



An Analysis of The Impact of Skincare Product Marketing on Customer Behavior in Pakistan

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Abstract

The principal aim of this study was to assess the impact of significant advertising attributes on consumers' hygiene product purchasing decisions. Information was obtained for this study from a representative sample of 428 individuals residing in various areas around Malaysia through the use of self-administered questionnaires. A rigorous screening and purification procedure was used to make sure the collected data was appropriate for use in SPSS analysis. The conclusions were reached after analyzing the outcomes of multiple thorough examinations. Numerous approaches were used in this inquiry, such as hypothesis testing, frequency testing, reliability testing, and exploratory and confirmatory factor analysis, among others. Structural equation modelling was utilized to determine whether or not the suggested model could be successfully implemented. The study's findings indicate that two specific elements of advertising—advertisement utility and advertisement characteristics—showed statistically significant positive effects on consumers' purchasing habits. These factors include the utility and qualities of the advertisement. An attempt was undertaken to find a nested model that could efficiently ascertain the attributes of adverts that significantly improved their usefulness. In order to accomplish this, a hierarchical model that could accurately detect these features was sought after. The study's conclusions have a big impact on public policy, especially for Malaysia's health and cosmetics sectors. The results of this study are expected to be integrated into the marketing tactics utilized by a skincare brand.

Introduction

The majority of people all over the world, and especially women, place a large amount of value on their outward looks. This is especially true in Western cultures. Women have a heightened consciousness regarding their facial look, which leads them to engage in activities such as physical exercise, application of cosmetics, sartorial modifications, and consideration of numerous other variables. This is because women have a higher self-esteem than males do regarding their facial appearance. This



explanation is used by a great number of firms and services to justify their strategic development with the goal of capitalising on the natural tendency of women to do certain things. When developing marketing strategies for products that are naturally appealing to women, it is essential to have a solid understanding of the thought processes and behaviour patterns that are unique to women. Consequently, studies that belong to the marketing of a particular product necessarily fall within the area of psychological and sociological influence. This is because these sectors strive to captivate and encourage individuals' strong predisposition towards adopting the goods or services that are being offered. Advertising in modern media feeds on the efforts of wealthy people who control a big fan base, utilise scripted content deftly, and employ visually beautiful presentations to inspire profound desire within the demographic that is being targeted. In many advertising for skin care products, attractive models or well-known celebrities are used as a standard marketing approach. This is something that has been observed time and time again. The photographs or films are displayed in a way that is both carefully structured and aesthetically pleasing. When captions are included, the lines are artfully created to amaze and motivate prospective customers. In the context of television commercials, the narration is artfully constructed to strategically engage and lure viewers by adopting very tempting and provocative approaches. This is done in order to maximise the effectiveness of the adverts. The major purpose is to pique the interest and attention of the audience members. There are many different claims that have been made regarding the multiple benefits or advantages that are connected to the use of these products. The visually appealing representation of the models who endorse or advertise these skincare products lends credence to these assertions and helps to boost their credibility. It is vital to submit supporting documents or official verification as supplemental proof in order to create credibility with the general public. This will allow you to enhance the significance of the evidence by doing so. To successfully manipulate the psychology of female consumers, you must first successfully persuade them that the use of a particular product will boost their attractiveness and success. This will allow you to achieve your goal of manipulating their purchasing decisions. This strategy will be successful regardless of the repercussions it may have on one's finances or the risks that may be entailed in carrying it out. The fundamental benefit of advertisements is their ability to successfully influence potential customers to make a purchase, even if this



necessitates utilising a variety of tactics with complete disregard for any ethical problems that may be involved.

Why the study was done

The primary goals of this study are to:

- (1) make use of the existing body of literature to determine the factors that have the most significant impact on advertising;
- (2) make use of the existing literature to construct a hypothetical connection; and
- (3) provide a conceptual model that incorporates all of the significant factors and how they influence the purchasing behaviour of consumers. The following is a list of some of the more precise goals that the research aims to achieve: 1. to gain an understanding of how different types of advertising influence the likelihood that customers will make a purchase. The second objective is to find out how customers' exposure to information in adverts influences their decision-making when it comes to making purchases. Thirdly, the goal is to investigate how different aspects of advertisements affect the purchasing decisions of consumers. In the sections that follow, a survey of the relevant literature is carried out concurrently with the presentation of theories for the purpose of doing more empirical research. Following this, we will talk about the suggested model for the study, as well as our methodology, our findings, and our conclusions.

