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The Impact of Beauty Product Advertisements On The Purchasing Behaviour Of Female Consumers

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ABSTRACT

The research being conducted examines the effects that the advertisement of beauty products has on the purchase behaviour of the consumer (urban women), essential variables being the exposure (media), age segment and the socioeconomic segmentation. A structured questionnaire was administered to 300 women living in large cities of Pakistan to provide quantitative data, which was analysed by SPSS. The results were that there was a high correlation between the beauty adverts and buying decisions, especially among younger women and high socio-economic classes. The greatest effect was attributed to social media as a form of advertising, with most respondents agreeing that ads influence their definition of beauty and create an urge to acquire new products. The paper approves of the Elaboration of the Likelihood Model and the Social Comparison Theory, which demonstrate that women internalise media-generated norms of beauty and react with consumption. Although the degree to which media came into view alone did not show an important role in the regression model, age and socioeconomic status appeared as strong factors. The study has added more knowledge to the psychology of consumers in the beauty sector and given useful information to marketers who want to develop precision and responsible marketing.

Keywords*: Beauty Advertising; Media Exposure; Consumer Behaviour; Social Media; Urban Women; Socioeconomic Status;*

Introduction

Over the last few decades, advertising has played a major role in driving the fast growth and transformation of the beauty industry. In the effort to stand out, companies rely on advertising, which largely influences what women think, buy and consider beautiful (Kaur & Hundal, 2017). Since the beauty market is so large and valued at over $500 billion, advertisements for cosmetics, skincare and personal care products are now shown everywhere, both traditionally on TV and in newspapers and online via social media (Rasheed et al., 2024)

The purpose of the study is to examine whether beauty product advertisements influence female purchasing habits in various age ranges, income groups and places (Fatima & Lodhi, 2015). It focuses on how being exposed to various media, including television, social media platforms and advertisements, influences women's thoughts and usage of beauty products (Sultana, 2021).

Recognising these trends is essential for both people who plan marketing campaigns and those interested in the effects of media, consumer rights and body image (Greenfield, 2018). By studying the influence of

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advertising on the consumption habits of women aged 18 and older from different economic backgrounds in cities, this research aims to examine how beauty marketing shapes society (Islam, 2021).

Background of the Study

With so much media today, visual images have a strong impact on people's ideas and changes about beauty. Because image-focused apps and engaging visuals are so popular, beauty product advertisements often affect what women decide to buy (Ishak et al., 2020). These advertisements contain messages that are designed to attract and interest women from all kinds of backgrounds. No matter if beauty brands focus on pricey or inexpensive products, they use various advertising methods to ensure their products are noticed and used by a wide range of customers. Fashion's key aim continues to be to instil desire, communicate what is beautiful and fit its products with what people hope for (Ganjoo, 2020). Many more women in cities are seeing and noticing beauty ads because social media platforms like Instagram, YouTube and Facebook are used widely today. Users find rich visuals on these platforms, where influencers, celebrities and brands introduce beauty products with tutorials, reviews and promotional materials (Ampofo, 2014). As a consequence, those living in the city, who usually have more access to technology and are online, tend to see more of this sort of media. Idealised photos, positive reviews and well-designed logos on social media can quietly influence what consumers look for in products. Social media regularly shared images help affect both what products women buy and how they see physical appearance and their own identity (Kazim & Kantharaj, 2015).

While advertising helps businesses succeed by increasing their visibility and income, experts worry about its psychological, social and behavioural effects. Looking at too many examples of perfect beauty can sometimes cause individuals to feel bad about themselves or their bodies and expect the impossible (Pudaruth et al., 2015). As a result, people may feel forced to buy a lot, adjust their lifestyle or maybe feel isolated if they don't match the appearance promoted by ads. Critics also call for beauty brands to avoid supporting stereotypes or encouraging unrealistic expectations (Ariffin et al., 2020).

This research attempts to study the impact of seeing beauty product advertisements frequently on the choice-making patterns of women across several age groups and earnings, mostly concentrated in urban areas. By researching the relationship between advertisements and how people act, this study aims to find out why some brands are favoured, why people buy different goods and what they think of themselves (Morett, 2022). The study aims to see whether the effect of these ads differs for people from different age groups or backgrounds. The goal is to understand the effects of advertising on the urban beauty market and how these affect women's thoughts and decisions (Dissanayake, 2023

Problem Statement

This study on how beauty advertisements affect female shoppers' behaviour revealed a few challenges along the way. First, researching and finding studies that cover a wide variety of media, age and socioeconomic backgrounds together and in a city was a challenge. Furthermore, to compare consumer psychology, marketing and demographics, I had to carefully define a research topic. The need for a clear problem definition helped clarify that lacking in previous research was an intersectional analysis using the concepts of media, age and income level. Properly planning the research design and tools to represent the population and truly measure the intended variables took serious effort. The existence of these problems shows how hard it is to study consumer behaviour today.The central difficulty is not having enough awareness about how beauty advertising affects the buying behaviour of urban women at different stages in life and income levels"

There are many beauty ads seen everywhere, yet it is still uncertain how they influence the buying patterns of various women (Dlamini & Mahowa, 2024). Numerous studies only look at certain

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groups or types of media, while missing the way socioeconomic status, age and media affect each

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other. Because of this gap, marketers, psychologists and analysts struggle to develop ethical and effective approaches to advertising (Stanković et al., 2018). This study, then, studies how the ads for beauty products can affect female consumers' shopping habits within an urban setting (Mishod et al., 2022)

Objectives

1. To find out how advertisements for beauty products affect what female consumers choose to buy.
2. To study which media platforms (TV, social, print) are the most effective in influencing how people behave as buyers.
3. To investigate how age and socioeconomic status influence the link between advertisements and the choice to buy.

Research Questions

1. How do beauty product advertisements change the way urban women decide to make purchases?
2. Does using different types of media (such as TV, social sites, print) affect the purchase behaviour of women?
3. Does the way people react to advertisements depend on their age and how much they earn?

Hypothesis

H1: Beauty advertisements tend to lead women to buy more beauty items.
H2: Female consumers are more influenced by social media ads than by the ads shown on TV and print.
H3: How much female consumers are influenced to buy by beauty product ads depends heavily on their age.
H4: Beauty product advertising influences female purchases differently depending on their socioeconomic status.

Key variables Definition

Purchasing Behaviour of Female Consumers (Dependent Variable)

The women decide on products and their buying trends when they see a beauty ad (Falebita et al., 2020).

Type of Media Exposure (Independent Variable)

The channels used to present beauty advertisements to people, for example, TV, social media and printed publications (El-zoghby et al., 2021).

Age Group (Independent Variable)

The grouping of females by age (18–24, 25–34, 35–44 and 45+) to understand how advertising is affected by women's age (Makwana & Parmar, 2019).

