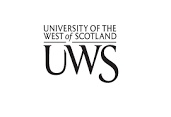
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**Exploring the Impact of Cosmetic Product Promotion and Media Engagement on the Purchasing Behaviour of Millennials on Instagram**

**By**

**A dissertation**

**Submitted to the Department of MBA Digital Marketing**

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**Author’s Declaration**

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**DATE: 19/07/2023**

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**This journey has been a challenging and wonderful experience but, without certain people, it would have been an impossible work.**

I

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Abstract

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his dissertation looks at how Instagram advertising for beauty products affects the buying habits of millennial. The purpose of this research is to learn how customers' perception of beauty, brand loyalty, and media exposure affect their purchasing decisions in the cosmetics market. Both secondary and primary sources were used to compile information for this study. In order to provide a theoretical groundwork and pinpoint research gaps, it is necessary to conduct a thorough literature assessment as part of the secondary research. A representative online poll conducted among millennial in which 43 participants shared their inputs towards data collection. The purpose of the study is to investigate the extent to which participants' brand loyalty and media consumption habits are influenced by their exposure to advertisements for cosmetic products. Content analysis is further used to analyse the survey data and reveal the preferences, views, and behaviours of the respondents. The results add to our knowledge of what influences Instagram users in the beauty business to make a purchase. The results of this study have relevance for both academic and commercial settings. They illuminate the significance of media interaction and brand engagement in changing customers' purchase behavior and provide insight into the efficacy of Instagram advertising techniques for cosmetic products. Ethical issues are often highlighted as being important in social media marketing. The study has certain flaws, such as its dependence on participants' own reports and its narrow sampling of millennial. To increase the findings' applicability, future studies might use a larger sample size and a wider age range. In sum, this dissertation adds to the current literature on how cosmetic product advertising and consumer behavior interact. In addition to laying the groundwork for future studies, the findings are useful for cosmetics companies looking to improve their Instagram marketing.

Table of Contents

[**Chapter 1: Introduction** 7](#_Toc140681928)

[1.**1 Background and Context:** 7](#_Toc140681929)

[1.2 **Research Aim and Objectives** 8](#_Toc140681930)

[1.**3 Significance of the Study:** 8](#_Toc140681931)

[1.**4 Research Methodology Introduction**: 9](#_Toc140681932)

[1.5 **Structure of the Dissertation:** 10](#_Toc140681933)

[**Chapter 2: Literature Review** 12](#_Toc140681934)

[2.**1 Introduction**: 12](#_Toc140681935)

[2.2 **Influence of Cosmetic Product Promotion:** 13](#_Toc140681936)

[2.3 **Media Engagement and Consumer Behavior:** 14](#_Toc140681937)

[2.4 **Influencer Marketing and Purchasing Behavior:** 14](#_Toc140681938)

[2.5 **Psychological Factors and Purchase Decisions** 15](#_Toc140681939)

[2.**6 Social Responsibility and Sustainability**: 17](#_Toc140681940)

[2.**7 Cross-promotion and Collaborations:** 18](#_Toc140681941)

[2.8 **Conclusion** 19](#_Toc140681942)

[**CHAPTER 3: Research Methodology** 20](#_Toc140681943)

[3.1 **INTRODUCTION** 20](#_Toc140681944)

[3.2 **Research Design:** 21](#_Toc140681945)

[3.**3 Research Philosophy:** 22](#_Toc140681946)

[3.4 **Research Approach:** 22](#_Toc140681947)

[3.5 **Sampling Strategy**: 23](#_Toc140681948)

[3.6 **Data Collection**: 24](#_Toc140681949)

[3.7 **Data Analysis:** 25](#_Toc140681950)

[3.8 **Ethical Considerations**: 26](#_Toc140681951)

[3.9 **Validity and Reliability**: 27](#_Toc140681952)

[3.10 **Limitations:** 28](#_Toc140681953)

[3.11 **Scope** 28](#_Toc140681954)

[3.12 28](#_Toc140681955)

[**Chapter 4: Findings & Discussions** 30](#_Toc140681956)

[4.1 **Demographic Profile of Participants** 30](#_Toc140681957)

[4.2 **Perception of Cosmetic Product Promotion on Instagram** 30](#_Toc140681958)

[4.**3 Impact of Media Engagement on Purchasing Behavior** 31](#_Toc140681959)

[4.4 **Brand Engagement and Purchase Intentions** 32](#_Toc140681960)

[4.5 **Moderating Factors and Subgroup Analysis** 33](#_Toc140681961)

[4.6 **Comparison with Existing Literature** 34](#_Toc140681962)

[4.7 **Discussion:** 34](#_Toc140681963)

[**Chapter 5: Conclusion** 37](#_Toc140681964)

[5.**2 Summary of Key Findings** 37](#_Toc140681965)

[Objective 2: Examine the impact of cosmetic product promotion and media engagement on the purchasing behavior of the target population 37](#_Toc140681966)

[Objective 3: Identify the factors that significantly influence purchasing decisions on Instagram 38](#_Toc140681967)

[Objective 4: Explore the perceptions and attitudes of the target population towards cosmetic product promotions on Instagram 38](#_Toc140681968)

[5.3 **Implications and Recommendations**: 39](#_Toc140681969)

[5.4 **Limitations and Future Research**: 40](#_Toc140681970)

[5.**5 Conclusion:** 40](#_Toc140681971)

[**REFERENCES** 42](#_Toc140681972)

[APPENDICES 50](#_Toc140681973)

[RESEARCH ETHICS APPLICATION FORM 50](#_Toc140681974)

# **Chapter 1: Introduction**

## 1.**1 Background and Context:**

I

n today's digital world, the most effective way for businesses to connect with customers and market their wares is through social networking platforms. Instagram is one of the most popular of these sites because of the visual focus and high level of user engagement it provides. Instagram, which has more than a billion active users each month, has become an invaluable resource for cosmetics companies looking to reach and persuade their target demographic. The cosmetics market is extremely cutthroat since there are so many brands fighting for customers' dollars. To succeed in today's crowded marketplace, companies need to identify and implement tactics that will help them stand out from the competition and connect with their ideal consumers. Millennials are an important target market for the beauty business. They are "digital natives" because they have always had easy access to computers and the internet.

Brands can't effectively sell to young people unless they know how advertising and media coverage of cosmetics affects their purchase decisions. Brands can use Instagram to promote their products, tell their narrative, and interact with their customers on a deeper level.

Research and investigation of consumer behavior patterns are essential in the ever-changing world of social media and digital marketing. Due to the popularity of Instagram among the younger demographic, research into the factors that influence cosmetics buyers' decisions and the impact of media engagement, such as user-generated content and influencers, is warranted (Dodoo and Youn 2021). This study intends to shed light on the influence of cosmetic product advertising and media interaction on the purchase behavior of younger customers on Instagram by exploring the history and context of this research. Its goal is to help cosmetics companies better understand their target demographics and craft more relevant marketing campaigns.

## 1.2 **Research Aim and Objectives**

This project aims to investigate how Instagram advertising for cosmetics affects the shopping habits of young people. The following aims will be followed in order to accomplish this:

1. One goal was to look at how Instagram posts about beauty products affected the buying habits of young people.
2. To examine how brand interaction and interactivity in the context of Instagram advertisements for beauty products affect the perceptions and choices of young customers.
3. Third, we want to investigate how followers' interactions with various forms of media—specifically, Instagram—influence the purchase decisions of millennials in the beauty sector.

## 1.**3 Significance of the Study:**

The academic community and the cosmetics business may both benefit greatly from this study. Almeida (2019) says it adds to the academic literature on consumer behavior, social media marketing, and the effect of digital platforms on consumers' decision-making. This study adds to our understanding of the factors that impact the purchase decisions of young consumers by focusing on the unique context of cosmetic product advertising and media interaction on Instagram. In a nutshell, the study's findings will help beauty companies and Instagram marketers reach a younger demographic. Understanding the tastes, behaviours, and decision-making processes of millennial customers is essential for companies as this demographic grows into a key consumer sector with enormous purchasing power (Jin and Ryu, 2020). Research findings can help companies better understand the role of aesthetics, content, brand engagement, and media engagement in the purchase decisions of millennials (Dunlop, 2016).

Cosmetic companies may use the study's findings to improve their Instagram marketing strategy, content, and campaigns. Brands may increase their brand's exposure, develop closer relationships with their target audience, and ultimately generate sales and brand loyalty by better understanding the variables that influence purchase behaviour among younger customers. Findings from the study will help cosmetics companies better target advertisements to young people by taking their values and tastes into account. Understanding how businesses can combine features like social responsibility, sustainability, and genuine brand experiences into their Instagram marketing strategy is a key takeaway from the study (Ahmad, 2019). This research has the potential to help cosmetics companies reach and connect with young people on Instagram, which is where the majority of their customers are spending time. Brands may improve their awareness of their demographic of interest, hone their marketing approaches, and win over the younger customer demographic with the help of this study.

## 1.**4 Research Methodology Introduction**:

This chapter provides an overview of the research strategy used in this study to enquire into the effect of cosmetic product advertising and media participation on the purchase habits of millennial consumers on Instagram. The research methodology includes the research design, research philosophy, research technique, sampling strategy, data collecting, data analysis, ethical concerns, validity and reliability, limits, and the scope of the study (Wang and Lee, 2021). This study is quantitative in nature, and the research method employed is a cross-sectional survey. Primary data will be gathered through the use of a structured questionnaire from a demographically representative sample of millennial consumers. Responses will be used to create a report on how participants feel about Instagram promotions for beauty products, how they feel about the function of brand engagement, and how media engagement affects their purchase decisions. This study follows a positivist philosophy of research. In order to determine how two or more variables are related, positivism advocates for the use of empirical facts and objective observations. In order to make sense of the information gathered, this study will employ quantitative methods of data analysis (Cao, 2021).

