



## RESEARCH PAPER

### Moderating Effect of Self-Esteem on Cosmetic Advertisement and Purchasing Behavior of Young Adolescents

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## ABSTRACT

Globalization has transformed all spheres of life over the last few decades. Even though culture and lifestyle have been drastically affected, the beauty industry has seen numerous tendencies and variations. Research has been conducted on Moderating Effect of Self-Esteem on Cosmetic advertisements and Purchasing Behavior of Young Adolescents through survey questionnaires. The collected data went through Statistical Package for Social Sciences (SPSS) with various tests and techniques. Together, self-esteem and beauty advertisements resulted in 27% variance in the buying behavior of females. However, Self-esteem mitigates the adverse influence of beauty advertisements on purchasing behavior. Therefore, it recommends that beauty advertisements have a significant role as the interpreter in the context of self-esteem and buying behavior. Thus self-esteem is essential in endorsing females' purchasing performance in beauty commercials. Nevertheless, the research result will pave the way for future academia and policymaker to address the phenomenon adequately.

**KEYWORDS** Advertisements, Beauty Industry, Buying Behavior, Psychological Effects, Self-Esteem

## Introduction

The beauty industry in Pakistan has seen rapid sales growth over the past few years. It raises on average by almost 20% per year as the worth of cosmetic products has significantly increased. Therefore, growth has led to the spread of vast awareness among people regarding their purchasing power, advertising, and appearance. Hence, electronic media is the most popular advertising medium for beauty product marketers, particularly Television. The new products' popularity inspires the majority of young people through various sources such as TV programs, celebrities' appearances, and increasing trends of trendy items. However, most of the advertiser's claims are based on exaggeration and do not match reality, sometimes not satisfying the customer's expectation. Also, this kind of behavior ultimately affects their psychological needs, which could affect young women's self-esteem as they are constantly reminded of what society considers beautiful, affecting their self-esteem (Shaikh, 2018).

Rosenberg (1965), who has done good work in this field, states that Self-esteem is regarded as a generally positive individual evaluation of oneself. Hewitt (2002) observed that perspective is changed regarding self-esteem from common emotional muscles and psychosomatic characteristics to a publically established sensation dependent on mood. (Ju-Young & Park, 2019). This view depends on Smith-Lovin's (1995) significance of self-esteem as an intelligent feeling that has evolved gradually in the social process of change, in which persons' efforts to learn and discuss emerging trends under predictable social conditions are dependent upon social control. Self-esteem may also be observed as the fundamental or explicit characteristics of the individual, for example, how individuals consider their social

position, racial or ethnic gathering, physical attributes, athletic capacities, and professional or school activities. A person with short self-esteem often faces the ill effects of worthlessness, sensations, inadequacy, emotional instability, and disillusion with life. (Stavropoulos, Lazaratou, Marin, & Dikeos , 2015)

As per Ramya and Ali, 2016, customer Buying Behavior is regarded as the purchasing performance of a buyer. Numerous elements, such as attributes and specialties, affect the person's state of mind and his purchasing behavior in his decision-making process. In addition, his shopping tendencies, buying behavior, the brands-orientation, and approach towards the retailers to are included. Customer buying manners mean choosing, purchasing, and utilizing products and services to fulfill their needs. Finally, the purchaser tries to get the typical costs of the products and determines their choices. In the meantime, different elements impact buyer purchases social, cultural, financial, individual, and psychological (Ramya & Ali , 2016)

From this viewpoint, this research is being led to examine the moderating impact of self-esteem on cosmetic advertising and buying behavior among young women in the Bahawalpur district of Pakistan. As indicated by the 1998 statistics of Pakistan, 2,433,091 individuals lived here, of which 27.01% were urban (Urban Resource Centre). As noted in the 1998 census in Bahawalpur, the number of inhabitants in men is around 1,514,866, and the number of inhabitants in women is approximately 1,466,876. (District-wise census, 2017 ). As characterized by Yazichi (2016), youthful females are brought into the 1980 and 2000, here and there regarded as "Generation Y." (Yazıcı, 2016)