Socioeconomic Status (Independent Variable)

The income level (lower, middle, upper), consumers experience different economic and social situations and shop accordingly (Yazdani & Masum, 2018).

Significance of Study

This study matters for understanding how females, who are very active online, consume products and services. Now that online ads for beauty lead the market, learning how they affect purchasing habits among young urban women is central for marketers, advertisers and social psychologists. These findings can help brands create ads that appeal to all customers, are ethical and work well for everyone . Additionally, the work adds to academic research by focusing on females in urban areas revealing how exposure to media, different aspects, of the economy and age affect the way they purchase and use beauty products. Literature Review

For a long time, advertising has been seen as a key influence on how consumers act (Kotler &

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Keller, 2016). Ads in this industry use dreams or ideal goals, popular stars and appealing images to build strong feelings in their audience (Alhedhaif et al., 2016). Various studies have proven that these strategies can sway female consumers' opinions on their appearance and aid in their buying decisions (Al Kurdi & Alshurideh, 2021).

Getting word out about a beauty product to customers heavily relies on media platforms. TV and magazines have long helped define beauty in the eyes of consumers, setting standards for what is considered attractive (Pokharel, 2017). With social media now in use, there has been a big increase in how much digital content matters. Using influencers and user-submitted information on platforms such as Instagram and YouTube enhances the effectiveness of advertising (Kumara, n.d.).

The way adults and children react to ads often changes depending on their age. Teenagers and young adults (18–24) are more influenced by the latest trends and advertising from influencers, yet adults aged 35–44 seek to make their purchases based on brands they can rely on, the quality and the price (Kumar & Kim, 2014). People's economic situation and social class play a role in what they buy and how much they can afford. Both high and low-income groups are influenced by advertising. Those with higher income are drawn to prestige brands, while those with lower income are more likely to notice the affordability and perceived worth of what is advertised (Kazim & Thomas, 2016).

Several scholars have discussed how seeing these ads can influence a woman's opinion of her body and how she feels about herself. Seeing perfect images can cause someone to feel dissatisfied with their body, but they may still be inclined to purchase items meant to make them look better (Ismail, 2019). Commonly, ethnic beauty standards are shown in ads, making people from other backgrounds feel excluded and leading to unrealistic hopes for their appearance (Couture Bue & Harrison, 2019)

Theoretical Framework

Elaboration Likelihood Model

This research relies on two fundamental theories:According to the Elaboration Likelihood Model, people can receive persuasive messages deeply with the main arguments or superficially via background suggestions provided by things like celebrity endorsements or pictures. By analysing beauty advertising, ELM shows how various kinds of media can impact consumer attitudes and choices (Gani, 2024).

Social Comparison Theory

Feininger suggested Social Comparison Theory in 1954, which proposes that people measure their achievements against those of others, often resulting in higher expenditure. Women may develop a wrong image of themselves after seeing airbrushed ads, which can result in buying more products.

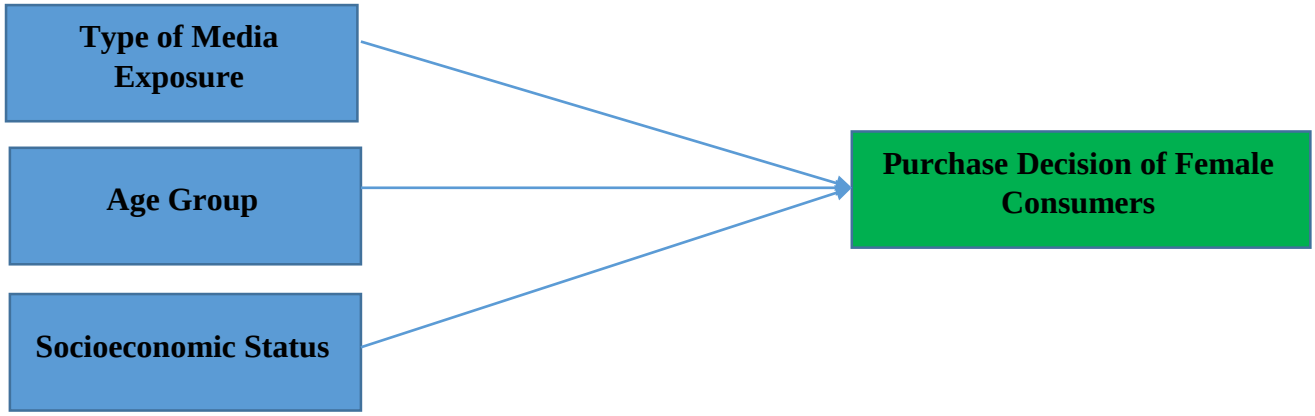
Even though plenty of research explores the psychological and social outcomes of beauty advertising, it lacks studies that examine how media affects people with different ages and incomes from urban areas (Macheka et al., 2024). Through this research, we explore how women in various subgroups process and are influenced by beauty ads on a variety of platforms, providing greater insight into consumer habits in modern beauty markets (Khraim, 2010)

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Conceptual Framework

The conceptual framework lays out how beauty product advertisements (the independent factor) may impact the actions of female consumers in making buying decisions (the dependent factor).
The study also examines the influence of various media sources on customer behaviour (Koshy & Manohar, 2016)



Research Approach

In this report, a quantitative research method is used to study and analyse the relationships between variables. Using a descriptive approach in this paradigm, the study provides a detailed description of the target audience's actions and attitudes toward beauty ads. The research focuses on how types of media (television, printed materials and social networks) affect the buying decisions of Generation Z females, especially in urban areas within this age range (18-27). This group is significant as it spends a lot of time online and interacts with beauty materials a lot.

Universe

This research study will target urban women aged 18 years or above who reside in major cities (Karachi, Lahore, and Islamabad). The sample was stratified into four groups in terms of age: 18-24, 25-34, 35-44, and 45+ and it was also further divided according to socioeconomic status: low, middle, and high income. The women are heavy media users who watch television and read newspapers and social sites and constantly see beauty product ads. This demographic is being studied based on their greater participation in the digital environment, exposure to advertisement content, and participation in consumer markets of beauty products.

Target Population

This study's target population consists of women aged 18 years and over, separated into four age groups. 18–24, 25–34, 35–44, and 45 and above. The majority of these women live in cities, which means they are exposed to a lot of media and like to shop (Darmatama & Erdiansyah, 2021). Studies are conducted among those considered low-, middle-income and upper-income to identify differences in their level of spending and reactions to advertisements. Women who often see beauty product advertising on television, online or in magazines and billboards are considered part of the target population. This process gives a complete view of the effects of

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demographics and media on behaviour related to buying beauty products (Iqbal et al., 2023).

