

The influence of cosmetic advertising on customer perception and facial image; A strategic approach

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Abstract

In today's media-driven society, cosmetic advertising has evolved far beyond just marketing beauty items. It now influences how people perceive themselves, how confident they feel, and how they care about their appearance. Whether through social media, television, or influencer efforts, these advertisements shape public perceptions of beauty and frequently influence daily grooming practices. This study looks at how cosmetic advertising influences customer perception, satisfaction with face image, self-esteem, and self-care behavior. The primary purpose was to learn how individuals react emotionally and behaviorally to the steady stream of idealized beauty images seen in advertising. Specifically, the study investigated whether advertisements influence people's trust in cosmetic items, sentiments about their looks, and beauty regimens. A systematic questionnaire was used to collect data from 240 individuals in southern Kerala. Respondents comprised both men and women with various degrees of cosmetic use. The poll used a 5-point Likert scale to assess exposure to advertising, belief in product claims, personal appearance satisfaction, and changes in daily care behaviors. The data, evaluated using SPSS software, revealed that, while commercials had some effect on product perception and initial curiosity, they had no substantial impact on how people felt about their appearance or grooming habits. Many participants acknowledged the edited character of advertisements and relied on personal experience and peer feedback rather than marketing claims. Overall, the survey indicates that modern consumers are becoming more discerning about the messages they hear. For advertisers, this emphasizes the significance of crafting authentic, relatable, and varied ads. By doing so, marketers may better connect with their audiences, boost self-confidence, and promote a more balanced view of beauty.

Keywords: *Consumer perception, facial image, cosmetic advertising, cosmetic usage habits.*

Introduction

In today's visually orientated society, appearance influences how individuals perceive themselves and others. With the expanding importance of digital platforms and social media, cosmetic advertising has emerged as a major force in setting beauty standards. Across platforms such as Instagram, YouTube, and television, viewers are constantly exposed to polished visuals and emotionally engaging material promoting cosmetic products. These advertisements frequently emphasise pristine skin and idealised facial characteristics, emphasising a restricted and often unreachable standard of beauty. Aside from pushing products, cosmetic advertising quietly

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establishes what is deemed beautiful and desirable. Regular exposure to such material can cause people to compare their own appearance to the augmented visuals. This comparison may lead to unhappiness with one's natural appearance and a decrease in self-confidence, particularly among younger audiences who are heavily engaged on social media.

Advertising has an impact on behaviour as well. Many people change their daily routines—using more cosmetics, adopting new skincare methods, or purchasing trending products—not always out of personal preference, but owing to social pressure to reach idealised beauty standards. These decisions are often motivated by a desire to be accepted or valued in society. A major problem is the computerised manipulation of faces in cosmetic advertisements. Advertisers use modern editing technologies to present false images of attractiveness. Viewers, particularly those who are still building their identities, may internalise these images, believing that their actual appearance does not match up.

This study investigates the psychological and behavioural effects of cosmetic advertising. It looks at how such content influences people's contentment with their face appearance, self-esteem, and grooming practices. It also explores how audiences interpret various forms of advertisements and how this influences their purchasing decisions for beauty items and self-care. In the age of influencer marketing and tailored content, advertising has grown more personal and convincing. Influencers frequently pitch product endorsements as genuine advice, blurring the distinction between commercial motive and actual experience. This makes it difficult for consumers to distinguish between genuine suggestions and marketing.

The study also looks at how age, gender, and social media use affect responses to cosmetic advertisements. Understanding these distinctions is critical to developing a comprehensive understanding of how advertisements influence individual perceptions and behaviors. Finally, the purpose of this study is to provide insights into more ethical and inclusive advertising practices. It aspires to contribute to a more positive image of beauty—one that promotes confidence and authenticity rather than comparison and insecurity.

