

**THE EFFECTS OF SOCIAL MEDIA ADVERTISING ON CONSUMERS
AYURVEDIC BEAUTY PRODUCTS PURCHASING DECISION OF
GENERATION ‘Y’: SPECIAL REFERENCE TO KURUNEGALA
DISTRICT IN SRI LANKA**

Dissanayake D.M.T.D.¹

Abstract

Technology enables consumers to examine product labeling and express critiques, among other capabilities. As a result, many businesses today have pages on social media networks to supplement the information held about products and services, which is held by consumer feedback about products and tends to relate more to a business after reading various reviews. There has been a noticeable increase in demand for cosmetics made with organic and natural components on a global basis. As a result, an increasing number of marketers are focusing on the Ayurvedic market sector, highlighting the importance of the cosmetic business as an essential and important part that demands serious attention in the modern environment. This study proposed the effects of social media advertising on consumer purchasing decisions of generation Y reference to Ayurvedic beauty products in Sri Lanka. The study is quantitative and descriptive in nature. The sample counted 384 respondents from generation Y using the purposive sampling technique. The results show that all the independent variables, credibility, entertainment, informativeness, and interactivity, have significant positive value and strong relationship with the dependent variable (consumer purchasing decision). This study provides a number of theoretical and practical guidelines on how ayurvedic beauty product manufacturers can effectively plan and implement their advertising campaigns over social media.

Keywords: Ayurvedic Beauty Products, Generation “Y,” Social Media Advertising

¹ Department of Business Management, Wayamba University of Sri Lanka. Email: tanyad@wvb.ac.lk

1. Introduction

Social media platforms have emerged as a salient and ubiquitous facet of contemporary daily life. A substantial portion of individuals engage in regular interaction with their social circles, encompassing friends, family, and loved ones, through these digital platforms. It becomes imperative to delve into the underlying rationales and incentives driving consumer purchasing behavior, particularly the profound influence wielded by social media in shaping these behaviors. Social media advertising, constituting a subset of online marketing strategies, leverages various social media platforms as conduits for disseminating targeted advertisements to specific audience segments. The thriving cosmetics industry, characterized by its remarkable and sustained growth, has made a substantial contribution to the economy, infusing it with a substantial financial influx. A pivotal facet of this advertising paradigm lies in its potential to impact consumers' purchase intentions, which denotes the propensity of individuals to acquire a product or service subsequent to exposure to such advertisements (Pathmaperuma & Fernando, 2018).

Consumer behavior has undergone a discernible transformation, attributable to the heightened interest among consumers in embracing healthier lifestyles and the amplification of community awareness regarding an array of environmental concerns (Jameel & Ferdinando, 2022). This shift in consumer behavior has exerted a palpable influence on the choices made by consumers in the domain of Ayurvedic beauty products.

Ayurvedic beauty products, rooted in the principles of Ayurveda, a traditional medical system originating from India, are cosmetic formulations designed to incorporate natural ingredients with the overarching goal of harmonizing the physical, mental, and spiritual facets of an individual (Shubhangam, 2020). Over the past decade, there has been a notable upsurge in the consumption of herbal products on a global scale, signifying a discernible trend in various developmental contexts (Byard et al., 2017). As per the World Health Organization's report in 2023, a substantial portion, ranging from 10% to 50%, of the population in developed nations has embraced the regular use of herbal products in various forms. This shift can be attributed to an augmented awareness of health-related issues and concerns regarding the adverse effects associated with chemical products, and instances of product withdrawal.

The adoption of Ayurvedic beauty products has witnessed a noteworthy rise in both developed and developing nations, primarily due to the growing recognition of their efficacy and safety (Jamil, 2022). Notably, for businesses engaged in the provision of cosmetics, skincare, and related beauty items, social media platforms have emerged as a pivotal and cost-effective advertising avenue. Platforms such as TikTok, YouTube, and Instagram afford brands the opportunity to reach a vast consumer base while optimizing advertising expenditures.

The demand for herbal cosmetics is rising dramatically on a global scale. Sri Lanka has a significant advantage in growing its export market share for Ayurvedic and herbal products thanks to its extensive herbal heritage, traditional expertise, and well-guarded formulae and traditions (Wasundara, 2019). As indicated by Sri Lanka Export Development Board the prevalence of Ayurvedic beauty product use among

adults in Sri Lanka is 60.8%. This is higher than the prevalence of Ayurvedic medicine used for general health purposes (45.2%) (EDB, 2023).