Sampling Technique

Diversity was obtained by employing a Stratified Random Sampling in which each stratum is representative of the population. The sample was divided according to how much people earned, called middle, low and high income and was randomly drawn from each section. Using this approach makes results more reliable, as low-income cases are not overlooked and biases are kept to a minimum. The final set of survey responses came from 300 respondents chosen to give the analysis enough statistical confidence for making statements about urban women.

A survey with fixed questions, linked to the research objectives and hypotheses, was set up online to gather data for this study. To reach out with the survey, officials shared it digitally on social media networks and through email. Key elements measured by the instrument were frequency of watching TV, reading or listening to media; the influence of advertising; socioeconomic status; age; and purchasing behaviour.

Data Tool

SPSS (Statistical Package for the Social Sciences), which is commonly trusted in social science research, was used to analyse our data. Data was analysed using several statistical methods. Frequencies, means, and standard deviations were used to explain and summarise the participants' demographic and behavioural information. The relationship between media exposure and how people purchase was assessed using Pearson's correlation coefficient. In addition, multiple regression analysis was carried out to measure how much media type, age group and socioeconomic status predict the changes in the dependent variable, which is beauty product purchasing behaviour.

Because of this methodological framework, all parts of the investigation are powerful, based on statistical methods and can be tested empirically. Stratified sampling, structured questionnaires and good statistical tests give strong reasons to believe that beauty product ads affect how urban females spend their money on beauty products.

Finding and Interpretation

4.1 Descriptive Statistics

DM1A = Age
DM2MI = Monthly Income
DM3A = Area of Residence
IV1A = Type of Media Exposure
IV2A = Age Group
IV3A = Socioeconomic Status
DV1A = Purchase Decision of Female Consumers

Table 1

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
DM1A	300	4.0	1.0	5.0	1.703	.9478	.898	1.360	.141	1.312	.281
DM2MI	300	2.0	1.0	3.0	1.290	.4690	.220	1.125	.141	-.230	.281

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DM3AOR	300	3.0	1.0	4.0	1.473	.8195	.672	1.573	.141	1.331	.281
Valid N (listwise)	300										

Interpretation

The descriptive statistics provide a baseline perspective of the demographic profile of respondent and their interaction with beauty advertisements as well as across variables such as age, income, media exposure, and purchasing behaviour.

Using DM1A (Age), with a mean of 1.703 and standard deviation of 0.9478, it can be concluded that the sample population is dominated by young adults and probably focused on the ages of 18-24 and 25-31 years. It fits the mentioned target of the study on younger urban women, especially those belonging to Generation Z, who spend plenty of time on digital platforms since they are a primary consumer of online content concerning beauty and fashion. The standard deviation is moderate, indicating that there is also some diversity in the age of the respondents, and therefore it is strong and makes the dataset more diverse. Since younger members of the population are more susceptible to fads, this statistic supports the appropriateness of marketing strategies appealing to these age segments.

DM2MI (Monthly Income) indicates that most respondents belong to the low-income group since the mean score is 1.290 and the standard deviation is fairly low (0.469). This is important since it offers some reason as to why advertisements about beauty affect the spending behaviour, even among customers who might not be enjoying significant disposable income. That women with lower incomes continue to consume and respond to beauty advertising indicates that advertising can reach price-sensitive markets, as well. This affirms its belief that beauty advertising is emotional and aspirational, which makes consumers buy products not based on financial rationality.

Concerning DM3AOR (Area of Residence), the standard deviation was 0.8195, and the mean was 1.473. We can deduce that most of the respondents reside in major cities like Karachi, Lahore, or Islamabad, which aligns with the study being limited to these areas. Residing in cities or urban areas is associated more frequently with higher exposure to media, more availability of brands and a more competitive and appearance-conscious environment. Therefore, such consumers in the cities tend to be exposed to an increased frequency of beauty-related advertising and tend to replicate new beauty trends more quickly than rural communities. The information underscores the significance of targeting urban women to determine the real effects of media saturation on cosmetics purchasing behaviour.

Table 2

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	Kurtosis

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	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
IV1A	300	3.6666666666666670	1.33333333333333	5.0000000000000000	3.857777777777777	.725238249828287	.526	-.589	.141	.009	.281
IV2A	300	4.0000000000000000	1.0000000000000000	5.0000000000000000	3.625555555555554	.951916579998274	.906	-.403	.141	-.807	.281
IV3A	300	4.00	1.00	5.00	4.0433	.66175	.438	-1.230	.141	2.938	.281
DV1A	300	4.0	1.0	5.0	3.787	.7036	.495	-.570	.141	.236	.281
Valid N (listwise)	300										

Interpretation

Next, IV1A (Type of Media Exposure) shows a mean of around 3.86 on a 5-point Likert scale, which is indicative of the respondents as having a general agreement that they are exposed regularly to beauty product advertisements. Such exposure spans across all forms of media, and this exposure can be in both traditional forms of TV commercials to more modern types of social media through platforms such as Instagram and YouTube. A relatively small standard deviation (0.725) shows that this perception of frequent exposure is coherent in the sample. This result directly confirms your second hypothesis (H2), stating that social media advertising can exert a more significant impact than traditional media. The inference is obvious, marketing campaigns should enjoy preference over forums women frequent most and where they are most active.

Another variable, the IV2A (Age Group), has a mean of 3.63, reinforcing the argument that the sample covers a range of age groups, but mainly those who are in the early adult to midlife stage. This can be beneficial when comparing generational differences in advertising responsiveness. The significance of this variable is related to Hypothesis H3, which presupposes that age is a significant factor related to the interpretation and behaviour pattern of women towards beauty advertisements.

IV3A (Socioeconomic Status) lies as a relatively high mean with 4.043 and a small standard deviation (0.662), which indicates that despite income levels being skewed towards the lower end, a large number of respondents consider themselves to be in the middle or upper socioeconomic groupings, perhaps as a result of the educational backgrounds, societal ambitions or digital literacy. This is essential, since socioeconomic perception and not just raw income is a significant determinant of purchase intention. Those who identify themselves with a

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high social status will tend to be receptive to premium or aspirational advertising.

Lastly, DV1A (Purchase Decision of Female Consumers) has a high mean score of 3.787, representing the high level of agreement in terms of the influence that advertising has on the purchase of beauty products. This reaffirms that adverts, including through influencers, emotional appeal or celebrity endorsement, can influence the intention to purchase by women. This confirms Hypothesis H1 and proves the key idea of the study, that beauty advertisements measurably impact consumer behaviour, even within diverse income and age groups.

