

# **CONSUMER PERCEPTION AND ENGAGEMENT TOWARDS SOCIAL MEDIA ADVERTISEMENT AND ITS IMPACT ON PURCHASE DECISION OF BEAUTY PRODUCTS IN HARYANA**

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**Abstract**—This study expressed that how consumer perception and engagement with social media advertisement influence the purchase decisions of beauty products in Haryana. Nowadays social media is widely used by consumers that's why these platforms play an important role in shaping consumers opinion and buying patterns. The study emphasized on well-known brands of beauty products which are promoting their products on social media platforms. In this an attempt is made to understand how advertisement exposure, engagement and consumer perception affect buying decisions. The study is conducted with sample size of 300 respondents with descriptive research design, along with convenience sampling tried to include different groups of people. Various statistical tools such as descriptive statistics, correlation analysis, t-tests, and chi-square tests used for analysis of data. The findings of study shows a strong positive association initiated between social media advertising and purchase decisions. Advertisement and engagement together explain 57.8% of buying behaviour, with engagement having a slightly stronger influence than advertisement alone. The study also finds that gender play an important role in influencing purchase decision, while other factors of demographic status like age of respondents, income and education show alike patterns. All the tests confirmed that social media advertising has a significant impact on consumer buying behaviour. Ultimately, it is observed that social media advertisement strongly influence how consumers select their beauty products, in this regard it is suggested that the Brands should focus on relying trustworthy content to attract more customers.

**Keywords:** Consumer Perception, Social Media Advertising, Consumer Engagement, Beauty Products, Purchase Decision.

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## **Introduction**

The widespread expanding growth of social media platforms and their increasing use has significantly reshaped consumer behaviour in most of industries including beauty industry too, as we see frequent advertisement and storytelling by the influencer and celebrities on social media apps. In particular, most of research studies depicted that consumers are heavily influenced by beauty influencers on the basis of online reviews and personalized advertisements, often increasing the use of social media platforms to condition their purchasing decisions. There are numerous types of marketing practices that marketing organisations use to attract more customers in marketing area, however, the use of social media in marketing has become crucial these days. Social media marketing has become a modern approach of doing marketing to engage customers in a manner that is suitable, less costly, interesting and entertaining all at once. It aims to impact social behaviour not only to help the marketer but also the target audience and the overall community for getting awareness about various brands. Because today's consumers are so dynamic and demanding, marketers need to interact with them and influence their behaviour in a highly dynamic way. The brands selected for this study which are frequently promoted through social media apps are Lakme, Maybelline New York, Mamaearth, Nykaa and L'Oréal Paris. The main Reason behind selecting these five brands for this work is actively promoted via influencer marketing and eco-friendly branding campaigns on social media and having strong social media market presence, high social media visibility, they are using frequent social media advertising and widely available in online and offline retail mode.

