INTRODUCTION

The worldwide beauty sector is still growing steadily, increasing by 4.75% year, and there are no signs that this expansion will slow down (Sickler, 2022). The sector is expected to generate over $716 billion in total sales by 2025, with over 46% of that amount coming from the Asia-Pacific region (Sickler, 2022). Smith (2018) asserts that Women represent a sizable share Within the beauty industry business because of their increased interest in hair care, makeup, weight management, and looks. However, Ferry and Astuti (2021) highlight the emergence of a hitherto unnoticed market—the increasing number of males working in the beauty industry. Market Insights reported that male consumers spent in 2018, consumers spent $9.5 billion on skincare products, with an 8% increase recorded in 2019 (Ferry & Astuti, 2021). On a daily basis, women are known to use several personal care products. Despite the industry's expansion, health advocates and professionals around the world are voicing worries about the possible hazards of beauty products, especially in light of the rising prevalence of cancer and other health problems among women (Warbanski, 2007). Customers nowadays are paying more attention to what they eat and put on their bodies as health becomes a more significant priority on both a personal and societal level (Cervellon & Carey, 2011; Goetzke et al., 2014). Because of their alleged advantages for looks and general health, organic beauty products are thus becoming more and more well-liked (Sharma et al., 2021). The packaging of certified organic beauty products frequently includes eco-labels that highlight features including the absence of parabens, artificial colouring, nanotechnology, and animal testing. Additionally, these labels advertise benefits including increased antioxidant content, organic components supplied sustainably, and open manufacturing methods (Ravishankar & Dhekle, 2021). By acting as a helpful manual, these labels assist customers in making wise purchases (Kapoor et al., 2019). According to Majeed et al. (2022), there are a number of reasons why people buy these things, such as the desire for increased social standing, social circle influence, practical advantages, and personal fulfilment. Researchers studying consumer behaviour have studied the effect of social media on consumers' intentions to make purchases in great detail (e.g., Aw et al., 2022; Onofrei et al., 2022; Hutter et al., 2013). But it's still unknown how exactly social media affects consumers' decisions to buy organic beauty products (Lavuri et al., 2022). More research in the context of organic beauty products is necessary given the growing importance of digital platforms in influencing consumer involvement (Paintsil & Kim, 2022). The theory of social influence states this one in order for brands to successfully engage with customers and impact their purchasing decisions, they must have a strong social media presence (Hu et al., 2019). According to Navarro-Prados et al. (2017), purchase behaviour may be influenced by personality qualities that emphasize social responsibility, solid

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interpersonal relationships, and active engagement in social life. Previous research has examined generativity's moderating role in management and marketing environments. For example, generativity was found to influence the relationship between a leader's Success and age by Zacher et al. (2011), and it was shown to significantly affect the relationship between purchase intention and corporate social responsibility (CSR) by Giménez García-Conde et al. (2016). Still unexplored, nevertheless, is generativity's potential as a moderating element in relation to customer engagement and the inclination to buy organic beauty products. A group of online platforms that enable the production and dissemination of user-generated content are collectively referred to as social media. Both the internet's technology framework and its guiding ideologies serve as the foundation for these platforms. Social media is becoming a more and more important aspect of everyday life, greatly influencing the way that modern consumers make purchases. Well-known websites like YouTube, Facebook, Instagram, and Telegram are very important in influencing consumer decisions (Hawkins & Vel, 2013). Moreover, social media has radically altered how people interact with corporations, government agencies, and even their peers.

LITERATURE REVIEWS

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.

