

Global Scientific and Academic Research Journal of Economics, Business and Management
ISSN: 2583-5645 (Online)
Frequency: Monthly
Published By GSAR Publishers
Journal Homepage Link- https://gsarpublishers.com/journals-gsarjebm-home/

Effect of Multichannel Media Exposure on Cosmetics Purchase Intentions of Beauty and Cosmetics Products: A case of GNICE Solutions Company in Nyamagana District, Mwanza, Tanzania

By

Manangwa Lilian Louis[1], Dr. Sr. Deusdedita Lutego[2], Dr Sylvester Jotta[3]

[2]Main Supervisor
[3]Co-Supervisor
[1,2,3]St. Augustine University of Tanzania

Article History

Received: 15/10/2026
Accepted: 23/10/2026
Published: 27/10/2026

Vol –5 Issue – 10

PP: -71-79

Abstract

This study examined the effect of multichannel media exposure on the purchase intentions of cosmetic products among customers of GNICE Solution in Mwanza, Tanzania. Specifically, the study assessed the effect of social media marketing, and determined the effect of television and radio advertisements on customers' purchase intentions toward GNICE cosmetic products. The study was guided by the Theory of Planned Behaviour (TPB)The study adopted a positivist research philosophy and employed a quantitative research approach using a descriptive research design. The study was conducted in Mwanza City, targeting women aged 18 years and above in Nyamagana District. A sample size of 384 respondents was determined using the Krejcie and Morgan (1970) table, and respondents were selected using stratified and simple random sampling techniques. Data were collected using a structured questionnaire, while data analysis involved descriptive statistics, correlation analysis, and multiple regression analysis using Statistical Package for Social Sciences (SPSS). The findings revealed that social media marketing had a positive and statistically significant effect on customers' purchase intentions ($\beta = 0.297$, $p<0.001$), indicating that increased exposure to social media marketing activities enhances consumers' willingness to purchase GNICE cosmetic products. Outdoor advertising exhibited a positive but statistically insignificant effect on purchase intentions ($\beta = 0.078$, $p = 0.080$), suggesting that although outdoor advertising contributes to product awareness and attention, its independent influence on purchase decisions is limited. Furthermore, television and radio advertisements demonstrated the strongest positive and statistically significant effect on purchase intentions ($\beta = 0.568$, $p<0.001$), making them the most influential advertising channels among those examined in the study. The study concludes that multichannel media exposure significantly influences consumers' purchase intentions, with television and radio advertising and social media marketing exerting the greatest effects. The study recommends that GNICE Solution strengthen its investment in social media and traditional media advertising while integrating outdoor advertising as a complementary promotional strategy to enhance customer awareness, engagement, and purchase intentions.

Key words: *Multichannel Media Exposure; Social Media Marketing; Television and Radio Advertising; Outdoor Advertising; Purchase Intention; Cosmetic Products*

Introduction

1.1 Background to the study

The cosmetics industry is one of the fastest-growing sectors globally driven by increasing consumer awareness and demand for personal care products.(Mahalakshmi et al., 2025). Cosmetics are no longer considered luxury items, but are now considered as a necessity for self expression, self-confidence and psychological well-being (Goveas et al., 2025). The cosmetics and beauty sector has undergone a

