

**AGGRESSIVE SOCIAL MEDIA ADVERTISING AND VISUAL
APPEAL IN SKINCARE MARKETING: A SYSTEMATIC REVIEW ON
IMPULSIVE BUYING AND REPURCHASE INTENTION**

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ABSTRACT

This study examines the influence of aggressive advertising and visual appeal in social media on impulse purchases of skincare products, taking into account positive emotions and repurchase intentions as mediators. The three main problems raised include the unclear definition of aggressive advertising, the lack of synthesis of visual interaction with psychological distress, and the inconsistency of the transition from positive emotions to loyalty. This study uses a qualitative Systematic Literature Review (SLR) approach to relevant literature from the last five years. Data was obtained from reputable indexed open access journals. The results show that visual and emotional strategies play an important role in shaping impulsive behavior and repurchase intent, as long as consumer expectations are met. This research contributes theoretically, methodologically, and practically to ethical digital marketing in the beauty industry.

Keywords: Aggressive Social Media Advertising, Skincare Marketing, Impulsive Buying, Repurchase Intention.

ABSTRAK

Penelitian ini meneliti pengaruh iklan agresif dan daya tarik visual di media sosial terhadap pembelian impulsif produk perawatan kulit, dengan mempertimbangkan emosi positif dan niat pembelian ulang sebagai mediator. Tiga masalah utama yang diangkat meliputi definisi iklan agresif yang tidak jelas, kurangnya sintesis interaksi visual dengan tekanan psikologis, dan inkonsistensi transisi dari emosi positif ke loyalitas. Penelitian ini menggunakan pendekatan Tinjauan Literatur Sistematis (SLR) kualitatif terhadap literatur relevan dari lima tahun terakhir. Data diperoleh dari jurnal akses terbuka terindeks yang bereputasi baik. Hasil penelitian menunjukkan bahwa strategi visual dan emosional memainkan peran penting dalam membentuk perilaku impulsif dan niat pembelian ulang, selama harapan konsumen terpenuhi. Penelitian ini memberikan kontribusi secara teoritis, metodologis, dan praktis terhadap pemasaran digital yang etis dalam industri kecantikan.

Kata Kunci: Iklan Media Sosial Agresif, Pemasaran Perawatan Kulit, Pembelian Impulsif, Niat Membeli Ulang

INTRODUCTION

This study aims to examine the complexity of the influence of aggressive social media advertising and visual appeal on the impulsive purchasing behavior of skincare product consumers, by placing positive emotions and repurchase intentions as the main mediators. This complexity is reflected in various digital marketing practices such as excessive product claims and excessive endorsements from influencers that often create ambiguity between ethical aggressive strategies and misleading advertising (Hussain et al., 2024). In addition, there is no systematic synthesis of how visual appeal, such as packaging design or the aesthetic effects of before and after photos, interact with psychological distress due to the high frequency of advertising exposure (Zulfa, 2020). Another debate has arisen regarding the sustainability of the effects of positive emotions after impulse purchases, with some studies stating that positive experiences can drive brand loyalty (Emanuella, 2024), but others show the emergence of cognitive dissonance when products fail to meet consumer expectations (Damanik, 2022).

The academic literature related to impulse buying behavior has developed rapidly, but it has not been able to fully answer the complexity of the problems raised in this study. The S-O-R (Stimulus-Organism-Response) model does offer an initial framework for understanding how external stimuli such as advertising and visuals can affect consumers' internal psychological states and generate behavioral responses (Marwan et al., 2024). However,

this theory has not been applied specifically in the context of skincare marketing on social media, which tends to be loaded with visual manipulation and emotional pressure. The PAD (Pleasure-Arousal-Dominance) theory, which explains how likes, stimuli, and loss of control all trigger impulsive purchases, also still requires contextual validation in the domain of digital aesthetics (Ortiz Alvarado et al., 2020). Even the Expectation Confirmation Theory (ECT) that bridges the process from purchase to repurchase intention has not been widely tested in the post-impulse purchase scenario of cosmetic products, even though the perception of product failure greatly affects loyalty (Thi Phan et al., 2020).

The main objective of this study was to systematically analyze the influence of aggressive advertising and visual appeal on the impulsive purchasing behavior of skincare product consumers, by exploring the mediating role of positive emotions and repurchase intentions. The approach used is a systematic literature review (SLR) with a qualitative focus, to identify patterns of relationships between variables and test the consistency of findings from various previous studies (Signed, 2024). This research also aims to clarify the line between aggressive but still ethical marketing strategies and practices that lead to manipulation and risk lowering consumer long-term trust (Zhang & Shi, 2022). Research contributions are expected to include theoretical aspects in the form of integrative model development, methodological aspects through the synthesis of variable measurements, and practical aspects in the form of effective and ethical

digital marketing recommendations (Saraswati et al., 2024).