## **Review of Literature**

A numerous reviews has been studied and it is mentioned here- *Sahu, P. P., Maharana, A. K., & Panda, P. (2025)* conducted their study with the objective to ascertain the influence of social media and related factors on consumer buying decision in case of beauty products in Balangir Town. The findings revealed that consumers are getting important information before purchase of beauty products from the social media platforms mainly they are focused on the reviews and contents of brand. The study explored with the sample size of 307 women respondents and insight into how they are consuming, analysing, and choosing information from social media before making a purchase. The study found that enhancing content quality and reviews significantly boosts buying behaviour, while social media's impact is positive but not statistically significant. Product content and positive reviews drive customer trust and purchasing decisions. It was found that customers are engaged in knowing for more valuable information and comparing them with alternatives on social media platforms. *Khwaja, A., & Farooque. (2025)* conducted their research on buying trends of cosmetics product and studied impact of social media in Uttar Pradesh with a sample size of 385 respondents. The findings of study revealed that 60% of Gen Z consumers search for new brands through social media, the result of study shows that instagram is the most widely used app for searching of information related to cosmetics. Here the outcome of researcher work indicates that social media become a significant channel enhancing the share of cosmetics market with implications for introducing marketing strategies, product positioning in the mind of customers, and consumer engagement strategies in this digital marketplace. *Bhanushali, M., & Vyas, D. (2025)* examined through their work that More than 50 percent of consumers are using Instagram and Twitter is found least used social media platform only used by 4 percent of respondents, the results conveyed that 34% were those consumers who always compare their products on social media platforms. The finding shows those user generated contents are very crucial for shaping the attitude of customers in context to their brand. *Devi, G., & Sahu, D. (2025)* examined the impact of occupation of consumers on product category choices in social media marketing with sample of 600 respondents and it was found that occupation status of respondents is not a significant factor and they are actively engaging in online shopping for buying in product category i.e. apparel, electronics goods and educational materials. On the basis of Chi-square value, it has been observed that there is no substantial relationship between occupation status and consumers preferred product category on social media marketing. *El-zoghby, N., Elsamadicy, A., & Negm, E. (2021)* explored on the impact of social media advertising contents on consumers' purchase Intention in case of health and beauty Products. The finding and discussion reveals that online platforms of social media advertising should focus on meaningful information in order to catch attention of customers. The words and text used in advertising should be align with the actual features offered by products because on the basis of advertisement message the customer make connection and engagement with the product. *Mishra and Mahalik. (2017)* online advertising is regarded effective due to its economic nature and having affordability. *Manic, M. (2015)* the visual content is more likely to spread quickly than text contents. It means visual content spreads more quickly than written contents because it has strong connection with human nature. A brand can reach at its highest recognition through visual marketing engagement. *Clement, J. (2020)* online shopping specific to health care products and personal care products has increased due to the rapidly growing presence of consumers on online platforms, especially in social media apps. *Jalal Rajeh Hanaysha (2018)* social media marketing did not have a significant effect on purchase decisions. *Powers, T., Advincula, D., Austin, M. S., Graiko, S., & Snyder, J. (2012)* social media marketing platforms have empowered consumers and they are playing significant role in doing interactions both among consumers and brands, with the help of this openly sharing about brands can foster meaningful connections, enabling consumers to engage with brand. *Gupta, V. (2016)* Social media platforms generates both positive and negative comments which help in making purchase decision. It depicted that positive reviews and recommendations help in building trust and encourage to make purchase while negative feedback and comments on social media leads to doubts which discourage potential buyers. *Prasad, S., Gupta, I. C., & Totala, N. K. (2017)* focused on social media usage and electronic word-of-mouth positively influence involvement of respondents in purchase decision and trust serves as a key mediating factor that strengthens this relationship. *Neupane, R. (2019)* Social media marketers or online marketer develop a clear understanding of how to leverage online media for product promotion, focusing both on retaining existing customers and attracting potential customers.

## **Objective of Study**

- i) To analyses the influence of social media advertisement on consumer purchase decision
- ii) To access consumer perception and engagement towards social media advertisement for beauty products in Haryana.

**Research Methodology**

This study conducted with descriptive approach of research design and used quantitative approach of research to know how social media advertising influences consumer purchase decisions and engagement in context to beauty products in Haryana state. In this population of study consist of consumers aged between 18 to 45 years, living in various urban and rural areas in Haryana who have been exposed to social media advertising for beauty products. A sample of 300 respondents selected with convenience sampling with the inclusion of diverse demographic groups of population. The questionnaire of study designed with consideration of demographic profile, social media usage patterns, variables related to consumer engagement and social media advertisement. Data is analyzed using SPSS and Excel with the help of descriptive statistics and correlation test, regression test and chi square test.

**Data Analysis and Interpretation**

**Table 1: Demographic Distribution of respondents (300)**

Demographics	Category	Frequency (F)	Results in %
Gender	Male	120	40
	Female	180	60
Age	18-25 year	140	46.7
	26-35 year	90	30
	36-45 year	50	16.7
	45 above	20	6.6
Residence	Rural area	90	30
	Urban area	210	70

The above table shows that the demographic distribution of variable gender, age and residence of respondents, its reflects that Most of respondents (46.7%) were under the age group of 18–25 years, indicating higher social media apps usage among youth and 70% respondents belonged to urban areas, indicating greater exposure to social media advertising.

**Table 2: Social Media Platform Usage by respondents**

Social Media Platforms Used by respondents	Frequency(f)	Results in %
Instagram	220	73
YouTube	190	63
Facebook	160	55
Snapchat	90	30

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It is interpreted from table 2 that Instagram is the most used platform for beauty product exposure by customers followed with YouTube, Facebook and snapchat.

**Table 3: Brand Advertisement Exposure (Awareness of Selected Brands of beauty products through Social Media Advertisement)**

Beauty brands	Responses (Yes in %)	Responses (No in %)
Lakme	82	18
Maybelline New York	85	15
Mamaearth	78	22
Nykaa	88	12
L Oreal Paris	80	20

The above table reflected that Nykaa has the highest advertisement visibility on social media that is 88% followed by Maybelline New York, Lakme, L’Oreal and Mamaearth.