Literature Review

In current concerned with appearance globe, cosmetic advertising does more than sell items; it influences how people perceive themselves and others. Researchers all throughout the world have investigated how these beauty signals affect our thoughts, feelings, and even daily routines. A frequent topic in the literature is that cosmetic advertisements, particularly those featuring immaculate faces and skin, can have a major impact on consumer perception, emotional well-being, and individual identity. Dai et al. (2025) established crucial groundwork in this field by underlining how traditional beauty advertisements promote idealised ideals that are frequently out of reach, such as smooth skin, symmetrical features, and thin body types. According to objectification and social comparison theories, repeated exposure to these images can cause people, particularly women, to severely criticise themselves, resulting in body dissatisfaction and anxiety.

As beauty content transitions from conventional media to digital channels, the demand to appear a specific way grows. Shahrin (2023) investigated how social media and augmented reality (AR) filters impact consumer trust. While these tools improve visual attractiveness, they frequently distort authenticity, leaving people feeling like they don't measure up to the digital perfection they see online. Her research discovered that when influencers appear more genuine and accessible, people trust them more—a reminder that honesty is important in the beauty industry.

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Suwanmatcha et al. (2025) investigated how celebrity endorsements, particularly male endorsers in Thai beauty advertisements, influence customer behaviour. Their findings show that there is a rising acceptance of gender-neutral beauty norms, yet appealing appearances and direct advertisements continue to have a significant impact on how individuals buy items. This is consistent with Putri et al. (2023), who discovered that powerful emotional branding—not simply who promotes the product, but how the brand conveys its story—can foster long-term customer loyalty.

Rasheed et al. (2023) researched college students in Punjab and discovered that personal experiences, such as using a product or viewing an interesting ad, have an important role in influencing cosmetic decisions. Their findings supported Putri's, demonstrating that emotional connection is often more important than function or price alone. Looking deeper at the emotional aspects of beauty, Guthrie et al. (2006) discovered that, while cosmetics do not always increase self-esteem, they do improve contentment with facial appearance. This demonstrates how strongly cosmetics are linked to how we see ourselves—sometimes more so than how others see us. Other researchers have investigated how values and culture influence cosmetic decisions. Rai et al. (2022) discovered that in Kathmandu, considerations such as quality, affordability, and health advantages are more important than showy branding. Similarly, Fatima and Khan (2015) discovered from Karachi that, while advertisements pique attention, personal experience and peer opinion ultimately drive purchases. These results indicate that authenticity and relevance may be more important than ever before.

Trust is a recurring theme throughout the research. Shahrin (2023) and Stephanus (2021) discovered that, while global beauty messages are prevalent, local and culturally relevant information resonates more. In Europe, for example, millennials prefer beauty advertisements that reflect their ideals and are genuine—rather than just attractive. Bilgin (2018) supports this viewpoint, stating that while social media marketing increases brand exposure, it does not ensure loyalty unless it also provides value and emotional connection. Dowlatabad and Pool (2012) presented a similar observation, demonstrating that elements like honesty and excitement in brand personality are what pique consumers' interest.

Meanwhile, Bafna et al. (2016) discovered that celebrity endorsements increase brand recall but do not always lead to purchases, particularly in India's face wash industry. This indicates that today's consumers may be more critical and discerning than ever before. Ulfat (2012) found that non-working women in Pakistan were especially price-conscious and brand-aware. This demonstrates how personal income and financial independence affect pleasure with beauty purchases.

Similarly, Zhang et al. (2020) found a relationship between cosmetic use in Lebanon and self-esteem and perceived attractiveness, demonstrating how deeply individualised beauty practices may be. Finally, experts such as Keil (2006) and Tiggemann and Zaccardo (2019) have expressed concerns regarding the psychological consequences of persistent visual exposure. From college campuses to Instagram feeds, young people are increasingly determining their self-worth based on manipulated or filtered photographs, resulting in an increase in "Snapchat dysmorphia" and emotional stress. Together, this research shows that cosmetic advertising has a long-term impact on consumer lives. It's more than just purchasing a thing; it's about how individuals perceive themselves, how they interact with others, and what they think beauty means. As marketing gets more targeted and emotionally sophisticated, the demand for honest, inclusive, and uplifting beauty messages grows more pressing than ever.