## **Literature Review**

Leon Festinger, a social psychologist in 1954, proposed the theory of social conflict, firmly believing in the instinctive behavior of people inclined to get precise self-appraisals. The idea clarifies that most masses assess their capacities and guesses by judging and comparing themselves with other individuals to diminish uncertainty in those domains and find solutions on how to portray themselves to the rest of society. Subsequently, the fundamental hypothesis focuses on social conflict as a reason for self-improvement by presenting and maintaining the ideas of comparison and the motivation for social comparisons. In 1981 Willis denoted the concept of low contrast. Further, he stated that this idea is a defensive inclination employed as a self-evaluation method. When a separate glance at someone or a group he accepts is in a more hopeless situation than himself to feel good about himself or his condition, he draws a downward social comparison (Leon, 1954)

The analysis demonstrates that comparison with others in an ideal situation, predominant or upwards, can bring down self-esteem ( L.Gruder, 1971), while downward comparison can raise self-esteem. For instance, it has been discovered that patients with breast cancer make the most comparison with patients who were less lucky than themselves (Schachter, 1959). Another research has proven that skyward contrast can lower self-esteem; Collins states that this situation is not in a general sense. People intentionally or unknowingly make rising comparisons while facing a comparison of a group or an individual they see as preferable or enriched to improve their perspective on themselves or to make a better impression of their world. A corresponding social confrontation is focused on self-assessment and self-improvement, with the expectation that self-improvement will likewise be accomplished. In an ascending social altercation, individuals need to accept they are part of a superior class and favor a showdown that features the similitudes among them and the comparison group over a descending social confrontation that isolates the likenesses between people or groups. ( Tesser, & Campbell, 1982) It has likewise been proposed that the above comparisons may inspire development. One investigation found that they chose better information about others, even though malignant breast growth gave a lower

comparison. Another examination showed that weight checkers frequently utilized social comparisons upward by showing pictures of weak individuals (Jerry & Richard, 1977).

These photographs were not just a token of an individual's current weight but a wellspring of motivation to help determine it. The objective to be accomplished. Top-down social comparison causes us to feel good, and bottom-up social comparison is bound to persuade us to perform more or more. In a research study by Yuazichi (2016), candidates (female) appraised their appeal dependent on the attractiveness quality of the models they had seen beforehand. They likewise got themselves less appealing after seeing attractive bodies in advertisements. One investigation by Marcati and Ibarra (2018) inspected if model size influences the physical satisfaction and self-esteem of advertisement watchers. Examination of the investigation tracked down that even though model size did not influence members' self-esteem altogether, body satisfaction fundamentally affected their buying conduct and attitudes.

Another investigation by Koshi and Manohar (2017) viewed similar factors as Ibarra and Marchetti (2018). The exploration focussed on considering significant elements that clients feel when buying facial items. The effect of promoting on buyer conduct of youngsters is additionally utilized. Analysis shows that female buyers lean toward item names, particularly investigating their components and popularity. In contrast, male customers inclined and give worth to brands, as well as keep their promotions and values into account. (Koshy & Manohar, 2016).

