

## Advertising's Influence on Uzbek Youth's Cosmetic Purchasing Behavior: A Case Study in Uzbekistan

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### ABSTRACT

**Purpose** – This research investigated the impact of advertising on young consumers' purchasing behavior in Uzbekistan's cosmetic sector.

**Design/methods/approach** –Using a quantitative approach, the study examined how diverse advertising channels and strategies influenced decision-making among individuals aged 18-29. Anchored in decision-making theory, the conceptual framework examined cognitive and behavioral pathways through which advertising affected purchase intentions and actual consumer behaviour. Data were obtained through structured questionnaires administered to 100 young consumers in major urban centres across Uzbekistan. Statistical analyses, including regression and correlation techniques, assessed associations among advertising exposure, brand awareness, perceived value, and purchase decisions.

Results demonstrated significant positive associations between advertising frequency, message content, and purchasing behaviour in the cosmetic product category. Digital advertising platforms, particularly social media and influencer marketing, exerted substantially more influence on purchase decisions than traditional channels. The study also identified mediating factors—including peer influence, perceived product quality, and price sensitivity—that shaped the relationship between advertising and purchasing behaviour.

**Findings** – These findings offered practical implications for cosmetic brands targeting young consumers in emerging Central Asian markets while contributing to academic discourse on advertising effectiveness in non-Western cultural settings.

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## Introduction

The literature presents a variety of advertisement types across different contexts. For example, Ibrahim (2022) discusses digital advertising in his article, highlighting social media, the internet, and search engine optimization (SEO) as critical media utilized for product marketing. Notably, Uzbekistan has experienced significant advancements in digital marketing since the 1990s and 2000s, leading to the rising popularity of digital advertising practices (Gulomova, 2023).

In their seminal work, "Consumer Behavior," Solomon, Russell-Bennett, and Previte (2013) elucidate various methods for characterizing and comparing consumers. They classify consumer segments based on factors such as age, gender, occupation, and income. These demographic criteria are fundamental to the development of targeted advertising campaigns.

Recent statistics published by Petruzzi (2024) indicate the annual growth rate of the global cosmetics market from 2004 to 2023. A comparative analysis reveals that the cosmetics market expanded by 8% from 2022 to 2023, indicating sustained consumer demand for cosmetic products.

Data about the cosmetics market in Uzbekistan suggests that revenue is projected to reach approximately USD 117 million in 2024 (Statista Market Insights, 2024). Furthermore, this source highlights a marked consumer preference for organic and natural cosmetic products, reflecting a growing demand for environmentally friendly alternatives.

Building on the insights above regarding consumer behavior in the cosmetics market in Uzbekistan, this research explores the influence of advertising on purchasing decisions across various generational cohorts, particularly through digital platforms. A study by A. Yadav (2022) titled "Impact of Advertising on Consumer Behavior" underscores the significant role that advertising plays in shaping consumer purchasing behavior. Conversely, C. Acevedo (2020) in the text "Consumer Behavior and Advertising Management" posits that the lack of corporate social responsibility and the employment of unethical marketing communications could detrimentally impact consumers' perceptions, ultimately influencing their purchasing decisions.

Furthermore, it is pertinent to note that younger generations demonstrate a pronounced inclination towards technology and favor online purchasing channels (Anurupa Singh, 2019). This trend is reflected in the observations of Djumanova S. (2022) in her article "Media Consumption and Media Literacy Level of Uzbek Youth," which highlights that Uzbekistan has a youthful demographic that actively engages in distinct media consumption behaviors.

*Research Question: Is there any correlation between the frequency of exposure to Self-Reported Frequency of cosmetic advertisements and the purchasing behaviour of young consumers in Uzbekistan?*

The global cosmetics market has experienced significant growth over the past few decades (Statista Market Insights, 2024), with advertising playing a key role in shaping consumers' purchasing decisions. Particularly among younger generations, the impact of advertising is remarkable given their unique behavioural characteristics and preferences.