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Objectives Of the Study

To study how cosmetic advertising influences customer perception and their attitudes toward advertised cosmetic products.

To evaluate the effect of cosmetic advertisements on individuals' satisfaction with their facial image and their social self-esteem.

To examine the relationship between exposure to cosmetic advertising and changes in facial appearance-related confidence.

To explore how cosmetic advertising impacts customers' self-care routines and daily cosmetic usage habits.

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Need And Significance of the Study

In today's image-conscious world, cosmetic advertising do more than just sell beauty items; they influence how people perceive and feel about their personal appearance, particularly their face. These advertisements frequently feature immaculate, digitally altered models, presenting an ideal of beauty that is difficult for most people to meet. Over time, regular exposure to such idealised images might lead to individuals believing that their natural looks are inadequate. This research is significant because it investigates how these advertising messages influence not only how customers perceive cosmetic products, but also how they perceive themselves. It investigates the emotional and psychological consequences of recurrent exposure to beauty advertisements, particularly among younger individuals and frequent social media users, and how this may alter their confidence, facial satisfaction and grooming routines.

The study also identifies an increasing need for more ethical and inclusive advertising strategies. Celebrity endorsements and inflated claims are frequently used by brands to market items, however this can be detrimental to consumers' mental health. By understanding how these messages affect real people, the study encourages businesses to incorporate authenticity and diversity into their advertisements. Ultimately, this study is significant because it addresses a bigger social issue: the urge to appear flawless. It seeks to promote a more realistic and healthy view of beauty, one that boosts rather than depletes confidence.

Scope of the Study

This study investigates how cosmetic commercials, such as cosmetics items like foundation, lipstick, and highlighters, influence people's views of beauty and happiness with their face appearance. Cosmetic advertisements, unlike skincare or wellness promos, focus on visual transformation and appearance enhancement rather than health advantages. To be loyal to this focus, the study excludes other sorts of personal care marketing. It considers both traditional platforms such as television and magazines, as well as digital platforms like Instagram, YouTube, and TikTok, where cosmetic advertising is more targeted and visually appealing.

The study also investigates how exposure to such advertisements affects every day behaviour, such as changes in makeup routines or increased product usage. It considers differences in responses depending on age, gender, and media habits, recognising that teens, adults, and people with different gender identities may interact differently with beauty content. In summary, the study takes a comprehensive look at how cosmetic advertising affects people's emotions and behaviours, with the goal of providing insights beneficial to researchers, marketers, and mental health workers alike.

Statement of the Problem

In today's beauty-obsessed culture, cosmetic advertising has a significant impact on how people view their facial appearance, particularly young people. These advertisements frequently use idealized, digitally enhanced photos to promote false beauty standards. As a result, consumers may internalize these images and become dissatisfied with their natural appearance, resulting in low self-esteem and social confidence. Frequent exposure to such commercials can also influence personal grooming habits, with people feeling forced to adopt new self-care routines or utilise cosmetic goods out of insecurity, rather than desire. Social media adds to this effect, as regular comparisons to influencers and models lead to increased self-doubt and appearance-based concern.

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This study tries to determine which parts of cosmetic advertisements—such as influencer utilisation, emotive messaging, or product claims—have the greatest impact on consumer perception and face image. Understanding these components is crucial for encouraging ethical advertising and assisting consumers in critically evaluating media messages. In essence, this problem is how deeply these advertisements influence behaviour and self-image, frequently without customers' full awareness. This study seeks to reveal these effects and promote healthier, more inclusive beauty narratives in the industry.

Hypothesis

H₁ : Cosmetic advertising significantly influences customer perception and attitudes toward advertised cosmetic products.

H₂ : There is a significant relationship between exposure to cosmetic advertisements and satisfaction with one's facial image.

H₃ : Cosmetic advertising significantly influences customers' self-care routines and daily cosmetic usage habits.

