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YouTube advertising appeals on generation Z's purchase intention of beauty products: a predictive approach

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ABSTRACT

The study investigates Generation Z's purchase intentions in the beauty industry that are impacted by YouTube advertising appeals. A structured questionnaire and a quantitative approach were used to collect data from a total of 205 respondents who belonged to Generation Z. The study examined the impact of five types of advertising appeals, namely emotional, rational, aesthetic, celebrity endorsement, and inclusivity on purchase intention. The study utilized Aristotle's Rhetorical Theory as the underpinning theoretical framework. Results from Partial Least Square Structural Equation Modeling (PLS-SEM) revealed that emotional appeal and celebrity endorsement significantly predicted purchase intention among Generation Z consumers, while rational, aesthetic, and inclusivity appeals did not. These findings underscore the effectiveness of emotional and celebrity endorsement appeals in YouTube advertising strategies targeting Generation Z within the beauty sector. The study contributes to both theoretical and practical implications for marketers aiming to enhance digital advertising strategies tailored to Generation Z's unique consumer behaviors.

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Introduction

YouTube is a highly popular social media platform that is extensively utilized by individuals and businesses on a global scale (Pugalendhi & Mary, 2023). Although YouTube has a large number of subscribers and is widely used for advertising, there is limited understanding of its effectiveness as an advertising channel (Moutinho et al., 2022). According to Ahmad et al. (2020), YouTube's online advertising platform has become one of the most user-friendly and profitable platforms among others.

YouTube is the most popular online video platform with approximately 2.1 billion users worldwide (Atique et al., 2024). Overall, these users consume over one billion hours of content daily and upload over 400 hours of video per minute. YouTube serves over 100 countries and 80 languages, reaching 95% of the global Internet population (Moutinho et al., 2022). Mortensen (2024) highlighted that YouTube boasts a staggering 2.49 billion users, which is a significant increase from the 2 billion users it had in 2019. In addition to its wide geographical reach, it has used diverse applications to expand its target audience and strengthen its market position (Lagiovane, 2018).

YouTube is dependent on advertising as its primary source of funding. Thus, it is crucial to comprehend the impact of commercial appeals on customer behavior, particularly among Generation Z. This is because advertising can attract consumers and create interest in the product, whereas appeal can persuade feelings of consumers to buy the product (Garg et al., 2023). In a study conducted by Nguyen (2023), it has been pointed out that advertising on the YouTube platform results in consumers' purchase

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intention. This emphasizes YouTube advertising appeals reflect positive purchasing intention among consumers (Hanusch et al., 2020).

Generation Z is a significant consumer group in the beauty industry, with a strong inclination toward fashion products (Feng et al., 2022). According to the Ministry of Economy Department of Statistics Malaysia (2024), the majority of the population in Malaysia consists of the age group 15 to 64 years old approximately 34.1 million people, and Gen-Z has approximately contributed to the 29% of the population (Tjiptono et al., 2020). The Gen-Z (digital natives) group is a consumer segment group that is technology savvy and relies on social media and online presence when it comes to purchasing behavior (Ameen et al., 2022).

Previous research has compared rational and emotional appeals, but there are inconsistent results in the previous studies conducted (Casais & Pereira, 2021; Yoon et al., 2019). Besides, there is little research being done on Generation Z beauty purchase intentions (Aziza & Astuti, 2019; Fataron, 2021; Paramitha et al., 2021). Another study suggests that future researchers should focus on the social groups with the most purchasing power in Malaysia to better understand which YouTube ads influence purchasing decisions among different age groups (Ho et al., 2020), and this motivated the researchers to target Generation Z because statistics reveal that Generation Z is the most spending group among the rest in the beauty industry (Davis, 2023; Gerstell et al., 2020).