Pie Charts

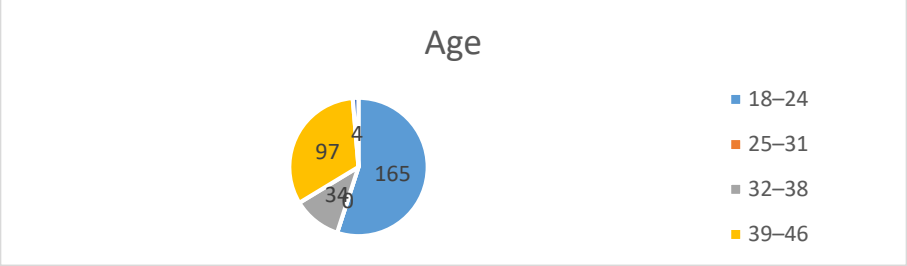


Figure 1

The pie chart which is a depiction of the age distribution of respondents shows that most respondents are in the age bracket of 18-24 then next in line is aged between 25-34. It aligns with the fact that the study targets young urban women who are very active online and constantly targeted with beauty promotion in online media. These respondents belong to a generation known as Generation Z and early millennials, both highly trendy and driven by the emotions in their choice of consumption. This category of people constitutes the central demographic that can be impacted by beauty brands in terms of loyalty and social and digital media campaigns.

The next pie chart illustrates the level of money earned monthly, revealing that a soon-to-be-considered part of the respondents have low-income status, and a rather few and notable part belong to the middle income strata. The least sampled portion is composed of high-income respondents. Although low-income women may have limited amounts of money, they still get highly swayed by advertisements about beauty implying that these kinds of advertisements go beyond affordability as they are driven by emotional and desired aspirations. This confirms that marketers must not only focus on the purchasing power, but also the emotional pull and status desire that beauty products is associated with.

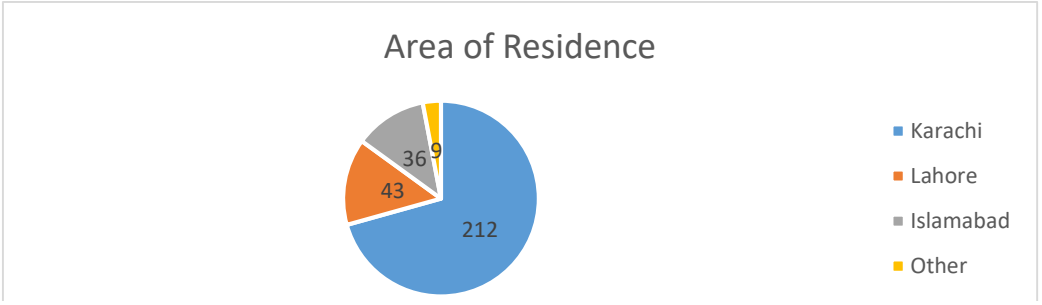


Figure 2

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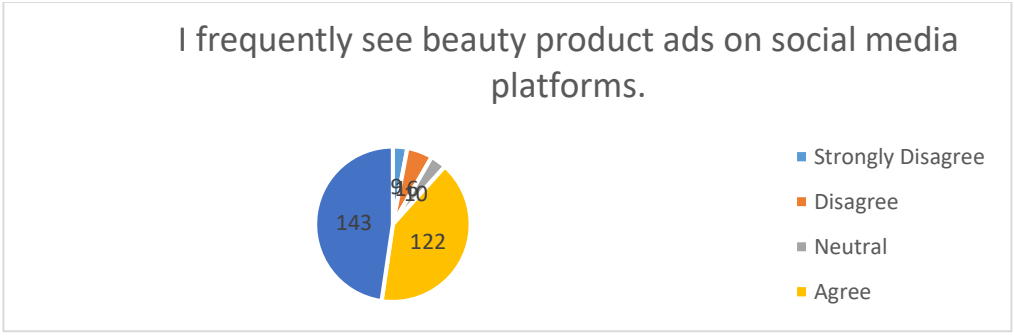


Figure 3

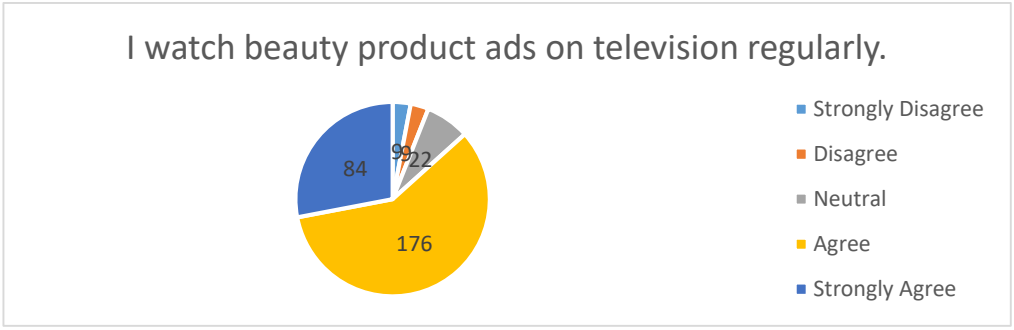


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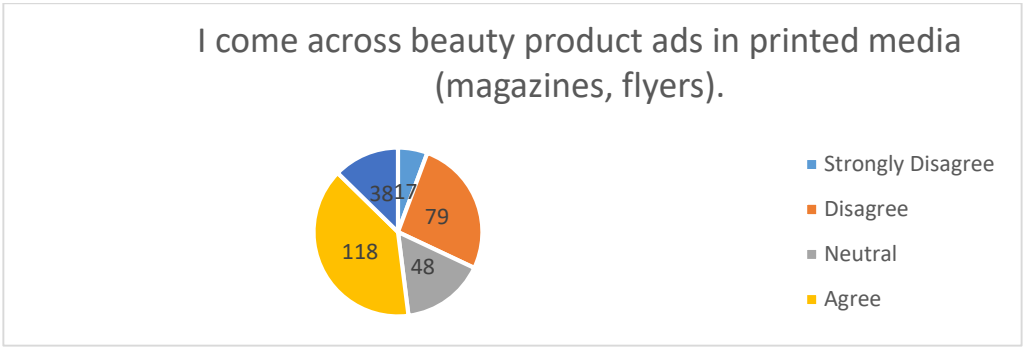