When it comes to the beauty care sector, there is presently a wide variety of Ayurvedic beauty care products on the market, which can be classified as dental care, skincare and hair care. (Gamage et al., 2021). Hence, this study investigates the effect of social media advertising (especially Facebook, YouTube, Instagram, and WhatsApp) on consumer purchasing decisions of generation 'y' reference to ayurvedic beauty products in North Western Province in Sri Lanka. This study will be useful for the small and medium-scale and also large-scale ayurvedic beauty producers for their marketing functions. It provides insights to online businesses, to carry out their advertising campaigns through social media.

The generation known as Generation Y includes all those born between 1981 and 1996. They are also referred to as Gen Y or Millennials. The familiarity of Generation Y with technology, social media, and digital communication is frequently used to define them (Ninan, 2022). Customers often know or belong to particular online groups, and those organizations have the power to influence their behavior while making purchases (Solomon et al., 2010). Customers typically base their buying decisions on information they gather from mass media (such as advertising, television, newspapers, and comments), but in the modern era, online social networks have more power to influence consumers' buying decisions (East, et al, 2008).

The primary objective of this research endeavor was to investigate the impact of social media advertising on the consumer purchasing decisions of Generation 'Y' individuals, with specific emphasis on Ayurvedic beauty products in the context of Sri Lanka. In a more focused perspective, this study sought to elucidate the diverse factors within the realm of social media that wield influence over consumer purchasing decisions. The findings of this study hold significance for a wide spectrum of producers of Ayurvedic beauty products, spanning small and medium-sized enterprises as well as large-scale entities, as it furnishes valuable insights that can be judiciously integrated into their marketing strategies. Furthermore, it offers pertinent guidance to online businesses, empowering them to execute targeted advertising campaigns through social media platforms. This strategic approach serves the dual purpose of attracting customers and eliciting their feedback, thereby fostering customer loyalty. Moreover, it facilitates revenue augmentation by enabling businesses to cultivate customer networks and harness the cost-effective potential of social media advertising.

Problem statement

The cosmetics industry has witnessed an unprecedented surge in growth, leading to a profound transformation in consumer behavior concerning the acquisition of Ayurvedic beauty products in recent decades. This shift has been particularly conspicuous in Sri Lanka, where a discernible proclivity towards locally manufactured Ayurvedic beauty products has garnered substantial attention among consumers, resulting in a gradual upswing in demand. In recent years, the online landscape has undergone a noteworthy transformation, assuming a distinctly commercial character. The evolution of this digital sphere, coupled with the emergence of online retail platforms, has effectively transformed online users into

active consumers. Moreover, the role of social media has assumed paramount importance, fundamentally altering the dynamics of communication between consumers and marketers, as highlighted by Zhafirah, (2020).

The transition towards an informational society has exerted profound influences on the processes underpinning consumer purchasing decisions and product evaluations. Social media platforms have emerged as a novel conduit through which consumers can access detailed product information via peer-to-peer interactions. In the contemporary milieu, consumers have assumed an active role in disseminating their perspectives and insights through online social networks like Facebook, deviating from the traditional model of passive message reception from marketers, as noted by Sinclair and Vogus (2021). This paradigm shift empowers consumers to engage in seamless interactions with one another on online social networks, facilitating the exchange of experiences, opinions, and knowledge, as elucidated by Huang and Chen (2006).

There is a glaring practical deficit in the research scene today. In particular, many Ayurvedic beauty product companies based in Sri Lanka exhibit a noteworthy lack of skills and expertise needed to create effective social media content. Pathmaperuma & Fernando (2018) emphasized that just 30% of Sri Lankan Ayurvedic beauty product brands have taken advantage of social media's marketing potential. The results of Abeyrathne (2018) further clarified that the social media material produced by various Ayurvedic beauty product firms in Sri Lanka frequently fall short in terms of informativeness, engagement, and aesthetic attractiveness. Additionally, it's important to note that there is a dearth of empirical studies within the Sri Lankan context that specifically investigate the relationship between social media advertising and purchasing decisions related to Ayurvedic beauty products (Abeyrathne, 2018; Pathmaperuma & Fernando, 2018; Waisundara, 2019). This empirical gap presents a significant opportunity for future research endeavors to contribute valuable insights to the field, particularly within the domain of Ayurvedic beauty products.