*Corresponding Author: **Alfredo.**

© Copyright 2026 GSAR Publishers All Rights Reserved

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

profound change worldwide, with the swift development of communication technologies and the new multi-channel marketing strategies. The multichannel media exposure phenomenon has become a key element in the way cosmetic companies build brand awareness, interact with customers and trigger purchase intentions. The global beauty and personal care market is expected to grow further until 2028, driven in part by the "Lipstick Effect" theory, which suggests that people will still purchase inexpensive beauty products during economic downturns. Digital technologies have revolutionized the way consumers are accessing information and engaging with cosmetic brands. Instagram, Facebook, TikTok and YouTube have become effective marketing tools for the cosmetics sector, especially for younger consumers and women (Akhila &Mahadev, 2024). Meanwhile, traditional media outlets like TV, radio, newspapers and outdoor advertising remain vital to communicating with larger audiences and strengthening brand recognition. The African market for beauty products has considerable growth potential with consumer purchase decisions being influenced by brand consciousness and distinctiveness, (Jaravaza *et al.*,2024). African consumers are becoming more sophisticated and increasingly expect cosmetic products to be in line with their local beauty standards, skin tones and cultural identities. Multiple media channels can reinforce consumers' attitudes towards products by delivering product information, emotional appeals, and social validation over and over. Consumers' purchase intentions for cosmetics and personal care products can be influenced by engagement of social media platforms and other social factors(Asitilea & Katrodia, 2025). As a result, companies are increasingly turning to multichannel media strategies to develop more effective customer engagement and boost the chances of conversion to purchase. In Tanzania, the use of cosmetic products has become common, especially among women , who use skincare, haircare, and beauty enhancement products regularly (Kureh et al., 2020). With the rise of smartphone adoption and low-cost internet connectivity, consumers are more likely to be exposed to digital media platforms, which present new opportunities for cosmetic companies to reach consumers online. Meanwhile, traditional media like radio, television and outdoor advertising are still effective, particularly in reaching a wider audience. This has resulted in a very dynamic and competitive marketing landscape in which companies need to carefully mix several media to effectively impact consumer buying decisions. The city of Mwanza is a special place to study the influence of multichannel media exposure on the intention to buy cosmetics. Mwanza is one of the most rapidly urbanizing commercial center's in Tanzania, and is a mix of modern consumerism and traditional cultural influences. Cosmetic marketing messages are received by consumers in Mwanza via different channels such as social media platforms, television advertisements, radio, outdoor billboards and interpersonal communication. One of these local companies is GNICE Solutions, a company that works in this very competitive cosmetic sector. To stay competitive, GNICE Solutions is turning to multichannel media strategies that include social media marketing, WhatsApp Business communication, outdoor advertising, and local radio and television promotions to draw in and keep customers. The use of several communication media shows the trend of multichannel media exposure in consumer awareness and consumer buying behavior. But, with greater exposure to ads in multiple media, there is still a lack of clarity about how much exposure is correlated with actual purchase intent among consumers.

1.2 Statement of problem

The findings from empirical studies suggest that social media engagement, the credibility of influencers, and targeted online campaigns play a crucial role in shaping consumer purchasing decisions in the cosmetics sector (Elangovan, 2025; Achi et al., 2025; Motara, 2022). Likewise, traditional marketing methods like television and outdoor advertising have been proven to boost brand awareness and influence consumer decisions (Mwaifuge et al., 2025; Madlenak et al., 2023; Kannapiran & Megala, 2021). A well-coordinated multichannel strategy should ideally increase exposure, generate positive attitudes and lead to increased purchase intent among target consumers. Although many cosmetic brands in Tanzania, such as GNICE Solutions, have invested heavily in marketing, they still struggle to convert high exposure across various media to a consistent purchase intention among consumers, especially women in Mwanza. The existing literature has mainly investigated marketing communication channels individually or investigated general consumer behaviour, but less attention has been paid to the combined influence of specific media channels like social media, outdoor advertising and television/radio on purchase intentions in the cosmetics industry. This creates a gap in understanding the relative contribution of each channel to consumer decision making, both contextually and empirically. Hence, this study focused on the impact of social media marketing, and TV and radio advertising on purchase intention of cosmetic products among GNICE Solutions customers in Mwanza.

1.3 General objective

To examine The Effect of Multichannel Media Exposure on Cosmetics Purchase Intentions of Beauty and Cosmetics Products among GNICE Solutions Customers

1.4 Specific objective

i. To assess the effect of social media marketing on the purchase intentions of cosmetics products among GNICE Solutions Customers.
ii. To determine the effect of TV and Radio advertisements on the purchase intentions of cosmetics products among GNICE Solutions Customers.

1.5 Research Questions

i. What is the effect of social media marketing on the purchase intentions of cosmetics products among GNICE Solutions Customers?
ii. What is the effect of TV and Radio advertisements on the purchase intentions of cosmetics products among GNICE Solutions Customers?

*Corresponding Author: **Alfredo.**
© Copyright 2026 GSAR Publishers All Rights Reserved

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

2.0 LITERATURE REVIEW

2.1 Theoretical Literature Review

Theory of Planned Behavior (TPB) has been developed by Icek Ajzen in 1991. Suggesting three factors influencing behavioral intention: attitude toward the behavior, subjective norm, and perceived behavioral control. The theory assumes predictability of behavior through intentions and that the actors are rational, who analyze information in order to act. Hence, the behavioral intentions are affected by how an individual feels about the behavior (attitude), social pressure by people around (subjective norms), and how easy it is to perform the behavior (perceived behavioral control) (Ma'ruf & Salamah, 2023). The theory has a well-structured and organized framework, which connects intention and behavior with the factors of social influence and self-efficacy. It describes the connection between the influence of outside stimuli, such as media, on one's internal psychological state. The theory of planned behavior is extensively used in consumer behavior research. The theory is based on assumptions of rational decision making, which might fail to take into account spontaneous, habitual, or even emotional actions. Another disadvantage is that the model takes intentions rather than actions as the starting point, which might not always correspond to reality. Finally, there is a requirement of precise measurement of perception. TPB is a framework that has been used in several studies focusing on consumer behavior. For instance, Pujiastuti et al. (2022) studied the impact of attitudes based on media exposure on purchase decision. Additionally, Gonçalves et al. (2022) analyzed the impact of subjective norms on consumer behavior through social media. Furthermore, Ma'ruf and Salamah (2023) pointed out the significance of perceived behavioral control in response to advertisements, and Achi et al. (2025) showed how peer recommendations and social media influencers were the basis for subjective norms.