Figure 5

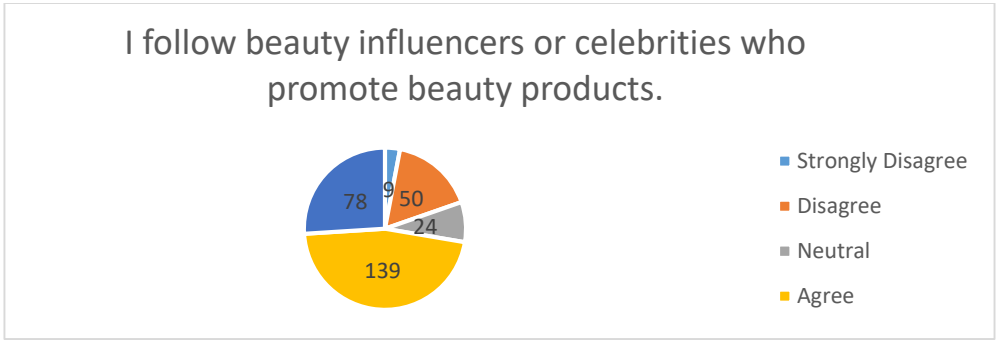


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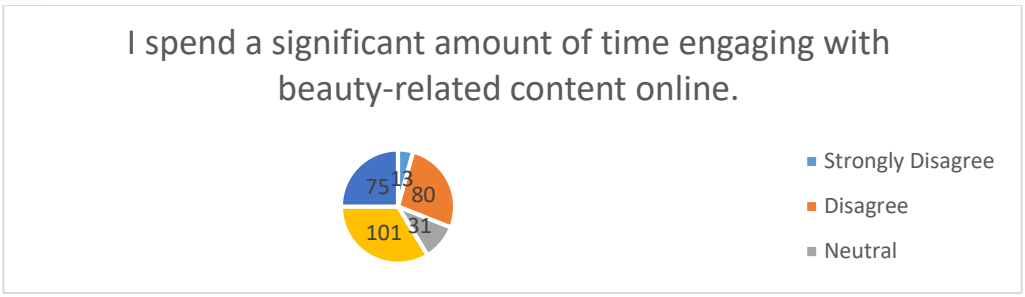


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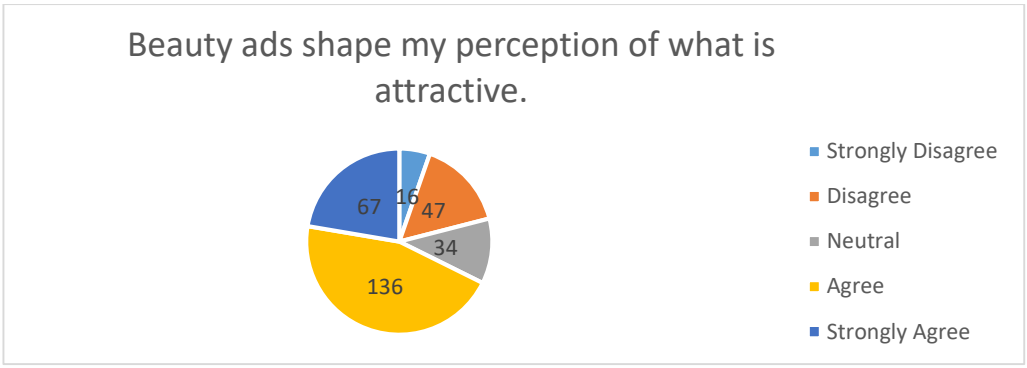


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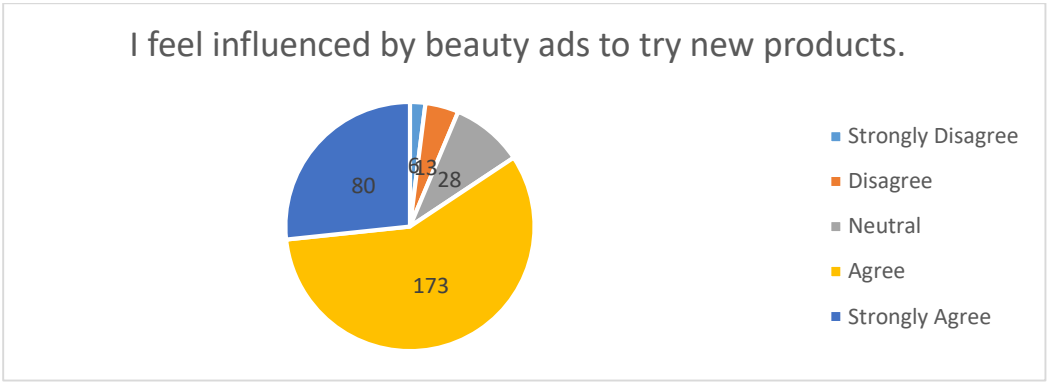


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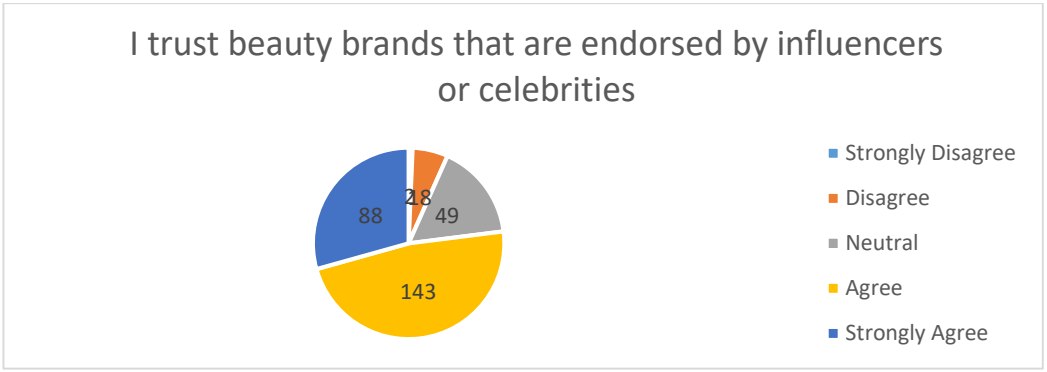


Figure 10

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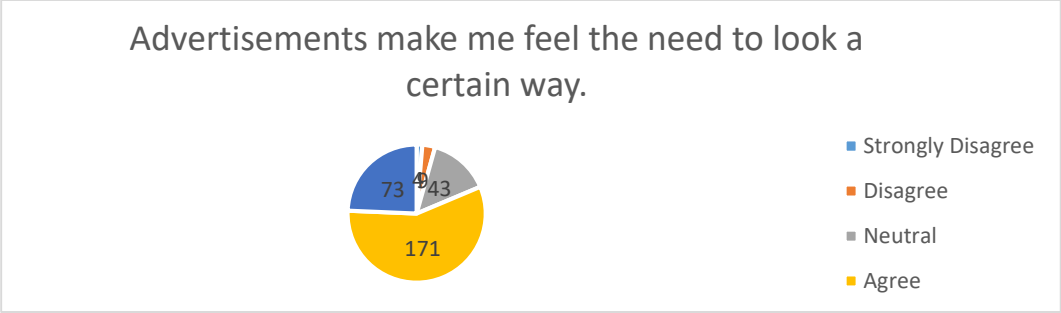