**Table 4: Consumers Perception toward Social Media Advertising**

Consumer Perception- Strongly agree (5) to Strongly Disagree (1)	Mean Score
Ads provide useful information	4.10
Trust in social media ads	3.85
Influencers affect opinion	4.20
Ads make products attractive	4.30
More engaging than traditional ads	4.05

The mean score of above statements shows that Highest agreement (Mean score = 4.30) indicates that respondents find social media advertisement visually attractive followed with Influencer marketing strongly affects consumer opinion (Mean score = 4.20) while the Mean score of Trust in social media advertisement (3.85).

**Table 5: Engagement Behaviour**

Consumer Engagement	% of Strongly Agree
Likes/ comments / share advertisements	68
Follow brands of beauty	72

Go for reviews after watching ads	75
Watch advertisement continuously	70

It is depicted from above table that majority of respondents first go for reading the reviews of beauty brands before taking purchase decision and 72% of respondents is found the following of beauty brands, 68% was engaged in likes, comments and share advertisement of products and 70 percent like to be with advertisement while watching.

**Table 6: Purchase Influence**

Statements used for Purchase Decision	Mean Score
Ads influence purchase decision	4.25
Promotional offers motivate purchase	4.40
Prefer socially active brands	4.05
Confidence to try new products	4.15

It shows that promotion offers offered by brand found the most motivating factor with Mean score (4.40) and mean score is above (4.00), in case of all other statements which show that advertisements, respondent’s confidence to try new and preference for socially active brands were strongest motivating factors to influence their purchase.

**Table 7: Mean and Standard Deviation**

Variable	Mean	Standard Deviation
Social Media Ads	4.12	0.61
Consumer engagements	4.05	0.65
Buying decision	4.18	0.58

It is interpreted from table 8 that all variables including social media advertisements, consumer engagement and buying decision have mean values above (4.00), indicating consumers strongly agree with advertisement influence them, actively engaged with contents and High likelihood of buying due to ads. And value of standard deviation shows that responses are consistent.

**Pearson Correlation Analysis:** Hypothesis assumed to study social media advertisement and purchase decision of consumers. Null Hypothesis- there is No relationship between social media advertising and purchase decision of consumer.

**Table 8: Reliability Test of data using (Cronbach’s Alpha)**

Variables	Number items	Cronach’s value
Social media Ads	05	.84
Consumer engagement	04	.81

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Purchase decision	04	.86
Total	13	.88

The above table shows the reliability test value is (0.88) which is assumed highly reliable for future analysis because all values exceed more than (0.70).

**Table: 9: Correlation Matrix**

<b>Correlational Variable</b>	<b>Social media advertisement</b>	<b>Consumer engagement</b>	<b>Consumer purchase decision</b>
Social media advertisement	1	0.62	.68
Consumer engagement	.62	1	.71
Consumer purchase decision	.68	.71	1

Null hypothesis is rejected here and social media advertisement and purchase decision have a strong positive relationship (0.68). It is interpreted as more advertisement leads to higher chances of buying. Consumers Engagement and purchase decision have also stronger relationship (0.71) that mean more interaction drives more buying. Social media advertisement and consumer engagement are also strongly related (0.62) that mean advertisement customer increase engagement. All results are significant ( $p < 0.01$ ) therefore they are considered reliable.

**Table 10: Multiple Regression Analysis Model**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Adjusted R<sup>2</sup></b>	<b>Standard Error</b>
0.76	0.578	0.573	0.49

This model shows how advertisement and consumer engagement (Independent variables) influence the purchase decision (Dependent variable). Here the value of R is (0.76) shows a strong positive relationship between advertisement, engagement and purchase decision. The R<sup>2</sup> value (0.578) shows that (57.8%) of the variation in purchase decision is explained by advertisement and engagement.

**Table 11: Analysis of Variance**

<b>Source</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	98.45	2	49.23	205.12	0.000
Residual	71.30	297	0.24		
Total	169.75	299			

The above table shows that ANOVA test is used to determine whether the overall regression model is statistically significant or not. The F-value in above case is very high, which reflects that the model gives a better fit than a model with no independent variables. The significance value here that is ( $p = 0.000$ ) is also less than ( $0.05$ ), which convey the result is statistically significant. It is interpreted that the independent variables here social media advertisement and consumer’s engagement, together have a meaningful effect on the purchase decision.