2.2 Empirical Literature Review

Effect of Social Media Marketing on the Purchase Intentions of Cosmetics Products

Elangavan(2025) studied on the topic "Social Media influence on purchase intentions towards cosmetic products in India" using a quantitative research design in the context of India. Structured questionnaires were used to collect data from 120 respondents in the major cities of India. The results revealed that consumers' intent to buy cosmetics is significantly affected by the credibility, social media engagement and perceived quality of the products of influential people. This research is very useful for understanding the impact of social media on customers' buying behaviour but has been taken from the general Indian market. Research reveals a lack of information on the exact behaviour or interactions with these social media marketing factors of customers who purchase from GNICE Solutions as their company might have their own specific marketing strategy, as well as customers' demographics. Achi, Obasi and Arum (2025) in the study of effects of Social Media on Purchase Intentions for Cosmetic Products among Nigerian Undergraduate Students, adopted the descriptive research design in Nigeria to gather data from 400 undergraduate students of the University of Nigeria, Enugu Campus, through the use of structured questionnaire. The study explored the influence on measurements of purchase intentions of three popular social media such as Facebook, YouTube and Tik Tok. The results confirmed that all three platforms had a great impact on the intention to buy cosmetics among young consumers, so it is concluded that active social media contributes greatly to the decision to buy cosmetics among young consumers. Although these are significant contributions, the study only examines Nigerian undergraduate students, failing to address how social media marketing has impacted purchase intention among GNICE Solutions's customers who may have different demographic profile, brand loyalty and patterns of interactions on social media platforms compared to a university-based population.

Effect of TV and Radio Advertisements on the Purchase Intentions of Cosmetics Products

Studies by Mwaifuge, Komba and Mbogo (2025) in Dar es Salaam, Tanzania found the influence of private television advertisement on the buying behavior of consumers taking as case study, Azam TV subscribers revealed that television advertisement influences the buying behavior of the consumer. Data gathering techniques used were a mixed method under the guidance of Advertisement Theory, questionnaires and interview. Descriptive and inferential statistics were used for quantitative data analysis techniques, and thematic analysis for qualitative data analysis techniques. The study revealed that the positive effects of TV advertisements on brand awareness, brand image, and how the consumers come to purchase products were found, and these sites had reinforcing effects with repeated exposure, such as the feelings of interest and trust towards a product advertised through TV. Nirmala and Panchanatham's research (2019) Television Advertising and Buying Behaviour of Women Consumers Towards Cosmetic Products in Puducherry, India examines the effects of television advertising on women's buying behavior for cosmetics. The study utilized secondary data to gather responses of 80 women using a structured questionnaires. Correlation, independent samples t-test and ANOVA in SPSS were used to analyze the data. The study finds that there is a strong linkage between television advertising and women's purchasing behavior, factors like culture, subculture, attitude and beliefs, learning and social class also influence in the decision of what women buy or purchase. The study also revealed that there are age differences in advertising responses, and no family type differences. Despite contributing to the research on TV advertising in Indian cosmetics landscape, the study has not explored the impact of social media and internet marketing, which offers scope for further research focusing on the influence it will have on purchase intention among GNICE Solutions customers. Abubakar and Achuku (2023) focused on the television, radio and Outdoor and indoor advertisement. Using multiple regression analysis with 550 respondents. The results of the study revealed that television advertising had a positive and significant influence on purchasing behavior; while, Radio advertising resulted to a negative but significant impact and Outdoor advertising had