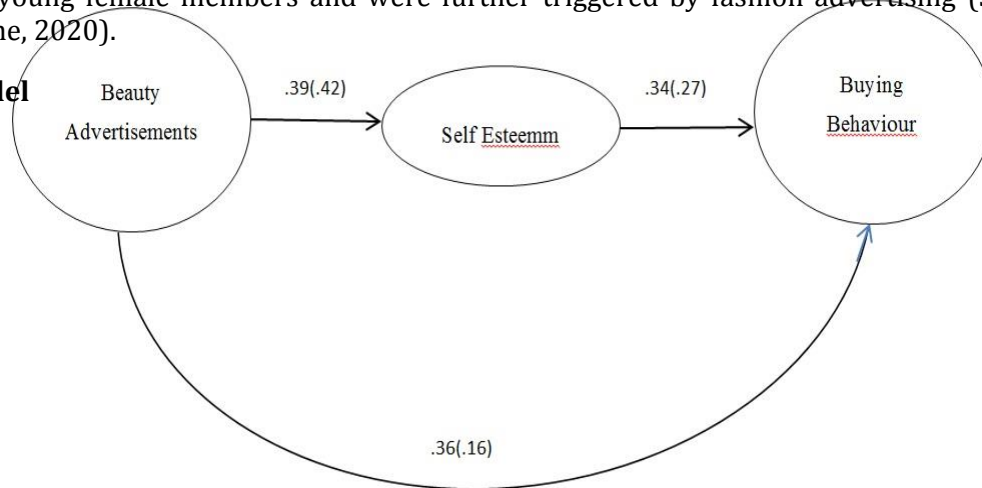
Ersoy, Yolal & Batmaz (2015) worked on analyzing Turkish men's attitudes toward cosmetic usage and distinguishing factors that could affect men's cosmetic consumption behavior. The conclusions demonstrate that the critical determinants of cosmetic use in males are social beliefs, self-esteem, lifestyle, self-image, and purchasing. Likewise, the consequences recommend that men's cosmetic buying behavior be identified with lifestyle and self-image. Moreover, significant associations are rising between self-image, self-esteem, social beliefs, and way of life. (Ersoy, Yolal, & Batmaz, 2015)

Kazmi (2020) researched the elements relating to the inclusion of celebrities in publicizing and their effect on women's self-esteem in the UK. The examination issue recognized in this investigation was that Very Important Product (VIP) sponsorships and deceptions had adversely affected women's self-esteem and perspectives during globalization. This investigation tried to check these elements. Desnika (2020) needs to work on self-esteem through the models of the advertisements of the Maybelline Fit Me Foundation and how they express their self-esteem. The result shows that self-esteem is communicated in visual writing through looks and model body language. Savage face, happy face, open sign, pull sign, and leaning back seat sign comprise high self-esteem. Simultaneously, the visual writings support a variety of skin tones across a white background that reflects equality, fairness, and lack of bias in all skin tones considered pretty, and they have a similar position. The Maybelline Fit Me Foundation advertisements are exceptionally respected. Their item is uniquely intended for each skin tone and attempts to persuade general society to trust in themselves, their value, and their skin tone. (Desnika, 2020)

The research study by Kwan, Ahmad, and Ahmad (2019) analyzed the nature of beauty products marketing and its impact on self-esteem and purchasing behavior among the young female generation in Malaysia Kulam Lumpur. The research concludes that most respondents concurred that decorative promotions influence women's shopping behavior and self-esteem. A significant correlation has resulted between cosmetic ads, buying behavior, and self-esteem (Kwan, Ahmad, & Ahmad, 2019).

Byrne and Tara (2020) made their way to examine the impact of fashion promotions on female breast cancer survivors' self-esteem. In this study, explicit consideration has been given to the members' thinking concerning their self-esteem, especially self-image and body image. Essential exploration was directed utilizing the data collection technique of semi-structured interviews. Members were picked in connection with being overcomers of breast cancer and their age. The members who had breast disease also affected the self-esteem of the young female members and were further triggered by fashion advertising (Sterling-Byrne, 2020).

**Model**



**Material and Methods**

The research is cross-sectional, while both research types have been adopted, including qualitative and quantitative. The sources of data are contained on a primary and secondary based. Several methods and techniques have been utilized for data collection and analysis.

**Primary Source of Data**

Primary data consists of a Survey questionnaire; close-ended questions have been designed to obtain the stance and opinion of the targeted group in this context to see self-esteem, buying behavior, and beauty advertisement

**Secondary Sources of Data**

The secondary data sources are taken from various materials such as journals, articles, e-books, books, web reports, Magazine reports, and official documents. The content material has undergone a thematic/content analysis to examine all collected data, including past literature on the self-esteem and purchasing behavior of youthful females in that particular area of Pakistan.