These three hypotheses show how cosmetic advertising can influence not just what individuals buy, but also how they feel about their appearance and how they care for themselves. In a culture where appearance is typically linked to self-worth, constantly seeing idealised beauty in advertisements can cause people to question their natural characteristics. This study promotes more honest, inclusive advertising—and reminds people to make decisions based on comfort and confidence, rather than media-driven standards.

Methodology of the Study

This research methodology describes the methodical strategy used in this study, from data collection to analysis. The primary goal was to determine how cosmetic advertising affects people's views, feelings about their looks, and daily self-care practices. The section describes the study's nature, data collection methods, participants, and response analysis.

Nature of the Study

This study used a quantitative approach, combining descriptive and analytical methodologies. A systematic questionnaire helped collect measurable data. While the descriptive portion sought to discover broad tendencies and behaviours among people exposed to cosmetic commercials, the analytical side looked for deeper patterns, such as if increased ad exposure is associated with poorer facial confidence. The combination of these methodologies enabled the study to not only describe consumer answers but also comprehend the reasons behind them.

Research Design

A descriptive cross-sectional survey approach was utilised, with responses collected at a particular point in time to capture current consumer attitudes and behaviours. A structured questionnaire ensured consistency, making responses easy to compare and interpret statistically.

Population of the Study

Participants came from a variety of age groups and backgrounds, particularly those who spend most of their time on social media platforms where cosmetic marketing are prominent. The population included:

College and university students.

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Working Professionals.

Individuals who use social media frequently.

Both frequent and occasional users of cosmetics.

Sample Size

The final sample consisted of 238 respondents, all of whom completed the online questionnaire sent via Google Form. This sample size was acceptable for drawing relevant findings and comparing subgroup responses, such as gender or frequency of cosmetic usage.

Sampling Technique

A convenience sampling strategy was adopted, with individuals chosen based on availability and willingness. Though not totally representative of the general population, it was adequate for this exploratory study. Age, gender, and cosmetic usage diversity was all taken into consideration.

Data Collection Method

The questionnaire included sections on

Demographics: age, gender, and occupation

Exposure to cosmetic ads: platforms and frequency

Customer perception: trust and attitudes toward advertised products

Facial image satisfaction and self-esteem

Self-care routines and habits

Most questions used a 5-point Likert scale from "Strongly Disagree" to "Strongly Agree." A pilot test was conducted with 10–15 individuals to refine the clarity of questions based on their feedback.

Ethical considerations

Participants provided informed consent and were assured of anonymity and confidentiality.

Participants had the option to withdraw at any time.

Data analysis plan

The data was analysed using SPSS software. The analysis contained:

Descriptive statistics are used to summarise replies and understand broad trends.

Cross-tabulations - To compare responses among different groups.

Correlation analysis - To determine how closely related distinct variables are (e.g., ad exposure and confidence).

T-tests/ANOVA - To compare average scores between age groups, genders, and levels of cosmetic use.

This method helped assess the extent to which cosmetic advertising influences perception, facial satisfaction, and grooming behaviours.

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Data Analysis and Interpretation

The replies from 238 participants clearly demonstrated that cosmetic advertising has a significant impact on how individuals perceive beauty products—and themselves. Many participants reported that regular exposure to marketing, particularly on social media, influenced their desire to try new cosmetics and shaped their perceptions about certain brands. A considerable proportion also stated that these advertisements influenced how they perceived their own face appearance, frequently leading to comparisons with idealised pictures seen in media. This was especially obvious among younger people and frequent social media users, who were more likely to respond to influencer-generated content. Advertising's influence did not end with perception; it extended to everyday routines. Many respondents stated that advertisements influenced their self-care habits, such as their use of skincare and makeup. These data imply that cosmetic advertising has an impact on confidence, daily choices, and how individuals perceive their appearance.

Sample Characteristics

Figure 1 depicts the gender distribution of the survey participants. Most participants were women (68.5%), with 31.5% identifying as men. This mirrors a broader trend in which women are increasingly likely to use cosmetic goods and respond to beauty-related marketing. However, the presence of male participants illustrates men's growing interest in cosmetics, a significant development in today's market scene.