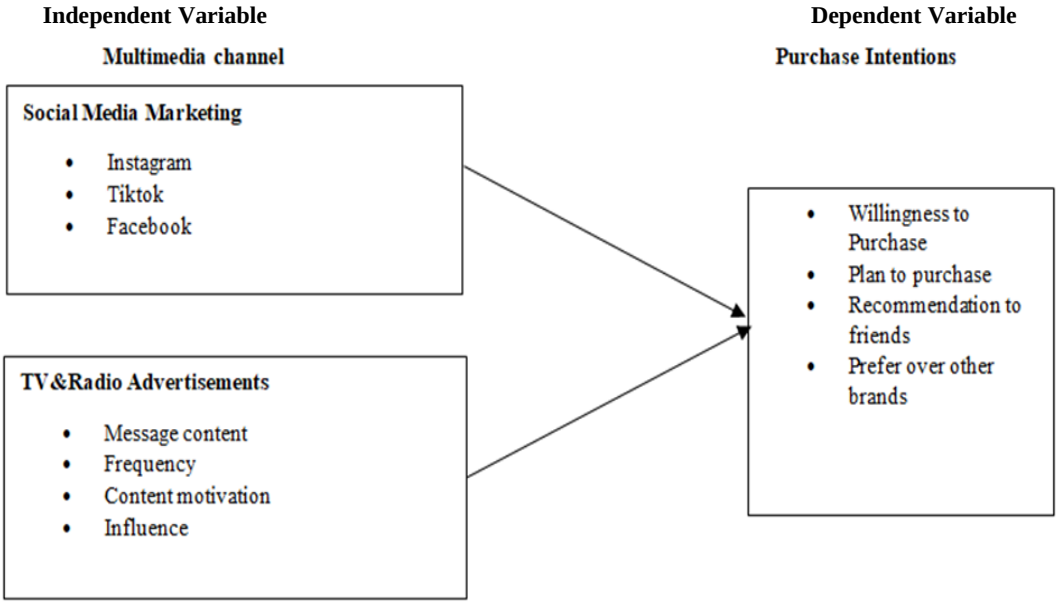
*Corresponding Author: **Alfredo.**
© Copyright 2026 GSAR Publishers All Rights Reserved

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

no significant impact on the consumers' purchasing behavior. Television advertising proved most effective with regard to creating awareness and of arousing interest and desire which are psychological traits preceding the attitudes of probe and actual purchase of new products.

2.3 Conceptual framework

Figure 2.1 Conceptual Framework



Based on the above-mentioned framework, Multi-channel media exposure (IV) positively influence purchase intentions (DV). This is supported by the Theory of Planned Behavior, where the media act as stimuli, awareness acts as the "attitude," while the effect is the increase in purchase intention.

2.4 Research Gap

Most researches investigating the impacts of social media marketing and advertisements on purchase intentions have been carried out beyond the borders of Tanzania, and most specifically in countries like India, Nigeria, Indonesia, South Africa, Palestine, and Saudi Arabia. Such researches have mostly centred on the impact of digital marketing, social media sites, and advertisements on consumer buying behaviour in various international environments. In Tanzania, current research has mostly centred on the impact of television advertisement and other conventional media outlets, without taking into account social media marketing and multichannel media exposure. It is for this reason that there is currently a lack of understanding on how social media marketing affects purchase intentions of consumers in the cosmetics industry in Tanzania, especially consumers of GNICE Solutions company. Furthermore, little attention has been paid to the joint impact of various social media channels and influencer marketing instead of using a single channel for conducting the campaign, while integrated marketing is becoming increasingly popular today. In addition, there is also an emphasis of research on students and young adults, but not on other consumer segments, particularly women, since women constitute the bulk of the consumer base for GNICE products.

3.0 RESEARCH METHODOLOGY

The research was done under the positivist research philosophy that stresses observation and measurement of reality as well as establishing relationships among variables empirically. The positivist philosophy presupposes that reality exists outside the researcher and can be observed and measured, and that knowledge arises from data collected and analyzed through systematic procedures. Creswell and Creswell (2018) note that positivist research is mainly related to quantitative research since it tests theories and analyzes relationships among variables. The research adopted a quantitative approach in order to collect numerical data from the respondents. This approach was appropriate because it helped the researcher to collect standardized data from many people through structured questionnaires. According to Saunders et al. (2019), the quantitative approach helps the researcher to be able to measure the variables and employ statistical methods in analyzing the hypothesis or relationships. The study utilized a descriptive research design to explore the influence of multichannel media exposure on purchase intentions of GNICE Solutions cosmetics among customers in Mwanza. Descriptive research design was deemed an appropriate choice for the study as it allowed the researcher to describe features, attitudes, and behavior of a population and the relationship between variables without controlling them. The study took place in Mwanza, one of the most prominent commercial towns in Tanzania. The target population for this study was made up of 190,321 women of the age of 18 and above in Nyamagana District, based on estimates obtained from the 2022 Tanzania Population and Housing Census. The choice of this population was based on the fact that women are the main buyers of beauty and cosmetics and are always subjected to different forms of media that are used to advertise these products. The population resulted into a sample size of 384. Stratified sampling method was used to select respondents from the