### *The Role of Advertising in Consumer Behavior*

Advertising is an essential tool for communicating brand values and shaping consumer perception. Kotler and Keller (2016) emphasize that advertising informs, persuades, and reminds consumers about products, thereby directly impacting their decision-making processes. Younger generations, who are frequent users of social media and digital platforms, are especially vulnerable to a range of advertising strategies.

Young consumers in Uzbekistan are exceptionally responsive to celebrity endorsements and influencers. The research by Abdullaeva (2022) found that 70% of respondents aged 18-

24 reported being more likely to purchase products endorsed by bloggers or celebrities they admire. This trend mirrors a broader global trend in which the perceived authenticity and relatability of celebrities and public figures sway young consumers.

#### *The decision-making process*

Consumer behavior is a significant area of research focused on the decision-making processes involved in purchasing (Takhire, 2015). Belch's (1978) foundational work delineates consumer behavior as a sequential process encompassing several stages: consumers initially seek out a product or service, then select, purchase, and utilize it, subsequently evaluate its value, and finally dispose of it. Significantly, purchasing behavior varies across individuals, driven by the content and marketing strategies companies employ.

The decision-making process for young consumers often follows several stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). Advertising influences this process at multiple points:

1. **Need Recognition:** Exposure to advertisements may prompt young consumers to recognize a need for cosmetic products, often influenced by social media trends.
2. **Information Search:** During the second stage of the decision-making process, the consumer expresses an interest in specific products, initiating a search for additional information.
3. **Decision-Making Process:** At this stage, consumers possess sufficient information to assess a product or service and explore alternative brands.
4. **Purchase Decision:** Emotional appeals in advertisements can significantly sway purchase decisions, reinforcing Smith and Zook's (2016) assertion regarding the effectiveness of emotional marketing.
5. **Post-Purchase Behavior:** This final stage addresses customer satisfaction, as individuals may evaluate their experience with the product, leading to potential complaints or the likelihood of repurchasing.

Customers may skip certain stages of the previously outlined purchasing process when shopping online. Consequently, the duration allocated to each step of the purchasing journey in an online context can be significantly reduced (Moustakas, 2015).

**Hypothesis:** There is a positive correlation between the frequency of exposure to cosmetic advertisements and the purchasing behavior of young consumers in Uzbekistan.

This empirical research is required to substantiate the proposed hypotheses and explore additional factors influencing this dynamic, particularly in the context of Uzbekistan's unique cultural and economic landscape. Understanding these elements will provide valuable insights for marketers seeking to engage young audiences effectively in the cosmetics sector

## Methods

The primary purpose of this research is to investigate the relationship between exposure frequency to cosmetic advertisements and the purchasing behavior of young consumers in Uzbekistan. This study aims to provide empirical evidence on how advertising influences the purchasing decisions of the younger generation, thereby helping develop more effective marketing strategies for cosmetic products in the region. The data will be collected by using an online and offline questionnaire (quantitative data).

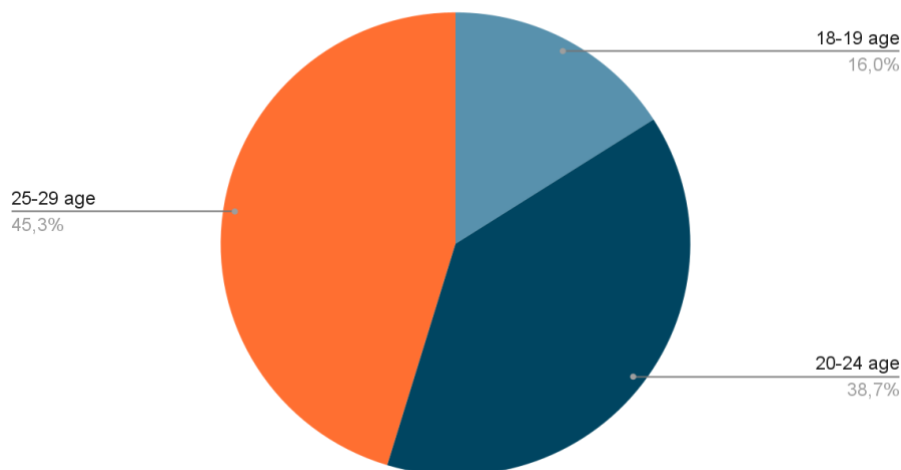
The target population for this research consists of young consumers aged 18 to 29 years living in Uzbekistan. According to the State Committee of the Republic of Uzbekistan on Statistics ([www.stat.uz](http://www.stat.uz)), this demographic represents a significant portion of the population, particularly in urban areas where advertising exposure is higher.