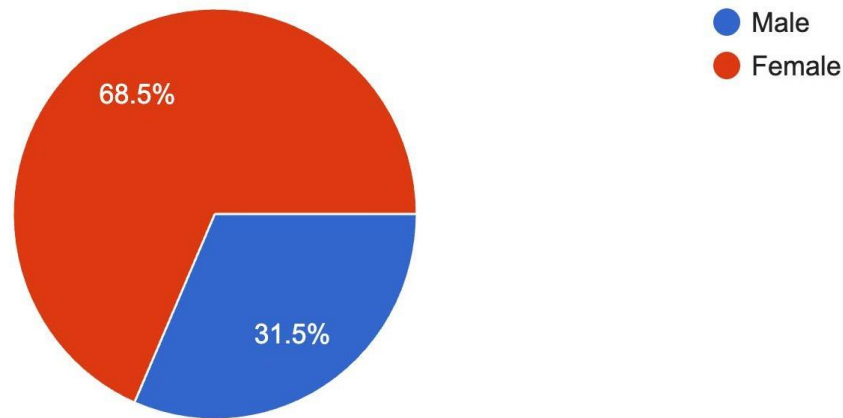


Figure 1 : Age of the respondents

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Figure 2 reveals that 58.4% of respondents spend less than ₹500 per month on cosmetics. Another 30.7% said they spent between ₹500 and ₹1500. Only a small minority paid more than ₹2000. This implies that the majority of participants are budget-conscious, with decisions impacted by price, brand reputation, and promotional tactics.

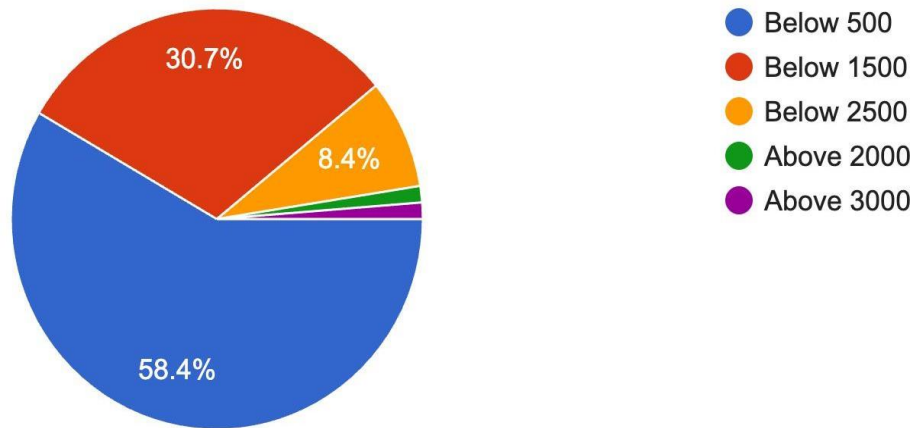


Figure 2 : Monthly Spending on Cosmetic Products Among Respondants

Figure 3 depicts the platforms where respondents most frequently encounter cosmetic advertisements. A considerable part of the sample (74.8%) stated that Instagram was the primary source of such advertisements, followed by YouTube (16.4%). This demonstrates how visual and influencer-driven platforms, such as Instagram, shape attractiveness views and purchasing decisions. It also emphasises the significance of social media in modern cosmetic marketing methods, particularly for addressing youthful, image-conscious populations