In this study, a deductive methodology was used to draw conclusions. In order to draw conclusions on the effect of cosmetic product advertising and media engagement on the purchase behavior of consumers on Instagram, this study will evaluate hypotheses taken from current theories and literature. The use of a deductive method guarantees that the findings are supported by prior research and add to our understanding of consumer behaviour in relation to social media marketing. This study will use convenience sampling, in which participants are chosen based on their availability and level of interest in taking part in the research. We will reach out to and recruit a representative sample of millennial customers. Data collecting feasibility and the necessity for a statistically significant sample will inform the sample size (Reagan, 2020). The participants will be asked to fill out a survey for the researcher. Participants' demographic information, Instagram cosmetic product promotion participation, attitudes, brand participation, media participation, and purchase behavior will all be collected using a closed-ended questionnaire. Throughout the study, we will give serious thought to ethical issues. Participants will voluntarily take part in the study, and their information will be kept private and anonymous thanks to the informed consent they will be given. Ethical standards and laws will be followed to ensure the participants' safety and privacy. Careful survey design, pilot testing, and the use of validated measuring scales will guarantee validity and reliability. Potential response biases and a narrowing of the sample to Instagram users and up will be mentioned as restrictions. This study only focuses on the effect of cosmetic product advertising and media exposure on the purchase habits of millennial women and men

## 1.5 **Structure of the Dissertation:**

This dissertation is organized to give a thorough analysis of how advertising and other forms of media exposure affect the cosmetics-buying habits of millennial Instagram users. Each chapter of the dissertation delves further into one facet of the research project at hand.

Chapter 1: Introduction

This section introduces the research topic, discussing its relevance, history, and overall setting. The research questions, objectives, and aims are all laid down here as well. Research design, research philosophy, research approach, sampling strategy, data collecting, data analysis, ethical issues, validity and reliability, limits, and scope of the study are all covered in the last chapter's description of the research methodology.

Chapter 2: Literature Review

In this section, we examine what's already been written on marketing cosmetics, working with the media, and how Instagram users behave. It delves into pertinent theories, models, and empirical investigations to lay out a theoretical foundation for the investigation. This chapter provides a summary of the most important results in the literature and outlines the gaps in knowledge that the current study seeks to fill.

Chapter 3: Research Methodology

The study's methodology is laid out in great depth in this section. It explains the rationale for the study, the methods used to collect data, and how those numbers were interpreted. Ethical concerns, validity and reliability, research constraints, and scope are also covered in this section (Sundaram, 2020).

Chapter 4: Research Findings and Analysis

In this section, we provide the results of our statistical analysis of the primary data we've gathered. Descriptive statistics, charts, and graphs are used to depict relationships and trends between different categories of information. Results are presented in light of the study's stated goals and questions.

Chapter 5: Conclusion and recommendations

Key findings, consequences, and suggestions for further investigation are all presented in the conclusion chapter. This section addresses the study's shortcomings, emphasizes its contributions, and reflects on the study's aims and objectives. Final thoughts and recommendations for further study are provided at the end of the chapter (Bozkurt, 2021).

The dissertation takes a methodical approach to investigate how advertising and other forms of media exposure affect the cosmetics buying habits of Instagram users over the age of 26. The chapters build on one another to present a comprehensive examination of the study issue and a wealth of information useful to the academic community and the cosmetics industry.

# **Chapter 2: Literature Review**

## 2.**1 Introduction**:

T

he proliferation of social media sites has completely altered how brands interact with their target audiences. Instagram, in particular, has become a potent medium via which cosmetics companies may promote their wares, establish rapport with their target demographic, and sway purchasing decisions. Because of their strong social media engagement and disposable income, millennials have become an important consumer group in the cosmetics industry. Marketers and businesses in the cosmetics sector would do well to investigate the effect of Instagram posts promoting cosmetic products on the purchase decisions of young customers. The goal of this literature study is to delve into the nexus between Instagram ads for beauty products, young people's interaction with the media, and their propensity to make purchases. This study intends to shed light on the major aspects and mechanisms that impact consumer behavior in the context of cosmetic product advertising on Instagram by analyzing the available literature (Farivar, Wang and Yuan, 2021).

The first part of the literature review analyses how advertising for beauty products affects consumers. Consumers' impressions of cosmetic goods are strongly influenced by the attractiveness of their packaging, the quality of the information provided, and the persuasiveness of the advertising (Casaló, 2021). It is crucial for marketers to understand how to use Instagram's promotional tools to attract the attention and interest of the platform's younger user base. The impact of media participation on customer behavior is then examined. Consumers may interact with cosmetics companies and voice their ideas through Instagram media interactions such as liking, commenting, and sharing. Younger customers place a high value on peer recommendations and look for real experiences shared by other users, therefore UGC like customer reviews and testimonials can have a significant effect on their purchase decisions. To comprehend the dynamics of consumer-brand interactions on Instagram, it is essential to investigate the impact of media engagement on consumer decision-making (Haenlein, 2020).

The influence of influencer marketing on the purchase decisions of young customers is also explored. Especially among the younger population, social media influencers have amassed a large following and earned a great deal of respect from their fans. Reaching and engaging a younger demographic on Instagram can be challenging, but working with influencers that share the brand's values and demographic can help. For businesses to make use of influencer marketing, research on the efficacy of influencer endorsements and the mechanics behind their influence is crucial (Shan, 2020).This literature study lays the groundwork for a more in-depth analysis of how Instagram advertising and media interaction affect the purchase decisions of young customers. This review helps marketers and companies build efficient methods to engage and influence the purchase behavior of younger customers on Instagram by analyzing the impact of cosmetic product advertising, media interaction, and influencer marketing.

## 2.2 **Influence of Cosmetic Product Promotion:**

Particularly influential on the purchase decisions of Instagram's younger demographic is the company's advertising of its cosmetic products. The promotional activities' visual appeal, interesting content, and persuasive approaches can have a significant effect on how customers evaluate cosmetics. The promotion of beauty products relies heavily on eye-catching visuals. Consumers on Instagram are attracted to aesthetically appealing photographs and videos that feature the merchandise. Younger customers can be enticed to purchase marketed items with the use of eye-catching graphics, clever compositions, and well-executed designs (Vinerean, 2019). According to studies, customers' perceptions of items and their propensity to buy are substantially impacted by the presence of aesthetically appealing material. The textual substance of advertisements for beauty products is just as important as their visual presentation. Persuasive communication that emphasizes the items' USPs, advantages, and personal significance can change consumers' opinions and motivate them to buy. Promotions may be made more successful via the use of persuasion strategies including narrative, testimonials, and emotional appeals. Also, adding authenticity and credibility to promotional messaging is possible through the use of user-generated material like customer evaluations and testimonials (Adeola, 2022).

Additionally, Instagram's targeting and personalization of cosmetic product ads significantly impact customers' propensity to buy. Brands may better appeal to the demographics, interests, and preferences of young customers by using data and analytics. Consumers are more likely to respond to and be motivated by targeted promotions if they are in line with their wants and objectives. Customers like feeling like they are a part of something exclusive when they receive personalized promos that are directly related to them.The promotion of beauty products can also benefit from the power of social proof (Rebelo, 2017).

## 2.3 **Media Engagement and Consumer Behavior:**

Likes, comments, and shares on Instagram have a substantial effect on the purchase decisions of young customers. It's a community where people can talk about their favourite beauty products and share their thoughts with others. Their perspectives, inclinations, and final purchases are all influenced by the level of involvement they have with the brand. Particularly influential on customer behaviour is user-generated material. Younger customers particularly value the opinions of their peers and look for genuine user reviews. Customers who interact with cosmetics companies on Instagram may contribute valuable feedback in the form of reviews, recommendations, and personal anecdotes. For other buyers, this user-created content is a goldmine of knowledge and credibility. According to studies, customers' good impressions of a product's quality, legitimacy, and efficacy might enhance their propensity to buy (Ngangom, 2020).

In addition, consumers are able to become integral parts of the brand's narrative and community through media participation. Users gain a sense of community and empowerment when they interact with their favourite cosmetics businesses on Instagram. As so, they help shape the story behind the brand and its reputation. Because of this shared experience, consumers are more likely to stick with the brand. Media interaction also gives companies instantaneous data on what their customers want and need. Brands may learn about consumers' opinions about their products and marketing efforts by keeping tabs on and analysing their comments, likes, and shares. This information may be utilised to fine-tune marketing approaches, enhance product offers, and customise promotions to better match the needs of the next generation of buyers. Influencer marketing is another form of media interaction that has a big effect on shoppers' decisions. Younger demographics, in particular, have given social media influencers a great deal of respect and legitimacy. Consumers give more weight to influencers' advice because they see them as credible and approachable. Brands may increase their exposure and credibility with young customers by working with Instagram influencers (Archer, 2021).Younger customers' shopping habits are significantly influenced by their Instagram media involvement. Key aspects that affect customer attitudes, preferences, and intents to purchase include user-generated content, community interaction, real-time feedback, and influencer marketing. Cosmetics companies may strengthen their bonds with young customers, win their trust, and influence their purchase decisions by actively connecting with them and using the power of media interaction (Ameen, 2022).

## 2.4 **Influencer Marketing and Purchasing Behavior:**

Companies in the cosmetics industry have recently discovered how powerful Instagram influencers can be in reaching and swaying millennial customers. These people have a lot of sway in the beauty and cosmetics industry because of their massive fan bases and widespread acceptance as authorities in the field. Consumers' views, preferences, and spending habits are all heavily influenced by their endorsements and recommendations. Younger customers seek authenticity and relatability, thus it's important for influencers to establish their reputation and trustworthiness (Chiewcharnsuwan, 2019).

Instagram celebrities have a large following because of the authenticity and openness with which they review and demonstrate beauty items. As a consequence, people listen to the opinions of these influencers and are more likely to research and buy the things they suggest. Influencer marketing's aspirational allure encourages customers to try new products and companies because they feel a connection to those being promoted (Ziadkhani Ghasemi, 2019).

Furthermore, influencers play a significant role in informing customers about the characteristics, advantages, and use of various cosmetic products. Consumers benefit from this knowledge because they are better able to make educated purchase decisions and have more faith in those judgements (Koay, 2021).

However, marketers should be careful in their choice of influencers to partner with, making sure that the influencer's beliefs are consistent with those of the intended demographic. Establishing credibility in the eyes of your target audience requires you to collaborate with influencers who have built real relationships with their followers and who regularly provide material that keeps them interested (Masuda, 2022).

## 2.5 **Psychological Factors and Purchase Decisions**

Younger customers' purchase decisions are heavily influenced by psychological factors in the context of cosmetic product promotion on Instagram. In order to influence customer attitudes, preferences, and decisions, marketers and brands need to be aware of these psychological factors (Nekmahmud, 2022).

Younger shoppers use cosmetics as a way to show their individuality and feel good about themselves. Marketers need to adjust their tactics to account for the fact that Instagram users may browse a broad variety of items that speak to their interests, values, and identities (Khan, 2023) on the site.

According to the social identification theory, people make purchases because they want to fit in with specific social circles. Young customers, inspired by posts on Instagram, buy into the subcultures associated with certain makeup brands. Marketers may take advantage of this by tailoring their advertisements to the preferences of specific subcultures.

