

## **Impact of Social Media Advertising Content on Consumers' Purchasing Intention towards Health and Beauty Products Online**

### **Abstract**

The study will explore the influence of different social media advertising strategies on consumers' intention towards health and beauty products purchased from online shopping. The researcher found out after reviewing the literature that content interactivity, advertisement credibility, advertisement authenticity, text-persuasive content, and influencer endorsements are crucial factors in social media content generation. These factors grab the social media user attention. Accordingly, the researcher relates the theory of reasoned actions to the customer online purchasing behavior. A quantitative research approach was designed for the data collection from the online survey of the Qatar population. Structured questionnaires will be analysed using SPSS to conclude that social media marketing influences online customer purchase intention. Findings suggest that content interactivity, advertisement credibility, advertisement authenticity, text-persuasive content, and influencer endorsements significantly influence the users' purchase intention towards health and beauty products. The research will contribute positively to online businesses employing effective advertisement strategies that instantly grab user attention.

## **1.0 Introduction**

The world has evolved dramatically since the evolution of the internet, the growth of social media platforms have enabled everyone to socialise effectively to generate their content. Social media evolution has grabbed the business community's attention by providing interactive online brochures or outlets to grow their businesses. Various social media platforms, i.e. YouTube, Instagram, Facebook, or Twitter, have revolutionised the way of communications and marketing and advertising strategies (Madlberger & Madlberger, 2019).

The current era is of advertisement and marketing in which one is influenced by advertisement and another sort of promotions to some extent. All the organisations are generating attractive advertisement strategies for the target audience, which ultimately led to success. Businesses use advertisements and other promotional techniques to increase their sales and promotion of products and services. Advertising refers to the process that creates likelihood and a greater tendency to select products and services (Arshad & Aslam, 2015).

Social websites have a huge impact on people purchase intentions to buy a particular product. Social media platforms emerge as a connecting medium between the business organisation and the customer. Additionally, people are becoming more conscious and aware of the product being sold out on social media platforms. There is a significant growing phenomenon to look and be the best version of themselves among social media use due to advertisements of the health and beauty products. Such instinctive feelings of people pave the way for the growth and development of the health and personal care industry worldwide. People are looking for healthy products that help them have a healthy lifestyle, such as losing weight and having better stamina (Abdullah, Deraman, & Zainuddin, 2020) Thus, social media platforms instigate customer purchase intentions.

Health and Beauty Businesses target such an audience by offering the best products and solutions to their clientele. They advertise new personal care products on social media platforms either directly through effective marketing strategies or endorsements. Therefore, our research will focus on finding the factors of social media advertisement that impact the purchase intentions of the Qatari customers regarding health and beauty products. As there is an increasing number of health and beauty products in the markets, with this saturation, customers are attracted towards effective advertisements strategies employed by health and beauty industries in Qatar. Our research revolves

around the determinants of the social media advertisements that help the customers in the purchase decision making.

## **1.1 Background of the study**

According to recent research, Qatar has achieved 100% mobile phone penetration among its population, with approximately 75% of its population having mobile phones, which is considered most in the Middle Eastern countries. Additionally, Qatar is favorable for implementing the latest e-commerce technology, such as stable income, authentic information, the latest technology infrastructure, and stable communication in society. Qatar is also expected to have the highest global penetration of social media services through mobile phone technology. Brands rely on social media influencers to increase their product sales online (Al-Khalaf & Choe, 2019).

According to the Foe (2020), it is estimated that the global health and beauty market will expand from USD 493.34 billion to USD 756.63 billion by 2026. He argues that there is a significant increase in product demand among consumers. As human psychology suggests, humans are looking for ways for their well being. Health and personal care products effectively improve appearance, strength, well-being, and overall body and skin conditions. Some of the main items are Suncare, hair care, makeup and vitamins. It is reported that online purchasing for health and personal care products has shown a surge recently due to advertisements on social media platforms (El-zoghby & El-Samadicy, 2021).