**Sample of the Population**

The population sample is 202 undergraduate second-semester female students from three colleges of district Bahawalpur (females) with an age range between 16 to 20. At the same time, the mean age is 18. According to the Pakistan Bureau of Statistics, the total number of females in the Bahawalpur district is 1154316 (47.44 %). The sample size calculated by the Raosoft calculator is 385 females. The members participated and gave

their consent to contribute to the study. The questionnaires had been filled during class, students remained anonymous, and no compensation was offered. The self-administered questionnaire data has been tied up.

## Research Technique

The five Likert scale technique has been used for the scale construction, consisting of five-degree Likert scales, such as Strongly Agree to Disagree Strongly, including neutral position. Therefore, each word scale was denoted by the numerical coding number. The data has been investigated to find the correlation between self-esteem, cosmetic advertisements, and consumer purchasing behavior. The Statistical Package for Social Science (SPSS) software has been used for data interpretation and analysis.

The constructs measured to see self-esteem, buying behavior, and beauty advertisement are based on previous studies. The questionnaire model and theme were derived from the early study by Kwan, Ahmad, and Ahmad (2016). Further, the format and words have been rephrased with minor changes to modify them for customers buying cosmetic products. Items of one variable cosmetic advertisement are derived from previous studies. Therefore, various items have been taken from different studies, such as from Britton (2012), Davies (2016), and Merritt (2012), to analyze the cosmetic advertisements variable. These authors were cited in Kwan, Ahmad, and Ahmad's (2016) research study.

The reliability coefficient of this set of questions to evaluate a cosmetic promotion is analyzed in SPSS. Items of the following variable, self-esteem, are derived from some items such as from Merritt (2012) and Gorman (2015) to explore young women's self-esteem condition. Merritt (2012); Gorman (2015) as cited from Kwan, Ahmad, and Ahmad (2016). Like the item "I am confident about my physical appearance" and "I am confident about my body image." The reliability coefficient of this set of questions to measure self-esteem is analyzed in SPSS. For Buying Behavior variable to investigate, the items have been extracted from Ampofo (2014) and Gupta and Jain (2017), which was also cited in Kwan, Ahmad, and Ahmad (2016). Items for buying behavior taught in this study are "Print advertisements create awareness of a new cosmetic product" and "Print advertisements inform me of the features and benefits of a new cosmetic product." The reliability coefficient of these questions to assess buying behavior is analyzed in SPSS.

## Results and Discussion

**Table 1**  
**Reliability Analysis**

Variables	Cronbach's Alpha	Number of Items
Beauty Advertisement	0.487	8
Self-Esteem	0.696	8
Buying Behavior	0.743	8

Table 1 presents the substantial value for Cronbach's Alpha of Beauty Advertisements is 0.487; Self Esteem is 0.696, for instance, approximately 0.7, and Buying Behavior is 0.743. Therefore, it shows that the actual test results of self-esteem and buying behavior are considered upright, which means having strong reliability. However, the independent variable, beauty advertisements, shows weak reliability.

**Table 2**  
**Pearson's Product Moment Correlations Test**

		Self Esteem	Buying Behavior	Beauty Advertisement
Self Esteem	Pearson Correlation	1	.411**	.205**
	Sig. (2-tailed)		.000	.003
	N	210	210	210
Buying Behavior	Pearson Correlation	.411**	1	.398**
	Sig. (2-tailed)	.000		.000

	N	210	210	210
Beauty Advertisement	Pearson Correlation	.205**	.398**	1
	Sig. (2-tailed)	.003	.000	
	N	210	210	210

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 2 above revealed a moderate optimistic connection between the beauty advertisement and purchasing behavior as the correlation coefficient result (r) is 0.398. Similarly, the finding showed a positive relationship between self-esteem and buying behavior with a correlation coefficient of (r) = 0.411. In contrast, Beauty Advertisements and self Esteem have a positive but fragile relationship; for instance, r = 0.205. The finding illustrates that Beauty Advertisements have a constructive relationship but not a strong association with the buying behaviors of females in the existence of self-esteem.