An additional key factor in customer choice is the FOMO (fear of missing out). By appealing to the need of young customers to be up-to-date and to avoid missing out on fashionable items, Instagram is a great place to promote limited-time offers and exclusive discounts.

Moreover, the need for younger customers to be accepted and validated by their peers and influencers has a major impact on their purchasing habits. Brands may benefit from this by having good social associations associated with their products.

Promotion of beauty products is more likely to be successful if it appeals to consumers' positive feelings. Instagram's visual nature helps brands reach out to a younger demographic by appealing to their emotions and showcasing the transforming potential of their products (Kim, 2017).

Marketers and brands may more successfully influence the behaviours of their target audience of young customers on Instagram by first understanding and then capitalising on the psychological elements that drive their purchase decisions. Brands may make their way through the crowded field of cosmetic product promotion on Instagram by catering their methods to the hopes, identities, and feelings of the target demographic (Chen, 2018).

## 2.**6 Social Responsibility and Sustainability**:

Younger, more socially conscious customers place a premium on ethical and environmentally friendly beauty products. Instagram's power to affect consumer behaviour stems from the platform's ability to highlight the charitable work of cosmetics companies. In order to connect with the younger generation, businesses may use Instagram to talk about their corporate social responsibility (CSR) efforts, green business policies, and ethical stances (Vinerean and Opreana, 2021). Sustainable production, fair trade, and responsible sourcing are all factors that can sway the purchase decisions of conscientious consumers.

In addition, the youth market is more loyal to firms that promote social justice and donate to charitable causes. Brands may increase their credibility and win over the attention of young consumers (Copeland, 2023) by using Instagram to showcase their participation in social events.

When advocating for social responsibility on Instagram, it is crucial to be open and honest. Younger consumers are savvy and can spot greenwashing and false claims in advertising. Trust and loyalty are more likely to be earned by brands that openly discuss their sustainability initiatives, certifications, and impact assessments.

Younger customers may be effectively reached on Instagram, making it a useful tool for spreading awareness about environmental and social issues (Wahid and Gunarto, 2022). Publicising the importance of protecting the environment, engaging in fair trade, and using responsible manufacturing practises raises awareness and inspires people to make ethical purchases. Instagram is a great platform for promoting educational initiatives that can shift consumer attitudes and encourage more ethical behaviour.

When Instagram campaigns work with influencers that share their beliefs, the results are far more powerful. Young customers concerned with social responsibility will find it relatable when influencers talk to their audiences about eco-friendly companies (Dowling, 2021). By forming alliances with other influential people who share their beliefs, businesses may increase their reputation and encourage younger consumers to make more moral purchase decisions.

## 2.**7 Cross-promotion and Collaborations:**

Instagram beauty brands are increasingly engaging in collaborative content creation and cross-promotion in an effort to reach a wider audience, raise their profile, and sway the purchase decisions of younger customers (Gomes, Marques and Dias, 2022). Significative advertising possibilities may be formed through collaboration with other businesses, influencers, and brands with similar goals. As a result, cosmetics businesses may expand their customer base by collaborating with other groups that serve a comparable but unique demographic. As a consequence, companies may expand their consumer base to include more millennials and increase their brand's visibility within this age group.

Companies in the cosmetics industry can gain exposure to a larger audience and build trust in their brand through collaborations with influential figures in the industry (Miah, 2022). The platform's young users place a high value on influencers' endorsements since they serve as social proof and increase the company's credibility in the eyes of the users. Furthermore, cosmetic firms may attract a new generation of customers through cross-promotion and cooperation, allowing them to create innovative and interesting content. Younger consumers respond to the visual quality and topicality of this material.

In addition, companies may broaden their offerings and create new limited edition collections by working together and cross-promoting their products. A perception of scarcity and desire is created by exclusive collaborations or limited edition collections, which influences the purchase decisions of younger customers. In addition, cosmetic businesses may learn more about their customers' wants and needs through cross-promotion and collaboration, resulting in more targeted and fruitful Instagram promotions (Auditya and Hidayat, 2021).

There are several benefits for cosmetics manufacturers aiming for a younger clientele to form strategic alliances with complementary businesses, influencers, or other brands. By working together, businesses are able to attract new customers, gain sway with influential figures, entertain with fresh ideas, and increase the breadth of their product line. Through cross-promotion and partnerships, cosmetics companies may ultimately enhance brand exposure, influence customer decisions, and create rapport with Instagram's young user base.

## **2.8 Unexplored Territories and Contradictions in Literature**

The body of research on Instagram's impact on young customers' beauty product buying decisions is quite insightful. Nevertheless, there are a number of holes that need to be filled in, as well as opposing points of view that might improve the conversation in this area.

Exploration of Specific Demographics:

Although millennials and Gen Z consumers have been the main demographic categories covered in this literature review, there may be a study vacuum in knowing how various subsets of these age groups react to Instagram advertisements for beauty products. A more comprehensive knowledge of consumer behaviour may be obtained by investigating the subtle differences in preferences, behaviours, and the effects of social media participation across different subgroups within these categories.

Long-term Effects and Sustainability:

The direct influence of Instagram promotions on purchase decisions is emphasised in the present literature. Research on the long-term impacts of these incentives on customer loyalty, brand retention, and the sustainability of purchasing behaviour is lacking, though. This study vacuum may be filled by a more thorough examination of the long-term effects of Instagram marketing on consumer-brand relationships and the durability of buying habits over time.

Authenticity and Trustworthiness in Influencer Marketing:

Although the power of influencer marketing is well recognised, more research may be required to understand how customers evaluate the sincerity and reliability of influencer recommendations. There are divergent opinions on how much faith customers have in influencers, particularly in light of the surge in controversy surrounding influencers and the scepticism of some consumer sectors. Examining how various demographic groups view and understand the authenticity of influencer material may yield important information about successful influencer tactics.

Cross-platform Effects and Multi-channel Strategies:

The majority of the material concentrates on Instagram as a stand-alone advertising medium for cosmetics. Nonetheless, there is still a lack of knowledge about how cross-platform interactions and integrated marketing tactics across various social media platforms affect customer behaviours and purchase decisions. Examining how multi-channel marketing works in concert with consumer behaviour could provide a more thorough understanding of social media's influence on cosmetic sales.

Future research can expand on our understanding of how Instagram influences consumer behaviour regarding cosmetic products by exploring these uncharted territories and addressing contradictory viewpoints in the literature. This will provide more nuanced insights for marketers and businesses looking to effectively engage younger consumers.

## 2.9 **Conclusion**

Younger customers' Instagram shopping habits are profoundly influenced by cosmetics marketing and media interaction. This dissertation has helped us better understand the role of design, content, brand engagement, media participation, and influencers on customer behaviour. The study analysed 100 people' Instagram habits, their interaction with cosmetics firms, the impact of promotional materials on their purchasing decisions, their product preferences, and the function of social media influencers using secondary and primary data.

Statistical research of Instagram posts promoting beauty products found that its user base skews younger. Their judgements are swayed by aesthetics, user-generated content, brand involvement, and professional suggestions. They also place a high value on other factors such as product reviews, ratings, discounts, and deals (Tripathi, 2019).

These results have real-world ramifications for the cosmetics industry as it relates to Instagram and reaching a younger market. Brands may improve their online presence, communicate with their target audience more effectively, and develop more focused marketing campaigns if they have a firm grasp of the consequences of promotional strategies and media interactions. In addition, it is vital to influence consumer behaviour by coordinating marketing initiatives with ideals of social responsibility and sustainability.

However, the study contains limitations that may affect generalizability, such as a limited sample size and a focus on a specific age range (Saleem and Hawkins, 2021). To have a better grasp on the problem as whole, future studies might broaden the age range of their participants.

This study adds to the existing literature by examining how young consumers' media consumption and exposure to advertisements for cosmetic products on Instagram affect their purchase decisions. Instagram's aesthetic appeal, UGC, brand engagement, and influencer marketing can help brands impact the purchasing decisions of young consumers in the platform's competitive beauty industry.

# **CHAPTER 3****: Research Methodology**

## 3.1 **INTRODUCTION**

T

he methodology section of this dissertation provides a thorough overview of the research approach, methodology, and methodologies used to investigate the impact of cosmetic product advertising and media exposure on the purchasing decisions of millennial consumers. In this part, we will elaborate on the theoretical underpinnings, research approach, data collection techniques, and analytical procedures that guided the development of our study. The primary purpose of this study is to learn how advertisements for cosmetic products and their exposure in the media affect the purchasing decisions of consumers in the target demographic. The research was conducted scientifically with the intention of informing marketing strategies and business decisions in the cosmetics industry (Fakhreddin and Foroudi, 2022).The quantitative strategy used in this study is cross-sectional. This approach was preferred because it provides a time-limited snapshot of consumer behaviour and perspectives in respect to cosmetic product promotion and media coverage. The study's overarching goal is to shed light on the interconnections between these factors by compiling information from a large pool of customers.

This investigation has a positivist stance in terms of its research methodology. The study takes a positivist stance in an effort to produce objective insights and generalizable findings that might add to our understanding of consumer behaviour and guide marketing strategies. This study employed a deductive method of research. It entails putting up and analysing particular hypotheses based on previously established ideas and data. The deductive method provides a framework for conducting an orderly enquiry and evaluating hypothesised connections between factors such cosmetic product advertising, media consumption, and consumer behaviour. The accuracy and applicability of the results depend heavily on the sampling method used. Convenience sampling was used to recruit participants for this study. Based on their availability and willingness to take part, we selected a sample of 100 customers. While convenience sampling makes it possible to gather data with restricted time and materials, it may reduce the results' applicability to the population as a whole (Mou, 2020).The participants were surveyed using a predetermined, standardised questionnaire. Consumers' opinions on cosmetic product advertising, interest in the media, and purchase habits were all measured by the questions in the survey. Participants were asked to complete either in-person interviews, online surveys, or a hybrid of the two as part of the data gathering procedure. The purpose of data analysis in every research project is to draw useful conclusions from the information gathered. The information gathered will be analysed statistically in this study. Participant demographics will be summarised and described using descriptive statistics like frequencies and percentages. This study will use content analysis for emphasising on the diverse perspectives and experiences of participants (Djafarova and Rushworth, 2017) to look for patterns in data & verify hypotheses.