Table 1: The percentage of young women in the Republic of Uzbekistan

| Group name                       | Gender    | Population | Percentage |
|----------------------------------|-----------|------------|------------|
| Population of Uzbekistan         | Men       | 36 799 800 | 100%       |
|                                  | and Women |            |            |
| Population of Uzbekistan         | Women     | 18 274 800 | 49.6%      |
| Population by age groups (18-19) | Women     | 511 557    | 1.39%      |
| Population by age groups (20-24) | Women     | 1 240 154  | 3.37%      |
| Population by age groups (25-29) | Women     | 1 451 070  | 3.94%      |

*\*Since the population is growing every day, the data in the chart is presented as of 1st November 2024.*

Population by age groups (Women)



**Figure 1.** The percentage of the chosen group age (women) in Uzbekistan, where 100% is 3,202,781, aged 18 to 29.

The demographic targeted in this study was deliberately selected based on age, with emphasis on the younger population in the Republic of Uzbekistan. More specifically, the research focused on women aged 18 to 29 years, a youth demographic comprising roughly 3,202,781 individuals in the country, according to 2024 demographic statistics.

Given time and resource constraints, the study's focus was restricted to the capital city, Tashkent. This decision to center the research on Tashkent is noteworthy, as it serves not only as Uzbekistan's political and economic hub but also as a vibrant cultural and social hub.

Using a stratified random sampling technique, the author will select participants from various educational institutions and social groups within the capital city of Tashkent. Stratified sampling is a probability sampling technique wherein the researcher initially delineates a set of mutually exclusive and collectively exhaustive categories that reflect the characteristics of the population under study (Neuman, 2014). This method ensures that the sample reflects the diverse socioeconomic backgrounds of the youth population in Uzbekistan.

The present study will involve the examination of 100 respondents utilizing a stratified random sampling technique, as defined by the following formula:

$$n_h = (N_h / N) * n$$

In this equation,  $n_h$  represents the sample size for the  $h$ -th stratum,  $N_h$  denotes the size of the  $h$ -th stratum,  $N$  is the total size of the population, and  $n$  signifies the overall sample size (Hassan, 2024).

The analysis will focus on three distinct age groups of women in Uzbekistan, with a total population of 3,202,781 individuals across these strata, as indicated in the accompanying

table.

Women by age groups (18-19) =  $(511 - 557/3 - 202 - 781) * 100 = 16$   
 Women by age groups (20-24) =  $(1 - 240 - 154/3 - 202 - 781) * 100 = 39$   
 Women by age groups (25-29) =  $(1 - 451 - 070/3 - 202 - 781) * 100 = 45$

Overall: 100 respondents

Primary data collection will be conducted using a structured questionnaire with closed-ended questions. The questionnaire will be attached in the Appendix below.

Quantitative data analysis primarily involves examining numerical data to draw meaningful conclusions and insights. In social research, structured survey questionnaires are often administered systematically to a specific target population.

In this study, the researcher intends to administer a survey questionnaire to a sample of 100 females aged 18 to 29. The target demographic will be women residing in urban areas of Uzbekistan, providing a focused lens through which to explore the research questions. The utilization of digital platforms, specifically Google Forms, will facilitate the online dissemination of the questionnaire, alongside offline distribution methods to enhance reach and participation (Dillman, Smyth, & Christian, 2014).