*Corresponding Author: **Alfredo.**
© Copyright 2026 GSAR Publishers All Rights Reserved

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

target population of women aged 18 years and above in Nyamagana District. Stratification was done by dividing the target population into strata according to wards within the district to ensure good representation of women from various geographical regions. The main data for this study was collected through 5-likert scale administered questionnaire, which was appropriate for quantitative research. Measures of descriptive statistics such as frequency distributions, percentages, means, and standard deviations were used to describe the demographic profile of respondents and the degree of exposure to media channels. Inferential statistics such as regression and correlation analysis were conducted to test whether there is any relationship between multichannel media exposure and customers' purchase intention on cosmetics. The correlation analysis sought to identify whether there was any relationship between the two variables while regression analysis was conducted to determine the extent of causal-effect.

4.0 Data Analysis, Interpretation and Discussion

This chapter contains the findings and analysis of the results of the research on the impacts of advertising techniques on the purchase intentions of cosmetic products of customers of GNICE Solutions.

Table Reliability Test Results

Variable	Number of items	Cronbach's Alpha
SMM	3	0.740
TRA	4	0.711
PI	4	0.876

Source: Field Data (2026)

Overall, the results showed that all measurement scales used in this study had acceptable to high reliability, meaning that the items on the questionnaire measured the constructs they were designed to measure. These results are corroborated by Hair et al. (2022) who recommend that the Cronbach's Alpha value of 0.70 or higher is considered acceptable reliability and a value greater than 0.80 is considered good reliability. Likewise, Taber (2018) states that reliability coefficients above 0.70 indicate that the measurement tool is reliable enough for research.

Pearson Correlation Analysis Results

The Pearson correlation analysis was used to analyse the relationship between social media marketing (SMM), outdoor advertising (OTA), TV and radio advertisements (TRA), and purchase intention (PU) of GNICE Solution customers.

Correlation Analysis Table

		SMM	TRA	PI
SMM	Pearson Correlation	1	.451**	.574**
	Sig. (2-tailed)		.000	.000
	N	291	291	291
TRA	Pearson Correlation	.451**	1	.748**
	Sig. (2-tailed)	.000		.000
	N	291	291	291
PI	Pearson Correlation	.574**	.748**	1
	Sig. (2-tailed)	.000	.000	
	N	291	291	291

The results revealed that Social Media Marketing (SMM) had a positive and moderate correlation with purchase intention (PI) with r = 0.574 and p = 0.000. "The result suggested that there was a positive relationship between the customers' purchase intentions and the exposure to social media marketing activities. The positive relationship suggested that customers who interacted with social media marketing content more often were more likely to have positive purchase intentions for GNICE cosmetic products. TV and Radio Advertisements (TRA) had the highest positive correlation with purchase intention with r = 0.748 and p = 0.000. By the conventional interpretation of correlation coefficients, this was a strong positive correlation, which means that there is a strong association between the exposure to TV and radio advertisements and the purchase intentions of GNICE Solutions customers. This discovery indicated that traditional media channels still have a strong effect on consumers' purchasing behaviour. The overall correlation results showed that all types of multichannel media exposure had positive correlation with purchase intentions for GNICE Solutions customers.

Model Summary

The model summary results showed the overall explanatory power of the multiple regression model that investigated the influence of social media marketing (SMM), and TV and radio advertising (TRA) on the purchase intention of cosmetic products for GNICE Solutions customers.

Table Model Summary Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797[a]	.635	.631	.72654

*Corresponding Author: **Alfredo.**
© Copyright 2026 GSAR Publishers All Rights Reserved

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

a. Predictors: (Constant), TRA, SMM, OTA

Source: Field data (2026)

The results above indicated that the multiple correlation coefficient (R) was 0.797, thus suggesting a strong positive relationship between the independent variables and the dependent variable (purchase intention). This indicated that social media marketing, outdoor advertising, TV and radio advertising all had a strong correlation with customers' purchase intention.