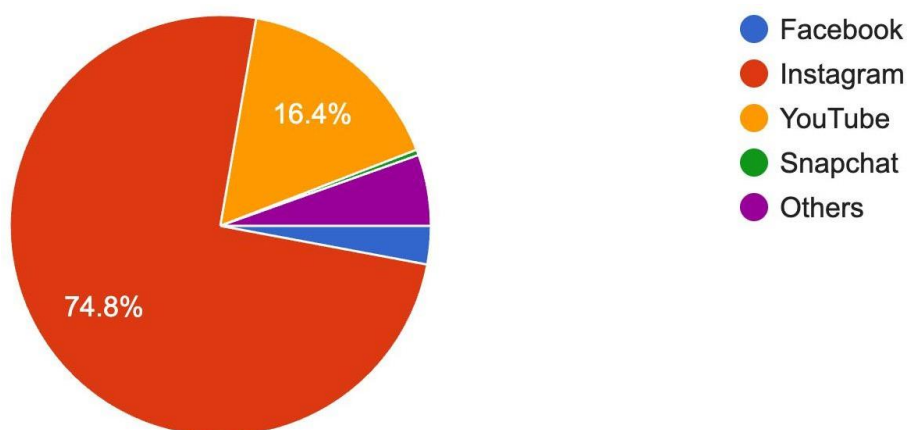


Figure 3 : Social Media Platforms where Respondents Encounter Cosmetic Advertisements

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Hypothesis 1 Analysis

Hypothesis Statement H_1 : Cosmetic advertising significantly influences customer perception and attitudes toward advertised cosmetic products.

Descriptive Statistics

Table 1 : Descriptive Statistics between cosmetic advertising influence and customer perception and attitude.

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Cosmetic Advertising	239	9.00	27.00	19.76	2.98
Total					
Customer Perception (from regression reference)	238	-	-	-	-

The average score for respondents' perceptions of cosmetic commercials was 19.76, indicating moderately strong exposure and interest. This implies that cosmetic advertisements have a relatively strong influence on participants, while there is some variety.

Correlation Analysis

Table 2 : Correlation analysis between cosmetic advertising influence and customer perception & attitude.

Variables	Pearson Correlation	Sig. (2-tailed)	N
Cosmetic Advertising	-		
Customer Perception	-0.067	0.304	238

A very slight negative association was discovered between cosmetic advertising and customer perception ($r = -0.067$, $p > 0.05$), which was not statistically significant.

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This shows that cosmetic advertising has no discernible or consistent impact on customer perceptions.

Regression Analysis

Table 3 : Regression model summary between cosmetic advertising influence and customer perception & attitude.

Model	R	R Square	Adjusted R Square	Std. Error
1	0.067	0.004	0.000	2.08083

ANOVA Table

Table 4 : Anova results for regression between cosmetic advertising influence and customer perception.

Source	Sum of Squares	df	Mean Square	F	Sig
Regression	4.589	1	4.589	1.060	0.304
Residual	1021.848	236	4.330		
Total	1026.437	237			

The regression model is not significant ($p = 0.304 > 0.05$), demonstrating that cosmetic advertising is not an important predictor of customer impression in this sample. The R-square value of 0.004 indicates that exposure to cosmetic marketing explains only 0.4% of the variation in customer perception. The ANOVA findings also show that there is no significant change in customer perception across degrees of advertising exposure ($p = 0.274 > 0.05$). This again implies that the null hypothesis cannot be rejected.

Hypothesis **H₁** is unsupported. According to correlation, regression, and ANOVA tests, cosmetic advertising had no statistically significant effect on customer perception or attitude towards cosmetic products in the study sample.

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Hypothesis 2 Analysis

Hypothesis Statement H_2 : There is a significant relationship between exposure to cosmetic advertisements and satisfaction with one's facial image.

Descriptive Statistics

Table 5 : Descriptive statistics between cosmetic advertising and facial image satisfaction.

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Cosmetic Advertising	238	9.00	27.00	19.76	2.98
Total					
Facial Image Satisfaction	238	8.00	27.00	18.40	2.70
Total					

Participants indicated moderate exposure to cosmetic advertising (mean = 19.76) and average satisfaction with their face appearance (mean = 18.40). The standard deviations show moderate variety, indicating that people perceive things differently.

Correlation Analysis

Table 6 : Correlation between cosmetic advertising exposure and facial image satisfaction.