Data collected from the survey will be systematically organized and presented through various means, including tables, diagrams, and charts. This multidimensional approach will enable a more precise visualization of the research findings, facilitating comprehensive analysis and interpretation. The study will also involve a rigorous examination of the proposed hypothesis.

The concluding section of the research paper will provide an in-depth discussion of the study's findings, integrating them within the broader context of existing literature. It will include a synthesis of the implemented activities and offer actionable recommendations based on the study's outcomes (Bryman, 2016).

## Results And Discussion

### Descriptive Overview of the Dataset

The final dataset comprised 43 peer-reviewed research articles published between 2003 and 2023, all

Based on the research data in the paragraphs above, the results of the hypothesis test can be summarised as follows. This study aimed to explore how advertisements affect the purchasing behavior of young people in Uzbekistan, with a focus on cosmetic products. Data was gathered using a structured questionnaire administered to a sample of consumers aged 18 to 29. The researcher examined 100 respondents. The findings provide several important insights into the influence of advertisements on purchasing decisions within this age group.

**Table 2 Percentage of Respondents by Product**

| Using beauty products | Number of respondents | Percentage |
|-----------------------|-----------------------|------------|
| Make-up products      | 8                     | 8%         |
| Skincare products     | 14                    | 14%        |
| Both                  | 78                    | 78%        |
| TOTAL                 | 100                   | 100%       |

**Table 3. Percentage of Respondents by Age**

| Age group | Number of respondents | Percentage |
|-----------|-----------------------|------------|
| 18-19     | 16                    | 16%        |
| 20-24     | 39                    | 39%        |
| 25-29     | 45                    | 45%        |
| TOTAL     | 100                   | 100%       |

**Table 3. Percentage of Respondents by Education**

| Level of education | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|--------------------|-----------------------------------|-----------------|-----------------|-----------------|
| High school        | 11 (11%)                          | 4 (4%)          | 5 (5%)          | 2 (2%)          |
| Undergraduate      | 69 (69%)                          | 12 (12%)        | 31 (31%)        | 26 (26%)        |
| Postgraduate       | 20 (20%)                          | 0               | 3 (3%)          | 17 (17%)        |
| TOTAL              | 100 (100%)                        | 16 (16%)        | 39 (39%)        | 45 (45%)        |

**Table 4. Percentage of Respondents by Income**

| Income each month         | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|---------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| less than 1.000.000 sum   | 18 (18%)                          | 10 (10%)        | 5 (5%)          | 3 (3%)          |
| 1.000.000 - 5.000.000 sum | 39 (39%)                          | 5 (5%)          | 26 (26%)        | 8 (8%)          |
| more than 5.000.000 sum   | 43 (43%)                          | 1 (1%)          | 8 (8%)          | 34 (34%)        |
| TOTAL                     | 100 (100%)                        | 16 (16%)        | 39 (39%)        | 45 (45%)        |

**Table 5. Percentage of Respondents by Social Media Usage**

| Using social media to learn about cosmetic products | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|-----------------------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Never                                               | 1 (1%)                            | 0               | 1(1%)           | 0               |
| Rarely (1-2 times a month)                          | 33 (33%)                          | 8(8%)           | 13(13%)         | 12(12%)         |
| Sometimes (1-2 times a week)                        | 40 (40%)                          | 4 (4%)          | 13(13%)         | 23(23%)         |
| Frequently (3 or more times a week)                 | 26 (26%)                          | 4 (4%)          | 12(12%)         | 10(10%)         |
| TOTAL                                               | 100(100%)                         | 16(16%)         | 39(39%)         | 45(45%)         |

Table 7.

| Social media platforms used for beauty-related content (Select all that apply) | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|--------------------------------------------------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Instagram                                                                      | 92                                | 13              | 34              | 45              |
| TikTok                                                                         | 13                                | 6               | 6               | 1               |
| Facebook                                                                       | 11                                | 7               | 4               | 7               |
| YouTube                                                                        | 33                                | 7               | 15              | 11              |

