

“EFFECTS OF ADVERTISING APPEALS ON CONSUMER PURCHASE DECISION WITH RESPECT TO COSMETIC BRAND IN AMRAVATI”

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Abstract

This study explores the impact of advertising appeals on consumer purchase decisions for cosmetic brands in Amravati. It focuses on how emotional, rational, and women empowerment-based advertisements influence consumer perceptions, trust, and buying behaviour. The research follows a descriptive design and is based on responses collected from 100 consumers through a structured questionnaire. The findings show that emotional storytelling creates stronger brand connection, rational information such as product quality builds trust, and empowerment-focused messages positively inspire purchase intention. The study concludes that well-designed advertising appeals play an important role in shaping consumer decisions and strengthening long-term brand loyalty in the cosmetic market.

Keywords: Advertising appeals, cosmetic brands, consumer behaviour, purchase decision, brand loyalty.

Introduction

In today's competitive market, advertising plays a crucial role in influencing consumer behaviour, especially in the cosmetic industry where perception, emotions, and self-image are strongly connected to purchase decisions. Cosmetic brands use different types of advertising appeals such as emotional messages, rational information, and women empowerment themes to attract and engage consumers.

Emotional advertising focuses on creating feelings of confidence, beauty, and self-expression, which helps in building a strong connection between the consumer and the brand. On the other hand, rational appeals provide information about product quality, ingredients, and benefits, which helps consumers make informed decisions. In recent years, advertisements promoting women empowerment have also gained importance, as they inspire confidence and reflect changing social values. With the rapid growth of social media and digital platforms, consumers are exposed to a wide range of cosmetic advertisements daily. This increased exposure has made it important to understand how different advertising appeals influence consumer perceptions and ultimately affect their purchase decisions. The cosmetic industry in India has witnessed significant growth in recent years, driven by increasing awareness about personal grooming, rising disposable income, and changing lifestyle patterns. Consumers today are more informed and selective, often evaluating multiple brands before making a purchase. As a result, advertising has become a key factor in differentiating products and influencing consumer preferences in a highly competitive market.

Moreover, modern consumers are not only influenced by product features but also by the values and messages communicated by brands. Advertisements that promote authenticity, inclusivity, and social relevance tend to create a deeper impact on consumers. This shift highlights the importance of understanding how different advertising appeals shape consumer attitudes, trust, and long-term loyalty toward cosmetic brands. This study focuses on analysing the impact of emotional and rational advertising appeals, along with women empowerment messages, on consumer purchase decisions with respect to cosmetic brands in Amravati. The research aims to provide insights into how these appeals shape consumer attitudes, trust, and brand loyalty.

Review of Literature

Advertising appeals play an important role in shaping consumer perception and purchase decisions in the cosmetics industry. Emotional appeals such as confidence, beauty, and self-expression help consumers build a strong connection with brands, while rational appeals such as product quality, ingredients, and safety support logical decision-making. In recent years, women empowerment-based advertising has also gained importance, as it reflects changing social values and influences consumer attitudes. Previous studies indicate that the effectiveness of cosmetic advertising depends on a balanced

combination of emotional engagement, rational information, and value-based communication. **Vrtana and Križanova (2023)** examined the influence of emotional advertising appeals on consumer purchasing behaviour and brand–customer relationships. The study found that emotional appeals significantly influence purchase decisions and strengthen brand attachment, particularly among younger consumers (pp. 112–115). **Rasheed, Baqir, and Ullah (2024)** analysed the influence of cosmetic advertising on purchasing patterns among female consumers. Their findings revealed that advertising plays a significant role in shaping awareness and buying behaviour, with both traditional and digital media contributing to purchase intention (pp. 45–49). Similarly, **Swapna Jir and Manoj Kumar (2024)** studied cosmetic buying behaviour among young adults in India and found that brand image, celebrity endorsements, and social media influence significantly affect consumer decisions. The study highlighted the growing importance of digital engagement in influencing youth purchasing behaviour (pp. 78–82). **Susi and Kuzunanithi (2024)** explored the effectiveness of emotional, rational, and celebrity appeals on female consumers and concluded that emotional and celebrity-based advertisements are more impactful in driving purchase intention and brand recall compared to rational appeals alone (pp. 134–138). **Dhillon, Agarwal, and Rajput (2021)** examined the impact of cosmetic advertising on female consumers in India and found that emotional storytelling and celebrity endorsements strongly influence purchase behaviour. The study also noted that digital media is more effective among younger consumers, while traditional media retains credibility among older groups (pp. 210–215). In another study, **Chaudhary and Sharma (2024)** analysed the role of emotional marketing in influencing brand loyalty and purchase preference among female consumers. The findings indicated that empowerment-based and confidence-building advertisements significantly enhance brand loyalty and repeated purchase behaviour (pp. 56–60).