Emotional and rational advertising appeals are prominently highlighted by past studies (see Ariffin et al., 2022; Casais & Pereira, 2021; Vrtana & Krizanova, 2023), however other appeals such as celebrity endorsement appeals (Wan Nawawi et al., 2022), aesthetics appeals (Kumar et al., 2021; Ridzuan et al., 2021), and inclusivity appeal (Tourangeau, 2022) need further investigation. For instance, Nguyen et al. (2022) and Waworuntu et al. (2022) mentioned the importance of influencer/celebrity credibility and brand image in shaping Generation Z's purchase intentions, where this has supported Chan's et al. (2025) results on the justifications to include the celebrity endorsement appeal in the fast-food industry.

Besides, Qayyum et al. (2023) highlighted that inclusive advertising received little attention in advertising and marketing scholarship, where this inclusive advertising can reflect the diversity of the market and demographic segments and resonate with the minority consumer communities (Viglia et al., 2023). This has also aligned with numerous scholars who have urged re-examining the inclusivity advertising appeal (Campbell et al., 2023; Mazzoli et al., 2024), which focuses on diversity inclusion. Therefore, this study expands on three other appeals, namely endorsement, aesthetic, inclusivity, and includes the two prominent advertising (emotional and rational) appeals to further contribute to the advertising discourse.

Thus, this study examines the impact of YouTube advertising appeals (rational, emotional, celebrity endorsement, aesthetic, and inclusivity) on Generation Z's purchase intention of beauty products.

Literature review

Theoretical underpinning

Aristotle's Rhetorical Theory serves as a theoretical framework to achieve persuasion discourse. The three types of proof that Aristotle argues are ethos (human character), pathos (human emotions), and logos (logical reasoning) are the foundation for effective persuasion in discourse (Torto, 2020). The Rhetorical Theory of Aristotle serves as a framework for communicating persuasively. Analogous to the present investigation, Aristotle's Rhetorical Theory was employed in this study examining the ability to influence the purchase of products.

Past studies examine the fundamental aspect of electronic media by examining the efficacy of Aristotle's theory of persuasion in advertisements, such as advertisements for beauty products. The study provides insights into the utilization of Ethos, Pathos, and Logos in beauty product advertisements to effectively influence individuals, particularly women. The study's analysis reveals that each advertisement employs either two or all methods of persuasion to entice viewers into purchasing specific products (Talaue, 2022). The most commonly employed and impactful technique is Ethos, as each advertisement features a celebrity to cultivate trust among female consumers (Firdous et al., 2023).

Hypothesis development

Rational appeals and purchase intention

Hussain et al. (2020) emphasize that rational appeals, which rely on logic and factual information, are effective in engaging consumers. Park and McMahan (2021) argue that rational appeals are more persuasive than emotional appeals. Malik and Tanveer (2018) define rational advertising as strategic and logical, aimed at presenting objective information to influence consumer decisions. Casais and Pereira (2021) support this by highlighting the importance of factual information in rational appeals.

However, these studies often overlook how different consumer segments might respond differently to rational appeals. Padole (2021) notes that high-involvement product consumers are more affected by logical appeals, suggesting that product type is a crucial moderating factor. Rahman and Pial (2019) added that rational appeal commercials can enhance advertising effectiveness through direct product information, reinforcing the need for accuracy and relevance. Lastly, consumers respond more favorably to rational compared to emotional appeals advertisements because these types of appeals are more congruent with their rational information processing (Cabano & Minton, 2023).

In comparison, some inconsistent findings were also reported by the existing literature. For instance, Muadzin and Lenggogeni (2021) depicted that the rational message appeal has no significant impact on consumers' purchase intention on prepaid data cards in West Sumatra. This has been highlighted that rational appeals will be more influential when they involve high-involvement products, while emotional message appeals are more effective in influencing low-involvement products (Casais & Pereira, 2021). In a similar vein, SaeidSadat (2019) also found that rational appeals of smartphone advertisements have insignificant effects on purchase intention in Turkey. Despite the above-mentioned findings being controversial, the study hypothesized that:

H1: Rational appeals positively impact the purchase intention of beauty products.