*\*This question allowed multiple answers*

Table 8.

| Types of advertisements that appeal to cosmetics | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|--------------------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Influencer endorsements                          | 30 (30%)                          | 7(7%)           | 14(14%)         | 9(9%)           |
| Video advertisements                             | 19 (19%)                          | 1(1%)           | 9(9%)           | 9(9%)           |
| Print advertisements (magazines, flyers)         | 5 (5%)                            | 1(1%)           | 3(3%)           | 1(1%)           |
| Social media ads                                 | 46 (46%)                          | 7(7%)           | 13(13%)         | 26(26%)         |
| TOTAL                                            | 100(100%)                         | 16(16%)         | 39(39%)         | 45(45%)         |

Table 9.

| Purchase frequency of cosmetic products | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|-----------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Never                                   | 0                                 | 0               | 0               | 0               |
| Once a month                            | 51 (51%)                          | 12(12%)         | 19(19%)         | 20(20%)         |
| Once every two months                   | 37 (37%)                          | 3(3%)           | 15(15%)         | 19(19%)         |
| Once a week                             | 12 (12%)                          | 1(1%)           | 5 (5%)          | 6 (6%)          |
| TOTAL                                   | 100(100%)                         | 16(16%)         | 39(39%)         | 45(45%)         |

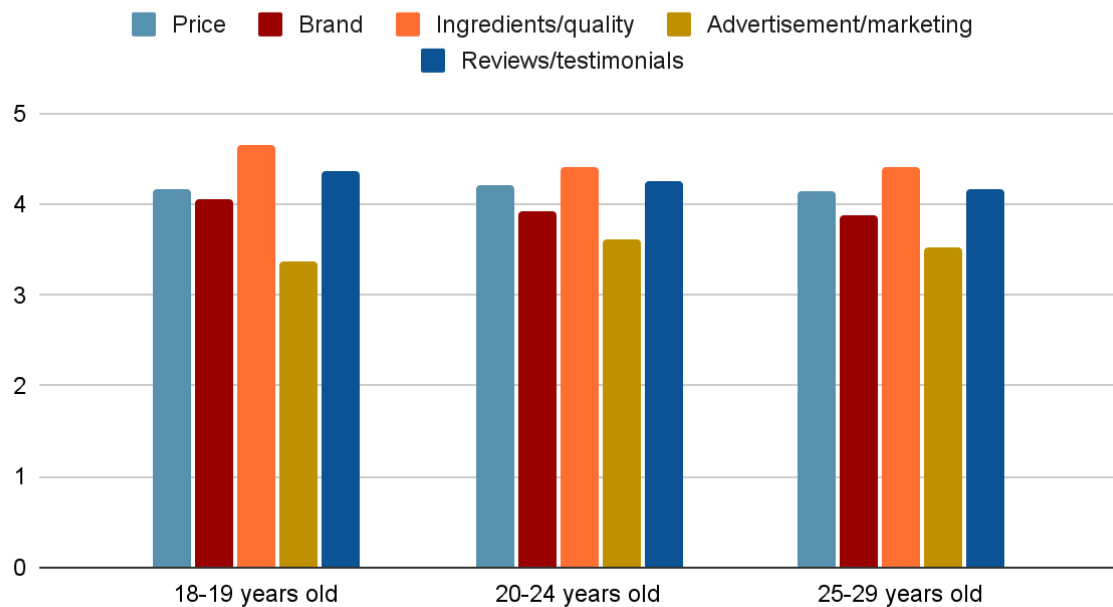
Table 10.