Literature review

The significance of consumers' responses to advertisements and their influence on their expenditure patterns has consistently been a subject of importance in scholarly literature (Ajzen, 2012). In the realm of skincare products, namely as discussed by Fatima and Lodhi (2015) and Shallu and Gupta (2013), it has been observed that product marketing exerts an influence on consumers' choices in making purchases, as highlighted by Rasool et al. (2012). According to Allen et al. (2016), the emotional response of individuals towards an advertisement for a particular product plays a crucial role in influencing their subsequent behavioural patterns. Nevertheless, the field of marketing has the potential to subtly influence consumers through the use of exaggeration or skillful assertions regarding the advantages and benefits of a certain product. The act of purchasing promoted products involves the manipulation of



consumers through both emotional and rational means (Simons et al., 2017). Skin and facial care products are also subject to this phenomenon (Hayder, 2017). The female gender constitutes the majority within this highly competitive industry. Consumer demand plays a pivotal role in shaping the market dynamics, prompting businesses to strategically prioritise various elements in order to expand their customer base. Factors such as customers' interests, tastes, and purchase behaviours exemplify these phenomena. Multiple skincare companies have established a profound emotional bond with their consumers because to the exceptional quality and evident outcomes they offer (Akhtar et al., 2016). In the event of a scarcity of a specific product or service, buyers exhibit a willingness to endure delays due to their brand loyalty. The emergence of this purchase pattern might be attributed to the effective utilisation of marketing strategies by certain skin care enterprises, which have proven successful in attracting and retaining customers.

2.2. The Significance of Advertising

The article titled "M. T. Jan, et al. / Management Science Letters 9 (2019) 1521" discusses several aspects of management science in the context of a letter. A diverse range of distribution methods enables advertisers to effectively reach their intended audience. Various forms of advertising, including radio, print media (magazines and newspapers), television, and personal referrals from acquaintances, relatives, retailers, and beauty professionals (specifically for skincare products), can all be seen as effective means of promotion. There exist many benefits associated with the utilisation of each respective approach. An efficacious advertisement elicits a sense of longing within its intended demographic. Additionally, it offers guidance on effectively fulfilling the aspirations of prospective customers and enhancing their perception of the products. Business enterprises employ diverse advertising strategies, each specifically designed to target a particular sector of the audience. The standardisation of these procedures is unnecessary as they already consider the diverse backgrounds, languages, beliefs, and values of clients. The advertising strategy employed by a corporation in the United Kingdom for print media, such as newspapers and magazines, may differ from the approach adopted in Pakistan. This disparity arises due to the divergent lifestyles adopted by individuals residing in these two nations. Individuals residing in the United Kingdom exhibit a propensity for engaging in literary pursuits, such as reading books and periodicals, as opposed to extensively relying on television as a primary source of information and entertainment. Therefore, it is imperative to disseminate one's message via the most efficient



advertising platform available. The significance of advertising has had a notable upsurge in contemporary times, hence necessitating ethical deliberation, as it facilitates consumers in making informed decisions regarding the selection of items and services that align most effectively with their requirements (Lee & Johnson, 2013). Furthermore, the influence of advertising on consumers is contingent upon the perceived meaningfulness or utility of the information presented (Lin & Kim, 2016; Muk & Chung, 2015). Based on the aforementioned sources, we suggest the following theory. The hypothesis (H1) provides support for the positive impact of advertising on consumer purchasing behaviour. The accessibility of information

2.3 The Acquisition of Knowledge Regarding a Good or Service

An individual's purchase decision is influenced by their acquisition of knowledge on the product or service in question. Consumers' inclination to exhibit positive behaviour towards a product is contingent upon their exposure to favourable thoughts regarding that product. The hypothesis of the "wearin effects of advertisement" was introduced by Schmidt and Eisend (2015). According to this theory, prolonged exposure to advertising content leads to significant improvements in consumer behaviour. Schmidt and Eisend (2015) conducted research that demonstrates the impact of repeated exposure to brand information on raising awareness and subsequently influencing customer behaviour. Nevertheless, scholarly discourse has also engendered a discussion over the frequency with which experts engage in repetitive behaviour during the process of releasing information (Schmidt & Eisend, 2015; Yang et al., 2012). The results support the notion that the exposure of consumers to information is essential in shaping their attitudes and behaviours. The skincare sector does not deviate from this pattern. The significance of uniqueness in attracting viewers is emphasised by Schmidt and Eisend (2015) and Janiszewski et al. (2003), who argue that it is equally significant as the content of the advertisement. Hence, the nomenclature of a skincare product, its trademarks, visual elements, figurative indicators, and educational advertising strategies collectively contribute to influencing customer behaviour in the context of a skincare company. In the context of purchase decisions, a significant number of consumers depend on various media channels, including television, radio, newspapers, online reviews, and video reviews. Moreover, due to the widespread adoption of social media platforms, the dissemination of knowledge has been more extensive than ever before. The process of information exposure is then accompanied by brand