Previous research argues that the Internet popularity and evolution of social media platforms allow health and beauty businesses to advertise their products on social media platforms, bringing success to the businesses. However, there are a large number of companies and business in the market that target the same consumers, which result in saturation. Such as in the beauty and health industry, there is emerging competition among the different companies, and they are targeting the consumer with more or less similar products. Therefore, businesses must be aware of effective advertisement strategies that appeal to their customers and grab their communications' attention. The content creating process in the advertising through paid channels also needs thorough inquiry. Prior research also suggests a need to investigate the impact of online advertising through social media platforms on the customer purchase decision of health and beauty products. There is a need to analyse the determinants of social media advertisements that grab customers' attention by creating appealing content that impacts customer intentions to purchase products online. The

specific problem is the research gap in determining the impact of social media advertisements on the customer's intention to buy beauty and health products online. The timely knowledge about the factors will help the business better understand and predict consumer behavior online (El-zoghby & El-Samadicy, 2021).

## **1.2 Research aim**

The research aims to identify the impact of social media advertising strategies on purchasing health and beauty products online.

## **1.3 Research objective**

- To identify the influence of the social media advertisement credibility on the Qatari customer purchase intention
- To identify the impact of the social media advertisement authenticity on the Qatari customer purchase intention.
- To identify the influence of the social media advertisement content interactivity on the Qatari customer purchase intention.
- To investigate the influence of the social media text persuasive advertisement content on the Qatari customer purchase intention.
- To assess the impact of the social media influencer endorsements on the Qatari customer purchase intention.

## **1.4 Research Question**

1. What is the influence of social media advertisement credibility on the Qatari customer purchase intention?
2. What is the influence of the social media advertisement authenticity on the Qatari customer purchase intention?
3. What is the influence of the social media advertisement content interactivity on the Qatari customer purchase intention?
4. How does the social media text persuasive content impact the o purchase intention of the Qatari customer?
5. How the social media influencer endorsements do impacts online Qatari customer purchase intention?

## **2.0 Literature review**

### **2.1 Purchase intentions**

The Purchase intention is “ *A customer preference to purchase a particular product or service*” (Bogdanov, 2009). The purchase intention provides an estimation of the sales of the final products or services (Pandey & Srivastava, 2016). The industries and businesses focus on customer purchase intention to maintain their reputation in the global market and increase their sales. Purchase intention shows that consumers will purchase a particular product or service in the future (Abdullah, Deraman, & Zainuddin, 2020). In other words, Purchase intention is considered a rational decision of someone to purchase from a certain brand and aim to buy certain products and services offered (Manan & Ariffin, 2020). Purchase intention is a customer behavior that shows the probability of customer intent to purchase a particular product. The higher probability indicates higher purchase intention (Chen, Liang, & Liao, 2020).

### **2.2 Underpinning theories**

The theory of reasoned action argues that subjective norms and attitudes significantly influence consumer behaviors. According to this theory, the first factor demonstrates personal beliefs related to the implication of buying a certain product or a service. Meanwhile, it is also controlled by subjective social norms, nomadic norms, and relevant groups' influences. For example, in the case of health and beauty products, social media advertisement presents an ideal outcome' presenting it with engaging content influencer endorsements convince consumers to purchase from these brands. This theory has strong explanatory power in predicting behavior. The study suggests a significant relationship between the attitude and behavior of the customers by using variables of attitudes, beliefs, trust, and behavior aid in the prediction of intention and customer behavior. In other words, the theory of reasoned action forecast specific and intentional behaviors. Our research argues that the purchase intention of any product is voluntary. Therefore, the theory of reasoned action can be applied for a valid prediction of purchase intention (Bonnie, Xu, & Pinel, 2007).

## **2.3 Critical Literature Review of Variables**

### **2.3.1 Advertisement credibility**

Advertising credibility is defined “*as advertising content that is reliable, truthful and believable as recognised by the customers*”. It is regarded as the customers’ satisfaction with advertising fairness and factualness (Hamouda, 2018).

Teng et al. (2014) suggested that content credibility will determine the level of the purchase intention toward a particular product. Mansour & Diab suggested that credibility had a crucial influence on customer purchasing behavior (Mansour & Diab, 2014).

### **2.3.2 Advertisement Authenticity**

Beverland et al. (2008) defined authenticity as “authenticity is defined as the values which differentiate a certain product from others”.