Figure 11

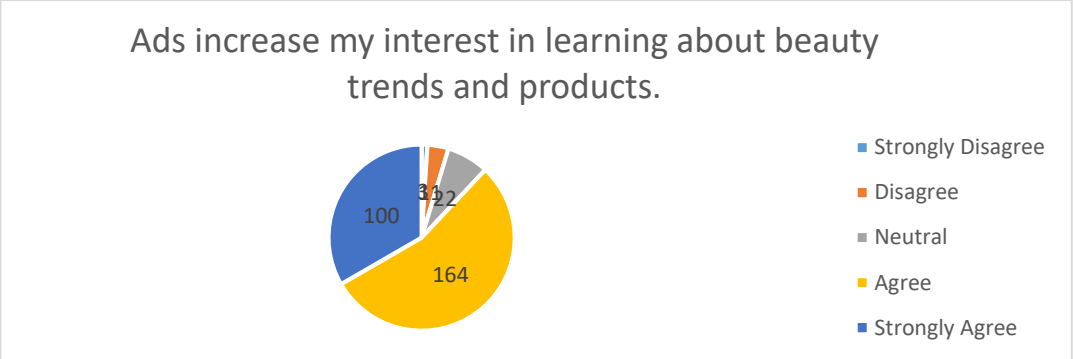


Figure 12

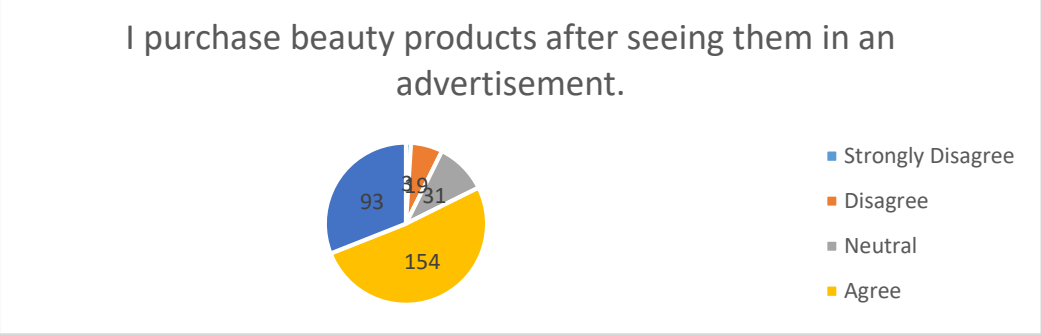


Figure 13

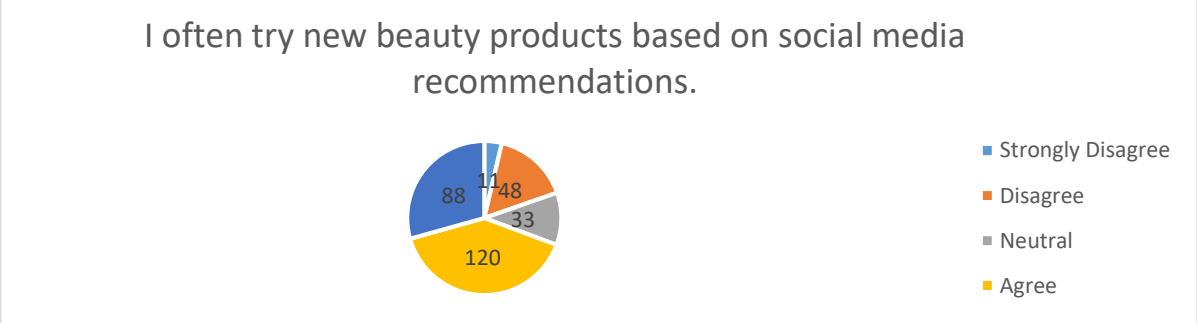


Figure 14

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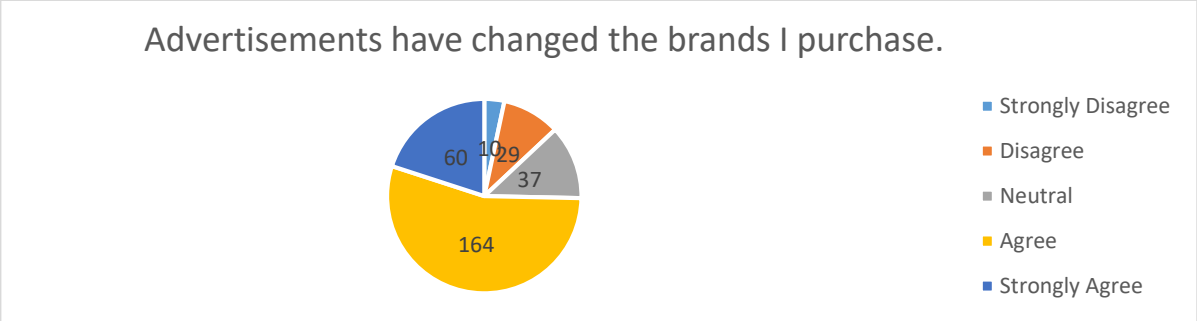


Figure 15

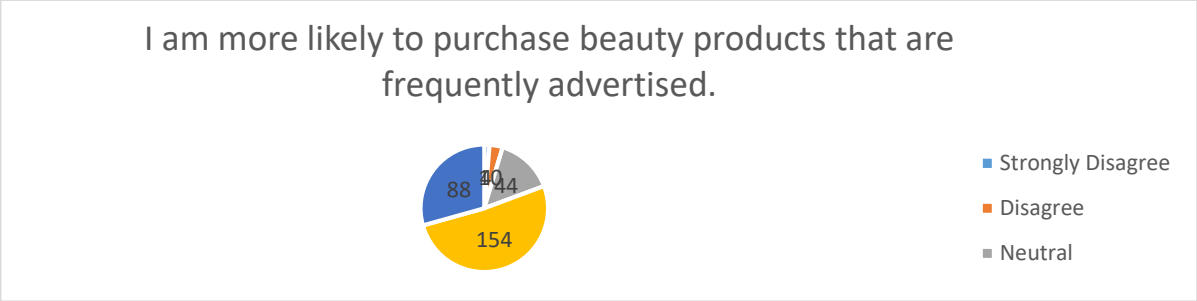


Figure 16

The pie chart on type of media exposure is a clear indication that social media is the media facilitating the high platform as a result of which respondents observe the advertisements of the beauty products. Social media such as Instagram, YouTube and Tik Tok, have particularly gained popularity with younger audiences, due to their instructiveness and graphical contents. TV takes a secondary position being more suitable to older audiences, whereas print media has very little impact in this digital age. This underscores the need for beauty brands to move their marketing efforts to social sites where customers are more active and open to persuasions.

An associated chart which shows the influence of advertisement on the purchasing decisions reveals that most of the respondents who have either agreed or strongly agreed, advert is affecting their buying behaviour. It implies that encountering beauty contents particularly, recommendations by the influencers, celebrities, the story about the emotions, and the feeling influences preferences and activates the motivation to experiment with the novel product and the brand replacement. This is consistent with the Social Comparison Theory and Elaboration Likelihood Model, which explains that both emotional and perceived social ideals are the driving factors influencing consumption behaviour.