2. Literature Review

Social media advertising

The advent of the internet and virtual communities has wrought transformative changes upon consumers, corporations, and societies at large. This paradigm shift is characterized by the widespread accessibility to information, augmented social networking opportunities, and enriched communication capabilities, as observed by Kucuk and Krishnamurthy (2007). Social media platforms, in particular, have emerged as conduits through which businesses can enhance their universal appeal. Users across various online networks, including blogs, social networks, bulletin boards, and wikis, actively engage in sharing insights and ideas pertaining to products and services. These platforms also facilitate direct contact between users, who are perceived as objective sources of information (Hutter et al., 2013).

The pervasive and constant use of social media among today's young adults, often referred to as Generation Y, underscores their status as the always-on social media generation. This characteristic has far-reaching implications that extend into

various facets of their lives. According to Rideout & Watkins (2019), almost all (95%) Generation Y use social media, and the vast majority (86%) do so on a daily basis, which implies the impact that can be made with social media advertisements towards purchasing decisions. Specifically, it impacts their social connections, how they consume news and entertainment, their informal learning patterns, civic engagement, and even the way they navigate their professional and economic aspirations (Savinda & Wedasinghe, 2021).

As noted by Hanna et al., (2011), the distinctive attributes and immense popularity of social media have engendered a revolution in marketing practices, encompassing advertising and promotion. Moreover, the influence of social media extends to consumer behavior, spanning the spectrum from information acquisition to post-purchase activities, including expressions of dissatisfaction with regard to products, services, or companies (Mangold & Faulds 2009). Also, Bughin et al., (2010) expounded upon the profound impact of social media advertisements, particularly among first-time product buyers, elucidating how these platforms facilitate analysis and comparison of high-end products prior to purchase. Consequently, consumers increasingly rely on social media as a primary source for gathering information about products and services, often seeking favorable word-of-mouth endorsements before making purchasing decisions.

The opinions of online friends, connections, or online advertisements influence consumers' purchase decisions, whether they are buying expensive or affordable things. According to the report of Digital Outlook Sri Lanka (2023), 59% of Facebook users who answered used social media to get a friend or contact's suggestion on a product. These findings provide credence to the idea that social media advertising influences consumer purchasing decisions.

Although Sri Lanka has seen economic setbacks as a result of policy errors made during the epidemic, which resulted in an economy that shrank for two years in a row and poor growth predictions for 2023–2025, the country is nevertheless experiencing a rapid rise in internet usage that outpaces all of its regional competitors. By the end of 2022, there will be around 8.4 million active social media users in Sri Lanka, with an annual growth rate of 3.8% in 2021-2022. This equates to around 38.1% of the total population. These social media users each have accounts on platforms and spend hours each day on social media (Statista, 2023).

Ayurvedic beauty products

Herbal beautification, often referred to as "natural cosmetics" (Pal et al, 2022), traces its origins back to the dawn of civilization when humanity began to place significant emphasis on enhancing their appearance. During this era, there were no costly fairness creams or cosmetic surgeries; instead, individuals relied on their knowledge of nature, as elucidated in Ayurveda. Through the principles of Ayurveda, specific herbs and flowers were harnessed to create Ayurvedic beauty products that not only improved the aesthetics of the skin but also served as protective shields against external environmental factors.

In the contemporary era, Ayurvedic beauty products, also known as herbal cosmetics, continue to retain their esteemed reputation. A diverse range of Ayurvedic cosmetics is now readily available and widely used for daily grooming purposes.

These include products such as Ayurvedic face washes, herbal conditioners, herbal soaps, herbal cleansers, and many others, all of which enjoy immense popularity among the masses.

One of the most noteworthy attributes of herbal cosmetics lies in their composition, which is predominantly derived from herbs and plants. The natural components present in these herbs are devoid of adverse side effects on the human body, instead providing essential nutrients and valuable minerals that contribute to overall well-being. Ayurvedic cosmetics are typically enriched with botanicals like ashwagandha, sandalwood, and saffron (kesar), among others, all of which are replete with health-promoting nutrients and essential constituents (Shivananda & Meshya, 2010).