The study's objective is to investigate the elements that affect Generations Y and Z's decisions to buy regional cosmetics. It specifically explores how consumers assess information about beauty products and looks at important elements that could influence their purchasing decisions, like pricing, product quality, and social media. To collect primary data, this study uses convenience sampling, a kind of non-probability sampling, and takes a quantitative research technique. Descriptive and inferential statistical techniques were applied to 236 respondents' data using SPSS Version 22 (Sim et al., 2022). The study primarily looked at how social media affects customers' health-conscious choices about using herbal cosmetics. Surveys were given to customers in order to gather data. The study employed a two-phase in-person interviewing method, with 450 customers participating in direct interviews in the second stage and 26 pharmacists from nearby pharmacies and 21 sales people from beauty shops in the first. According to Mahmood Jasim et al. (2020), basic random sampling techniques were used to choose the sample. The study concentrated on how social influence affected Indonesian independent cosmetics consumers' impulsive internet purchases. A questionnaire was used to conduct an online survey in order to collect primary data. Through the author's personal connections and social media accounts on Instagram, WhatsApp, and LINE chat, the poll was disseminated. 173 participants responded to the study, and 161 of their responses passed the screening tests and were selected for additional analysis (Andhari and Rizal, 2020). The study looked at how brand marketing, particularly in the cosmetics sector, affects consumer choice. In order to construct this study, a survey questionnaire was used to collect 58 replies in total. According to Ashamayee et al. (2022), the study found that brand image, brand loyalty, and brand memory are the three main aspects that affect customer decision-making. The study focused on Helen Paul's Hypo Bleach commercials to examine how celebrity endorsements in social media marketing affect consumer buying decisions. The research applied random sampling to choose contributor, and there were 400 individuals in all. The research tool was a questionnaire, which was delivered and gathered in-person (Emeke, 2023). The impact of celebrity endorsements, reviews, and viral marketing on X Cosmetics purchasing decisions was investigated in this study. This quantitative approach was used in this explanatory study, which was carried out on the YouTube media platform. Survey methodology was used in the study, and SPSS 24 was used for data processing and statistical analysis of the questionnaires that were gathered (Nurul and La Mani, 2020). The study looked into how celebrity endorsements and online customer reviews affected young female shoppers' intentions to make purchases. This study focused on investigating the effects about internet evaluations, celebrity influencers' attractiveness, and their legitimacy on female millennials' intentions to buy cosmetic goods. After gathering 203 valid replies, the data was examined using SPSS version 28 and structural equation modelling with Mplus. The study had some limitations, including the exclusion of male participants and its exclusive focus on young female customers (Theresa et al., 2023). In specifically, the study examined how social media influencers affect consumers' decision-making in Vietnam, a market that is expanding for beauty and cosmetic (B&C) businesses. Using the convenience sampling method, the author looked for volunteers who fit certain requirements in order to choose participants. Semi-structured interviews were utilized for the empirical investigation, and an inductive qualitative technique was applied (Huynh, Vy, 2020). The study looked at how the marketing mix affected customer purchasing decisions, particularly in the cosmetics sector. It collected data using a survey and used a quantitative research methodology. With an emphasis on primary data, the study employed a cross-sectional methodology. Age, gender, ethnicity, education, and use of cosmetics were among the socioeconomic criteria used to choose the sample. Ros Shazrina et al. (2023) reported that 240 replies were effectively gathered for the study. Using age and gender as control factors, the study investigated how cosmetic product distribution, brand trust, and promotions affected live streaming consumers' decisions to buy. Using a survey method and a quantitative methodology, the study included 150 respondents who used the Yamane formula to choose their Shopee ESQA Cosmetics account. A survey conducted online was used to gather data (Indah et al., 2023). The study looked into data mining analytics to look at the behaviour of TikTok users and the evolution of the social media app. Users of TikTok can make their own movies that are frequently accompanied by music and highlight their skills, unique experiences, performances, dances, and more. A Likert scale was not employed in the study's questionnaire; instead, nominal and ordinal scales were used. 2,011 people completed the surveys, and the information was kept in a relational database (Shu-hsien et al., 2022). The study looked at what influences consumers' intentions to buy environmentally friendly cosmetics. The study employed a quantitative research design, collecting data from

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156 respondents via an online survey disseminated via social media and email. Simple random sampling was used to collect data (Neha et al., 2023). The study highlighted the significance of advertising in a business's strategy and concentrated on how consumers behaved toward cosmetic products. In-person interviews utilizing a methodical questionnaire were used to gather data for the study, which was carried out in Mangalore. Both descriptive and analytical components were included in the research design. The sample, which comprised 100 customers from Mangalore and the nearby areas, was chosen through the technique of purposeful random selection (Shravya Jain, 2023). The study investigated how consumer perceptions of green brands, which in turn affect their green purchasing behaviour, are influenced by green brand knowledge and credibility. 587 users of organic skincare products participated in a time-lagged research design survey. SmartPLS software was used for measurement and structural model analysis of the data. Mahnaz Mansoor et al. (2022) Customers of organic skincare products in Rawalpindi and Islamabad, Pakistan, were surveyed using a multistage random sample technique.