Emotional appeals and purchase intention

Wang et al. (2021) found that intrinsic motivation and emotional appeals in advertising significantly impact purchase intent, emphasizing the role of emotions in consumer decision-making. Numerous past studies (e.g. Vrtana & Krizanova, 2023; Zheng, 2020) explored the effectiveness of negative emotional appeals, such as cognitive dissonance and grief, in influencing consumer behavior. Ghasemi Siani et al. (2021) discovered that emotional appeals in sports product ads have varying effects based on product and gender. On the other hand, Segev and Fernandes (2023) highlighted that viral advertisements have included more emotional than rational appeals. This has also been supported by Nasaruddin et al. (2023) stating that emotional appeal is applied as it is more effective at persuading consumers than a rational message.

In addition, Muhmad Pirus and Zulqahar (2018) highlighted sad commercials influence consumer emotions, while Kujur and Singh (2018) found that negative emotional appeals, including sadness, anger, and shame, can boost consumer engagement. Czarnecka and Mogaji (2020) and Kim et al. (2020) also stress the importance of emotional appeals in financial services marketing. Therefore, this study formulated that:

H2: Emotional appeals positively impact the purchase intention of beauty products.

Celebrity endorsement appeal and purchase intention

Suhud et al. (2023) demonstrate that celebrity credibility significantly influences consumer perceptions of advertisements and purchase intentions. Tantawi and Sadek (2019) emphasize the role of celebrity attractiveness, trustworthiness, and cause-fitness in shaping consumer attitudes. Shi et al. (2021b) found that celebrity endorsements impact consumer purchase intentions through mechanisms of endorsement credibility and appeal. Besides, Ozdemir et al. (2020) and Upadhyay and Niroula (2022) explored the influence of celebrity endorsement on brand loyalty and purchase propensity, highlighting the complex interplay between these factors. Yet, in the context of health supplement products, Zolkepli et al. (2023) concluded that celebrity endorsement exerts no effect on social media users'

purchase behavior as they distrust products endorsed by renowned celebrities. Furthermore, celebrity endorsement was found to be insignificantly associated with purchase intention in the context of skincare products, which can explain why the popularity of celebrities might not fully encourage the purchase propensity of consumers. Drawing on the evidence concluded above, this study hypothesized that:

H3: Celebrity Endorsement appeals positively impact the purchase intention of beauty products.

Aesthetic appeal and purchase intention

Vessel et al. (2023) found that aesthetics significantly impacts perceptions and purchase intentions for luxury products. Numerous past literature (e.g. Cachero-Martínez & Vázquez-Casielles, 2021; Dagalp & Södergren, 2024) argue that an improved visual experience can enhance customer loyalty. Shi et al. (2021a) emphasize the importance of design aesthetics in influencing consumer purchase decisions.

However, these studies often focus on luxury products, with less attention to other product categories. Sundar et al. (2020) explored the influence of visual aesthetics in digital media advertising, highlighting the need for further research on how aesthetics impact consumer behavior across different product types. Besides, Hamdan et al. (2025) evidence that Korean drama screen placement (visual) significantly influences brand recall. Based on the discussion, the study postulated that:

H4: Aesthetic appeals positively impact the purchase intention of beauty products.

Inclusivity appeal and purchase intention

Singh (2022) highlighted the role of advertising in promoting women's social integration in India, suggesting that inclusivity in advertising can advance social inclusion. Demunter and Bauwens (2023) found that LGBTQ-themed advertising is well-received in progressive countries, while Tourangeau (2022) noted resistance to gender inclusivity in gaming-related advertising among male consumers. However, these studies often focus on specific demographics, with limited exploration of how inclusivity appeals impact other consumer groups. Further research is needed to understand the broader implications of inclusivity in advertising. Therefore, the current study hypothesized that:

H5: Inclusivity appeals positively impact the purchase intention of beauty products.