| The influence of advertising on the decision to buy cosmetic products | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|-----------------------------------------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Not at all influential                                                | 4 (4%)                            | 2(2%)           | 1(1%)           | 1(1%)           |
| Slightly influential                                                  | 51 (51%)                          | 8(8%)           | 24(24%)         | 19(19%)         |
| Moderately influential                                                | 34 (34%)                          | 5(5%)           | 10(10%)         | 19(19%)         |
| Very influential                                                      | 11 (11%)                          | 1(1%)           | 4(4%)           | 6 (6%)          |
| TOTAL                                                                 | 100(100%)                         | 16(16%)         | 39(39%)         | 45(45%)         |

Table 11.

| The important factors when purchasing cosmetics (Rank from 1 to 5, with five being the most important) | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|--------------------------------------------------------------------------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Price                                                                                                  | 4.18                              | 4.16            | 4.2             | 4.15            |
| Brand                                                                                                  | 3.89                              | 4.05            | 3.93            | 3.87            |
| Ingredients/quality                                                                                    | 4.39                              | 4.66            | 4.41            | 4.41            |
| Advertisement/marketing                                                                                | 3.57                              | 3.36            | 3.62            | 3.53            |
| Reviews/testimonials                                                                                   | 4.19                              | 4.36            | 4.25            | 4.17            |

## The important factors when purchasing cosmetics



**Figure 2.** Primary resource.

**Table 12.**

| Purchasing a cosmetic product after seeing it advertised. | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|-----------------------------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Yes                                                       | 84 (84%)                          | 13(13%)         | 31(31%)         | 40(40%)         |
| No                                                        | 16 (16%)                          | 3(3%)           | 8(8%)           | 5(5%)           |
| <b>TOTAL</b>                                              | <b>100 (100%)</b>                 | <b>16(16%)</b>  | <b>39(39%)</b>  | <b>45(45%)</b>  |

**Table 13.**

| Advertising strategies that have the most significant impact on your purchasing decisions. (Select all that apply) | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Discounts/sales promotions                                                                                         | 25 (25%)                          | 5(5%)           | 12(12%)         | 8(8%)           |
| Celebrity endorsements                                                                                             | 14 (14%)                          | 4(4%)           | 7(7%)           | 3(3%)           |
| User-generated content (reviews, unboxing videos)                                                                  | 49 (49%)                          | 7(7%)           | 15(15%)         | 27(27%)         |
| Brand storytelling/content marketing                                                                               | 12 (12%)                          | 0               | 5(5%)           | 7(7%)           |
| <b>TOTAL</b>                                                                                                       | <b>100(100%)</b>                  | <b>16(16%)</b>  | <b>39(39%)</b>  | <b>45 (45%)</b> |

Table 14.

| Likely to try a new cosmetic product based on its advertisement. | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|------------------------------------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Not likely at all                                                | 18 (18%)                          | 2(2%)           | 7(7%)           | 9(9%)           |
| Somewhat likely                                                  | 46 (46%)                          | 12(12%)         | 15(15%)         | 19(19%)         |
| Likely                                                           | 29 (29%)                          | 2(2%)           | 15(15%)         | 12(12%)         |
| Very likely                                                      | 7 (7%)                            | 0               | 2 (2%)          | 5 (5%)          |
| TOTAL                                                            | 100(100%)                         | 16(16%)         | 39(39%)         | 45(45%)         |

Table 15.

| Perception of the effectiveness of cosmetic advertising targeted at the young generations | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|-------------------------------------------------------------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Very ineffective                                                                          | 6 (6%)                            | 1(1%)           | 3(3%)           | 2(2%)           |
| Ineffective                                                                               | 12 (12%)                          | 1(1%)           | 8(8%)           | 3(3%)           |
| Effective                                                                                 | 70 (70%)                          | 12(12%)         | 25(25%)         | 33(33%)         |
| Very effective                                                                            | 12 (12%)                          | 2 (2%)          | 3(3%)           | 7 (7%)          |
| TOTAL                                                                                     | 100(100%)                         | 16(16%)         | 39(39%)         | 45(45%)         |

Table 16.