Key insights of the empirical findings

Several studies found that social media advertising has an impact on consumer purchasing decisions. According to Kaur and Kumar (2022), the results demonstrate that Instagram, YouTube, LinkedIn, Facebook, and WhatsApp are among the platforms used in the beauty and wellness market. Facebook and Instagram are the most well-known of these platforms. All of these platforms provide two-way communication and help to market the company to a bigger audience. The research study findings showed a relationship in the range between moderate and strong regarding the entire customer purchasing decision making model but, the third step 'evaluate the alternatives' has the strongest relation with social media advertising compared to other stages, inversely the second stage 'information search' has no relationship at all with social media advertising. Thus, researchers completely believe that social media advertising has an impact on consumer purchasing behavior (Ertemel, 2016).

Social media has ushered in a transformative era in the realm of business operations, drawing the attention of diverse industries, as noted by Ngai et al. (2015). This digital revolution has left its indelible mark on various sectors, including but not limited to the beauty and wellness industry, as observed by Stokinger and Ozuem (2014). Social media's pervasive influence extends to numerous domains, encompassing the hotel industry, wellness tourism, and spa culture (Tabacchi, 2010). Despite the burgeoning growth of the beauty and wellness industry worldwide, there exists a paucity of academic research dedicated to this particular sector. Furthermore, the academic exploration of social media usage within the beauty and wellness industry remains relatively limited when juxtaposed against other industries.

Shen and Bissell (2013) conducted a research study delving into high-end and department-store beauty brands, concluding that these brands exhibited a parallel inclination to disseminate news about events and campaigns through their Facebook pages. It is important to acknowledge that the outcomes of social media campaigns can vary significantly, necessitating continuous monitoring and assessment to optimize marketing initiatives, as emphasized by Stokinger and Ozuem (2016). The burgeoning landscape of social media networks offers a distinct advantage in terms of branding, as highlighted by Dodokh and Al-Maaitah (2019). Furthermore, the proliferation of beauty blogs, vlogs, and hauls has significantly contributed to influential marketing within the beauty industry (Pathak & Nichter 2018).

According to Taghipoorreynh and de Run (2016), the effectiveness of an endorsement is typically evaluated using the source's credibility. Particularly, a reputable endorser typically has a favorable impact on how buyers perceive a product or service (Goldsmith et al. 2000). Credibility of a source is influenced by two factors: competence and reliability. Consumers' ideas, attitudes, views, and behaviors can be impacted by information from a reliable source (Wang et al. 2017). Additionally, specialists who are seen as influencers have been shown to be more persuasive and capable of influencing a customer's intention to make a purchase (Lim et al., 2017).

The concept of advertising entertainment is predicated on the notion of an advertisement's likeability and the degree of pleasure and enjoyment it affords to consumers (Kamboj,2020). This dimension of advertising effectiveness plays a pivotal role in establishing an emotional bond between a brand message and its target audience. In the contemporary digital landscape, characterized by the prevalence of social media advertising, these platforms excel in catering to consumers' hedonic needs by providing enjoyable and entertaining content. Within the framework of a Web 2.0-based digital social media environment, the entertainment value is derived from the capacity to fulfill viewers' emotional requirements, offering them moments of emotional release, diversion, and enjoyment, as expounded by Khan 2017. This is achieved by enabling viewers to engage in the exchange of experiences, music, video clips, and more within their social circles (Xu et al. 2021). Empirical studies by Cahyani and Artanti (2020) have discerned the significant impact of social media advertising's entertainment factor on customer purchase decisions. Furthermore, research conducted by Sarraf and Teshnizi (2020) demonstrated that the entertainment element in social media advertising exerts a positive influence on consumers' purchasing intentions.

Aligned with the expectancy-value theory, consumers instinctively evaluate the ability of social media advertisements to provide entertainment. When these advertisements establish an emotional connection with consumers and enhance their overall satisfaction and enjoyment, consumers are more likely to perceive and anticipate the benefits, which, in turn, leads to a favorable inclination toward making a purchase.