Overall, the present literature illustrates the theoretical framework and hypothesis development by looking into the Rhetorical Theory and empirical evidence on the relationships between the purchase intention of beauty products and its predictors (Figure 1). The following section is the methodology section which is structured as Research design, Sampling technique, Measurement, Data collection, and Ethical concerns.

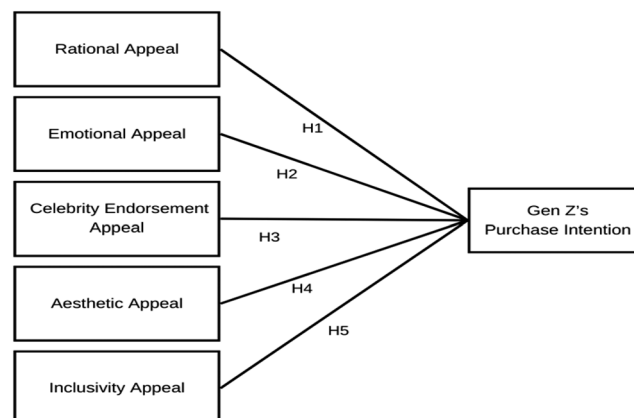


Figure 1. Proposed research framework.

Methodology

Research design

This study was carried out using a quantitative approach, where it is used to perform statistical tests to analyze the data (Ghanad, 2023). A structured questionnaire was used to collect data for this type of research because it was able to collect the opinions and perceptions of the respondents on the particular issue (Gupta et al., 2020).

Sampling technique

The study's participants were focused on Generation Z in a Malaysian setting. To better comprehend and obtain additional data for this study, individuals were chosen from within the Generation Z age group. The number of participants was determined based on G*Power software analysis to ascertain the sample size. Gupta et al. (2020) stated that a sample size ranging from higher than 50 to 500 was generally considered admissible for research purposes. Hence, based on the G*Power analysis (version 3.1.9.7), the minimum sample size is 138 (predictors: 5, power: 0.95, effect size: 0.15). However, the researchers had gathered 205 respondents which the sample deems sufficient.

The sampling technique employed in this study is purposive sampling, a non-probability method where participants are selected based on specific criteria relevant to the research objectives. This sampling was chosen to focus on Generation Z, who was born between the mid-1990s and early 2010s, (Lisana, 2024). The criteria for inclusion were the participants are aged between 15 to 24++ years old, where this group is actively involved in the beauty market, often influenced by social media (YouTube) in this context, and demonstrated interest in researching beauty products (Bonifacio et al., 2024). In addition, the study by Ramadanty et al. (2020), found that the age group of 15–25 years old are consumers who are actively involved in purchasing beauty products in Indonesia (Asia) which justified the study of this age group.

Measurement

Section A focused on the screening questions, this section determines whether the respondents are eligible to partake in the survey. The purpose of this first section was to verify the respondent's validity and their ability to meet the requirement. Section B encompasses factors such as gender, age, nationality, race, and education. Section C discussed various types of appeals, including emotional, rational, celebrity endorsement, inclusivity, and aesthetic appeals as the variables.

Items for rational appeals were adapted from (Duffett, 2020; Ho et al., 2020; Padole, 2021). Emotional appeals were developed based on (Cachero-Martínez & Vázquez-Casielles, 2021; Kamran & Siddiqui, 2019). For the celebrity endorsement appeal, it was adapted from (Ho et al., 2020). Aesthetic appeal items were adapted from (Cachero-Martínez & Vázquez-Casielles, 2021; Fayyaz et al., 2025); Peng et al., 2017; Lastly, for inclusivity appeal items were adapted from Tourangeau (2022). As for the endogenous variable (purchase intention), the items were based on (Prajogo & Purwanto, 2020; Duffett, 2020) (see Appendix 1).

The measurement used a Likert-type scale with five-point anchors (1 = strongly disagree and 5 = strongly agree). Therefore, it could reflect the extent to which respondents agreed with the items or statements in the survey form.