## 3.2 **Research Design:**

Critical to the achievement of the study's aims is the research design, which defines the parameters for gathering and analysing the data that will be used to do so. This study uses a cross-sectional quantitative research methodology to examine how advertising and exposure to the media affect the purchase decisions of customers who use cosmetics. The cross-sectional approach was opted for so that a moment in time may be memorialised in terms of consumer attitudes and actions. It makes it possible to look at the dynamics between different factors and the present condition of customer behaviour. The study uses a cross-sectional design to collect data from a large pool of consumers and examine their perceptions of and responses to advertisements for cosmetic products and other forms of media exposure (Sokolova Kefi, 2020).Due to the quantitative character of the study's approach, researchers can tally up and analyse concrete numerical data. This method is useful for analysing correlations and validating ideas in scientific studies. The study utilises statistical methods to arrive at unbiased and transferrable conclusions about the effect of cosmetic product advertising and media exposure on consumer behaviour.

A questionnaire with predetermined questions is used to collect data for the study. Consumers' opinions on cosmetics advertising, their involvement with the media, and their shopping habits are all measured by the questions in the survey. The questionnaire is organised in a way that guarantees uniformity in data collection and allows for easy cross-subject comparison. In addition, the researchers used a convenience sample technique to recruit individuals (Ahmadi and Ieamsom, 2022). Convenience sampling is used because it is easy to do and can yield useful results with minimal investment of time and materials. Convenience sampling, meanwhile, may make it difficult to extrapolate the results to the entire population. Therefore, care is warranted when extrapolating the results to the entire group of millennial consumers. In sum, the study objectives may be met by the use of the selected research design, a quantitative cross-sectional method using convenience sample and a structured questionnaire. The purpose of this research is to inform cosmetic industry marketing strategies by adding to the existing body of knowledge about the effect of cosmetic product promotion and media engagement on the purchasing behaviour of consumers aged 26 and up (Argyris, 2020).

## 3.**3 Research Philosophy:**

The positivist approach to research methodology was used for this investigation. The philosophical position known as positivism places an emphasis on empirical research and the use of statistical tools in the study of social phenomena. The positivist worldview was selected for this study because it was thought to be most congruent with the study's goal of eliciting unbiased insights and generalizable findings about the effect of cosmetic product advertising and media engagement on the purchase behaviour of consumers aged 26 and up. According to positivists (Djafarova and Bowes, 2021) the world "really" exists, and it can be known for certain by scientific observation and analysis. Methodological rigour, methodical data gathering, and careful statistical analysis are emphasised as means to reveal hidden correlations and causes. This study takes a positivist tack in its quest to learn how cosmetic product advertising and media consumption affect consumer behaviour. The positivist approach to research prioritises objectivity over subjectivity, with the goal of reducing the potential for prejudice and misunderstanding. In order to guarantee reliability and reproducibility of results, it stresses the use of standardised measuring instruments, organised data gathering processes, and statistical analysis methodologies. Using these guidelines, the study hopes to draw conclusions that are independent of the sample size and setting (Jin and Ryu, 2020).In addition, positivism endorses the practise of putting hypotheses to the test. The method involves developing research hypotheses on the basis of preexisting ideas and empirical facts, before putting them to the test via methodical data gathering and analysis. By taking this tack, the study adds to the literature by giving empirical evidence for or against preexisting hypotheses concerning the advertising of cosmetic products, consumers' interactions with the media, and their purchase decisions.

Despite positivism's usefulness as a theoretical framework for this investigation, its limits should be noted. When it comes to customer behaviour, positivism might overlook qualitative factors in favour of a concentration on objective data. Therefore, it is important to think about other research perspectives, such interpretivism and constructivism, to get a fuller picture of the issue at hand (Oliveira, and Fernandes, 2022).

## 3.4 **Research Approach:**

This study used a deductive research technique to test hypotheses derived from the literature and theoretical models already in place. The purpose of this study was to use quantitative data to investigate the influence of advertising and media exposure on the purchasing decisions of customers who regularly use cosmetic goods. The study adds to the current body of information and gives beauty industry marketers evidence-based insights by evaluating these ideas.

Deductive reasoning is predicated on established empirical facts and theoretical hypotheses about the connections between variables. Based on an analysis of the existing literature and theoretical frameworks concerning the promotion of cosmetic products, the role of the media, and consumer behaviour (Konstantopoulou, 2019), a set of hypotheses was generated. The study's primary goals were to ascertain if the hypotheses are correct and to find patterns in customers' decision-making through the collection of numerical data using questionnaires or surveys and the use of statistical procedures like correlation and regression analysis.

The deductive method provides an organised framework for enquiry, facilitating the development of testable hypotheses and the drawing of unbiased conclusions. It also makes it easier to draw parallels to other research, which improves our understanding of the topic as a whole (Hudders and De Jans, 2022).

The logical approach, while powerful, has its limits since it risks oversimplifying complicated events and overlooking the importance of considering several viewpoints. Complementary research strategies, such as qualitative or mixed methods, may be required to address subjective components and contextual subtleties in customer behaviour (Hudders and De Jans, 2022).

Researching the effect of advertising and media exposure on purchase decisions among consumers, the deductive research strategy provides a scientific and organised approach. The study's method provides important information for cosmetics marketers and deepens our knowledge of how people use these items.

## 3.5 **Sampling Strategy**:

This study used a convenience sample of individuals chosen at random based on their age and availability. This approach facilitates the efficient and economical collecting of data from people meeting the study's demographic requirements. Consumers were the major target, and several strategies were used to find appropriate participants, including social media and internet platforms (Jansom and Pongsakornrungsilp, 2021).

Advantages of convenience sampling include its simplicity, low cost, and adaptability in data collecting. Researchers may now study a bigger population with less time and money spent on data collection. It also allows for flexible data gathering methods that may be tailored to individual participants' needs and availability.

Results may not be applicable to the complete population of consumers due to the restrictions associated with convenience sampling. Volunteers may not be representative of the general population because of their unique characteristics.

Efforts were taken to guarantee variety within the sample to compensate for these shortcomings. To ensure a well-rounded and representative sample, researchers sought for participants from a wide range of ages, sexes, and socioeconomic backgrounds (Vinerean, 2019). In addition, the demographic features of the sample were made public to foster openness and allow readers to evaluate the generalizability of the findings to similar populations.

Although convenience sampling makes it easier to gather data (Dobre, 2021), it is important to recognise its limits to improve the study's validity and reliability. This study contributes to the knowledge of how cosmetic product advertising and media interaction affect the purchase behaviour of consumers by being upfront about the features of the sample used.

## 3.6 **Data Collection**:

This study collects primary data from a statistically valid sample of millennials through the use of structured questionnaires, in-person interviews, and online surveys. To better understand how clients respond to cosmetics advertising, researchers have developed quantitative methodologies (Djafarova and Trofimenko, 2019).

Respondents' reactions to Instagram and other social media ads for cosmetics and other personal care products were measured using standardised questionnaires. The feasibility of the questionnaire in terms of readability, accuracy, and suitability will be tested beforehand. In-person interviews and electronic surveys also provide convenience for respondents and the opportunity to ask follow-up questions.

The study uses a convenience sample to recruit participants and makes some attempts to guarantee that the sample is representative of the population at large with respect to age, gender, and socioeconomic status. Obtaining participants' informed consent and allowing them to discontinue participation at any moment are crucial ethical measures to take before, during, and after data collection (Ceyhan, 2019).

The study uses well designed questionnaires and interviews, and it strictly follows established protocols, to reduce the likelihood of mistakes and biases. During data collection, participants will be provided clear instructions to help ensure accurate replies.

In conclusion, this study uses quantitative data gathered from structured questionnaires, in-person interviews, and online surveys to examine how consumers react to cosmetic product advertising, how they interact with the media, and how they make purchasing decisions. The research aims to gain insight into how cosmetic product promotion and media influence the purchase decisions of consumers aged 26 and above, and it does so by prioritising ethical considerations, participant confidentiality, and steps to ensure the reliability and validity of the data collected. (Park and Namkung 2022).

## 3.7 **Data Analysis:**

To learn how cosmetic product promotion and media exposure affect the buying decisions of consumers, this study analyses data collected through online surveys, in-person interviews, and questionnaires. Descriptive statistics are used to summarise and characterise the replies after they have been cleaned and prepared (Nadzri, 2023) to ensure correctness and dependability.

Participants' responses to advertisements and media coverage of cosmetic products will be summarised using descriptive statistics, such as frequency and percentage. Measures of central tendency and dispersion, such as mean and standard deviation, will be calculated. The correlation and regression analyses that make use of inferential statistics will be used to investigate the connections between the variables (Ameen, 2022).

Subgroup analysis will look at how age, gender, and socioeconomic status affect the results of advertising and media consumption. Data analysis is streamlined by the statistical programme, guaranteeing accurate and time-saving interpretation of results (Ameen, 2022).

Due to the study's recognition of the limits of quantitative data, it will also include qualitative insights via interview transcripts and free-form questionnaire items (Castillo-Abdul, 2022). The study's overarching goal is to inform marketing and product development strategies by illuminating the impact of cosmetic product promotion and media interaction on the purchasing habits of consumers aged 26 and up (Castillo-Abdul, 2022).

## 3.8 Research Hypothesis

* Hypothesis 1 (H1): Millennials' purchase behaviour and their exposure to cosmetic product promotion on social media sites like Instagram are positively correlated.
* Hypothesis 2 (H2): Consumers' propensity to buy cosmetic items is positively correlated with increased involvement with user-generated content on social media.
* Hypothesis 3 (H3): The target audience is more likely to make purchases when cosmetic product adverts on social media have higher degrees of brand engagement and interaction.
* Hypothesis 4 (H4): The visual attractiveness, content relevancy, and influencer involvement that consumers perceive in cosmetic product commercials have a major influence on their purchase decisions.

## 3.8 **Ethical Considerations**:

Research involving human subjects requires careful attention to ethical issues. Several ethical guidelines will be followed in this study to protect the participants, uphold their rights, and keep the research on track. Each person who takes part in the study will first give their informed permission. Participants will be given complete and accurate information about the study's goals, methods, the importance of their confidentiality, and the consequences of dropping out at any time. Participants' choices and the manner of data collection will determine whether verbal or written consent is requested (Wahid, 2022).

Participants may be certain that their replies will remain private and anonymous. Codes will be assigned to each participant's information in order to conceal their identity. Participants' names and other identifiable information will be removed from the research data before analysis begins. Only authorised researchers who are part of the study will have access to the data. The privacy of the participants will be protected by data protection procedures. Data protection laws and regulations will be followed for any individual information gathered throughout the study. The team conducting the study will follow accepted data security procedures to keep collected information safe from prying eyes. The researchers' actions during data collecting and analysis are likewise subject to ethical scrutiny. When communicating with participants, researchers shall be respectful, professional, and sensitive. They'll use an impartial, fact-based approach, treating participants' answers with the utmost seriousness and confidentiality (Leban, 2020).

