

Chapter 36

Facebook Advertising as a Marketing Tool: Examining the Influence on Female Cosmetic Purchasing Behaviour

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ABSTRACT

Social media platforms are widely used these days for the advertising and marketing of products. Facebook is considered one of the main social media platforms used by users these days. Currently, there are limited studies investigating the use of Facebook as an advertising communication platform, especially for the purchase of cosmetic products. This study targeted female consumers to ascertain to what extent Facebook advertising influenced their cosmetic buying behaviour through using a set of factors that were selected, namely, advertisement quality, advertisement design, message strength, advertisement repetitiveness, and message content. Smart PLS was used to assess the study model and to test the study's hypotheses. The study found that the main factors affecting consumer behaviour were advertisement quality and advertisement repetitiveness. The paper discusses the study's findings by presenting a set of implications and making recommendations.

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1. INTRODUCTION

Advertising is known to be one of the major marketing tools because of its significant impact on consumer mindset and behaviour (Al-Dmour & Al-Shraideh, 2008; Alshurideh et al., 2020). Nowadays, the majority of business organizations are using digital marketing sites and social marketing platforms to advertise their products and services (Al Dmour et al., 2014; Alshurideh et al., 2019; Kumar & Singh, 2020). Facebook as a social media site is considered one of the more popular social media platforms used actively by consumers, especially the younger generation (Simoncic et al., 2014; Tufekci, 2012). A study by Niazi et al. (2012) found that consumer behaviour analysis is helpful for advertisers to understand the purchasing trends of consumers in response to different advertising situations.

Scholars such as Ayanwale et al. (2005) and Adelaar et al. (2003) have highlighted that the major aim of any advertiser is to reach potential customers and create an impact on their buying behaviour. To influence consumer behaviour requires focusing on what message is delivered to customers' minds and how that message is delivered. However, as a result of vastly growing markets, Niazi et al. (2012) identify that it is becoming increasingly difficult for companies to differentiate their products or services based on functional attributes such as benefits and performances. Even if a company manages to differentiate, this never lasts long as competitors are able to copy their opposition's products so reducing the differentiation margins. However, the use of Facebook as a communication tool means that cosmetics brands can access consumers on social media, which adds a competitive advantage for these organisations. However, although Facebook is a well-known social media platform, it is currently not used actively to promote fashion brands (Navarro-Beltrá et al., 2020).

As a result, targeting customers through social media platforms has become a trend these days to increase online and mobile shopping. Eventually, online shopping will also become the main source of buying, especially during times of natural crisis, for example, pandemics or flooding. These events often force customers to change their buying behaviour to purchase online rather than visiting stores. Online or eshopping, according to The Portal of Statistics (2018) in the USA, generated about 17.3 billion US dollars using mail order to household sales in 2013. Also, Clement (2020) declared that USA online physical goods sales amounted to more than \$365 billion and was expected to exceed \$600 billion in 2024.

In addition, cosmetic sales are expected to continue to grow in both the USA and in other global markets. The USA market is considered the most valuable personal care and beauty market globally with cosmetic sales revenue estimated to reach approximately 84 billion US dollars in revenue in 2016 (The Statistics Portal, 2018). A large number of consumers, especially the younger generation, are starting to rely on social media sites as a marketing platform to search, evaluate and buy a large variety of products including cosmetic products. For example, it was estimated that social media users spend on average about 257 minutes a month interacting with social media content (Aguilar, 2015). Accordingly, the market value of these social windows have increased greatly, for example, Aguilar (2015) claimed that Instagram is worth more about \$37 billion.

With social media attracting a generation of users actively using this platform to enhance how they feel about themselves and to achieve social and economic goals (Chave, 2017), their consumer responses needs to be investigated. This study sheds more light on a set of Facebook advertisement dimensions that influence cosmetics buying. These dimensions are advertisement quality, advertisement design, advertisement message strength, advertisement repetitiveness and whether the advertisement meets consumer needs.

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