**Table 12: Coefficient Table**

Variable	Beta ( $\beta$ )	t-value	Sig.
Constant	0.52	3.20	0.002
Advertisement	0.41	8.75	0.000
Engagement	0.46	9.80	0.000

Table 12 here shows the individual contribution of each independent variable to the purchase decision. The constant ( $\beta = 0.52$ ) represents the baseline value of purchase decision when both advertisement and engagement are zero. Since its p-value ( $0.002$ ) is less than ( $0.05$ ), it is statistically significant. The advertisement variable beta ( $0.41$ ) has a positive effect on consumer purchase decision. It means that an increase in social media advertisement drive influence more purchase. The p-value ( $0.000$ ) indicates that this effect is statistically significant. The engagement variable beta ( $0.46$ ) also has a positive effect and a slightly higher coefficient than advertisement, contributing that engagement has a stronger influence on purchase decision.

**Table 13: Chi-Square Test (Gender vs. Purchase Decision)**

Gender	Purchased (Yes)	Not Purchased (No)	Total
Male	70	50	120
Female	137	43	180

**Table 14: Chi-Square Test Result**

$\chi^2$	Df	Sig.
8.45	1	0.004

The above table shows the Chi-Square test analysis which is used to find out whether there is a relationship between gender and purchase decision. The Chi-square value ( $\chi^2$ ) that is here ( $8.45$ ) reflects the difference between observed and expected frequencies. The p-value ( $0.004$ ) is less than the significance level of  $0.05$ , which indicates that the result is statistically significant. It means that gender and purchase decision are significantly associated. From the table of gender category, it can be observed that a higher number of female respondents purchased more beauty products compared to male respondents, which provides an indication that female respondents are more likely to be influenced by social media beauty advertisements.

**Findings of study**

It is found from data analysis that a strong positive correlation exists between social media advertisement, consumer purchase decision and engagement together explain  $57.8\%$  variation in buying behaviour. Consumer engagement plays a slightly stronger role than advertisement exposure alone. Gender of respondents affect significantly on purchase decision behaviour. It is shown by statistical test that social media advertisement has a significant impact on consumer

purchase decisions in Haryana. Social media platforms i.e Instagram and YouTube are the most widely used platform or apps for beauty products advertising. Marketing Influencers on social media apps plays a major role in shaping consumer perception. It is also observed that promotional offers associated with brands strongly motivate purchase decisions of respondents. Here it found that respondents especially females are actively engage with searching and gaining more information of beauty brands through likes, shares, and reviews. The urban respondents under the age group of (18–25) year are found the most responsive toward social media beauty advertisement and they are spending on an average around (1–3) hours daily on social media apps. Instagram is widely used platforms by (73%) respondents. The findings in context to consumer engagement indicated that (72%) respondents follow beauty brands on social media, (69%) purchased a beauty product after seeing a social media advertisement, (75%) respondents are interested in search for reviews before purchasing and (68%) respondents are actively engaged in likes/comments/share of social media advertisements. It is observed that Consumers are not passive viewers, they are very rational in making decisions because they verify product credibility before making final purchase, and here consumer's engagement strengthens the effect of advertisement exposure on buying decisions. Statistical finding shows that ( $r = 0.68$ ) which indicates strong positive association between social media advertising and consumer purchase decisions, it is interpreted as exposure to social media advertisements increases, the likelihood of purchase also increases. The results of regression analysis shows that social media advertising and consumer engagement together significantly influence purchase decisions. It observed from data analysis that consumer's engagement has slightly more predictive effect than advertisement exposure alone which leads to interaction with content enhances buying behaviour. There is a significant association between gender and purchase behaviour. Female respondents are more influenced by social media beauty advertisements compared to male.

### **Conclusion**

The study concludes that social media advertising has a strong positive impact on consumer purchase decisions in context to beauty products in Haryana state. Engagement, influencer endorsements, and promotional offers are major drivers which influencing consumer buying behaviour. The results explored that young, urban consumers especially females are the primary target audience for beauty products advertisements on social media apps. This group is more digitally active and responsive to online promotional contents. Visual-based platforms like Instagram and YouTube are highly effective for beauty products marketing due to their strong visual appeal and influencer-driven content. These platforms play a major role in shaping consumer perceptions. Consumers also perceived social media advertisements as attractive, economical and informative. Influencer marketing significantly affects consumer opinions. However, trust levels are slightly lower than attractiveness, suggesting that authenticity and credibility remain important concerns. Social media advertising has a direct and significant influence on purchasing behaviour. Discounts and promotional offers are found the strong motivating factors. Consumers expressed a high tendency to try new beauty products introduced through social platforms.

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