Authenticity is considered intangible, and it is evaluated through customer judgment. According to Kowalczyk and Pounders (2016), authenticity on social media platforms will result in positive engagement of the customers promote emotional attachment with consumers. Kao et al. (2020) recommended that information authenticity impact customers’ value judgment and influence purchase decisions. Customers can assess the authenticity of social media advertisements in evaluating the quality of a post. Authenticity represents factual and original content. Moreover, authenticity can significantly impact customers’ purchase intention (Manan & Ariffin, 2020).

### **2.3.3 Advertisement Interactivity**

According to Kim and McMillan (2008), “*interactivity in advertising provides two-way communication by monitoring consumer engagement, physical actions, involvement, and feedback*”. Advertisement interactivity is the demonstration and promotion of products or services by mutual collaboration between consumers and producers. Consumer interactive content enables the marketers to understand and analyses the consumers’ needs and intentions fully. Current research suggested that appealing and attractive advertisement content will create advertising value among consumers (El-zoghby & El-Samadicy, 2021).

### **2.3.4 Text persuasive content**

According to Chi 2019, Text persuasive content consists of words and engaging content which will stimulate the desire for a particular product, such as purchasing a product. Accordingly,

research suggested that the advertisements must consist of powerful words, generating detailed product descriptions to attract customer purchase attention. Thus, texts persuasiveness can help the business in the product advertisement to grab purchase attention. Content in advertising persuades consumers to purchase a particular product or service (El-zoghby & El-Samadicy, 2021).

### **2.3.5 Influencer endorsements**

Social media influencers (SMIs) is defined “*as third party endorsers who can shape attitudes and help in business marketing*”; (Freberg, Graham, & Mcgaughey, 2011). SMEs are considered micro-celebrities and modern-day opinion leaders. Social media influencers have gained tremendous popularity and help the business. Different brands promote their products by jotting down appealing content to grab their attention on various social media platforms. According to recent studies, SMI advertisements of the products will significantly impact the customer’s intentions towards the products (Bhutada & Bhutad, 2015).

## **3.0 Research Methodology**

The collected data is analysed by employing quantitative analyses such as simple regression and process models for mediation to test the hypothesis using IBM SPSS Statistics 23.0 to reach meaningful conclusions.

### **3.1 Research Philosophy**

Research philosophy is necessary for developing theoretical, critical thinking and knowledge awareness through collecting the data, analysing them, and utilising those relevant data in the study, leading to knowledge and good ideas. This study has adopted the “positivism research philosophy” because it provides biased free views and opinions and protects the beliefs and values of the researchers (Ryan, 2018).

### **3.2 Research Approach**

This study uses the “quantitative research approach” because the quantitative research method helps the researcher to deduct theories, concepts, ideas and the study hypothesis and test them under objectivity while measuring and evaluating the variables in certain ways (Rajasekar, Pitchai, & Veerapadran, 2006).

### **3.3 Research Method**

In our research, a quantitative research method is used. Our research is descriptive, and our research ascertains objective truths by employing a fact-finding approach. In this qualitative research, the deductive approach is used. The research will employ a single quantitative data collection technique through a self-administered questionnaire, followed by quantitative data analysis procedures. Additionally, Secondary data will be collected from the existing literature, and primary data will be collected through a structured questionnaire, and the survey will be conducted among Qatar online consumers.

### **3.4 Sampling and population**

The researcher will use a non-probability sampling technique. A survey questionnaire will be conducted online, as researchers posted on various social media accounts of beauty and health products. The selected Sample Size will be above 300.

### **3.5 Data Collection**

In this study, data will be collected through an online survey.

### **3.6 Data Analysis Plan**

To analyse structured questionnaires, the researchers will employ statistical software SPSS 22 to run different tests and gain insights into the respondents' narrative on social media advertising and online purchasing intentions.

### **3.7 Ethical Procedures**

The ethical consideration of the current study is that all the participants of the survey respondent are informed about the survey questionnaire shared with them. Still, the survey outcomes will be confidential and will not be shared with a third party.

## **4.0 Contributions or Implications**

The current study will enable the health and beauty businesses to gain insights and develop a better understanding to establish an effective advertising strategy that will increase their sales and help them improve their products.

## 5.0 Conclusions

In a nutshell, our study revolves around the determinants of social media advertisement that influence the purchase intention of the Qatar online community. By effectively analysing key elements of social media advertisements, one can gain strategic insights and takeaways to better advertise their products by employing attractive advertisements strategies.



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