Research Problem Definition and objective of study

Despite the increasing use of advertising by cosmetic brands, there is limited understanding of how different advertising appeals emotional, rational, and women empowerment-based messages influence consumer purchase decisions, especially in semi-urban markets like Amravati. While brands widely use celebrity endorsements, influencer marketing, and creative visuals, it remains unclear which appeal most strongly affects consumer trust, purchase intention, and loyalty. Most previous studies focus on large urban markets, creating a gap in understanding the behaviour of consumers in regional areas with different cultural, social, and media exposure patterns. Therefore, the present study aims to analyse how advertising appeals influence the purchase decisions of consumers toward leading cosmetic brands in Amravati.

Objective of the study

The present research study aims to accomplish the following objectives:

- To analyse the study of various types of advertising appeals used by major cosmetic brands.
- To analyse effects of emotional advertising appeals on consumer purchase decision.
- To examine how advertising appeals promote to empower women consumer.

Hypothesis of the study

H₀₁ : There is no significant relationship between emotional advertising appeals and consumer purchase decisions for cosmetic brands in Amravati.

H₀₂ : There is no significant influence of rational advertising appeals on consumer purchase decisions for cosmetic brands in Amravati.

Research Methodology

This study adopted a descriptive research design to examine the impact of advertising appeals on consumer purchase decisions in the cosmetic industry. The study focused on 100 female respondents (18 years and above) from Amravati, selected through simple random sampling. Data were collected using a structured questionnaire along with secondary sources such as journals, books, and company reports. For analysis, percentage, frequency tables, and graphs were used to interpret consumer responses. The Chi-square test was applied to test the hypotheses and measure the significance of the relationship between emotional and rational advertising appeals and purchase decisions. This approach ensured that the findings remained systematic, reliable, and aligned with the study objectives.

Analysis and Interpretation of Data:

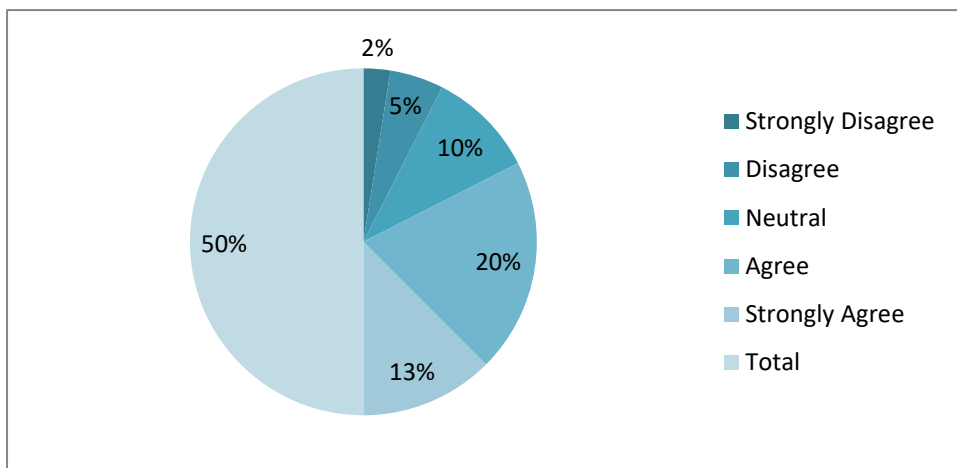
1. Analysis of Emotional Advertisements Creating Brand Connection

Table 1 : Emotional Advertisements Create Brand Connection

Response	No. of Frequency	Percentage
Strongly Disagree	5	5%
Disagree	10	10%
Neutral	20	20%
Agree	40	40%
Strongly Agree	25	25%
Total	100	100%

(Primary Source)

Graph 1 : Distribution of Respondents on Emotional Brand Connection



The data shows that 65% of respondents agreed or strongly agreed that emotional advertisements create a connection with cosmetic brands, while 15% disagreed and 20% remained neutral. This statistical result indicates that emotional appeal is an effective advertising strategy. Emotional storytelling and relatable messages help strengthen consumer–brand relationships and influence purchase intention.