Data collection

Upon receiving authorization, the questionnaire was disseminated digitally by sharing the link across multiple social media platforms including WhatsApp, Facebook, Telegram, and Instagram. Furthermore, the option 'Limit to 1 Response' was selected to prohibit respondents from submitting multiple responses, thereby minimizing the potential margin of error that could impact the research study. A total of 250 questionnaires were sent out to the intended respondents, which is Generation Z. However, only 205 were selected because they met the criteria of purposive sampling, which contributed 82% of the response rate.

Common method variance

According to Wall et al. (2022), common method variance (CMV) is a single source data bias that commonly occurs in cross-sectional design. Therefore, researchers applied a marker variable technique (Kock et al., 2021) to produce a variance inflation factor (VIF), and a value less than 5 is considered acceptable (Hair et al., 2024) (see Appendix 2). Thus, there is no serious bias issue.

Ethical concerns

The researchers have included the written informant consent on the cover page of the online survey and only the respondents who agree to participate will proceed to answer the survey. Respondents participate voluntarily in this research, which grants and ensures the confidentiality of the respondent's information, and data will only be used for research purposes.

Results

Based on Table 1, more than half (62.4%) were females, with the majority being Indian (82.9%). Besides, 22.9% of the respondents were between the ages of 21–23 years old, which indicates the respondents are mostly Gen Z young consumers. About education, 35.6% of them have a bachelor's degree, which shows that they are educated and able to make wise decisions.

Measurement model

Hair et al. (2022) and Henseler et al. (2009) highlighted that reliability can be measured using factor loading and composite reliability (CR). As shown in Table 2, the loading of all items is more than 0.708 as suggested by Hair et al. (2019). Cronbach's alpha surpassed the value of 0.7 (Hair et al., 2022). Discriminant validity was carried out to test the validity of constructs. Hair et al. (2022) highlighted that the CR should exceed 0.70, while the Average Variance Extracted (AVE) should be more than 0.50. Thus, the convergent validity is confirmed (see Table 2).

Discriminant validity

Henseler et al. (2015) highlighted that Heterotrait-Monotrait Ratio of Correlations (HTMT) can be used to ascertain the discriminant validity. Based on Gold et al. (2001), the value of HTMT should not be more than 0.90. As demonstrated in Table 3, all the HTMT values did not surpass 0.90, which ascertained the discriminant validity. The researchers used the variance inflation factor (VIF) to detect the collinearity

Table 1. Demographic profile of respondents (N=205).

Demographic	Items	Frequency	Percentage (%)
Gender	Male	77	37.6
	Female	128	62.4
Ethnicity	Malay	27	13.2
	Chinese	2	1.0
	Indian	170	82.9
	Other	6	2.9
Age Group	15–16	9	4.4
	17–18	29	14.1
	19–20	39	19.0
	21–23	47	22.9
	23–24	41	20.0
	>24	40	19.5
Education	High School/SPM	63	30.7
	Foundation/Diploma	61	29.8
	Bachelor's Degree	73	35.6
	Professional Certificate	8	3.9

Table 2. Convergent validity.

Variables	Items	Loadings	Cronbach's alpha	CR	AVE
Aesthetic appeal	AA1	0.810	0.924	0.943	0.768
	AA2	0.871			
	AA3	0.924			
	AA4	0.877			
	AA5	0.896			
Celebrity endorsement appeal	CeA1	0.873	0.944	0.958	0.818
	CeA2	0.895			
	CeA3	0.919			
	CeA4	0.926			
	CeA5	0.910			
Emotional appeal	EA1	0.930	0.951	0.964	0.872
	EA2	0.936			
	EA3	0.945			
	EA4	0.924			
Inclusivity appeal	IA1	0.861	0.872	0.913	0.723
	IA2	0.868			
	IA3	0.819			
	IA4	0.853			
Purchase intention	PI1	0.933	0.948	0.962	0.865
	PI2	0.917			
	PI3	0.933			
	PI4	0.937			
Rational appeal	RA1	0.865	0.854	0.901	0.696
	RA2	0.835			
	RA3	0.829			
	RA4	0.805			

Table 3. Discriminant validity using HTMT ratio.