Variables	Pearson	Sig. (2-	N
	n		
Correlat	0.81		23

There is a very modest and non-significant negative relationship between cosmetic advertisement exposure and satisfaction with facial image ($r = -0.015$, $p > 0.05$). This implies that increased exposure to advertising does not always decrease or improve satisfaction with one's face appearance.

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Regression Analysis

Table 7 : Regression model summary for cosmetic advertising and facial image satisfaction.

Model	R	R Square	Adjusted R Square	Std. Error
1	0.01	0.00		2.27

ANOVA Table

Table 8 : Anova results for regression between cosmetic advertising and facial image satisfaction.

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.272	1	0.272	0.053	0.819
Residual	1220.871	236	5.173		
Total	1221.143	237			

The regression model is statistically insignificant ($p = 0.819$). Facial image satisfaction explains 0% of the variance in cosmetic commercial exposure, as indicated by the R^2 value (0.000).

Hypothesis **H₂** is rejected. All statistical tests (correlation, regression, and ANOVA) reveal no significant association between exposure to cosmetic marketing and contentment with one's face image. While literature and theory point to a possible psychological influence, this study found no measurable evidence of such an effect in the given population.

Hypothesis 3 Analysis

Hypothesis statement **H₃** : Cosmetic advertising significantly influences customers' self-care routines and daily cosmetic usage habits.

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Descriptive Statistics

Table 9 : Descriptive statistics between cosmetic advertising and self-care / cosmetic usage.

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Cosmetic Advertising	238	9.00	27.00	19.76	2.98
Total					
Self-Care Behaviour & Cosmetic Usage Habits	238	13.00	32.00	23.0714	3.72345
Total					

This study found that individuals had moderate to high exposure to cosmetic marketing, as well as a constant degree of cosmetic use and self-care routines.

Correlation Analysis

Table 10 : Correlation between cosmetic advertising and self care behaviour.

Variables	Pearson Correlation	Sig. (2-tailed)	N
Cosmetic Advertising & Self-Care Behaviour and Cosmetic Usage	-0.065	0.321	238

The Pearson correlation coefficient of -0.065 indicates a very weak and non- significant negative link between cosmetic advertising and self-care behaviour ($p = 0.321$), implying no substantial linear relationship.

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Regression Analysis

Table 11 : Regression model summary for cosmetic advertising and self care behaviour.

Model	R	R Square	Adjusted R Square	Std. Error
1	0.065	0.004	0.000	2.26996

ANOVA Table

Table 12 : Anova results for regression between cosmetic advertising and self care behaviour.

Source	Sum of Squares	df	Mean Square	F	Sig
Regression	5.098	1	5.098	0.989	0.321
Residual	1216..045	236	5.153		
Total	1221.143	237			

The R^2 value of 0.004 indicates that just 0.4% of the variation in cosmetic advertising scores can be explained by changes in self-care behaviours. The p-value of 0.321 verifies that this result is statistically insignificant.

Hypothesis H_3 is rejected. All statistical analyses (correlation, regression, and ANOVA) reveal no significant link between exposure to cosmetic commercials and self-care routines or cosmetic usage behaviours. While advertising may influence perception or product knowledge, this study found no measurable evidence that it

significantly affects every day cosmetic practices in the given population.

Results And Discussions

This study aimed to investigate how cosmetic advertising influences consumer perceptions, face image satisfaction, and self-care practices. The first objective was to determine whether such advertisements had a significant impact on customers' attitudes towards cosmetic products. The study found that, despite continuous

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exposure to emotionally charged imagery and influencer-led advertisements, participants' general trust in or perception of these products did not change much. Many people still rely on personal experience, peer recommendations, and product reviews rather than advertisements. This shows that customers are becoming more aware of promotional content, and they are evaluating claims closely before deciding.

The second part of the study investigated how constant exposure to idealized beauty in advertising affects facial image satisfaction and social confidence. Surprisingly, the impact was small. While participants admitted being exposed to immaculate, airbrushed photographs, the majority did not report feeling any less satisfied with their own appearance. This could be attributed to increased media literacy—many respondents appeared to understand that these photos were digitally modified. This awareness may help mitigate the negative effects of social comparison, helping people to distinguish between imagination and reality. It also shows that personal characteristics like self-esteem and grooming habits may have a greater impact on confidence than media portrayals.