Table Regression Coefficients

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.672	.2480.248		6.750	.000
	SMM	.407	.055	.297	7.430	.000
	TRA	.755	.089	.568	8.480	.000

The findings indicated that the regression model could be expressed as:

PI = 1.672 + 0.407(SMM) + 0.755(TRA) + 0.248

Whereby

PI = Purchase intention

SMM = Social Media Marketing

TRA = TV and Radio Advertisements

The results revealed that Social Media Marketing (SMM) had a positive and statistically significant effect on purchase intention, as indicated by the unstandardised coefficient (B) of 0.407, the standardised coefficient (β) of 0.297, the t-value of 7.430 and the significance level of 0.000. This implied that a one-unit increase in social media marketing exposure resulted in a 0.407-unit increase in purchase intention while holding other variables were held constant. TV and Radio Advertisements (TRA) had a strong positive and statistically significant effect on purchase intention with the unstandardised coefficient (B) of .755, standardised coefficient (β) of 0.568, t-value of 8.480 and significance level of 0.000. This meant that, for every one-unit increase in exposure to TV and radio ads, purchase intention increased by .755 units, while controlling for all other factors.

Discussion of Findings

Effect of Social Media Marketing on the Purchase Intentions of Cosmetics Products among Non-Cosmetics Customers of GNICE Solutions.

The results showed that there was a positive and statistically significant relationship between social media marketing (SMM) and purchase intention ($r = 0.574$, $p<0.01$). The correlation coefficient showed a moderate positive correlation, suggesting that there is a positive relationship between the amount of social media marketing activities and purchase intentions among GNICE Solution customers. This finding highlighted that social media platforms play a critical role in influencing consumers' awareness, attitudes, and purchasing decisions regarding cosmetic products. The regression results showed that social media marketing was positively and statistically significant to purchase intention ($\beta = 0.297$, $B = 0.407$, $t = 7.430$, $p<0.001$). This result suggested that the higher the level of social media marketing activities, the more positive the intention to buy GNICE cosmetic products among consumers. The benefits of social media marketing might be due to the interactive nature of social media platforms, which allowed for the sharing of information, engagement with customers, and awareness of the brand. Consumers can find product information, reviews, testimonials, and recommendations via social media, which helps to build positive attitudes toward buying products. The results agree with those of Elangovan (2025) who revealed that social media engagement had a significant influence on consumers' purchase intentions towards cosmetic products. In the same way, Alnaser et al. (2024) found that social media marketing activities positively influenced purchase intention, as it enhanced customer trust, perceived value, and engagement. The results of the study lent support to the hypothesis that attitudes towards a behaviour, subjective norms, and perceived behavioural control influence behavioural intentions, as proposed by the TPB. The use of social media marketing improved the development of positive attitudes towards cosmetic products by using persuasive content, customer reviews, influencer endorsements, and social interactions. Furthermore, subjective norms were formed by consumers' exposure to the opinions and behaviours of peers, influencers, and online communities through social media interactions. As a result, consumers' intentions to buy were increased for products that were favourably recommended by their social network.

*Corresponding Author: **Alfredo.**
© Copyright 2026 GSAR Publishers All Rights Reserved

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

TV and Radio Advertisements among GNICE Solution Customers

The results show that TV and radio ads had the highest positive correlation with purchase intention ($r = 0.748$, $p < 0.01$). The results indicate that there is a strong positive correlation between the exposure to television and radio advertisements and the intention to buy GNICE cosmetic products, which means that an increase in exposure to television and radio advertisements has a significant impact on consumers' intentions to buy GNICE cosmetic products. This discovery suggests that traditional media still plays a significant role in raising awareness, strengthening brand messages and impacting consumer behavior. The correlation results corroborate the descriptive results, in which the respondents strongly agreed that they were more likely to buy GNICE products after seeing the same ads on TV and radio. The regression analysis also showed that the TV and radio advertisements were the most positive and statistically significant variables on purchase intention ($\beta = 0.568$, $B = 0.755$, $t = 8.480$, $p<0.001$). This result suggested that among the media channels analyzed in this study, TV and radio advertising were the most powerful determinants of purchase intention. The strong effect was explained by the fact that TV and radio ads can reach large audiences, repeat messages and present an audiovisual message that can affect consumers' attitudes and behaviors. The results obtained are in line with the results obtained by Mwaifuge, Komba and Mbogo (2025) who concluded that television advertisements have a significant effect on consumer buying behavior as it enhances brand awareness, trust and product knowledge. Likewise, Nirmala and Panchanatham (2019) found that TV ads have a significant influence on women's buying habits of cosmetics in India. The results also corroborate those of Abubakar and Achuku (2023) which revealed that television advertising has a significant positive effect on consumer buying behavior, whereas outdoor advertising has a less pronounced effect.