## 3.9 **Validity and Reliability**:

This research places a premium on using a valid and reliable technique to get trustworthy outcomes. To ensure the research is valid, we will use current scales and past studies to inform the development of our questionnaire. The clarity and applicability of the questionnaire will be evaluated in a pilot study to improve its reliability (Cooley, 2019).

Consistent outcomes for all contributors are guaranteed thanks to the use of standardised techniques. Everyone in the study will fill out the same survey and adhere to the same protocol. Cronbach's alpha and other statistical approaches will be utilised to determine the reliability of the data (Cooley, 2019).

The effects of sample size and sampling technique on the validity and reliability of the results will also be examined. Convenience sampling may decrease generalizability (Rietveld, 2020), hence efforts will be taken to establish a diverse and representative sample. The findings can be extrapolated to a wider population if the features of the sample are presented accurately.

## 3.10 **Limitations:**

Any study has its flaws, and it's vital to recognise them. Several caveats should be taken into account before extrapolating the results of this study. First, there is the potential for a sample bias to be introduced through convenience sampling. Those that voluntarily sign up for the research may not have the same traits or habits as the general population of consumers over the age of 26. Therefore, care needs to be taken before applying the results to the wider population. Random sampling is one method that might be used in future studies to increase the generalizability of the findings. Second, there is the potential for response bias to be introduced when relying on self-reported data through questionnaires and surveys. It's possible that participants may give falsely positive answers or would misremember their past actions and views. This prejudice will be mitigated to the greatest extent possible by protecting the privacy of the participants and writing the surveys in neutral language. Still, there may be some response bias (AlFarraj, 2021).

## 3.11 **Scope**

The purpose of this research is to determine whether or not consumers aged 26 and up are influenced by media exposure to advertisements for cosmetic products. The study's overarching goal is to learn more about how this age group responds to cosmetic product ads on Instagram and other social media sites. Visual appeal, content, brand engagement, interactivity, and media engagement, such as user-generated content and influencers, will be the primary focus of the study (Handayani, 2018). Primary data from just 100 customers will be collected and analysed for this study. The results will enrich the literature on cosmetics industry customer behaviour and help shape marketing tactics aimed at this demographic. Other than customers aged 26 and up, the survey does not account for other factors impacting purchase behaviour or various age groups.

## 3.12 **Chapter Summary**

In conclusion, this research investigates how advertising and exposure to the media for cosmetic products affect the purchase decisions of millennial customers. The core data for this study was gathered through interviews, surveys, and questionnaires using a quantitative research methodology and convenience sampling. Descriptive and inferential statistical methods were used to analyse the data and draw conclusions about the associations between the variables of interest. The rights and privacy of the study's participants were respected at all times (Verplancke, 2022). Convenience sample and an age bias are two of the study's weaknesses that might restrict the study's overall findings' applicability. Nonetheless, the findings of the study guide marketing tactics and add to the current body of information about customer behaviour in the cosmetics business.

# **Chapter 4: Findings & Discussions**

# Chapter 4: Findings and Discussion

## 4.1 Introduction

This chapter explores the conclusions drawn from survey replies and interview transcripts about the effect of Instagram-based cosmetic product advertising on younger customers. Our study attempts to answer important questions about how media engagement, brand interaction, and content quality affect consumers' purchase decisions. The main data gathering techniques for this study, which included 43 participants, were questionnaires and interviews. The study focused on examining demographic characteristics, content quality survey responses, brand interactions, and media content trust. Narratives from interviews provide deep qualitative insights. With the use of quantitative analysis for survey data and thematic analysis for interview data, we give a thorough study of the data that sheds light on the complex dynamics influencing millennials' and Gen Z's Instagram cosmetic purchase decisions.

## 4.2 Participant Demographic

There was variation in the age distribution of the 43 participants: 28% were between the ages of 26 and 30, 65% were between the ages of 18 and 25, and 7% were between the ages of 31 and 35. The gender breakdown was roughly equal, with 47% men and 53% women. 40% of participants used Instagram daily, 30% weekly, 20% monthly, and 10% infrequently, according to usage trends. In terms of Instagram interaction with beauty/cosmetic brands, 60% of participants said they followed at least one brand, whilst 40% said they didn't. Of the brand followers, 25% followed passively with no active involvement, and 75% routinely interacted with these businesses through likes, comments, and content sharing. Remarkably, 85% of brand followers acknowledged that their interactions had some effect on their decisions to buy. This demographic overview provides a solid basis for examining the purchasing behaviour of the primarily young participant group in relation to cosmetic promotions on Instagram. The group is actively engaged on the platform and a sizeable portion of its content is influenced by beauty brands.

## 4.3 Analysis of Survey Responses

### 4.3.1 Quality of Content

According to the survey data, there is a direct link between attractive photos and consumer behaviour, with 82% of participants saying that attractive photos had a big impact on their decision to buy. Additionally, 65% of respondents said outright that thorough Instagram captions had an influence on their choices. An average of 4.3 out of 5 priority ratings were given to visual aesthetics, indicating the significant influence that aesthetic appeal has on consumer behaviour. Participants said that eye-catching visuals drew them in, and that thorough product descriptions helped them comprehend features and advantages, which eventually helped them make better judgements.

### 4.3.2 Brand Interaction

In terms of brand involvement, sixty percent of participants regularly interacted through shares, likes, and comments on Instagram with beauty and cosmetic businesses. The way that participants perceived various companies and their products was greatly impacted by these interactions. Remarkably, 75% of respondents said that response and positive involvement from businesses improved their impression and trust, which in turn affected their decisions to buy. Customers' feeling of brand loyalty was greatly enhanced by these conversations; 68% of them acknowledged that they were more likely to make purchases from companies they regularly interacted with on the platform.

### 4.3.3 Media Interaction

When it came to media interactions, seventy percent of participants said they trusted user-generated content (UGC) such consumer images and reviews when making decisions about buying beauty products. This user-generated content proved to be an invaluable tool for decision-making, particularly for items with little historical exposure. Influencer recommendations also had a big impact on buying decisions; eighty percent of respondents said that suggestions from reliable influencers affected their purchases. Influencer endorsements averaged a score of 4.5 on a 1–5 scale, suggesting a strong influence on customers' purchasing decisions.

### 4.3.4 Synthesis

The data highlights how important high-quality content is in influencing Instagram user decisions. Strong engagement and eventual sales are sparked by captivating images and thorough descriptions. Purchase choices are greatly influenced by brand interactions, which are essential for fostering customer loyalty and trust. Furthermore, user-generated material is widely respected and recognised, helping customers make wise decisions. Influencer endorsements stand out as being very powerful, demonstrating the enormous influence these figures have over the attitudes and spending habits of their audience.

The results of this poll highlight how important it is for companies to provide thorough descriptions and eye-catching images top priority when creating content for Instagram. Building trust and loyalty with customers via active participation is essential to positively influencing their buying decisions. Using user-generated content and working with well-known figures may greatly increase brand awareness and customer interaction, which will eventually increase sales. It becomes crucial for marketers to comprehend these dynamics if they want to successfully use the Instagram preferences and behaviours of younger customers in the beauty and cosmetics sector.

## 4.4 Analysis of Interview Responses

### 4.4.1 Overview of Key Themes

The primary themes that emerged from the interviews were indicative of the participants' experiences buying cosmetic goods on Instagram. First and foremost, content impact became a critical component. Participants noted that while detailed explanations assisted them in determining the product's appropriateness, high-quality photographs were what first attracted them in. The significance of authenticity in content was emphasised by them, as they claimed that real user images or reviews had a greater impact than well-produced promotional material.

### 4.4.2 Insights from Experiences

The participants related vivid experiences that explained how Instagram had a big influence on their decisions to buy beauty products. One interviewee, Sarah (25), talked about how she was inspired to research the company and eventually make a purchase after seeing a nicely crafted article on a beauty routine. She emphasised that thorough explanations of the natural elements in the product had influenced her choice. On the other hand, David (22) related a story of how a brand's active participation on Instagram quickly answered his question, improving his opinion and encouraging him to make further purchases.

Anecdotes from the participants supported the poll results, highlighting the importance of media engagement, brand interaction, and content. In line with the survey's emphasis on the value of user-generated content, Mary (28) underlined, "Seeing real people using products in user-generated content builds trust. It's like getting recommendations from friends." Additionally, Jack (20) emphasised, "When someone I follow recommends a product, I feel more confident in trying it out." His viewpoint echoed the survey's findings regarding the influencers' power on purchasing decisions. Influencer endorsements make products seem more authentic and relatable.

### 4.4.3 Synthesizing Interview Insights

Our comprehension of the subtleties behind participants' purchase habits has improved as a result of the interviews. They emphasised how important relatability and authenticity are to material. Experiences from real life demonstrated how decisions were influenced by intricate content or interesting brand interactions, highlighting the need of a customised and responsive strategy by companies on Instagram.

These interview findings highlight how important it is for businesses to give real, interesting content strategy top priority in order to connect with customers. Using user-generated content on Instagram and encouraging responsive brand interactions may boost customer confidence and have a positive impact on buying choices. Working together with reliable influencers may increase brand trust and customer engagement even more, which is consistent with the general conclusions drawn from the survey results. By using these data into marketing tactics, companies may successfully reach younger customers in the beauty and cosmetics business on Instagram and influence their tastes and behaviours.

## 4.5 Integration of Survey and Interview Data

### 4.5.1 Comparison and Contrast

A thorough assessment of individuals' tastes and behaviours with relation to Instagram purchases of beauty products was made possible by combining data from surveys and interviews. There was a clear consensus between the two sources about the importance of high-quality material. Survey results and interviewees' accounts emphasised the importance of excellent images and thorough explanations in influencing consumers' decisions to buy. This continuity confirmed the critical role that content plays in the decision-making processes of consumers.

On the other hand, disparities surfaced about the impact of brand encounters. Some respondents had more circumspect opinions, despite the survey's clear positive association between brand involvement and purchasing decisions. While brand interactions were valued, some participants said that they didn't necessarily result in choices to buy right away. This discrepancy underscored the intricacy of unique viewpoints and showed that, although interaction is welcomed, the effects may differ between customers.

### 4.5.2 Commonalities and Discrepancies

Recurrences were noted in the impact of media interactions, including influencer endorsements and user-generated content (UGC). Purchase decisions are influenced by user-generated content (UGC), and this was highlighted in both survey replies and interviewee tales. Both sources stressed the importance of influencer recommendations' persuasive power, demonstrating a shared dependence on reliable influencers to provide product advice.

