

Impact of Design Characteristic of Beauty Product Advertisement on Instagram on Indian Urban Youth

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Abstract— This article examines the impact of beauty product advertisement design features on Instagram on Indian urban youth. Quantitative research methods will be used to collect data using closed question survey methods. This study was conducted to understand how design features in beauty product advertisements influence the behavior of young urban consumers in India. This study focuses on Instagram as an advertising platform and aims to understand the impact of design features.

Based on a quantitative survey analysis, this study examines the effectiveness of distinctive beauty product designs in attracting attention, influencing behavior, and persuading urban Indian youth to be gender-affirming. Emotional response Ultimately, this research will help advertisers create effective Instagram ads based on the preferences and behaviors of urban Indian youth.

Index term—Design characteristics, Beauty product, Advertisement, urban youth, Instagram

I. INTRODUCTION

“The Indian advertising industry is growing at a rapid pace and the same trend is projected for the near future.” (gupta, 2020). Today there is mass production in the market and advertising is used as a promotional tool to sell these products. Different types of media are used to advertise products to a large number of people. The rise of social media platforms like Instagram has revolutionized advertising, allowing brands to directly reach their target audience on Instagram, especially the urban youth of India. Therefore, Instagram is one of the great sources for promoting your products through social networks. In today's world, advertising is confusing. As an advertising tool, advertising should influence consumer behavior and perception. One of the main factors influencing consumer behavior is good design features such as images, typography, colors, composition, and layout. Through an in-depth examination of various design features, we demonstrate their impact on consumer behavior. By

analyzing the relationship between consumer behavior and design among urban youth in India. This study examines how design features contribute to the effectiveness of beauty product advertisements in terms of capturing consumer attention and eliciting responses. This study investigates the influence of persuasion on urban youth by analyzing images, typography, color scheme, composition, layout, and other designs applied in beauty product advertisements that evoke certain emotions and moods. This study also emphasizes the importance of Instagram in influencing advertising strategies. Instagram also provides advertisers with visual display of products and interaction with consumers. This study bridges the gap between design theory and its meaning in beauty product advertising. This study provides data for advertisers who want to understand the attributes and design priorities when creating ads for beauty products.

A. Aim

The aim is to understand how design features in beauty product advertisements influence the behavior of young urban Indian consumers.

B. Objective

1. The first objective is to investigate how design features influence the purchasing behavior of urban youth in India.
2. The purpose is to determine the effectiveness of design features in advertising beauty products.
3. This study examines how design features applied in beauty product advertisements evoke emotional responses.
4. Finally, the research paper provides information based on data collected from Indian youth using survey questionnaires that can help advertisers provide useful insights.

II. LITERATURE REVIEW

“visual design plays a significant role to allow attractiveness and distinction in the ads”(E Negm, 2015)

“Emotional advertising has been shown to affect customers’ reactions to advertisements, to enhance their attention and to affect brand attitudes.”(TK Panda, 2013)

“Advertisement have a great impact on buying behavior of women”(Khattri, 2019)

“Online advertisements have created a great impact among the common people and their purchasing habits with the substantial rise of internet usage.” (Sultana, 2021)

III. RESEARCH GAP

Although there is a large body of literature available, there are still research gaps and areas with gaps need further investigation.

1. A fundamental research gap is that there is limited research on how the media elements of Instagram ads influence consumer behavior toward beauty products among urban youth in India. How it affects the consumer behavior of urban youth in India. Analysis of this research gap provides valuable information on social media advertising and its impact on urban youth in India.
2. Another research gap is that although there are various studies on the effect of beauty product advertisements on consumers, there is limited research on the effect of beauty product advertisement design features on consumers.
3. One major gap in research is audience base, with little research on urban Indian youth and their views on beauty product advertising. This study helps to understand the factors that influence the preferences, perceptions, and shopping behavior of urban youth in India.

IV. RESEARCH QUESTIONS

This study helps to understand the factors affecting consumption behavior of urban youth in India.

1. The main question is to understand the impact of design features on purchasing decisions of urban youth in India. Analyze which design features, such as image, color, typography, composition, and layout, influence consumer buying behavior.
2. Another important research question is to consider the most effective design features to capture the attention and interest of urban Indian youth.
3. In addition, the third research question was to determine how the distinctive design of beauty product advertisements evokes emotional responses among Indian youth.
4. The fourth research question is whether design features contribute to brand recall among urban youth in India.