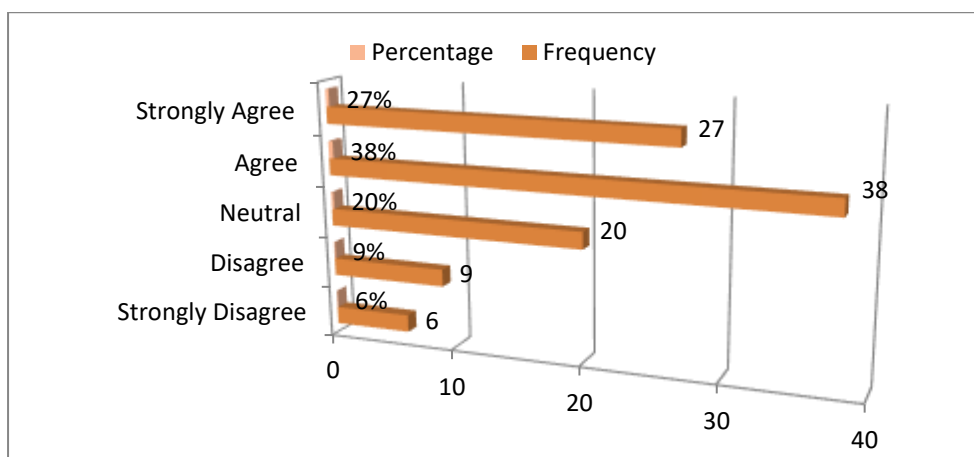
2. Analysis of Women Empowerment Advertising Influence

Table 2: Advertisements Promoting Women Empowerment

Response	No. of Frequency	Percentage
Strongly Disagree	6	6%
Disagree	9	9%
Neutral	20	20%
Agree	38	38%
Strongly Agree	27	27%

(Primary Source)

Graph 2 : Distribution of Respondents Inspired by Empowerment Advertisements



Interpretation :

(Primary Source)

The results reveal that 65% of respondents agree or strongly agree that advertisements promoting women empowerment motivate them to purchase cosmetic products. Approximately 20% maintained a neutral stance, while 15% expressed disagreement. The statistical distribution indicates that empowerment-based advertising resonates strongly with modern consumers, particularly female audiences. Such campaigns often emphasize confidence, independence, and self-expression, which align with the psychological motivations of cosmetic consumers.

3. Analysis of Rational Advertising Appeals Affecting Brand Trust

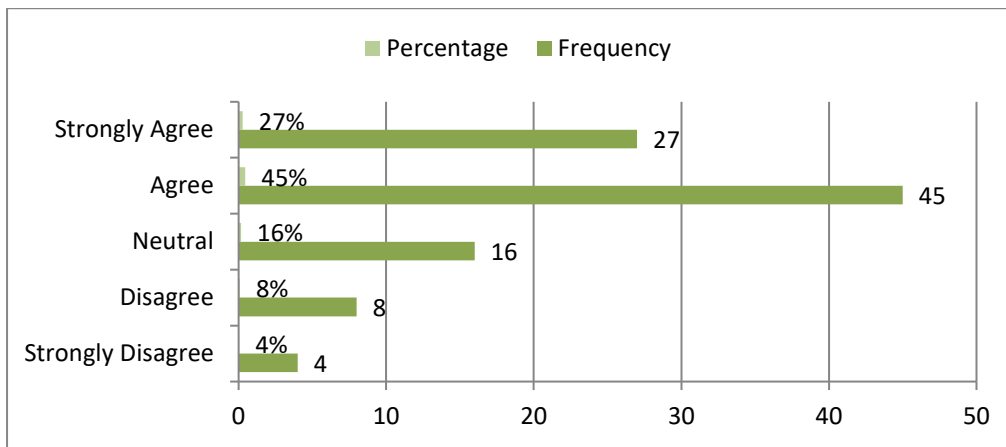
Table 3 : Rational Appeals Affecting Trust in a Brand

Response	No. of Frequency	Percentage
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Strongly Disagree	4	4%
Disagree	8	8%
Neutral	16	16%
Agree	45	45%
Strongly Agree	27	27%

(Primary Source)

Graph 3 : Distribution of Respondents Influenced by Rational Appeals



Interpretation :

(Primary Source)

The analysis indicates that 72% of respondents agree or strongly agree that rational advertising appeals such as product quality, ingredients, and functional benefits enhance their trust in cosmetic brands. Only 12% of respondents disagreed, suggesting that rational information is widely valued by consumers. Statistically, the high concentration in the agreement categories reflects that consumers prefer informative and transparent advertisements that highlight product benefits and performance attributes. These findings confirm that rational appeals contribute significantly to consumer trust and purchase confidence.