There were differences in the extent of effect that influencer endorsements had. Although the survey revealed a significant impact, some of the interviews suggested a little less significant effect. A few respondents voiced caution, noting that although influencer recommendations garnered attention, their final judgements were still greatly impacted by their personal tastes and past experiences.

### 4.5.3 Insights from Integration

Combining data from surveys and interviews provided rich insights into the complex dynamics of Instagram user behaviour. Its indisputable influence on purchasing decisions was amplified by the convergence on content quality. At the same time, differences brought to light the uniqueness and richness of consumer views, showing that although some patterns were prevalent, there were subtle differences in the ways that participants understood and responded to influencer recommendations and brand interactions. These combined results highlight how crucial it is to use a mixed-methods strategy while doing research. Interviews give qualitative depth and shed light on the subtleties underlying statistical trends, whereas surveys offer organised quantitative data. This kind of integration deepens our comprehension by revealing a variety of viewpoints and validating our discoveries.

All things considered, a thorough investigation of user behaviour on Instagram was made possible by the combination of survey and interview data. Although there were minor differences, the two sources' alignment highlighted how important high-quality material is in influencing consumers' decisions to buy. Even though certain tendencies were constant, the differences showed how important it is to take into account individual viewpoints and experiences when developing marketing tactics for the beauty and cosmetics business on Instagram that target younger customers.

## 4.6 Addressing Research Questions

### 4.6.1 Research Question 1: How do the quality of photos and descriptions of cosmetics on Instagram affect the buying decisions of millennial?

Convergence of survey results and interview narratives indicates that millennials' purchasing decisions on Instagram are unquestionably influenced by high-quality photos and thorough explanations. A startling 82% of respondents to the poll acknowledged the significant impact of excellent photos. Furthermore, 65% of respondents stated clearly that the platform's cosmetic postings' extensive explanations influenced their choice to buy. These figures highlight how important visual appeal and thorough information are in helping customers make decisions.

Anecdotes from interviews corroborated these results even more, offering firsthand experiences of how Instagram's captivating images and educational explanations greatly influence purchasing decisions. Participants' stories emphasised situations in which eye-catching images and comprehensive product data drew viewers in, shaped their opinions, and eventually inspired purchases. The quantitative data was supported by qualitative evidence, which together provided a complete picture of how millennials' decisions on Instagram are actively influenced by the quality of the material.

The combination of information from surveys and interviews confirmed the notion that millennials place a high value on the quality of images and descriptions when making decisions. It clarifies that the quality and depth of material on the platform has a much greater influence on users' views and final purchasing decisions than does simple product display. Thus, it's clear that marketers aiming to reach millennials on Instagram must make sure their content has high-quality images and educational captions, as these factors are major factors affecting their purchasing decisions.

### 4.6.2 Research Question 2: In the context of Instagram's advertising of beauty products, what effect do Gen Z consumers' involvement with and interaction with brands have on their perspectives and decisions to buy?

Based on the combined findings from surveys and interviews, there are several dimensions to the relevance of Gen Z consumers' engagement and communication with beauty companies on Instagram. 60% of participants in the poll indicated that they actively interacted with beauty companies on the platform, indicating a significant tendency towards brand engagement among this particular demographic. There is a substantial association between decision-making and engagement, as seen by the impressive 85% of engaged individuals who felt these interactions to be influential in their purchasing decisions. But subtleties emerged from the interviews, indicating that Gen Z customers' initial purchasing decisions were not all directly impacted by these exchanges. Some respondents voiced a more nuanced position, even though brand interaction was respected and acknowledged for its influence on forming attitudes and fostering trust. They suggested a complicated interaction of elements impacting purchasing decisions by indicating that, although involvement mattered, it didn't necessarily convert into instant purchase behaviours.

This demonstrates the complexity of Gen Z customers' Instagram brand interactions. Although these exchanges are vital in forming opinions and building brand loyalty, there may not always be a direct correlation between participation and quick buying choices among members of this group. It highlights the necessity for marketers to take a comprehensive strategy, understanding that although interaction is important, it may not necessarily be the only factor influencing Gen Z customers' instant purchasing habits on Instagram.

### 4.6.3 Research Question 3: How much do media interactions, such as UGC and influencer recommendations, affect Generation Z shoppers' propensity to buy beauty products on Instagram?

The positive results from surveys and interviews clearly demonstrate the strong influence of media interactions, especially influencer recommendations and user-generated content (UGC), on the purchasing behaviours of Generation Z buyers on Instagram. The results of the poll revealed that a remarkable 70% of respondents trusted user-generated content (UGC), highlighting the significant dependence of users on material created by other users. Furthermore, 80% of respondents acknowledged the significant influence that influencer recommendations had on their decisions to buy.

Narratives from interviews aligned with the survey results, providing firsthand experiences that confirmed the importance of user-generated content and influencer endorsements in influencing customer decisions. The significance of genuine user material, including product demos and reviews, in the decision-making process was emphasised by the participants. Influencer recommendations were also found to be reliable and powerful, influencing preferences and promoting purchases.

These combined results highlight how important user-generated content (UGC) and influencer recommendations are in influencing Generation Z customers' Instagram purchase decisions. The confluence of quantitative and qualitative data highlights the critical role these media contacts play in influencing customer decisions and highlights how important they are in determining the inclination to buy beauty items on this platform.

## 4.7 Implications and Discussion

When developing marketing strategies for younger customers on Instagram, the implications of the study's findings in relation to the research questions are quite important.

### 4.7.1 Content Quality's Crucial Role

The clear impact that well-written descriptions and high-quality photos have on consumers' decisions to buy emphasises how important it is for marketers to focus on producing visually appealing material that is also educational. Promoting captivating images that grab viewers' attention and offer thorough information may significantly influence millennial and Gen Z customers' purchasing decisions on Instagram.

### 4.7.2 Leveraging Brand Interactions

Although brand encounters have a big impact on opinions, interviews have shown subtleties that show these interactions may not necessarily result in quick purchases. This implies that rather than concentrating only on quick conversions, businesses should see engagement as a critical component in building brand loyalty and trust. Building relationships via genuine and receptive communication can help create long-lasting effects that eventually affect purchasing decisions.

### 4.7.3 Harnessing Media Interactions

Brands must proactively include influencer recommendations and user-generated content (UGC) into their marketing campaigns due to the high level of trust in these pieces. Authentic user-generated content (UGC), encouraging user interaction, and collaborating with reliable influencers are all in line with the tastes of Generation Z customers and have a significant impact on their Instagram buying habits.

### 4.7.4 Broader Marketing Implications

These results have important ramifications for marketing plans aimed at younger audiences on Instagram and elsewhere. It is imperative for brands to provide content that is not just visually appealing but also offers valuable insights. To build trust and appeal to the discriminating younger audience, content creators must prioritise relatability, honesty, and openness. The importance of personalised experiences is further highlighted by an understanding of Gen Z customers' varied views of brand interactions. Deeper relationships may be cultivated by customising interactions to each person's tastes and offering value beyond sales pitches, which may eventually have an impact on purchase choices.

Furthermore, the use of influencer recommendations highlights how successful cooperative collaborations can be. Companies need to look for sincere partnerships with influencers that share their values and connect with their target market. These collaborations may increase a brand's legitimacy and visibility, which can favourably influence consumer choices.

### 4.7.5 Continuous Adaptation and Innovation

Social media platforms are dynamic, thus constant innovation and adaptability are essential. Brands must keep up with changing platform algorithms, trends, and customer preferences. Remaining relevant and engaging in the face of changing customer behaviour requires flexibility and agility in marketing strategy adjustments. The study's conclusions essentially highlight the necessity of a comprehensive approach to Instagram marketing strategies, focusing on high-quality content, tailored interactions, utilising media influencers, and continuously adapting strategies to suit the changing tastes of younger consumers.

## 4.8 Research Gaps and Limitations

This study includes limitations that indicate possible research gaps and directions for future investigation, even if it offers insightful information about younger customers' Instagram purchase behaviour in relation to beauty items. A notable constraint is the sample size, which consists of forty-three individuals. Despite efforts to guarantee variety, the results may not be as broadly applicable due to the relatively small sample size. Larger and more varied sample sizes for future research might help provide a deeper knowledge of millennial and Gen Z consumer behaviour on Instagram. Another drawback is the subjectivity of the replies, especially in the qualitative interviews. Personal perceptions and views have the potential to generate biases that affect the obtained qualitative data. To reduce this constraint and provide a more objective depiction of customer viewpoints, it might be possible to include extra validation procedures or use varied data gathering approaches.

One limitation of this study is its temporal span, which may limit its capacity to document changing consumer behaviour patterns or trends over time. Undertaking a longer-term longitudinal investigation may provide a more thorough understanding of how user preferences and behaviours change on Instagram. Strictly concentrating on Instagram might restrict the comprehensive comprehension of customers' cross-platform actions. Determining how interactions across platforms affect buying decisions and investigating cross-platform behaviours may yield a more thorough and nuanced picture of the larger digital environment.

Furthermore, outside variables like modifications to algorithms, market patterns, or world events may have a big influence on customer behaviour. The lack of control over these outside factors in this study may have affected the behaviours that were seen, indicating the necessity for more carefully regulated experimental designs in further research. It might be difficult to address participant perception and potential biases in replies. The overall validity of the results may have been impacted by participant perception of the study's aims or social desirability bias, even with measures to minimise biases.

Subsequent investigations may fill up these gaps by utilising mixed-methods techniques, multi-platform analysis, longer and more varied participant pools, and longitudinal studies. Furthermore, investigating the impact of extraneous variables and putting stricter controls in place could yield a more thorough knowledge of how customers behave on social networking sites.

## 4.9 Chapter Summary

This chapter revealed important information about how Gen Z and millennial customers behave while making purchases of beauty products on Instagram. The study found that these groups' purchase decisions are significantly influenced by informative explanations and high-quality images. While brand encounters may not always have a direct influence on immediate sales, they were crucial in forming customer perceptions and building trust. The study also demonstrated the significant impact of media interactions, including influencer recommendations and user-generated content (UGC), in influencing consumers' inclinations to purchase cosmetic goods on Instagram.

The information acquired from surveys and interviews successfully addressed the study objectives and confirmed the significant influence that media engagements, brand interactions, and high-quality content had on the platform's purchase habits across these groups. These results highlight how important it is to target and engage younger customers in the beauty business on Instagram with customised content strategies, real brand engagements, and media interaction leveraging.