A qualified study conducted by Logan et al. (2012) specified that both entertainment and informativeness have a significant impact on the value of social media ads and TV advertisements. Hanaysha, (2022) demonstrated in the field of social media marketing that there is a positive association between informativeness and consumer perceptions. Another study, Phau & Teah (2009), looked at the impact of informativeness on customers' opinions about mobile message marketing. Similarly, Lee & Hong (2016) empirically demonstrated that informativeness has a favorable effect on consumers' reactions to social media advertising and, as a result, on their intention to purchase the products provided in social media commercials. Several studies found that social media advertising has an impact on consumer purchasing decisions. According to Kaur and Kumar (2022), the results demonstrate that Facebook, Instagram, WhatsApp, YouTube, and LinkedIn are among the platforms used in the beauty and wellness market. Facebook and Instagram are the most well-known of these platforms. All of these platforms provide two-way communication and help to market the company to a bigger audience.

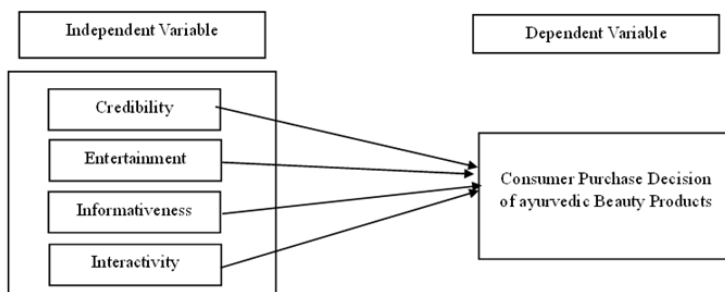
Interactivity stands as a paramount and consequential dimension within the realm of online spaces and social media platforms. Consequently, this concept has garnered significant attention and scrutiny from researchers, particularly in the interconnected domains. Interactivity serves as a catalyst, fundamentally reshaping the dynamics of communication processes and the exchange of information within the online sphere. A substantial body of research underscores the pivotal role of interactivity in influencing consumer purchasing intentions across various technological domains. Moreover, the level of interactivity inherent in a website plays a substantial role in influencing consumer trust and security perceptions regarding their online purchases, as observed by Chang et al., (2010). Specifically, consumers tend to exhibit greater trust in the security of their online transactions when the website they interact with offers a higher degree of interactivity.

3. Methodology

This quantitative research study was undertaken employing a deductive approach, characterized by its systematic and hypothesis-driven nature. The primary objective of this research endeavor was to investigate the impact of social media advertising on the consumer purchasing decisions of Generation 'Y,' with specific reference to Ayurvedic beauty products in the context of Sri Lanka. To achieve this objective, a sample size of 384 respondents was selected from the population of Generation 'Y' social media users in the Kurunegala District. The selection of this sample size was determined using the Yamane formula, given that the exact population size is unknown. The sample was chosen using a purposive sampling technique, intended to ensure that the selected participants represent the desired demographic group accurately.

Data for this study was collected through the administration of a structured questionnaire. The questionnaire was meticulously designed based on the existing body of literature from various research studies pertaining to social media advertising and its influence on consumer purchasing decisions. This research adopted a deductive research approach, which entails the formulation of specific hypotheses and the subsequent testing of these hypotheses through empirical data. The research strategy employed is experimental in nature, and the study relies on quantitative research methods to address its research objectives. Data was collected using a cross-sectional approach, and respondents provided their responses on a Likert scale questionnaire, allowing for the quantification of their perceptions related to the research variables.

Figure 1: Conceptual framework



4. Findings and Discussion

Findings were analyzed against the objectives of the research and were further consolidated to identify the impact of social media advertising which determines the final purchasing decision of Generation Y Ayurvedic beauty products by utilizing the deductive research approach. Consistency and the strength of the questions used for the study were measured by using a reliability test. The inter-item consistency reliability was examined by using Cronbach's Alpha test because it is the most well-known method for measuring reliability.