Finally, these research questions shed light on how design features influence the consumer behavior of urban youth in India.

V. RESEARCH HYPOTHESIS

The main research hypotheses are:

1. Urban Indian youth are more inclined to buy beauty products when they see advertisements with attractive visual designs.
2. Beauty product advertisements that effectively use designs based on the taste of urban youth in India attract attention.
3. Urban Indian youth exposed to advertisements for well-designed beauty products have stronger emotional responses than general advertisements.

VI. METHODOLOGY

This study was conducted among urban Indian youth aged 15 to 29 years. A quantitative method was used to understand the impact of beauty product design features on urban youth in India. A survey questionnaire was used to collect the answers of 84 respondents and the data were used in the research.

VII. DATA ANALYSIS

Age	On a scale, how much attention do you pay to a beauty product advertisement shown	How likely are you to consider purchasing a beauty product after seeing an advertisement on Instagram with visually	When exposed to beauty product advertisement with visually appealing design characteristics, how likely do	stronger emotional responses, when exposed to beauty product advertisement with visually appealing design characteristic	Do you trust a beauty product advertised with visually appealing design characteristics on Instagram?	How do you feel towards beauty product advertisement with user centric colours and dynamic composition ?	How likely you recommend a visually appealing design characteristic beauty product advertised on	Grand Total
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	on Instagram.	appealing design characteristic.	you feel to learn more about the product?	compared to generic design.			Instagram to your friends and family?	
15 - 18	9.52%	9.52%	9.52%	9.52%	9.52%	9.52%	9.52%	10.71%
19 - 25	35.72%	35.72%	49.99%	46.43%	50%	50.00%	45.24%	65.48%
26 - 29	14%	13%	21%	21%	19%	23%	21%	23.81%
	Likely							
	Unlikely							

Age	When exposed to a beauty product advertisement, which design elements do you find most attractive? Chose the correct option.	Do you feel it is easy to recall beauty product advertisement with visually appealing design characteristics?	Which of the following medium you would prefer to promote beauty product advertisements shown on Instagram as a consumer?	Which kind of beauty product advertisement do you believe are more effective in gaining attention and interest?	Grand Total
15 - 18	4.76% Use of celebrity image	10.71% yes	5.95% Like	9.52% Advertisement with use of user centric colours, images & language.	10.71%
19 - 25	29.76% Visual imagery	54.76% yes	28.57% Like	63.10% Advertisement with use of user centric colours, images & language.	65.48%
26 - 29	8.33% Composition and layout	21.43% yes	14.29% Like	21.43% Advertisement with use of user centric colours, images & language.	23.81%

- Analysis based on the attention of the audience to the ads of beauty products displayed on Instagram. This scale ranges from 1 to 5, where 1 is very unlikely and 5 is very likely.
 - Age group analysis:
 - The age group of 15 to 18 years shows ranks 4 and 5.
 - Ranks 19–25 represent the highest interest, 4 or 5, with most responses indicating likely and very likely.
 - The age group of 26 to 29 years shows a similar trend with other two age groups, which indicates a high level of attention.
 - The conclusion is:
 - The general trend is increasing levels of vigilance, with the 26-29 age group showing higher levels of vigilance than younger age groups. Knowing the attention span of different age groups allows advertisers to tailor their ads to different age groups.
- Analyze which design elements of beauty product advertisements appeal most to different age groups. Design elements include color, composition and layout, use of celebrity images, use of typography and visual imagery.
 - Age group analysis:
 - The 19-25 age group responds to all design elements but responds less to typography and celebrity images compared to other elements.