The final goal was to see if cosmetic advertising influenced everyday self-care activities such as makeup application or skincare practices. Despite the prevalence of beauty advertisements on platforms such as Instagram and YouTube, the survey discovered little change in respondents' real habits. Most participants said their routines were based on comfort, familiarity, or skin needs, rather than advertising trends. Advertisements may pique people's interest in new products, but they do not appear to promote long-term behavioural changes.

In essence, cosmetic advertisements continue to be visually appealing, but their impact on perception, self-image, and behaviour appears to be limited. Today's consumers appear to be more knowledgeable and mindful, typically filtering advertisements based on personal relevance and authenticity. These findings point to a shift towards more mindful beauty consumption, in which people choose products and routines that are consistent with their own beliefs and comfort, rather than societal pressure or idealised standards.

Findings of the Study

The study found that demographic parameters such as age, gender, and occupation had little influence on how people responded to cosmetic commercials or structured their beauty routines. Contrary to popular opinion, these characteristics had no substantial influence on perception or conduct, implying that emotional and psychological factors—such as self-confidence, values, and self-image—are more important in moulding consumer decisions. People who had a stronger emotional connection to self-care or believed in the efficacy of cosmetic goods were more likely to try them, regardless of advertisement exposure. Rather than being swayed by advertisements, their curiosity was motivated by personal conviction and prior experience. This emphasises the importance of trust, relevance, and knowledge in influencing purchasing decisions.

Additionally, extensive exposure to beauty content on social media did not result in significant changes in daily grooming routines. Consumers demonstrated a high level of knowledge, frequently resisting internet trends until they met their comfort or wants. Overall, personal thinking and emotional connection had a greater impact than external exposure. These findings suggest that advertising should shift towards realistic, relevant language that emphasises real-life experiences and promotes self- acceptance over idealised beauty.

Recommendations

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This study found that cosmetic marketing, while prevalent on platforms such as Instagram and YouTube, had no effect on customer perception, facial pleasure, or daily cosmetic routines—particularly among those in southern Kerala. These consumers appear to be more analytical and self-aware, emphasising realism over idealised images. As a result, cosmetic brands should alter their messaging towards authentic, diverse beauty depictions. Campaigns emphasising natural appearances, body positivity, and culturally rooted aesthetics will better connect with viewers and build trust. Personal values, previous experience, and relevance were found to have a greater influence on consumer decisions than repeated advertising. To increase meaningful interaction, brands should employ relationship-based methods like lessons,

honest testimonials, and skincare suggestions. Tailoring information to local demands, such as Ayurvedic product preferences, price sensitivity, and language inclusion, will help to increase brand relevance.

Finally, because advertising alone does not significantly alter grooming habits, brands should invest in community-based experiences such as product sampling or local events. Finally, today's consumers prefer honesty to exaggeration, making authenticity, knowledge, and empathy the foundations of good cosmetic advertising.

Conclusion

This study aimed to determine how cosmetic advertising affects people's self-perception, facial image satisfaction, and daily self-care habits. While ads, particularly on social media, frequently depict idealised beauty standards, the findings suggest that their actual influence may be more restricted than previously thought. Despite continuous exposure to beauty advertisements, participants' self-perceptions and grooming routines remained unchanged. Instead of being convinced by immaculate graphics or celebrity endorsements, most respondents relied on personal experience, peer feedback, and their own comfort level. This represents a shift towards more conscious and critical consumption, in which people question what they see and choose what truly appeals to them.

The study also found that self-esteem and beauty habits are influenced more by internal confidence and personal values than by commercial trends. Consumers today are more aware, selective, and thoughtful. This sends a clear message to brands: authenticity and relatability are more important than perfection. For individuals, the message is simple: true confidence comes from within, not from filtered images on a screen.

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