Table 1: Reliability statistics

| Variable | Cronbach's Alpha Value | KMO Value | Number of Items |
|------------------------------|------------------------|-----------|-----------------|
| Credibility | 0.889 | 0.898 | 4 |
| Entertainment | 0.862 | 0.892 | 4 |
| Informativeness | 0.863 | 0.904 | 4 |
| Interactivity | 0.886 | 0.897 | 4 |
| Consumer Purchasing Decision | 0.900 | | 4 |

Source: Survey Data (2023)

The Cronbach's Alpha values of the source of credibility, entertainment, informativeness, interactivity, and consumer purchasing decision were greater than 0.7; therefore, all the variables related to this study were reliable to conduct the research. Kaiser-Meyer-Olkin and Bartlett's test were used to measure the strength of the relationship among variables. Kaiser-Meyer-Olkin test statistics measured the sample adequacy (Kaiser, 1974). As the Kaiser-Meyer-Olkin test statistic is greater than 0.7, it can be concluded that the sample size is adequate for a satisfactory factor analysis to proceed. All the factors are greater than 0.7 which identified the validity of the study.

Descriptive statistics

The descriptive analysis undertaken in this study serves to discern respondents' preferences and attitudes toward various constructs. Table 1 presents a summary of the mean values associated with each construct.

Table 2: Descriptive Statistics

| Variable | Mean | Std. Dev. |
|-----------------|------|-----------|
| Credibility | 3.63 | 0.702 |
| Entertainment | 3.64 | 0.706 |
| Informativeness | 3.74 | 0.669 |
| Interactivity | 3.76 | 0.677 |

Source: Survey Data (2023)

It is noteworthy that the construct Interactivity garnered the highest mean score, standing at 3.76. This elevated mean value suggests that respondents generally lean towards expressing agreement with the questions related to interactivity. In essence, respondents exhibit a relatively favorable disposition toward the concept of interactivity. Conversely, the construct "Credibility" attained the lowest mean score

among all the constructs, registering at 3.60. This mean value indicates that the average responses pertaining to credibility tend to hover slightly more towards the “Agree” end of the spectrum. For the remaining constructs, the mean scores suggest a similar level of agreement, with responses generally tending toward the “Agree” category. In sum, the analysis indicates that the average levels of agreement for all the constructs predominantly fall within the range of “Neutral” to “Agree”.

Correlation and multicollinearity

Collinearity is measured through the Variance Inflation Factor (VIF) values that should be below 5. From the table 5, the results show that all values are below 5, which indicates that there are no collinearity issues among the predictor constructs (Hair, Hult, Ringle, & Sarstedt, 2017).

Table 3: Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-----------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | .817 | .148 | | 5.530 | .000 | | |
| Credibility | .757 | .040 | .675 | 18.940 | .000 | .588 | 1.726 |
| Entertainment | .695 | .042 | .623 | 16.483 | .000 | .570 | 1.980 |
| Informativeness | .776 | .043 | .659 | 18.140 | .000 | .469 | 2.451 |
| Interactivity | .764 | .042 | .657 | 18.039 | .000 | .597 | 1.013 |

a. Dependent Variable: Consumer Purchase Decision

Source: Survey Data (2023)

The correlation between all-independent variables of those consumers was positive. It shows that there was a moderate positive relationship between credibility (.675**), Entertainment (.623), Informativeness (.659), Interactivity (.657**) and consumer purchasing decisions towards ayurvedic beauty products.

According to the multiple linear regression model, the researcher found that the Adjusted R Square is .551 with the R Square is .555. This means that the linear regression explains 55% of the variance in the data. The value of adjusted R square represents that 55 percent variation in consumer purchasing decision towards Ayurvedic beauty products is explained by social media advertising factors. All variables into the multiple linear regressions showed that credibility, interactivity, informativeness, and entertainment are the significant predictors. Informativeness has a higher impact than the others when comparing the standardized coefficients (beta =.776). All four variables are statistically significant as sig value is less than 0.05.