RESEARCH OBJECTIVE

- To observe the purchase behaviour of young consumers of Maquillage products viewing Social Media Advertisement.
- To examine the role of social media advertising activities in enhancing brand image among Maquillage users.

Hypotheses

H_1: Social media advertisement positively influences the purchase behaviour of young consumers for Maquillage products.

H_2: Social media advertising activities positively influence brand Image of Maquillage.

RESEARCH METHODOLOGY

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.366[a]	.134	.071	.83664

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

REGRESSION TEST

Table 1: Model Summary

The tables that follow show the R and R2 values. A basic correlation value of 0.366 is used to indicate the strength of the association, and this value is shown under the "R" column. In the "R square" column, the R2 value shows the percentage of the dependent variable's overall variation that can be accounted for by the independent variable. The independent variable in this instance is responsible for around 0.134 of the variation. (Sankar and Kumar, 2020).

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.970	4	1.492	2.132	.045[b]
	Residual	38.498	55	.700		
	Total	44.468	59			

a. Dependent Variable: Purchase behaviour

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

Table2: ANOVA

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. The model is statistically significant at the 5% level, according to the p-value of 0.045, which is below the significance level of 0.05.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.951	1.023		4.839	.000	2.900	7.001
	Age (in Year)	-.359	.171	-.350	-2.098	.041	-.702	-.016
	Income (lakh)	-.256	.231	-.142	-1.112	.271	-.718	.206
	Educational Qualification	-.040	.158	-.032	-0.251	.803	-.357	.278
	Marital status	-.120	.298	-.067	-.402	.689	-.718	.478

a. Dependent Variable: Purchase behaviour

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Table3: Coefficients

The regression analysis is shown in the above table along with the assumed independent and dependent variables' B and beta values. The results of the study show that age (-0.350) and marital status (-0.067) have a significant negative linear connection with consumer purchasing behaviour. Although their p-values were determined to be negligible, income level and educational attainment do not appear to have a substantial impact on customer purchasing behaviour with regard to Maquillage products (Sankar and Kumar, 2020).

DISCUSSION

According to the study, age and consumer purchasing behaviour have a significant negative linear association (-0.350). Consequently, people are more inclined to buy Maquillage products as their ages decline. Additionally, as there are fewer Maquillage product models available, income (-0.142) also has an impact. Educational attainment (-0.032) and marital status (-0.067) also exhibit a detrimental impact, but to a smaller degree (Sankar and Kumar, 2020).

Coefficient Correlations[a]						
Model			Marital status	Educational Qualification	Income (lakh)	Age (in Year)
1	Correlations	Marital status	1.000	.014	.137	.624
		Educational Qualification	.014	1.000	-.033	-.172
		Income (lakh)	.137	-.033	1.000	-.018
		Age (in Year)	.624	-.172	-.018	1.000
	Covariances	Marital status	.089	.001	.009	.032
		Educational Qualification	.001	.025	-.001	-.005
		Income (lakh)	.009	-.001	.053	-.001
		Age (in Year)	.032	-.005	-.001	.029
a. Dependent Variable: Purchase Behaviour						

Table4: Coefficient Correlation

Correlation Matrix (Independent Variables Only)

Age and marital status have a somewhat high positive link (r = 0.624), most likely because older people are more likely to be married. Even though this correlation is the greatest in the matrix and should be watched, it does not yet suggest multicollinearity. There are no significant associations (r < 0.3) between any of the other variables: age and income (r = -0.018), education and income (r = -0.033), and marital status and income (r = 0.137). The connection between age and education is weakly negative (r = -0.172). There is little chance of multicollinearity because the independent variables often show little intercorrelation.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.239[a]	.057	-.012	.94776
a. Predictors: (Constant), Marital status, Educational Qualification, Income (lakh), Age (in Year)				

REGRESSION TEST

Table5: Model Summary

INFERENCE

The tables below show the values of R and R^2. The simple correlation (0.239) and the strength of the association are represented by the R value, which is shown in the "R" column. Located in the "R square" column, the R2 value indicates the proportion of the dependent variable's overall variation that can be accounted for by the independent variable. Here, 5.7% of the variation may be attributed to the independent variable (Sankar and Kumar, 2020).