All in all, the pie charts taken together prove the hypothesis of the study since they graphically reinforce the notion that the most useful variables in testing how women would react to beauty-product ads favours age, income level, and exposure to media. The charts serve to reinforce that advertising is not merely about informing, but about making an emotional connection with consumers. Marketers must therefore structure their campaigns in a manner that appeals to the values, aspirations, digital behaviours of demographic cohorts in general and young, urban, socially active women in particular.

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Correlation

Table 3

Correlations

		IV1A	IV2A	IV3A	DV1A
IV1A	Pearson Correlation	1	.508**	.342**	.456**
	Sig. (2-tailed)		.000	.000	.000
	N	300	300	300	300
IV2A	Pearson Correlation	.508**	1	.583**	.753**
	Sig. (2-tailed)	.000		.000	.000
	N	300	300	300	300
IV3A	Pearson Correlation	.342**	.583**	1	.711**
	Sig. (2-tailed)	.000	.000		.000
	N	300	300	300	300
DV1A	Pearson Correlation	.456**	.753**	.711**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The correlation analysis gives a significant statistical background in determining the strength and direction of relationships between the independent variables (type of media exposure, age, and socioeconomic status) and the dependent variable (purchase decision).

The relationship between type of media exposure (IV1A) and purchase decision (DV1A) is 0.456, which is moderate and positive, and significant at the 0.01 level. This has shown that the more exposure to beauty advertisements, the higher the chances of buying beauty products. It tells about the intuitive side that the more people see the advertisement, the more aware and interested in the products. This practically implies that brands of beauty that invest in frequent advertisement locations are bound to experience a similar increase in the shopping behaviours of the consumer.

The age group (IV2A) and purchase decision (DV1A) relationship is very strong, 0.753 in a positive relationship direction. This evinces the postulate that age is a crucial determinant of the ability of advertising to shape behaviour. It proposes that there can be different interpretations of advertising messages between older females and younger females, perhaps because of differences in values and lifestyle needs or media literacy. This is a lesson to marketers: you need age-specific campaigns. Younger shoppers will be attracted to style-driven figures content, but older women might seek products of high calibre, safety, or brand history.

A third notable finding is that the correlation between socioeconomic status (IV3A) and purchase behaviour (DV1A) is 0.711, which is also a strong and positive relationship. This suggests that women with better socioeconomic status have a higher propensity to be swayed by the ads regarding beauty products. This may be because this group has the economic power to pursue their interest, or they are more concerned about having a particular social identity by grooming and the use of products.

Independent variables also have significant associations with each other. As in the case of

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age and socioeconomic status, a correlation of 0.583 shows that demographic factors tend to group- older participants are economically more stable or of higher status. This interdependence must be taken into account when interpreting the independent effects of each variable.

Regression

Table 4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	IV3A, IV1A, IV2A[b]	.	Enter

a. Dependent Variable: DV1A

b. All requested variables entered.

Table 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.826[a]	.683	.679	.3983	.683	212.290	3	296	.000	1.957

a. Predictors: (Constant), IV3A, IV1A, IV2A

b. Dependent Variable: DV1A

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.058	3	33.686	212.290	.000[b]
	Residual	46.969	296	.159		
	Total	148.027	299			

a. Dependent Variable: DV1A

b. Predictors: (Constant), IV3A, IV1A, IV2A

Coefficients[a]

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Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.480	.165		2.900	.004
	IV1A	.072	.037	.074	1.951	.052
	IV2A	.353	.033	.478	10.856	.000
	IV3A	.432	.043	.406	10.065	.000

a. Dependent Variable: DV1A

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.554	4.768	3.787	.5814	300
Residual	-1.7304	1.2125	.0000	.3963	300
Std. Predicted Value	-3.841	1.688	.000	1.000	300
Std. Residual	-4.344	3.044	.000	.995	300

a. Dependent Variable: DV1A

Interpretation

The regression analysis will aid in establishing which variables are most predictive of the female consumer's purchasing behaviour towards reacting to beauty advertisements. The R value of 0.826 and R R-squared value of 0.683 are very high. This shows that the three independent variables in combination, media exposure, age and socioeconomic status, explain about 68.3 per cent of the variation in purchase behaviour. This model is highly robust and indicates that the variables chosen are effective predictors of consumer behaviour.

The ANOVA table indicates that the model is significant as the p-value is less than 0.001. This shows that the overall variability in consumer purchasing behaviour is much better described by the model than by chance.

Media exposure (IV1A) is at the level of significance (p-value of 0.052). This implies that media influence is merely a nominal purchaser behaviour when considered in isolation. Although women are indeed exposed to beauty advertisements, exposure is not a sufficient requirement; this exposure will not always result in the reinforcement of a behaviour. This relationship may be mediated by other factors such as content quality, relatability, and emotional connection.

IV2A (age group) is strongly influenced with a standardised beta of 0.478 and a highly significant p-value (< 0.001). This reinstates the fact that age is a very significant predictor of consumer response to advertising. When creating campaigns, marketers should take into account

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messaging and platform preferences that align with age.

Socioeconomic status (IV3A) also contributes to the effect very strongly, with the standardised beta being 0.406 and the p-value being highly significant (< 0.001). This implies that financial ability and perceived social status play a significant role in determining the influence of advertising on purchase decisions. High-status consumers are more sensitive to branding, packaging, exclusivity, and luxury cues in commercials.

All in all, the output of the regression underscores how media exposure might be needed, and yet it is the age and economic context of the society where the consumers live that dictate consumer reaction. Ads should thus be customised not only in content but also in their dimension of audience segmentation as well as emotional targeting.

Summary

Collectively, the descriptive, correlational, and regressive analyses enhance the theoretical background of your study based on the Elaboration Likelihood Model and Social Comparison Theory. Women who are being exposed to subtle advertising, particularly those who are younger, urban, and social individuals, tend to internalise the standard of beauty and adjust their spending habits to fit their standards. Nevertheless, the extent to which these messages are internalised and acted on is largely influenced by the age and socioeconomic status of the viewer.

The results sturdily confirm your hypotheses (H1-H4) and offer useful recommendations to advertisers. Social media must be the focal point, although content needs to be tailored to demographic segments to ensure maximum consumer interest and conversion.

Conclusion and Recommendations

Conclusion

It has been conclusively demonstrated in this research study that female consumers are largely susceptible to purchasing behaviour induced by commercial advertisements of beauty products, which become more dominant in urban settings due to media saturation and digital content accessibility. Despite all the elements (media exposure, age group, and socioeconomic status) surveyed, age and socioeconomic status turned out to be the strongest predictors of responsiveness of the consumer to beauty advertising. These results demonstrate that an increase in product awareness occurs with media exposure, but the final interpretation and cause of such a message is based on the demographic background of the consumer.