	AA	CeA	EA	IA	PI	RA
AA						
CeA	0.876					
EA	0.788	0.833				
IA	0.896	0.832	0.805			
PI	0.721	0.811	0.751	0.704		
RA	0.828	0.825	0.823	0.817	0.684	

Table 4. Direct effects.

Paths	Std. beta	Std. error	T	P	LLCI (5%)	ULCI (95%)	D	R ²	f ²	VIF
H1: RA -> PI	-0.016	0.101	0.162	0.436	-0.189	0.139	NS	0.622	0.000	2.859
H2: EA -> PI	0.262	0.092	2.858*	0.002	0.114	0.419	S		0.055	3.331
H3: CeA -> PI	0.496	0.098	5.075**	0.000	0.336	0.660	S		0.157	4.153
H4: AA -> PI	0.063	0.112	0.562	0.287	-0.118	0.251	NS		0.002	4.229
H5: IA -> PI	0.034	0.088	0.386	0.350	-0.123	0.166	NS		0.001	3.352

ULCI=Upper Level Confident Interval, LLCI=Lower Level Confident Interval; D=Decision; S=Supported; NS=Not supported. 1-tailed test.

issue, Hair et al. (2019) mentioned that the VIF value should not be more than 5. Thus, there is no severe collinearity issue.

Structural model

Bootstrapping with 5,000 resamples (Preacher & Hayes, 2008) was used to test the structural model. The results depicted in Table 4 show that emotional appeal has a positive impact on purchase intention ($\beta=0.262$, t -value = 2.858, $p<0.05$). In a similar vein, consumers' purchase intention is significantly and positively impacted by celebrity endorsement appeal ($\beta=0.496$, t -value = 5.075, $p<0.05$), therefore, sustaining, H2 and H3. However, rational appeal, aesthetic, and inclusivity appeals do not have a significant impact on consumer purchase intention. Thus, H1, H4, and H5 were rejected. The R² indicated that the five advertising appeals can explain 62.2% of the variance in endogenous variable (Figure 2).

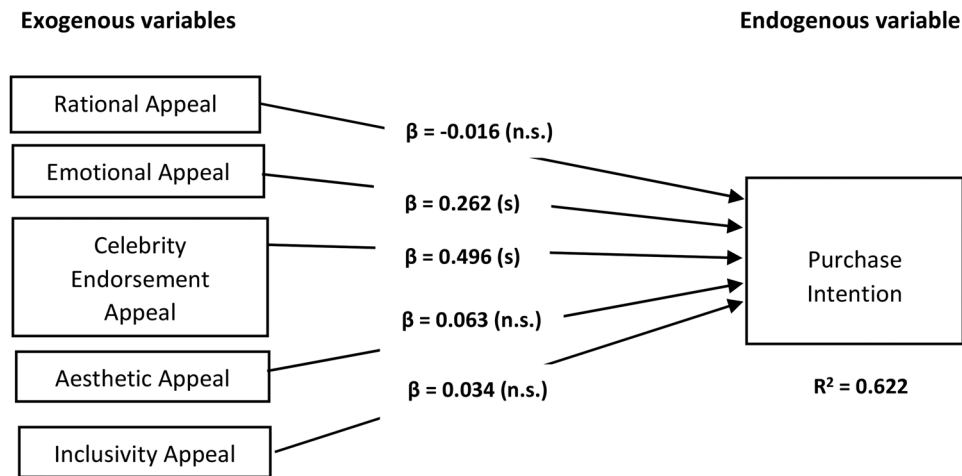


Figure 2. Structural model assessment.

Table 5. PLS predict.