Summary

The results of the study showed that social media marketing had a significant effect on the purchasing intention of GNICE Solutions customers towards cosmetic products. The results of the correlation analysis showed that there is a moderate and statistically significant positive relationship between social media marketing and purchase intention ($r = 0.574$, $p<0.01$), meaning that the more one engages in social media marketing activities, the greater the purchase intention. In addition, regression analysis showed that social media marketing has a positive and significant effect on the intention to purchase GNICE cosmetic products ($\beta = 0.297$, $B = 0.407$, $t = 7.430$, $p<0.001$), which means that the activities of social media marketing significantly increase consumers' purchase intentions of GNICE cosmetic products. The results presented that the TV and radio advertisements had a high impact on the buying intention of GNICE Solutions customers for cosmetic products. The results of the correlation analysis showed that the TV and radio advertisements had the highest positive and statistically significant correlation with purchase intention ($r = 0.748$, $p<0.01$), which means that the more exposure a consumer has to the traditional media advertisements, the more positive the correlation with purchase intention. Moreover, regression analysis showed that TV and radio advertisements were the most influential advertising media on purchase intention, with the highest positive and statistically significant effect ($\beta = 0.568$, $B = .755$, $t = 11.902$, $p<0.001$). The findings indicate that the wide reach of TV and radio, and the persuasive audio-visual qualities of the ads plays a significant role in influencing consumer attitudes and purchase decisions.

Conclusion

The study findings reveals that social media marketing have great impact on the purchase intention of the customers of GNICE Solutions for cosmetic products. The results showed that social media was an effective communication tool that increased consumer awareness, generated interest and formed positive attitudes towards cosmetic products. Social media marketing allow customers to gain access to relevant information that would help them make their purchase decisions through features like interactive content, customer reviews, influencer endorsements, product demonstrations, and social interactions. The positive correlation between social media marketing and purchase intention indicated that consumers were turning to digital channels more and more to find information, to compare products and to assess brands before making a purchase. Hence, social media marketing had become a vital strategic tool to shape consumer behavior and reinforce consumers' purchase intentions for cosmetic products provided by GNICE Solutions.

The study found that television and radio advertising had the greatest effect on purchase intentions of GNICE Solution customers of all advertising channels studied in this research. Television and radio advertising are thought to be effective because of their reach, repetition, persuasiveness, and the ability to integrate visual and audio elements to make advertising messages memorable and effective. Moreover, the television and radio advertisements boosted consumers' confidence and familiarity with products, which led to higher purchase willingness. The results revealed that although digital marketing channels are booming, traditional marketing channels still had a significant impact on consumer behaviour and purchase decisions in the cosmetics sector.

Recommendations

GNICE Solutions should strengthen its social media marketing by increasing engagement on platforms such as Instagram through educational and interactive content, while continuing effective television and radio advertising to enhance brand awareness, product credibility, and purchase intentions. The company should also adopt an integrated marketing communication approach to ensure consistent messages across social media, television, radio, and outdoor platforms. Regulatory authorities should promote ethical and truthful cosmetics advertising, strengthen guidelines for influencer and digital marketing, and support digital marketing training for small and medium enterprises. Media companies and advertising agencies should develop creative,

*Corresponding Author: **Alfredo.**
© Copyright 2026 GSAR Publishers All Rights Reserved

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

customer-focused, and culturally relevant advertisements based on consumer preferences, while consumers should be encouraged to critically evaluate advertising messages and seek adequate information about product quality and safety. Finally, continued research on consumer behaviour and marketing communication in the cosmetics industry is recommended to provide evidence for business decision-making and policy development.