familiarisation and knowledge acquisition, both of which exert an impact on consumer behaviour (Schmidt & Eisend, 2015). The aforementioned body of literature has given rise to the subsequent hypothesis: The hypothesis posits that the presence of accessible information has a favourable impact on consumer buying patterns. Commercial Traits (Version 2.4) is a revised iteration of a comprehensive framework that delineates the various characteristics and attributes associated with commercial enterprises. This updated version aims to provide a more refined and nuanced understanding. Multimedia advertisements frequently integrate nonverbal visual elements, such as images and logos, with nonverbal aural components, such as music and sound effects. The selection of items by the bulk of consumers is influenced by these criteria. Brands employ various advertising strategies, such as aspirational content, celebrity endorsements, and social responsibility material, to promote their products (Ahmed & Ashfaq, 2013, p. 1522). The application of marketing techniques to skincare products is a viable approach. In the context of engaging with young individuals, commercials that are perceived as aspirational have been found to be particularly efficacious. The text encompasses the utilisation of slogans and the act of sloganeering as a means to effectively promote and market a product. Aspirational advertisements often incorporate three primary elements: perfection, sex appeal, and prestige. The utilisation of "celebrity endorsement" is a prominent strategy employed by advertisements (Ahmed & Ashfaq, 2013; Mittal, 2017). These advertisements exert a substantial influence and are generally positively received by individuals from diverse backgrounds. Nevertheless, the available research suggests that the utilisation of celebrities as endorsers does not significantly enhance customer loyalty towards the respective brand (Oakley, 2009). According to previous research conducted by Ahmed and Ashfaq (2013) and Mittal (2017), it has been observed that celebrity endorsements have a beneficial impact on the purchasing decisions of younger consumers. The subsequent category of advertising campaigns is designed to promote social responsibility, emphasising various social concerns and components that, if well solved, would yield benefits for society at large. Many skincare businesses employ socially responsible advertising to inform clients of the environmental safety of their products. Based on the findings of a survey, it has been observed that women who engage in consistent usage of skincare products tend to have a more favourable perception of themselves. According to Oakley (2009) and Tavassoli and Lee (2003), a



considerable number of skincare companies employ persuasive narratives as a means of appealing to customers, particularly women. These narratives revolve around the promise that using their products will enhance self-esteem and facilitate active participation in society. Empirical evidence has demonstrated the favourable impact of marketing on consumer behaviour, as indicated in the aforementioned study. The aforementioned observations give rise to the following hypothesis:

Conclusion

The primary purpose of this research was to evaluate the influence that different aspects of advertising have on the purchasing decisions made by customers. The current research has identified and conducted an analysis of the elements that influence the purchasing decisions made by customers in Malaysia in respect to skincare products. The relevance of the advertisement and its qualities were determined to be the key aspects that were contained within the components of the advertisement. Although it is impossible to deny the significance of access to information, the research in question did not unearth any evidence that could be used to back up the conclusions that it reached. Customers have a wide variety of wants and needs for various products because of the internal and external influences that shape them uniquely. The effectiveness of a commercial has a considerable influence on the way consumers behave in relation to a brand and the products sold by that brand. The incorporation of advertising aspects has been shown to have a favourable impact on the actions of individual consumers. This suggests that companies, particularly those engaged in the development of skincare products, should focus the effectiveness of their ads in addition to improving the qualities of their products. The rationale for this is due to the fact that both of these aspects will, in the end, have a beneficial impact on the purchasing decisions made by clients. It is possible that in the future, academics working in a variety of countries and fields of the economy will attempt to replicate the model that was used in the current study. An possibility for more research would be to conduct an empirical inquiry into the nested model that was proposed by this body of work. In addition, it is suggested that future researchers give some thought to the possibility of employing a qualitative research approach in order to obtain data that is more thorough in nature concerning the numerous aspects of advertising and the influence those aspects have on the purchasing behaviour of customers.



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