	Q ² predict	PLS-SEM_RMSE	LM_RMSE	PLS-SEM – LM RMSE	Interpretation
PI1	0.532	0.892	1.033	−0.141	High
PI2	0.485	0.942	1.030	−0.088	
PI3	0.504	0.920	0.963	−0.043	
PI4	0.516	0.912	0.981	−0.069	

PLS predict

PLS-predict was used to solve the apparent dichotomy between explanation and prediction (Shmueli et al., 2019). Since the results of Q² predict values were all more than zero (see Table 5), the Q² predict indicates the model has sufficient predictive relevance. Hence, it indicated that the purchase intention has a high predictive power.

Discussion

This study examined how different YouTube advertising appeals influenced Generation Z's purchase intention in the beauty industry. Out of the five advertising appeals that were studied, the results of the path analysis indicated that only two appeals (emotional and celebrity endorsement) have a significant impact on the consumer's intention to make a purchase. The remaining three factors (inclusivity, rational, and aesthetic) were not the predictors. These findings provide insight into the kinds of advertising appeals that appeal to Generation Z consumers the most.

Contrary to H1, the rational appeal did not significantly affect purchase intention, indicating that Generation Z may not find reasoned and fact-based arguments persuasive when it comes to YouTube advertisements for beauty products. This finding contrasts with the existing literature where Hussain et al. (2020) and Park and McMahan (2021) highlighted the importance of logical and factual information in rational appeals. As mentioned by Iqbal and Siddiqui (2023), viewers will derive optimistic emotions when they watch an informative video advertisement. This can be explained that viewers can access sufficient information they desire from the full-length advertisements about the product. In the present study, this discrepancy may be due to the nature of the beauty industry, where emotional connections might outweigh logical reasoning.

Emotional appeal significantly increased purchase intention, supporting H2. This suggests that Generation Z responds well to emotional ads that increase their intention to buy beauty products. This aligns with previous research by Wang et al. (2021) and Nasaruddin et al. (2023), which emphasized the role of emotional appeals in influencing consumer decision-making and purchase intent. As discussed by Vrtana and Krizanova (2023), who confirmed the role of emotional appeal in shaping consumer behavior, advertising with emotional appeals encourages Generation Z to purchase the product, consolidating the relationships between consumers and brands. In the present research, the results imply that the

emotional value of advertising can trigger positive affections such as pleasure and humor among Generation Z in Malaysia. Subsequently, their purchase decisions are shaped.

The appeal of celebrity endorsements had the greatest positive impact on purchase intention, confirming H3 and demonstrating Generation Z is greatly influenced by celebrity endorsements, which greatly increase the attractiveness of beauty products. This result is consistent with the findings of (Suhud et al., 2023; Tantawi & Sadek, 2019), which highlighted the significant role of celebrity credibility and attractiveness in shaping consumer attitudes and purchase intentions. According to Purwanto and Praditya (2024), who reported a consistent finding, the image and credibility of a brand can be amplified by the selection of celebrities. In our research, we concluded that the purchase decisions among Generation Z in Malaysia are improved as the image and value of the beauty brands are increased by the celebrity endorsers' influence and attractiveness.

The aesthetic appeal did not significantly impact purchase intention, contrary to H4, suggesting that while aesthetics is important, they need to be complemented by other factors to drive purchase decisions among Generation Z. This finding contrasts with the literature by (Dagalp & Södergren, 2024); Vessel et al., 2023; which emphasized the importance of visual aesthetics, particularly in luxury products. Thus, this explained that the difference in product category might explain the inconsistency.

Inclusivity appeal also did not show a significant impact on purchase intention, contradicting H5, indicating that while inclusivity is a growing trend and important social value, it may not directly translate to increased purchase intention in this context. This finding contrasts with (Demunter & Bauwens, 2023; Singh, 2022), who found that inclusivity in advertising can advance social inclusion and be well-received. The difference might be due to the specific demographic and cultural context of Generation Z in Malaysia, which might prioritize other factors over inclusivity in beauty product advertisements.

Conclusion

This study highlights the impact of various advertising appeals on Generation Z's purchase intention in the beauty industry on YouTube. The findings reveal that Emotional Appeal and Celebrity Endorsement Appeal are significant predictors of purchase intention, whereas Rational, Aesthetic, and Inclusivity Appeals were not the predictors.