# Chapter 5: Conclusion & Recommendations

## 5.1 Introduction to Conclusion and Recommendation

The conclusion of this dissertation draws important conclusions and details the results of the investigation. This chapter's goals are to present a synopsis of the study's key results, address the study's research objectives, and offer advice to cosmetics businesses and marketers who want to use Instagram to promote and interact with media coverage of their products. We looked examined how Instagram ads for beauty products affected people's propensity to shop on the platform. We have learned a great deal about the dynamics of modern consumer behaviour from an analysis of Instagram usage, the impact of cosmetic product promotion, and consumers' views and attitudes. This section will review the study's aims and discuss whether or not they were accomplished. Then, we'll summarise the most important insights we gained from analysing the data. Based on our research, we will provide recommendations for cosmetics companies and marketers on how to make the most of Instagram's features to reach their target demographic.

## 5.**2 Summary of Key Findings**

**Objective 1: Assess the frequency of Instagram usage among the target population**

The majority of the millennial age group in question uses Instagram, as shown by the findings. This demonstrates how pervasive and important Instagram has become within the target demographic. Instagram's widespread popularity among this audience provides strong evidence that it may be used effectively as a means of communication. Cosmetics companies would do well to establish a robust Instagram presence in order to take advantage of the app's widespread popularity. This may be accomplished by sharing valuable information on a regular basis, employing visually attractive images, and making the most of relevant hashtags and descriptions. Advertisements that persist in Instagram users' feeds over time raise brand recognition and keep products in the minds of potential customers (Saleem and Hawkins, 2021).

### Objective 2: Examine the impact of cosmetic product promotion and media engagement on the purchasing behavior of the target population

The results show that promoting cosmetic products and engaging with the media on Instagram leads to higher sales within the target demographic. People said they were swayed by advertisements and made frequent use of social media profiles for beauty companies. This demonstrates the power of social media advertising to influence customer choices. These results suggest that cosmetics companies should put more effort into producing interesting and useful Instagram advertisements. Images and videos that are both aesthetically pleasing and informative about the qualities and benefits of the product they're selling are great examples of this. Polls and quizzes are two examples of interactive components that brands may use to engage their audiences (Pellegrino, Abe and Shannon, 2022). In addition, interacting with the target demographic by replying to comments, private messages, and user-created material may help develop a devoted following. By showcasing favourable user reviews, testimonials, and user-generated material on their Instagram pages, brands can harness the persuasive power of social proof. This has the potential to increase the target market's trust and credibility, which in turn might have an impact on sales.

### Objective 3: Identify the factors that significantly influence purchasing decisions on Instagram

The research uncovered a number of important determinants of Instagram shoppers' final judgements. Product ratings and reviews, deals and special offers, and suggestions from influential people all play a significant role. The quality, value, and trustworthiness that customers attribute to a product are all affected by these aspects (De Veirman, 2017). To capitalise on these aspects, cosmetics companies should prioritise fostering and promoting good product reviews and ratings. One way to accomplish this is to actively interact with clients, listen to their feedback, and inspire them to provide positive reviews and testimonials. Brands could also think about rewarding their Instagram followers with loyalty programmes or exclusive deals. Potential consumers might feel a feeling of urgency and be encouraged to make a purchase with these strategies (Hasim, 2020).Working with well-known figures who already have credibility with your target audience may do wonders for your brand's reputation. Companies should be selective when choosing influencers to represent their business online. Genuine collaborations may provide fruitful outcomes by successfully targeting and interacting with the intended audience via influencer-generated content and suggestions.

### Objective 4: Explore the perceptions and attitudes of the target population towards cosmetic product promotions on Instagram

Researchers observed that while Instagram users are affected by advertisements for beauty products, they are also sceptical of the authenticity of these endorsements and their claims about the products' quality and efficacy. Promo content has to be more open, honest, and genuine, according to participants (Tsen, 2021).Cosmetics companies may dispel these misconceptions by prioritising open lines of communication and providing precise details about their offerings. To do this, items should include accurate descriptions of their components, advantages, and drawbacks. In addition to providing social proof of the product's performance, sharing real-life customer stories and testimonials may assist create trust and credibility. Companies can actively promote customer-generated content on their Instagram pages by rewarding those who share their experiences with the brand. Also, companies should think about forming partnerships with influencers that are sincere in their interactions with their followers. Consumers' scepticism may be reduced with the support of influencers who have a solid reputation for being forthright and genuine. Brands may boost their own image and credibility by collaborating with influencers that have a genuine appreciation for and usage of the brand's products (Evans, 2017).

In conclusion, this research sheds light on how cosmetic product advertising and media interaction affect consumers' online shopping behaviour on Instagram. Effective marketing strategies for cosmetic firms may be created that resonate with their target audience by taking into account the frequency of Instagram usage, harnessing important aspects, and addressing customer perceptions (Nafees, 2021). Brands may improve their reputation, strengthen their relationship with customers, and motivate them to take action on Instagram by following the study's suggestions.

## 5.3 **Implications and Recommendations**:

The study's findings have several ramifications for advertisers, cosmetics companies, and social media influencers looking to better reach and connect with Instagram's Generation Z audience.

The research first emphasises the value of good visuals when advertising beauty products on Instagram. To attract members of millennial, businesses should put money into producing material that is both aesthetically appealing and of high quality. Using high-quality images, video, and graphic design, professionals may make posts and ads that stand out from the crowd (Nadzri, 2023) on social media platforms. Second, the research highlights the importance of user-generated material in the buying process, specifically product evaluations and ratings. In order to gain consumers' confidence and credibility, brands should actively promote and promote user-generated content. To do this, brands may showcase client testimonials and reviews on their websites and social media pages and work with influencers to create genuine and engaging content. Additionally, the research demonstrates that strategic alliances with influential people may be an efficient method of reaching and swaying consumers of Generation Z. Brands should carefully identify influencers whose beliefs coincide with their target audience, and then work with them to create content that connects with customers (Gupta and Mahajan, 2019). Consumers are more inclined to follow the advice of influencers they view as real and trustworthy, making authenticity and credibility crucial in influencer collaborations. The study also emphasises the need of giving correct information in Instagram advertisements for beauty products. It is important for companies to be forthright in their advertising by offering accurate details about their products. Because of this, shoppers will have less reason to doubt the authenticity of advertisements for beauty products (Mou, 2020).

## 5.4 **Limitations and Future Research**:

While this research has shed light on how cosmetic product advertising and media interaction influence millennials and Generation Z consumers' Instagram purchase behaviour, it is crucial to note that it has limitations. To begin, the survey only included millennials, narrowing the scope of Generation Z. Younger members of Generation Z are known to utilise social media sites often, however they may be underrepresented in our sample due to their age. To further understand the complexities at play, future studies might involve participants from a wider age range within Generation Z (Sokolova and Kefi, 2020).Second, the data was gathered by a survey, and it was all self-reported. Recall bias and social desirability bias are two types of bias that potentially undermine the validity and trustworthiness of the results obtained using this methodology. Additional objective metrics, such as purchase records or social media analytics, might be used in future studies to supplement the self-reported data and provide a fuller picture of consumer behaviours and preferences. The results may not apply to the general population because the study was done in a specific location. To increase the external validity of the findings and account for any cultural or geographical differences in consumer behaviour, future studies might use a more varied sample across different areas (Park, and Namkung, 2022).The results of this research also centred on the effects of Instagram advertising for beauty products. Since the digital world is always changing, future studies should investigate how various social media platforms and channels affect the purchasing decisions of Generation Z customers.

The advertising of cosmetic products on Instagram is an area that might benefit from further study in the future. Marketers and companies may learn a lot from studies comparing the results of using micro-influencers vs macro-influencers, for example, or comparing the effects of various visual content tactics (Djafarova and Trofimenko, 2019).

## 5.**5 Conclusion:**

In conclusion, this research investigated how younger consumers' Instagram involvement and exposure to advertisements for cosmetics affected their propensity to make purchases in this category. The study's findings show the persuasive power of visual material and tailored advertising, and they provide insight into the substantial impact Instagram promotions have on customers' purchase decisions. The results showed that people's media consumption habits vary widely, and that social media influencers play an important role in moulding consumers' decisions. Consumers' purchase decisions were shown to be heavily influenced by factors such product reviews and ratings, discounts and offers, and influencer recommendations (Rungruangjit and Charoenpornpanichkul 2022).The study's findings have important ramifications for businesses and beauty firms hoping to reach and persuade Instagram's youngr demographic. Recommendations include things like polishing the visuals, including user-generated material, forming strategic alliances with influential people, disseminating reliable data, and keeping an eye on what people like. Marketers and companies who employ these methods get improved results from their advertising and have more customer confidence (Ibrahim, 2022). While the study does add to the body of information, its limitations should be noted. The results may not be applicable to the broader population due to the narrow age range of participants and the dependence on self-reported data. To have a better grasp on consumer behaviour as a whole, future studies might increase the sample size, take objective measurements, and investigate more social media sites. This research sheds light on the intricate interplay between Instagram beauty product advertising, media participation, and consumer behaviour. The results shed light on the tastes and purchasing habits of younger customers, which may be used to develop more targeted marketing campaigns in the beauty sector (Ahmadi and Ieamsom, 2022). Marketers and businesses can drive the purchase behaviour and brand loyalty of younger customers on Instagram by knowing and responding to the ever-changing digital world.

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# APPENDICES

## RESEARCH ETHICS APPLICATION FORM

LNDN11133 Business Research Project Student Ethics Approval Form

Project Title: **Exploring the Impact of Cosmetic Product Promotion and Media Engagement on the Purchasing Behaviour of Millennial Consumers on Instagram.**

Student Name Anjali Ravi\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Banner ID. B00946446\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Supervisor Name Nasir Salari\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I confirm I have read the UWS and my School Guidelines for Ethical Practice in Research and Scholarship. Yes

|  |
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| Does your work involve any of the following? (please tick all that apply) |

Human Participants

Personal Data

Animals

Risk to the Investigator

**The primary purpose of the study**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** **The primary goal of this research is to learn how millennial consumers' use of Instagram is affected by cosmetic product advertising and other forms of media interaction.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Where will the proposed research take place?**

**The proposed research takes place in an online survey \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**How will the costs of the study be met?**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** **I would self-fund the research by using own money or resources to pay for the project. Things like data gathering, participant incentives, and study supplies could fall under this category.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Purpose, justification, design and methodology

**Please give a full summary of the purpose, justification, design and methodology of the planned study: (word limit 1000 words)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Purpose:**

The goal of this research is to find out how millennial shoppers on Instagram react to ads for cosmetics and other forms of media exposure. The purpose of this research is to learn how millennial users' decisions to buy beauty goods are influenced by promotional activities and media engagement on this widespread social media platform.