**Table 3**  
**Descriptive Statistics**

		Self Esteem	Buy Behavior	Beauty Advertisements
N	Valid	210	210	210
	Missing	0	0	0
Std. Deviation		5.65874	6.01725	5.00511
Variance		32.021	36.207	25.051
Skewness		.129	-.486	-.530
Std. Error of Skewness		.168	.168	.168
Kurtosis		-.505	.256	-.511
Std. Error of Kurtosis		.334	.334	.334

In the initial stage, descriptive statistics have been conducted in table 3 to examine the correlations between the research’s variables. Kurtosis and Skewness scores were utilized to investigate the normality assumption, and these values between 1 and -1 are considered acceptable for regularity. Values of beauty advertisements vary from -.486 to .256; values of self-esteem vary from -.505 to .129, and values of Buying behavior vary from -.51 to -.53. The results demonstrate that all variables had normal distribution relatively.

**Table 4**  
**Unstandardized Coefficients for the Mediation Model**

Antecedent	Consequent				
	M1 (Self-esteem)				
	Beta	Coeff.	SE	t	p
X ( Beauty Advertisement)	.39	.1817	.0600	3.0275	.0000
Constant		20.477	1.6271	12.5854	.0000
R <sup>2</sup> =.422					
F=9.1660;p<.001					
	Y (Buying behavior)				
X(Beauty Advertisement )	.34	.3651	.0645	5.6626	.0001
M (Self Esteem )	.32	.3651	.0729	5.3992	.0000
Constant		7.4227	2.2701	3.2698	.0000
R <sup>2</sup> =.2712					
F= 38.51;p<.001					
The indirect effect of Beauty advertisements on buying behavior					
	Effect	SE	Boot LLCI	Boot ULCI	
Beauty Advertisement > Self-esteem > Buying behavior	.0715	.0249	.0253	.1241	

Note. Coeff = unstandardized coefficient. SE = standard error. X = independent variable; Y = dependent variables. M = mediator variables; several bootstrap samples for percentile bootstrap confidence intervals: 5,000. Two mediation analyses have been applied to investigate indirect and direct associations among all variables, including analyzing the mediating role of self-esteem in the relationship between buying behavior and beauty advertisements. Therefore, this result revealed that beauty advertisements have a significant and positive predictor of self-esteem among females ( $\beta = .39, p < .001$ ) and accounted for 42% of the variance in this variable. Self-esteem partially mediated the association between beauty advertisements and buying behavior ( $\beta = .34, p < .001$ ).

Together, beauty advertisements and self-esteem resulted in 27% variance in women's buying behavior. Self-esteem has reduced the adverse effect of beauty advertisements on purchasing behavior. These findings demonstrate that beauty advertisement is a significant explainer of self-esteem and buying behavior. Also, Self-esteem is essential in promoting women's purchasing behavior in beauty commercials. However, Self-esteem mitigates the adverse influence of beauty advertisements on purchasing behavior. The previous study's literature also showed relevant results near the current findings. Therefore, due to the complex behavior of human beings, their behavior and state of mind cannot be measured easily. In addition, in this context, various factors can assume a person's behavior with the help of the product's availability, affordability capacity, and other services also play a significant role. The most critical stimulus, which sometimes plays a decisive role, are those factors such as social, cultural, and individual psychological inclines in the customers' buying behavior.

## **Conclusion**

The cosmetic industry is increasing and introducing new trends and techniques to the young female sections of society. The inferences determine that lifestyle, social beliefs, self-esteem, branded products, errands, and self-image critically determine the man's attitude toward cosmetic products. Likewise, the consequences recommend that men's cosmetic buying behavior is strongly associated with lifestyle and self-image. So significant relationships between all variables are arises as well as in general lifestyle. Therefore, in this study, the analysis revealed the relations between the variables that, collectively, beauty advertisements and self-esteem accounted for 27% of the variance in buying behavior of women. However, Self-esteem moderated the negative effect of beauty advertisements on purchasing behavior. The findings demonstrate that beauty advertisement plays a significant role as an interpreter of self-esteem and buying behavior. Therefore, Self-esteem is thus essential in promoting women's purchasing behavior in beauty advertisements. Hence, the beauty industry and its marketing methods must match society's genuine demands and fairness in their product to avoid harming individual self-esteem.



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