4. Analysis of Confidence Gained from Advertising Messages

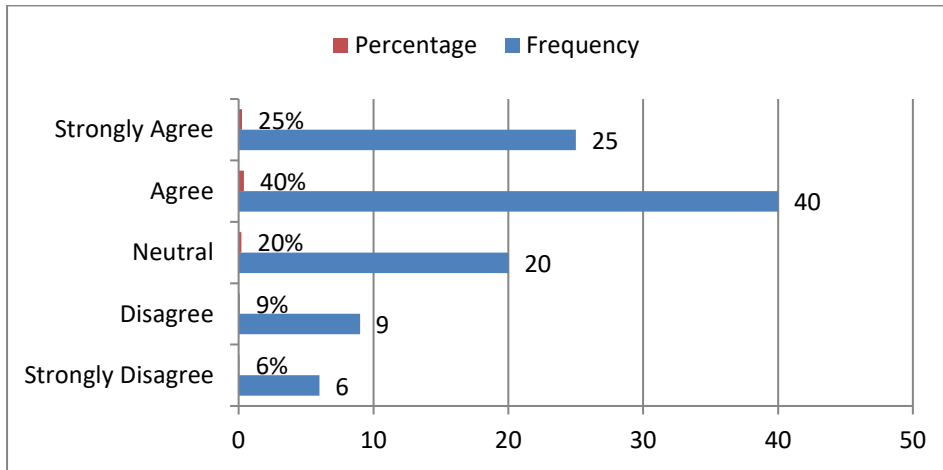
Table 4 : Confidence Through Advertised Products

Response	No. of Frequency	Percentage
Strongly Disagree	6	6%
Disagree	9	9%

Neutral	20	20%
Agree	40	40%
Strongly Agree	25	25%

(Primary Source)

Graph 4: Distribution of Respondents Feeling Confident Through Advertisements



Interpretation :

(Primary Source)

The data indicates that 65% of respondents feel more confident when using products promoted through inspiring advertisements. Approximately 20% maintained a neutral perspective, while 15% expressed disagreement. The high level of agreement suggests that advertisements which emphasize confidence, beauty, and empowerment have a positive psychological impact on consumers. From a behavioral perspective, such advertisements strengthen emotional engagement and product satisfaction.

5. Analysis of Advertisements Helping Consumers Compare Brands

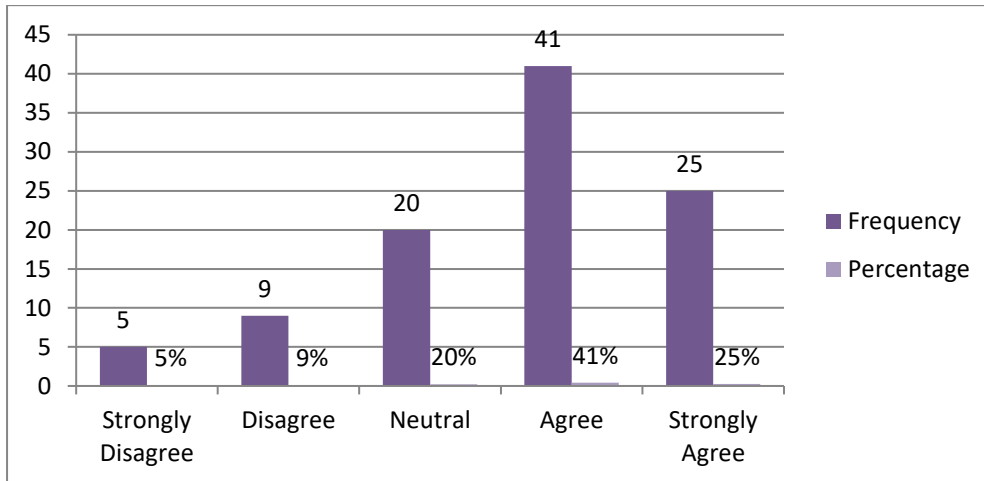
Table 5.: Advertisements Helping Brand Comparison

Response	No.of Frequency	Percentage
Strongly Disagree	5	5%
Disagree	9	9%
Neutral	20	20%
Agree	41	41%

Strongly Agree	25	25%
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(Primary Source)

Graph 5.: Distribution of Respondents Using Ads to Compare Brands



Interpretation :

(Primary Source)

The analysis shows that 66% of respondents believe advertisements help them compare different cosmetic brands and make better purchase decisions. Around 20% remained neutral, while 14% disagreed. This suggests that advertisements play an informative role by presenting product features, benefits, and competitive advantages. From a statistical perspective, the majority agreement indicates that advertising contributes to consumer awareness and informed decision-making.