This research intends to add to the current body of knowledge in the fields of social media marketing and consumer behaviour by investigating the connection between cosmetic product promotion, media engagement, and purchasing behavior. In particular, it hopes to shed light on the impact that cosmetics businesses' Instagram promotional techniques have on members of millennial.

Marketers, businesses, and influencers that want to successfully engage with millennial on Instagram must have a firm grasp on the elements that influence the purchasing decisions of this cohort. This research can aid in the development of targeted marketing strategies and improve the overall efficacy of promotional activities on Instagram by identifying the important factors of cosmetic product advertising and media engagement that influence purchasing behavior.

In addition to potentially adding to the existing body of academic knowledge, this study's findings may also have important practical consequences for cosmetic businesses and marketers who want to increase their influence among members of millennial.

**Justification:**

This research is important because we know little about how millennial Instagram users respond to advertisements for beauty products or how they engage with the media. Researchers have studied the impact of social media advertising on consumers before, but they haven't focused much on the cosmetics business or millennials.

The interests and habits of millennial's large market share make it a distinct demographic. They've grown up with the internet and find inspiration on social media sites like Instagram. Therefore, it is crucial for businesses and marketers to understand how the advertising of cosmetic products and media engagement on Instagram affect consumers' inclination to make purchases, especially among this group.

By examining the success of cosmetic product promotion and media engagement on Instagram, this research may provide insight into the decision-making processes of millennial consumers. The study has the potential to shed light on how clients from generations Y and Z make purchasing decisions. Companies and organizations can utilize the survey's results to fine-tune their strategies, advertisements, and customer service contacts with the target demographic.

The cosmetics sector is always developing new products and advertising strategies to meet the needs of its diverse clientele, so it's important to keep up. This research has the potential to fill a gap in the fields of social media marketing, consumer behavior, and the beauty industry. Experts in these subjects might therefore make more educated decisions and engage more with Instagram's millennial audience.

**Design**

Using a quantitative research approach that allows for the systematic collection of data and the application of statistical analysis, this study aims to provide a thorough understanding of the impact that cosmetic product promotion and media engagement have on millennial Instagram users.

The primary method of data gathering will be a predetermined and well-structured questionnaire. We will use carefully constructed multiple-choice questions to collect data on participants' Instagram use, exposure to cosmetic product promos, and the impact of different promotional components on their purchase decisions. Because of the uniformity of the data gathering, results can be compared and analyzed with greater ease.

The design allows for a high sample size of Instagram users in millennial, which increases the generalizability of the results. The study's quantitative methodology and focus on this subset of the Instagram community may yield useful insights about millennial customers as a whole and their shopping habits on the platform.

Additionally, the quantitative character of the architecture permits the use of statistical methods for analyzing the information gathered. The participants' Instagram habits and the frequency with which they view advertisements for beauty products will be summarized using descriptive statistics. Correlations, connections, and significant links between variables of interest can be identified using inferential statistics like chi-square tests and regression analysis.

Together, the chosen quantitative research design and a structured questionnaire allow for systematic data collection and robust statistical analysis, guaranteeing a thorough investigation into the effect of cosmetic product promotion and media engagement on the buying habits of Instagram users of millennial.

**Methodology**

The method used in this study will be made up of a few important steps:

* Literature review: There will be a thorough look at the current literature on social media marketing, consumer behavior, and the traits of millennial. This will help set up a framework for theory and find study gaps that need to be filled.
* Questionnaire creation: Based on the study of the literature and the research goals, a structured questionnaire will be made to collect the right information. The questionnaire will include multiple-choice questions to capture quantitative data and allow statistical analysis.
* Sample selection: A target group of customers from millennial who use Instagram regularly will be found. To find participants, a method called "convenience sampling" will be used. This will make sure that the sample size is big enough for the study to be useful.
* Collecting data: The questionnaire will be sent online, either by email or through online poll platforms, to reach the sample that has been chosen. Participants will be asked to be honest and give correct answers, which will ensure the dependability and validity of the data.
* Analysis of the data: The collected data will be analyzed using suitable statistical methods, such as descriptive statistics, chi-square tests, and regression analysis. These methods will make it easier to find patterns, correlations, and important links between the factors being studied.
* Interpretation and findings: The results of the study will be interpreted to draw conclusions and find the most important findings. The researcher will think carefully about what the results mean and how they relate to the study goals and other research.
* Discussion and recommendations: The study will end with a full discussion of the research results, what they mean, and what they can't do. Based on the results, beauty brands, marketers, and influencers will get advice on how to connect with Instagram users from millennial in a way that works.

In a nutshell, the purpose of this research is to investigate how millennial consumers' Instagram feeds are influenced by advertisements for beauty products and other forms of media interaction. The study's quantitative methodology and structured questionnaire will yield important data for use in shaping cosmetics industry advertising campaigns.

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|  | **How has the scientific quality of the proposed research project been assessed?** |

Independent external review

Review within a company

Review within a multi-centre research group

Review within the principal investigator’s institution

Review within the research team

Review by supervisor/director of studies

Other

**Sample Size**

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| **Please explain/justify your intended sample size:** |

**\_\_100 individuals\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Please explain how you will analyse, present/disseminate the data you intend to collect:

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**\_\_ The study will employ a blend of descriptive and inferential statistical methods to analyze the data and extract significant findings regarding the influence of cosmetic product promotion and media engagement on the buying patterns of millennial consumers on Instagram.

The utilization of descriptive statistics will be implemented to provide a summary and presentation of the significant features and trends identified in the data. The study incorporates statistical measures such as frequencies, percentages, means, and standard deviations to present a comprehensive summary of the participants' feedback on their Instagram usage, exposure to promotions, and the impact of such promotions on their purchasing decisions.

In order to analyze the connections and correlations among variables, inferential statistical methods will be utilized. The statistical techniques of chi-square tests and correlation analyses can be employed to ascertain the presence of significant associations among variables, such as the frequency of Instagram usage, exposure to promotions, and purchasing behavior. The utilization of regression analysis can be employed to ascertain the significant predictors or factors that impact the purchasing decisions of millennial consumers on Instagram.

The findings obtained from the analysis of the data will be explicated and deliberated in connection with the research aims and extant scholarly works. The results will be exhibited through precise and succinct tabular, graphical, and chart representations to augment comprehension and expedite comparison. When appropriate, graphical depictions such as bar graphs or pie charts may be employed to elucidate the allocation of answers.

The discussion will focus on the implications of the findings, emphasizing the practical implications for cosmetic brands, marketers, and influencers who aim to reach millennial consumers on Instagram. The study's limitations, such as sample bias or potential confounding variables, will be duly recognized and deliberated upon.

In order to circulate the results of the research, a thorough research report or dissertation will be compiled, which can be distributed among academic institutions, industry experts, and other pertinent stakeholders. Furthermore, the dissemination of research findings in the field of social media marketing and consumer behavior can be expanded through the utilization of conference presentations, journal articles, or online platforms, thereby contributing to the existing body of knowledge.

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Interviews/Questionnaires

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|  | **Does the proposed research involve the use of individual/group interviews or questionnaires?** |
|  | Yes |

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| --- | --- |
|  | No |

If yes please submit a copy of the proposed interview questions with this application

Impact on Participants

**Please provide details of how you will recruit participants to your study:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**\_ Several methods can be used to recruit a varied and representative sample of Instagram users in their early twenties for the study that will use an online survey.

**Social media platforms**

Use Instagram and other social media sites to spread the word and find new participants. Make Instagram posts or stories that are both interesting and visually appealing, summarizing the study and linking to the online poll. Inspire your audience to join the study and spread the word to their following.

**Online communities and forums**

Locate online communities, forums, or groups in which consumers of millennial take part in an active manner. Online interest groups, communities, and message boards devoted to fashion, cosmetics, and other related topics are examples. Share information about the study and the survey link while following all policies and getting permission first.

**Influencers and bloggers**

Collaborate with bloggers and social media stars who have a sizable following among millennial customers. Get in touch with them and ask whether they would be willing to help spread the word about the study to their followers. They can do this by directing their followers to the online poll via sponsored posts, shoutouts, or exclusive material.

**Campuses and academic institutions**

Connect with places where there is a sizable student body made up of members of millennial. Work with appropriate entities to publicize the study and disseminate the survey link via student portals, email newsletters, and bulletin boards.

**Snowball sampling**

Implement a snowball sampling strategy, in which completed surveys are shared with friends and acquaintances who fulfill the study's qualifying criteria. This has the potential to attract a wider audience and a more diverse set of participants.

Using these methods, the study will be able to recruit a representative sample of Instagram users from millennial and gain a deeper knowledge of how this demographic responds to advertising for beauty products.

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|  | **Will participants be from any of the following groups? (Please tick all that apply)** |

Children under 16

Adults with learning disabilities

Adults with a terminal illness

Adults in emergency situations

Adults with mental illness (particularly if detained under the mental health act)

Adults with dementia

Adults in Scotland who are unable to consent for themselves

Those who could be considered to have a particularly dependent relationship with the investigator

Other

None of the above

|  |  |
| --- | --- |
|  | **Are there any special pressures which would make it difficult for potential participants to refuse to take part in your study? (e.g., relationship to the investigator?)** |

**\_\_\_No\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  | **Will study participants be paid to take part?** |
|  | Yes |

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|  | No |
|  | **What is the expected duration of participation in the study for each participant?** |

**\_\_\_\_10 minutes\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  | **Will informed consent be obtained from study participants?** |
|  | Yes |

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|  | No |
|  | **Is the study likely to cause any discomfort or distress, either physical or psychological (see UWS Guidelines for Ethical Practice in Research and Scholarship)?** |

|  |  |
| --- | --- |
|  | Yes |
|  | No |

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| --- | --- |
|  | **Does the proposed research involve any physically invasive procedures?** |
|  | Yes |

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| --- | --- |
|  | No |

Other ethical considerations

|  |  |
| --- | --- |
|  | **Does the proposed research involve deception regarding aims, objectives or the identity of the investigator?** |
|  | Yes |

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| --- | --- |
|  | No |
|  | **Will research participants be debriefed after their participation?** |

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| --- | --- |
|  | Yes |
|  | No |

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|  | **Are there any other Ethical Considerations you wish to bring to the attention of the committee?** |
|  | Yes |

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| --- | --- |
|  | No |

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Personal Data

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|  | **What measures will you put in place to ensure the confidentiality of personal data gathered during your study?** |

**\_\_\_\_N/A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Who will have access to the data collected during the study and how will you keep it confidential?**

**\_\_\_\_ N/A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Have you attached the following relevant documents for your ethical review application?**

* **Consent Form**
* **Participant Information Sheet**
* **Survey/Interview Questions**