References

1. Achuku, A., & Abubakar, A. (2023). Effect of advertising on the consumer buying behaviour of new products in Ajinomoto Foods Nigeria Limited, Katsina-Nigeria. *Journal of Business & Management, 1*(4), 274–295. https://doi.org/10.47747/jbm.v1i4.1350
2. Achi, D., Obasi, I. A., & Arum, O. M. (2025). *Effects of social media on purchase intentions for cosmetic products among Nigerian undergraduate students*. *International Journal of Research in Innovative Social Science*, 9(1), 58–75. https://doi.org/10.47772/IJRISS.2025.914MG0058
3. Akhila, K. S., & Mahadev, N. (2024). A study on impact of social media marketing on consumer buying behavior in cosmetics industry. *Journal of Emerging Trends and Novel Research, 2*(9), a56–a60.
4. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.). McGraw-Hill Education.
5. Asitilea, O., & Katrodia, A. (2025). Female haircare purchase? Choices and preferences: A study of South African consumers. *Andalas Management Review, 9*(1), 47–68.
6. Alnaser, F., Alghizzawi, M., Abualfalayeh, G., Omeish, F., Alharthi, S., & Al Koni, S. R. (2024). The impact of social media marketing activities on purchase intentions. *International Review of Management and Marketing, 14*(6), 288–300. https://doi.org/10.32479/irmm.16849
7. Chrisniyanti, A., & Fah, C. T. (2022). The impact of social media marketing on purchase intention of skincare products among Indonesian young adults. *Eurasian Journal of Social Sciences, 10*(2), 68–90.
8. Dasunika, T., & Gunathilake, L. (2021). Factors affecting the purchase intention of cruelty-free cosmetics: With special reference to women consumers in Colombo District, Sri Lanka. *Proceedings of the International Conference on Business Management, 17*, 5162. https://doi.org/10.31357/icbm.v17.5162
9. Elangovan, S. (2025). *Social media influence on purchase intentions towards cosmetic products in India* (Master's thesis, Multimedia University)
10. Gani, S. H. (2024). Influence of advertisement on consumers' buying behavior: A case study of FMCG products. *World Journal of Advanced Research and Reviews, 22*(2), 763–777. https://doi.org/10.30574/wjarr.2024.22.2.1431
11. Gonçalves, J., Santos, A. R., Kieling, A. P., & Tezza, R. (2022). The influence of environmental engagement in the decision to purchase sustainable cosmetics: An analysis using the Theory of Planned Behavior. *Revista de Administração da UFSM, 15*(3), 541–562. https://doi.org/10.5902/1983465969295
12. Goveas, C. F., Prasad, K. B., & Rajpurohit, M. (2025). *A study on women's buying habits for beauty products in Mangalore City*. *International Journal of Creative Research Thoughts, 13*(1).
13. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2022). *Multivariate Data Analysis* (9th ed.). Cengage Learning.
14. Jaravaza, D. C., Moyo, T., & Mukucha, P. (2024). *Luxury beauty products purchase behaviour of affluent consumers*: The role of brand consciousness and brand distinctiveness in Zimbabwe.
15. Kannapiran, S., & Megala, A. (2021). Impact of television advertisements on purchase decision of consumer durable goods. *Malaya Journal of Matematik, 5*(1), 83–87. https://doi.org/10.26637/MJMS2101/0017
16. Krejcie, R. V., & Morgan, D. W. (1970). *Determining sample size for research activities*. Educational and Psychological Measurement.
17. Kureh, T. G., Ndesangia, A., Opio, R. D., et al. (2020). *Use of cosmetic products and related adverse reactions among health science students*. Journal of Young Pharmasicts.
18. Ma'ruf, M. F.,&Salamah, N. (2023). Analysis of the theory of planned behavior on the use of halal-labeled cosmetics for students at the University of Islamic Malang.
19. Mahalakshmi, V., Devadas, S., & Sharanya, C. M. (2025). Consumer perception and awareness on skincare cosmetic products. *Advances in Consumer Research, 2*(2), 774–789.
20. Madlenak, R., Rchinoracky, R., Stalmasekova, N., & Madleankova, L. (2023). Investigating the effect of outdoor advertising on consumer decisions: An eye-tracking and A/B testing study of car drivers' perception. *Applied Sciences, 13*(11), 6808. https://doi.org/10.3390/app13116808
21. Motara, F. (2022). *Effects of social media influencers on consumer purchase intentions of beauty products* (MCom thesis, University of Johannesburg). https://hdl.handle.net/10210/504201
22. Field, A. (2024). *Discovering Statistics Using IBM SPSS Statistics* (7th ed.). SAGE Publications.
23. Mukti, V. A. (2024). *Exploring social media marketing in shaping purchase intentions*: The mediating role of brand awareness, brand image, and brand trust in the beauty industry among Gen Z and Y.

*Corresponding Author: **Alfredo.**
© Copyright 2026 GSAR Publishers All Rights Reserved

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

24. Mwaifuge, R. G., Komba, S., & Mbogo, C. (2025). Influence of private television advertisement on consumer buying behaviour: A case study of Azam TV. *International Journal of Research in Innovative Social Science*, *9*(2), 22–39. https://dx.doi.org/10.47772/IJRISS.2025.9020082
25. Nirmala, G., & Panchanatham, N. (2019). Television advertising and buying behaviour of women consumers towards cosmetic products in Puducherry. *International Journal of Engineering Development and Research*, *7*(3), 73–80
26. Pujiastuti, H., Afendi, A., Junusi, R. E., et al. (2022). *Consumers and halal cosmetic products*: Halal label, life style and word of mouth communication.
27. Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson Education Limited.

*Corresponding Author: **Alfredo.**
© Copyright 2026 GSAR Publishers All Rights Reserved

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.