Table 5: Summary of testing hypothesis

| Hypothesis | B Value | Accept/Reject |
|--|----------------|----------------------|
| H1: The source of credibility of social media advertising significantly impact on consumer purchasing decision of generation 'y' towards Ayurvedic Beauty products | .757 | Accept |
| H2: The entertainment of social media advertising significantly impact consumer purchasing decision of generation 'y' towards Ayurvedic Beauty products | .695 | Accept |
| H3: The informativeness of social media advertising significantly impact consumer purchasing decision of generation 'y' towards Ayurvedic Beauty products | .776 | Accept |
| H4: The interactivity of social media advertising significantly impact consumer purchasing decision of generation 'y' towards Ayurvedic Beauty products | .764 | Accept |

Source: Survey Data (2023)

The hypotheses were carried out using the results of Pearson's product Movement Correlation analysis and the results of Regression analysis. As a whole, all hypotheses presented a positive relationship, and impact on two tailed was used. There is statistical evidence to claim that source of credibility, entertainment, informativeness, interactivity, and consumer purchasing decisions is positively related.

5. Conclusions

This study unveiled a compelling and affirmative linkage between social media advertising and the consumer purchasing decisions of Generation 'Y' individuals in the context of Ayurvedic beauty products in Sri Lanka. The research findings underscore the critical significance of several key factors, including credibility, entertainment, informativeness, and interactivity, which exert a direct and influential impact on the consumer's decision-making process with regard to Ayurvedic beauty products. For Ayurvedic beauty product manufacturers and marketers, these findings carry profound implications. To maximize the effectiveness of their promotional efforts, they should accord heightened attention to these pivotal factors when formulating and disseminating their marketing campaigns. Specifically, the study emphasizes the paramount role played by entertainment in shaping customer purchase decisions, a finding that aligns with prior research conducted by Cahyani & Artanti (2020).

Furthermore, the study underscores that the attributes and features of a social media advertisement possess the capacity to influence purchasing behavior, even in situations where informational content may be limited. Thus, aesthetically appealing and captivating features within advertisements, such as rich text forms, high-resolution and vibrant visuals, GIFs, and other multimedia elements, hold the potential to significantly sway consumer behavior. In conclusion, the study illuminated the multifaceted dynamics between social media advertising and consumer purchasing decisions, highlighting the nuanced role played by various factors. It underscores the importance of crafting engaging, credible, and informative

social media advertisements, recognizing that these elements collectively contribute to the ultimate success of Ayurvedic beauty product marketing efforts.

In the realm of social media advertising for Ayurvedic beauty products, several critical considerations emerge from the findings of this study. It is imperative that social media advertisements convey comprehensive and up-to-date information, encompassing all facets of the promoted products. The provision of comprehensive product information serves to enhance transparency and foster consumer confidence. Social media advertisements should emphasize the unique value proposition offered by Ayurvedic products. Articulating how these products cater to specific consumer needs and preferences is essential to capture buyer attention and interest. Effective advertisements should strategically engage consumers on both cognitive and emotional levels. Messaging should not only inform but also evoke emotional resonance, establishing a personal connection with the target audience. The study mainly contributes theoretically by identifying and emphasizing the critical factors influencing Generation 'Y' consumers' decisions regarding Ayurvedic beauty products through social media advertising while highlighting the paramount role of entertainment in shaping consumer purchase decisions. The study contributes practically to Ayurvedic beauty product manufacturers and marketers, the study offers practical insights into formulating effective marketing strategies. Emphasizing credibility, entertainment, informativeness, and interactivity in promotional efforts, it is recommended to maximize their impact on consumer purchasing decisions.

It is also recommended that firms should proactively facilitate interactive engagement with consumers by monitoring and responding to comments, inquiries, and feedback stemming from social media advertisements. Such engagement serves to nurture customer relationships and effectively address consumer inquiries and concerns. Marketers should actively endeavor to expand their social media communities, comprising an increased number of fans and followers. Encouraging meaningful dialogue, whether between the firm and consumers or among consumers themselves, fosters engagement and facilitates peer-to-peer discussions. The future researchers can take the initiatives to extend the scope and breadth of respondents to encompass a more extensive customer demographic engaging in online advertisements. Such future investigations hold the potential to provide in-depth insights into customer perceptions, engagement patterns, and behavioral dynamics concerning social media advertisements promoting Ayurvedic beauty products.

The current global surge in demand for Ayurvedic beauty products, driven by heightened awareness and concern regarding personal appearance, underscores the pertinence of this study's findings. Specifically, the research has probed how social media advertisements can wield influence over consumers' decision-making processes concerning Ayurvedic beauty products, shedding light on critical avenues for strategic enhancement in this dynamic marketing landscape.

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