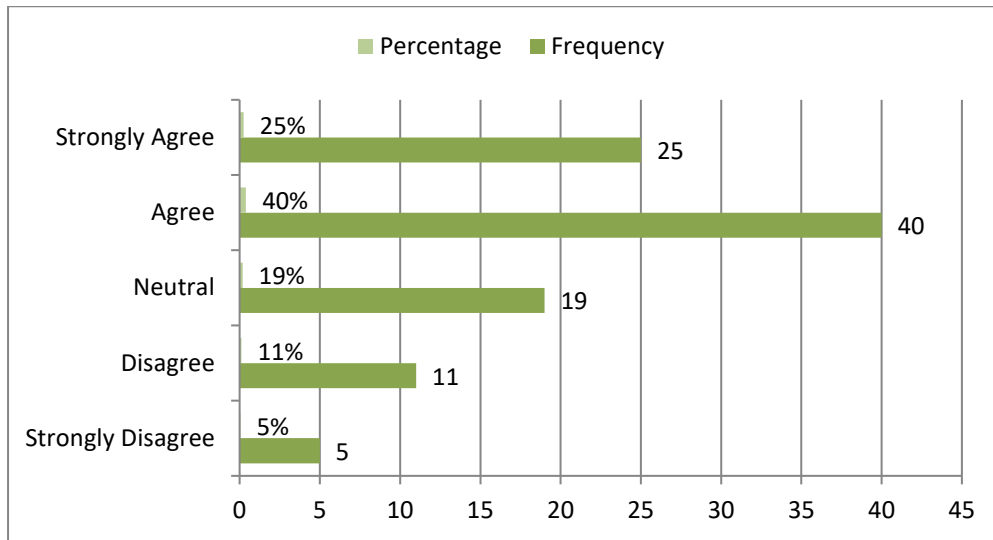
6. Analysis of Brand Loyalty Based on Advertising Values

Table 6 : Brand Loyalty Based on Advertising Values

Response	No. of Frequency	Percentage
Strongly Disagree	5	5%
Disagree	11	11%
Neutral	19	19%
Agree	40	40%
Strongly Agree	25	25%

(Primary Source)

Graph 6 : Distribution of Respondents Loyal to Value-Based Advertising



Interpretation :

(Primary Source)

The data indicates that 65% of respondents agree or strongly agree that they remain loyal to brands whose advertisements align with their personal values. Approximately 19% remained neutral, while 16% disagreed. This distribution highlights the importance of value-based advertising strategies. When brands communicate messages that resonate with consumers' beliefs and lifestyles, they are more likely to develop long-term customer loyalty and emotional attachment.

Testing of Hypothesis

Hypothesis 1

Null Hypothesis (H₀₁) : There is no significant relationship between emotional advertising appeals and consumer purchase decisions for cosmetic brands in Amravati.

Alternative Hypothesis (H₁₁) : There is a significant relationship between emotional advertising appeals and consumer purchase decisions for cosmetic brands in Amravati.

Table No. 1: Emotional Advertising Appeal vs Purchase Decision

Emotional Ads Influence	Purchase Decision Influenced	Not Influenced	Total
Agree / Strongly Agree	50	15	65
Neutral	10	10	20
Disagree / Strongly Disagree	5	10	15
Total	65	35	100

Chi-Square Calculation

Using the formula: $\chi^2 = \sum (O - E)^2 / E$

Where

O=Observedfrequency

E = Expected frequency

Calculated Chi-square value (χ^2) = 10.54

Degrees of Freedom (df):

$$df=(r-1)(c-1)$$

$$df=(3-1)(2-1)$$

$$df = 2$$

Critical value of χ^2 at 0.05 significance level and df = 2

$$\chi^2 \text{ (table value)} = 5.991$$

Decision

Since

$$10.54 > 5.991$$

the calculated value is greater than the table value.