As it has turned out, the most impressionable part of the audience is young females, especially those of Generation Z. They are all exposed to Instagram, YouTube, and TikTok, which makes them very susceptible to the impact of beauty influencers and celebrities and viral beauty trends. Not only do these women absorb the content of beauty-related stuff at high rates, but often create emotional ties with the pictures and messages they see. Consequently, they are likely to make their purchase decisions in relation to beauty products based not only on practical product-based messages but also on the ideals of beauty, the aesthetic, and social idiom. Being exposed to unreal standards of beauty by these media, they sometimes purchase products they feel would aid them in achieving those ideals.

Conversely, higher socioeconomic women were more inclined to be affected by beauty advertisements overall. Such responsiveness can be explained by the higher level of financial recommending, affiliation, and the wish to match or improve their status by using such premium and branded beauty products. Such consumers respond better to advertising appeals that emphasise exclusivity, brand heritage, quality

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and social prestige. The similarity between their self-image and the perceived lifestyle suggested in these ads enhances the power of the message.

Surprisingly, the research established that indeed media exposure is a factor that will determine consumer behaviour, but what it does to influence the consumer to buy is highly enhanced when the sending of the message is viewed as being subjectively relevant to them. Alternatively, exposure to advertisements alone is not enough to evoke buying behaviour. More relevant is the challenge of whether the message, in turn, appeals to the consumer at a certain life stage, who they are as a person, meet their emotional needs, and their personal goals. This lends credence to the Elaboration Likelihood Model, which proposes that people process persuasive messages via the central route (logical reasoning) or the peripheral route (emotional and identity-based cues and symbols). In the current research, consumers appeared to be strongly influenced by peripheral cues and, in particular, age relevance and socio-economic fit.

These perceptions reinforce the larger takeaway that contemporary beauty product marketing tactics increasingly cannot afford to merely measure reach and frequency. Rather than merely becoming more visible, brands are expected to endeavour to develop emotional and psychological associations with the audience. Relatable, personable, and emotionally present content much better impacts consumer purchasing decisions and choices than generic promotion. Therefore, advertisers and marketers should adopt data-driven market-specific advertising approaches that take the variable nature of female consumers, in terms of motivation and tastes, across age and income brackets.

To conclude, this research indicates that beauty and marketing companies should create specific, sensitive, and demographically oriented campaigns. It throws some light on how advertisements have a complex style of affecting female consumer behaviour and how female behaviour in the current media-driven environment of the day and age has been changing its expectations. It is of great significance that brands comprehend these dynamics in order to be able to produce meaningful, responsible, and impactful advertising that not only will lead to sales but will establish positive self-perception in women.

Discussion

The findings of this paper empirically support the hypothesis that advertisements of beauty products have a strong influence on the buying behaviour of female consumers and particularly in urban area. The large mean scores in various scales like media exposure and purchasing decisions entail that the respondents not only come across and see quite a lot of beauty advertising but also are significantly manipulated by it in the course of making buying decisions. It is in line with Hypothesis H1 and affirmative to the fact that advertisements do contribute significantly to encouraging women to either use or abandon beauty products. Such results confirm the opinions of Rasheed et al. (2024) and Sultana (2021) who concluded that visual and emotionally charged content especially that of the digital platforms, can change the beauty standards of a woman thereby resulting in the consumption of more products.

Moreover, this research indicates that not only media exposure but also age and socioeconomic levels are more powerful predictors of purchase behaviour compared to those which are only media-exposed. Hypotheses H3 and H4 hypotheses, which postulated that age and socioeconomic status influence the way advertisements are perceived and responded to, are supported by the extremely good correlations between age ($r = 0.753$) and purchasing behaviour, and socioeconomic status ($r = 0.711$) and purchasing behaviour. The younger women who probably belong to the Generation Z and the

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millennial generation are more vulnerable to beauty marketing, as they may be more exposed to social media and driven to meet the beauty trends of the day. These results are supported by earlier findings, which also indicated generational and class differences in cosmetic buying behaviour (Kumar & Kim, 2014; Kazim & Thomas, 2016).

Lastly, although media exposure (Hypothesis H2) recorded a positive relationship with purchasing behaviour, the coefficient became slightly insignificant in the regression model, which indicates that the medium by itself cannot change consumer behaviours. More important is the context of the consumer; does the advert feel relevant to the life stage, income and personal aspirations of the consumer. This supports the Elaboration Likelihood Model that peripheral cues (such as celebrity endorsement or influencer attractiveness) can bring attention but central cues (such as trustworthiness, need-relevance, or self-image compatibility) drive the behaviour. This paper therefore underscores the need and relevance of marketers and advertisers personalizing advertisement contents not only to platform but also to specifics of audience e.g. age and income segment to deliver more effective campaigns.

Recommendations

Considering these findings of the study, there are a few main recommendations that beauty brands and marketing professionals can use to address female consumer behaviour more effectively and ethically.

1. My first suggestion or opportunity is that beauty brands should consider using digital infrastructure, especially social media, as a basis to focus on digital advertising. This can be backed by the fact that not only do the young audiences, particularly those of Generation Z, spend their time more on these platforms, such as Instagram, TikTok Tok and YouTube, but also are more emotionally and psychologically invested in them.
2. Nevertheless, it is not an option to merely transition to digital media; the content of advertising campaigns should be highly specific and individualistic. Generic promotions that cut across many demographic and psychographic groups are not likely to have the same effect when compared to those that have been designed to apply to certain demographic and psychographic groups.
3. The other important recommendation is that brands be more socially responsible and inclusive in advertising. The results of this research, consistent with previous studies, demonstrate that being exposed to idealised beauty norms may have psychological repercussions that may be manifested through body insecurities, self-esteem issues, and a sense of inadequate self. Thus, marketers should consider spreading realistic, diverse and inclusive portrayals of beauty in their work.
4. Lastly, they suggest that future scholarly work on beauty advertising should examine its long-term consequences in further detail. Longwise studies may assist in establishing the impact of prolonged exposure to beauty advertisements, particularly social media ads, on women, their self-perception, and shopping habits in the long run. The realisation of the cumulative effects of beauty marketing can help brands practice sustainable, ethical, and psychologically healthy advertisement.

Limitation of Study

1. Geographical and Demographic Coverage: The research narrows down to urban, female consumers in Pakistan, leaving out the rural populations who

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may 'not see' or receive media and other gender groups that may not be willing to spend their money in the mentioned way.

2. Self-Reported Bias: The study was carried out using structured questionnaires, which are prone to response bias, including exaggeration, misunderstanding, and social desirability bias.
3. Cross-Sectional Design: The study receives the data once in time, which makes it hard to determine long-term effects or cause-and-effect relationships between the exposure to an advert and buying behaviour.

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