| The future of cosmetic advertisements targeting young consumers in Uzbekistan | The overall number of respondents | 18-19 years old | 20-24 years old | 25-29 years old |
|-------------------------------------------------------------------------------|-----------------------------------|-----------------|-----------------|-----------------|
| Will decline significantly                                                    | 5 (5%)                            | 0               | 3(3%)           | 2(2%)           |
| Will decline moderately                                                       | 10 (10%)                          | 2(2%)           | 7(7%)           | 1(1%)           |
| Will remain stable                                                            | 43 (43%)                          | 8(8%)           | 15(15%)         | 20(20%)         |
| Will increase significantly                                                   | 42 (42%)                          | 6(6%)           | 14(14%)         | 22(22%)         |
| TOTAL                                                                         | 100(100%)                         | 16(16%)         | 39(39%)         | 45(45%)         |

The initial table presents data concerning respondents' engagement with beauty products. A significant majority of participants utilize both categories of cosmetic products: makeup and skincare. The respondents' demographics further indicate an emphasis on the youth population, specifically women aged 18 to 29. Within this cohort, the age group 25 to 29 years represents the largest segment of respondents (45%). Educational attainment among participants is predominantly at the undergraduate level, with approximately 69% holding undergraduate qualifications. In terms of income, a noteworthy 43% of respondents report monthly earnings exceeding 5,000,000 sum. Social media engagement is a key channel for beauty product information, as 40% of respondents report consulting these platforms 1-2

times per week for beauty-related content. Among the various social media platforms, Instagram is the preferred choice, with 92% of respondents using it for beauty-related resources. When assessing the role of social media advertisements, 46% of respondents affirm that such advertisements have a significant allure regarding cosmetic products. Furthermore, a substantial portion (51%) of respondents report purchasing beauty products every month.

Moreover, opinions on the impact of advertisements on purchase decisions vary: 51% of respondents perceive advertisements as having a minimal effect on their buying choices. In evaluating the factors influencing purchasing decisions for beauty products, respondents identified ingredients and quality as the most critical criteria, with an average rating of 4.39. This is closely followed by product reviews, which received an average rating of 4.19. Additionally, a striking 84% of respondents indicated that they had purchased beauty products following exposure to advertisements. Among various advertising strategies, user-generated content—such as reviews and unboxing videos—was deemed a potent method, with 49% of respondents acknowledging its efficacy, alongside promotions.

The analysis of the dataset provides significant insights into consumer behavior toward cosmetic products. Utilizing descriptive statistics, this research elucidates demographic trends, preferences, and behaviors that can inform marketing strategies in the cosmetics industry. This foundational understanding lays the groundwork for more comprehensive studies, potentially incorporating inferential statistics to explore causal relationships and employing predictive analytics to forecast future consumer behavior trends.

## Conclusion

This research has thoroughly examined the impact of advertising on the purchasing behavior of young generations regarding cosmetic products in Uzbekistan. Through a detailed analysis, the study highlights the significant role that advertising plays in shaping the attitudes and purchasing decisions of youth in this demographic. The research focused on a sample of 100 women aged 18-29 residing in Tashkent, a representative population for understanding broader trends affecting young consumers in Uzbekistan.

The primary hypothesis posited a positive correlation between exposure frequency to cosmetic advertisements and the purchasing behavior of young consumers. The findings robustly supported this hypothesis, as a considerable majority of respondents indicated a substantial likelihood of purchasing beauty products following exposure to advertising campaigns. Specifically, the data reveals that the persuasive elements of advertisements—such as visuals, endorsements, and promotional offers—significantly enhance the appeal of cosmetic products, prompting consumers to act.

Overall, the findings underscore the importance of targeted advertising strategies that resonate with the values and preferences of young Uzbek women. Future research could further explore the underlying psychological factors that contribute to this purchasing behavior, as well as the potential long-term effects of sustained advertising exposure on consumer loyalty and brand perception among this demographic. By enhancing our understanding of these dynamics, businesses can better tailor their offerings and marketing approaches to meet the needs of emerging consumers in Uzbekistan.

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