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.985	4	.746	.831	.034[b]
	Residual	49.403	55	.898		
	Total	52.388	59			
a. Dependent Variable: Brand Image						
b. Predictors: (Constant), Marital status, Educational Qualification, Income (lakh), Age (in Year)						

Table6: Anova

A significance test was performed on the regression model and each of the model's individual coefficients to examine the established mathematical the model's design goodness of fit. The analysis of variance (ANOVA) is commonly employed to verify the model's relevance (Singh & Rao, 2007). The table

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indicates the 95% confidence level, or 5% significance level, at which this analysis was conducted. Given that it is below the 0.05 threshold, the p-value of 0.034 indicates that the model is statistically significant at the 5% level.

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.401	1.159		3.797	.000	2.078	6.724
	Age (in Year)	-.210	.194	-.189	-1.084	.283	-.599	.178
	Income (lakh)	-.196	.261	-.100	-.750	.456	-.719	.327
	Educational Qualification	-.077	.179	-.058	-.430	.669	-.437	.282
	Marital status	-.025	.338	-.013	-.073	.942	-.702	.653
a. Dependent Variable: Brand Image								

Table7: Coefficients

For the presumed independent and dependent variables, the regression analysis table displays the B and beta values. Age and consumer purchasing behaviour have a high negative linear association (-0.189), with married status coming in second (-0.013), according to the data. According to Sankar and Kumar (2020), the p-values for income level and educational attainment were determined to be negligible, indicating that they had no discernible effect on consumer purchasing behaviour about Maquillage products. The substantial negative correlation with age (-0.189) indicates that consumers are more inclined to buy Maquillage products as their age declines. Another factor that affects income (-0.100) is probably the fact that Maquillage only offers a small selection of product models, which could deter buyers. Purchase behaviour is less influenced by marital status (-0.013) and educational attainment (-0.058) (Sankar and Kumar, 2020).

Coefficient Correlations[a]						
Model			Marital status	Educational Qualification	Income (lakh)	Age (in Year)
1	Correlations	Marital status	1.000	.014	.137	.624
		Educational Qualification	.014	1.000	-.033	-.172
		Income (lakh)	.137	-.033	1.000	-.018
		Age (in Year)	.624	-.172	-.018	1.000
	Covariances	Marital status	.114	.001	.012	.041
		Educational Qualification	.001	.032	-.002	-.006
		Income (lakh)	.012	-.002	.068	-.001
		Age (in Year)	.041	-.006	-.001	.038
a. Dependent Variable: Brand Image						

Table8: Coefficient correlations

Correlation Matrix (Independent Variables)

Age and marital status have a relatively high positive connection (r = 0.624), which is in line with the H2 model. This implies that older people are generally more likely to be married, which is consistent with assumptions. The relationships that remain are quite weak: Income and Education (r = -0.033) have a very weak, nearly insignificant association, while Education and Age (r = -0.172) have a slight negative relationship. Multicollinearity is not a major concern because none of the correlations are greater than ±0.7.

Hypotheses development and Conceptual Model

H1: Social media Advertisement positively influences the purchase behaviour of young consumers for Maquillage products.

- **Relationship between Social media Advertisement and purchase behaviour**

For young consumers, social media advertisements are essential for raising awareness, generating interest, generating desire, and motivating action for Maquillage items. Social media becomes an effective tool for influencing consumer 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. Given how much time younger people spend on social media, these ad styles work especially well with them. In order to attract potential clients and entice them to make a purchase, Maquillage uses influencer endorsements, cosmetic tutorials, and limited-time deals.

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H2: Social media advertising 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 marketing is. In other words, the Maquillage brand is shown as contemporary, dependable, superior, and appealing through regular, interesting, and skilfully designed advertisements on social media sites like Platforms such as Facebook, YouTube, Instagram, and TikTok. Credibility is increased when customers emphasize user-generated material that they have had positive encounters with Maquillage. Observing actual customers happy with the products builds confidence and enhances the brand's favourable reputation.

CONCLUSION

The finding of the study shows that social media advertisements that both Purchase behaviour and brand image positively influence the perceived value of the ads. This implies that consumers analyse the ads could provide enjoyment and excitement. Brand image is highly influenced among young female Maquillage consumers, and they are prepared to spend more for the brand they want. Additionally, they believe the ads offered useful information about alternative Maquillage products, contributing to their overall satisfaction. However, credibility does not emerge a significant factor in determining advertising value, indicating that consumers do not perceive the advertisements as misleading or intrusive.

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