Academic implications

The study's findings have important implications for scholars. This research adds to the body of literature by highlighting the importance of emotional and celebrity endorsement appeals in digital advertising, particularly on YouTube. It contributed back to Aristotle's Rhetorical Theory's recommendation that emotional and endorsement elements be incorporated into contemporary advertising strategies (Aziza & Astuti, 2019). The study also provides insight into the purchasing behaviors of Generation Z, a demographic known for its distinct preferences and customs. Theories concerning consumer decision-making and advertising effectiveness can benefit from this research (Lopes et al., 2023).

Practical implications

The study gives practitioners practical guidance for developing more successful advertising campaigns. As for marketers, the outcome of this paper can help them improve their marketing strategies to facilitate consumer engagement. For instance, marketers in the beauty industry can use these findings to create YouTube advertisements that are more effective. Specifically, marketers are recommended to form a strong connection with their consumers by adequately identifying the consumer segment through proper emotional appeals. According to Choi (2023) and Ahmadi et al. (2023), by posting positive emotional content such as smiley emojis and sparkles emojis, consumers' emotional experiences can be facilitated. Besides, the provision of information on the new products will also aid in improving consumers' tendency towards purchasing beauty products. Due to the high proficiency of Generation Z, marketers can consider these suggestions by using social networks to exhibit various beauty products and new

information about them to consumers through the utilization of virtual influencers or celebrities (Shen, 2024). Gen Z consumers can be greatly impacted by campaigns that emphasize emotional appeals and make use of celebrity endorsements (Gerstell et al., 2020). To boost engagement and conversion rates, marketers and content producers should put their attention on creating emotionally charged content and collaborating with well-known figures (Davis, 2023).

Limitations and suggestions for future studies

Several recommendations are made for further research, building on the limitations and results of this investigation. To track changes in the effectiveness of advertising appeal over time and offer a more dynamic understanding of consumer behavior, future research should take into account longitudinal designs (Paramitha et al., 2021). The generalizability of the results can be improved and a more thorough understanding of the effects of advertising appeal can be obtained by extending the study to encompass a wider range of age groups and geographical areas. Examining the effects of promotional offers on alternative social media networks like Facebook, Instagram, and TikTok may offer a more comprehensive perspective on the efficacy of digital advertising.

Future studies could also incorporate additional variables such as cultural-related factors, hedonic value, brand loyalty, and virtual interactive advertising (Mohammed Yousaf et al., 2023) to test the mediating and moderating effects to enrich the analysis and uncover deeper insights into consumer behavior (Aziza & Astuti, 2019) and explore other advertising appeals such as egoistic and altruistic (Zhao et al., 2024). In conclusion, this study underscores the importance of emotional and celebrity endorsement appeals in influencing the purchase intentions of Generation Z consumers within the beauty industry. By addressing the identified limitations and exploring the recommended avenues for future research, scholars and practitioners can further enhance their understanding and application of effective advertising strategies in the digital age.

Authors' contributions

Conceptualization, T. J. C. and K. S.; Methodology, T. J. C., N. A. A. and N. H. H.; Software, T. J. C. and Y. T.; validation, T. J. C., N. A. A., and N. H. H.; formal analysis, Y. T.; resources, T. J. C., and N. H. H.; data curation, K. S.; writing—original draft preparation, T. J. C. and K. S.; writing—review and editing, T. J. C., K. S., N. A. A., N. H. H. and Y. T.; supervision, T. J. C.; project administration, T. J. C. and K. S.; funding acquisition, T. J. C. All authors have read and agreed to the published version of the manuscript.

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No potential conflict of interest was reported by the author(s).

Informed consent statement

Informed consent was obtained from all subjects involved in the study. Respondents were informed through the survey indicated on the voluntary participation, and confidentiality of the respondent's information.

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Data availability statement

The data used to support the findings of this study are available from the first author upon request.

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