- Visuals are the most attractive design element of all.
- The age group of 26 to 29 years also prefers visual images as the most attractive design element.
 - 15-18 years prefers using images of famous people.
- The conclusion is:
 - The general preference of all age groups is the use of visual imagery, which is the most attractive design element in advertising beauty products.
- Analysis of purchase behavior based on the observation of attractive visual designs of beauty product ads on Instagram by different age groups.
 - Age group analysis:
 - The age group of 19-25 years shows that people's buying behavior depends more on the attractive design features of beauty product ads on Instagram.
 - The responses of the age group of 15-18 years show that their purchasing behavior is highly dependent on the visually appealing designs shown in beauty product advertisements.
 - The age group shows similar trends to 26–29-year-old age group showing that their purchasing behavior is influenced by visually attractive design features.
 - The conclusion is:

- (a) This analysis shows that visually attractive design features in beauty product advertisements on Instagram play a very important role in the purchasing behavior of Indian youth across all age groups. Understanding its importance will help advertisers apply it effectively.
4. Analysis of the ability of three age groups to recall advertisements of beauty products with attractive visual design features.
 - Age group analysis:
 - (a) The age group of 19 to 25 years has the highest number of "yes" answers. Visually appealing designs in beauty product advertisements have been found to help people remember beauty products.
 - (b) 18-15 and 29-26 age groups showed similar results to the 25-19 age group, indicating that attractive visual designs help them remember advertisements easily.
 - In conclusion is:
 - (a) Responses from all age groups indicate that beauty products with visually appealing design features are likely to be recalled. It strengthens the power of memory to remember products.
5. Across age groups, data shows how people react to visually appealing ads for beauty products—how likely they are to want to know more about the product.
 - Age group analysis:
 - (a) 19- to 25-year-olds indicate that they are more likely to learn more about a beauty product when they see a visually appealing ad for that product.
 - (b) The 15-18 and 26-29 age groups are similar and most likely to learn about beauty products when exposed to an Instagram.
 - In conclusion is:
 - (a) The analysis shows that visually appealing design features in beauty product advertisements influence people of all ages to learn more about the product.
6. Data analysis shows how many people responded emotionally when seeing an ad for a beauty product with visually appealing design features compared to a generic design.
 - Age base analysis:
 - (a) The age group of 15 to 18 years have the most intense and very intense emotional reactions to beauty product advertisements.
 - (b) 19- to 25-year-olds are more likely to respond with stronger emotions when viewing for attractive ads of beauty products.
 - (c) The age group of 26-29 years old is like the age group of 19-25 years old, both of which have stronger emotional reactions when seeing advertisements for beauty products with attractive visual designs.
 - In conclusion is:
 - (a) Emotional reactions are strongly influenced by the design of beauty products. Visually appealing design of beauty product advertisements has a strong emotional impact.
7. Analyzing the trust level of visually attractive advertisements of beauty products on Instagram among all age groups.
 - Age basis analysis:
 - (a) 15–18-year-olds are more likely to trust beauty products that are advertised on Instagram in terms of attractive appearance.
 - (b) The level of trust in the age group of 19-25 years places less importance on visually attractive design features in beauty products.
 - (c) 26–29-year-olds are more likely to trust beauty products with visually appealing designs advertised on Instagram
 - In conclusion:
 - (a) Exposure to visually appealing designs of beauty products advertised on Instagram may increase trust levels.
8. Data analysis of the reaction of all age groups to beauty ads with user-centered colors and dynamic composition.
 - Age base analysis:
 - (a) 19–25-year-olds express positive feelings towards advertisements that use user-centered designs and color schemes.
 - (b) 5-18 and 26-29 age groups have similar reactions and express positive feelings towards advertisements with user-oriented designs and color designs.
 - In conclusion:
 - (a) It shows that people in all age groups feel better about ads with user-centered colors and dynamic composition.
9. Analysis of preferred media to promote beauty product ads displayed on Instagram.
 - Age base analysis:

- (a) Age group 15-18 years like and like to promote products.
 - (b) 19–25-year-olds are most likely to like and promote products and sharing is the second most recommended advertising medium after liking.
 - (c) The age group of 26 to 29 years is like the age group of 18 to 25 years and desirability is the best medium for advertising.
 - In conclusion:
 - (a) According to the analysis, desirability is the most preferred medium of advertising. Shares are the second most recommended advertising media after likes.
10. Analysis of data on the effectiveness of attracting attention for all age groups.
- Age base analysis:
 - (a) The 15-18 age group prefers advertisements that use user-oriented colors, images, and language to be more effective in grabbing their attention.
 - (b) Age groups of 19-25 and 26-29 years also believe that advertisements that use colors, images and user-oriented language are more effective in attracting their attention.
 - In conclusion:
 - (a) Compared to advertisements with vague designs, advertisements with user-oriented designs are preferable in attracting the attention of the entire age group of the society. It helps advertisers to design ads that attract users' attention.
11. Data analysis on the likelihood of recommending visually attractive beauty products to others.
- Age base analysis:
 - (a) 15–18-year-olds are most likely to recommend it to friends and family.
 - (b) 19–25-year-olds most recommend beauty products with visually appealing design features.
 - (c) The age group of 26 to 29 years is like the age group of 15 to 18 years and is more recommended.
 - In conclusion:
 - (a) We found that people are more likely to recommend visually appealing design features to friends and family.

VIII. CONCLUSION

In conclusion, this study revealed the relationship between design features of beauty product advertisements and their impact on young consumers in India. Through quantitative analysis of survey data, we found that design elements such as visual images, composition, and layout play an important role in shaping consumers' perceptions, attitudes, and purchase intentions toward promotional products. These findings highlight the importance of attracting young people to India's highly competitive beauty industry. By providing empirical insights, this study provides valuable guidance for marketers and advertisers to effectively target young Indian consumers and optimize advertising strategies that resonate with them.

IX. REFERENCE

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X. APPENDIX-1

Survey questionnaire

Hi, I'm Priyanka Jana, first year postgraduate student at Pearl Academy, Delhi, studying Communication Design and Technology. I'm conducting a research survey on "the impact of beauty product advertisements on Indian urban youth". If you're between the age group of 15 to 29 year old, I'd greatly appreciate your participation. Your responses will be confidential. This survey will only take about 4 minutes. Thank you for your valuable time!

priyankajana1103@gmail.com [Switch accounts](#)

Not shared

* Indicates required question

Age *

- 15 - 18
- 19 - 25
- 26 - 29

Gender *

- Female
- Male
- Others

Occupation *

- Students
- Salaried
- Business
- Professional
- House women

How many times do you spend on a beauty products in a year? *

- Once
- Twice
- Thrice
- quadruple
- Or more than quadruple

How much do you spend on beauty product? *

- Less than Rs.1000
- Rs 1000 - Rs 3000
- Rs 3000 - Rs 5000
- Above Rs 5000

Do you use Instagram? *

- yes
- No

How likely you come across with a beauty product advertisement on Instagram. *

- Rarely
- Occasionally
- Frequently
- Very Frequently

On a scale, how much attention do you pay to a beauty product advertisement shown on Instagram. *

- very unlikely 1 2 3 4 5 very likely

When exposed to a beauty product advertisement, which design elements do you find most attractive? Chose the correct option. *

- Colors
- Visual imagery
- Use of Typography
- Composition and layout
- Use of celebrity image

How likely are you to consider purchasing a beauty product after seeing an advertisement on Instagram with visually appealing design characteristic. *

- Very unlikely 1 2 3 4 5 Very likely

Do you feel it is easy to recall beauty product advertisement with visually appealing design characteristics? *

- Yes
- No

When exposed to beauty product advertisement with visually appealing design characteristics, how likely do you feel to learn more about the product? *

- Very unlikely 1 2 3 4 5 Very likely

How stronger are your emotional responses, when exposed to beauty product advertisement with visually appealing design characteristic compared to generic design. *

- Very weaker 1 2 3 4 5 Very stronger

Do you trust a beauty product advertised with visually appealing design characteristics on Instagram? *

- very unlikely 1 2 3 4 5 very likely

How do you feel towards beauty product advertisement with user centric colours and dynamic composition? *

- Very negative 1 2 3 4 5 Very positive

Which of the following medium you would prefer to promote beauty product advertisements shown on Instagram as a consumer? *

- Like
- Comment
- Share

Which kind of beauty product advertisement do you believe are more effective in gaining attention and interest? *

- Advertisement with use of user centric colors, images & language.
- Advertisement with vague design elements which is not user centric.

How likely you recommend a visually appealing design characteristic beauty product advertised on Instagram to your friends and family? *

- very unlikely 1 2 3 4 5 very likely