Therefore, the null hypothesis (H_{01}) is rejected.

Interpretation

The statistical analysis indicates that emotional advertising appeals have a significant relationship with consumer purchase decisions for cosmetic brands in Amravati. This suggests that advertisements focusing on emotions such as confidence, empowerment, and self-expression play an important role in influencing consumer attitudes and purchase intentions. Emotional storytelling and relatable messages strengthen the psychological connection between the consumer and the brand, ultimately leading to a higher likelihood of purchase.

Hypothesis 2

Null Hypothesis (H_{02}): There is no significant influence of rational advertising appeals on consumer purchase decisions for cosmetic brands in Amravati.

Alternative Hypothesis (H_{12}): There is a significant influence of rational advertising appeals on consumer purchase decisions for cosmetic brands in Amravati.

Table No. 2: Rational Advertising Appeal vs Purchase Decision

Rational Information Influence	Purchase Decision Influenced	Not Influenced	Total
Agree / Strongly Agree	48	14	62
Neutral	12	8	20
Disagree/Strongly Disagree	5	13	18
Total	65	35	100

Chi-Square Calculation

Calculated Chi-square value (χ^2) = 9.62

Degrees of Freedom:

$$df = (3-1)(2-1)$$

$$df = 2$$

Critical χ^2 value at 0.05 significance level and $df = 2$

$$\chi^2 \text{ (table value)} = 5.991$$

Decision

Since

$$9.62 > 5.991$$

the calculated value exceeds the table value.

Therefore, the null hypothesis (H_0) is rejected.

Interpretation

The statistical results demonstrate that rational advertising appeals significantly influence consumer purchase decisions for cosmetic brands in Amravati. Advertisements that highlight product ingredients, quality, safety, and functional benefits enhance consumer trust and credibility toward the brand. Consumers tend to evaluate such logical information before making a purchase decision, indicating that rational appeals play an essential role in reducing perceived risk and increasing product confidence.

Finding

1. The study found that 65% respondents felt emotional advertisements create brand connection, proving the strong effect of emotional storytelling.
2. It was observed that 65% respondents were influenced by women empowerment advertisements, showing the effectiveness of confidence-based messaging.
3. The findings revealed that 72% respondents trusted brands due to rational advertising appeals, highlighting the importance of product information.
4. The study showed that 65% respondents felt more confident through inspiring advertisements, reflecting positive psychological influence.
5. It was found that 66% respondents use advertisements to compare cosmetic brands, proving the informative role of advertising.
6. The analysis indicated that 65% respondents remained loyal to brands aligned with their values, strengthening long-term brand trust.
7. Hypothesis testing confirmed that emotional advertising appeals significantly influence purchase decisions ($\chi^2 = 10.54 > 5.991$).
8. The second hypothesis also proved that rational advertising appeals significantly affect purchase decisions ($\chi^2 = 9.62 > 5.991$).

Conclusion

1. The study clearly establishes that advertising plays a highly significant role in influencing cosmetic purchase decisions among consumers in Amravati. Consumers are influenced not only by the product features, but also by the way brands communicate through emotional storytelling, attractive visuals, and informative product-related messages, which strongly shape awareness, preference, and final buying behaviour.
2. A strategic combination of emotional and rational advertising appeals creates the most powerful impact on consumer behaviour. Emotional themes such as confidence, beauty, empowerment, and self-expression help consumers build a personal connection with the brand, while clear communication about quality, ingredients, and benefits strengthens trust, credibility, and purchase confidence.
3. The influence of advertising becomes even more effective when supported by strong digital engagement and relatable communication. Social media platforms, influencer-driven content, authentic storytelling, and visually appealing campaigns significantly enhance consumer interest, especially among younger female audiences, making advertisements more persuasive and memorable.

Suggestions

1. Cosmetic brands should develop integrated advertising campaigns that combine emotional storytelling with transparent and informative product communication. This balanced strategy can create deeper consumer connection, improve trust, and enhance purchase intention.
2. Brands should intensify their digital marketing efforts through Instagram, YouTube, reels, tutorials, and influencer collaborations. Such visually rich and interactive content can significantly improve consumer reach, engagement, brand recall, and product trial behaviour.
3. Advertisements should focus on authenticity, relatability, women empowerment themes, and consistent brand communication. Real-life experiences, genuine emotions, and transparent messaging can make the brand more believable, while consistency across all channels helps build stronger long-term loyalty and customer relationships.

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