The urgency of this research is based on the increasing intensity of cosmetic marketing through social media which not only utilizes visual power, but also a very suggestive communication strategy. In a competitive digital environment, consumers are faced with a flood of information and excessive exposure to promotional messages that affect their emotions and spontaneous decisions (Puspitadewi et al., 2024). The fact that positive emotions can drive purchases, but also have the potential to cause cognitive dissonance when products are not as expected, underscores the need for a systematic analysis of the mediating role of emotions in this process (Chen et al., 2021). Based on the research objectives that have been presented, the main hypothesis proposed in this study is that aggressive advertising and visual appeal significantly influence impulse purchases through the mediation of positive emotions and repurchase intentions, with dynamics that need to be explained theoretically and empirically to avoid negative effects such as purchase regret or distrust of brands

LITERATURE REVIEW

Definition of the Concept of Aggressive Social Media Advertising

Aggressive social media advertising conceptually refers to a promotional strategy that utilizes intensity, urgency, and emotional pressure in conveying marketing messages through digital platforms. This strategy often uses elements such as repetitive exposure, clickbait headlines, countdown timers, and emotional testimonials from influencers to drive quick

purchase decisions from the audience (Kumaradeepan, 2021). In the context of social media, aggressive advertising is characterized by the utilization of algorithms for extreme targeting as well as the intensive use of visuals to create emotional pressure and urgency of action (Rajalakshmi et al., 2024). This practice is often criticized for blurring the line between persuasion and manipulation, especially when used to market products with claims that are not completely transparent such as skincare products. Thus, aggressiveness in digital advertising is not just about the intensity of the message, but also about the complexity of communication ethics and its potential impact on consumer perception.

Kategorisasi Aggressive Social Media Advertising

The categorization of aggressive advertising in social media can be defined into several main manifestations: (1) *frequency overexposure*, i.e. the display of advertisements that are so repetitive that they create psychological distress; (2) *emotional overtriggering*, such as the use of dramatic narratives or before-after visuals that provoke insecurity; (3) *urgency engineering*, in the form of limited supply, countdowns, or the threat of stock shortages; and (4) *influencer amplification*, namely excessive endorsements from figures with high social authority (Ning et al., 2022). This practice is often found in beauty product advertising campaigns that target consumers' low emotions. On the other hand, such aggressiveness doesn't necessarily mean negative—if done transparently and targeted, it can increase engagement and conversion effectiveness (Upadhyay, 2024). Therefore,

it is important to distinguish between ethical strategic aggressiveness and forms of manipulation that violate the principle of consumer trust in marketing.

Definition of the Concept of Impulsive Buying Behavior

Impulsive buying behavior is a purchase action that occurs spontaneously without prior planning, characterized by low self-control and dominance of affective aspects in the decision-making process. Impulse buying is not only a reflection of personal character, but also the result of a complex interaction between external stimuli, internal emotions, and situational pressures (Zulfa, 2020). In the digital realm, this behavior is heavily influenced by exposure to social media content, especially from eye-catching visuals and ads that trigger a quick emotional response (Puspitadewi et al., 2024). Another characteristic of impulsive buying is a sense of urgency, momentary pleasure, and is often followed by a post-transaction re-evaluation. This phenomenon has become particularly relevant in the skincare industry, where visual emotions and the promise of instant results are the main triggers for consumer behavior.

Categorization of Impulsive Buying Behavior

The manifestations of impulsive buying behavior can be grouped into several main categories: (1) *pure impulse buying*, i.e. spontaneous purchases without direct external influence; (2) *reminder impulse buying*, triggered by re-exposure to a familiar product; (3) *suggestion impulse buying*, driven by exposure to ads or influencers

giving explicit advice; and (4) *planned impulse buying*, where the consumer already intends to buy but the actual decision is triggered by a special discount or promotion (Sriyanto et al., 2024). In the context of social media, the combination of attractive product visuals and digital social support (likes, shares, comments) can increase all types of impulse buying (Signed, 2024). This shows that impulsive behavior is not a monolithic phenomenon, but rather a complex spectrum that is influenced by different forms of stimulus and digital social contexts.

Definition of the Concept of Repurchase Intention

Repurchase intention refers to the psychological tendency of consumers to make a repurchase of a product or brand based on previous experience. This repurchase intention is formed through a combination of satisfaction, confirmation of expectations, and perception of value towards the product that has been consumed (Damanik, 2022). In the Expectation-Confirmation Theory model, the intention to buy again will arise when consumers feel that the product meets or even exceeds their initial expectations. Repurchase intent is not only an indicator of satisfaction, but it also serves as a signal of brand loyalty and a key predictor in long-term consumer behavior (Emanuella, 2024). Therefore, repurchase intention plays an important role in customer retention strategies, especially in a skincare industry that is highly competitive and relies on repeated consumer experiences.

Repurchase Intention Categorization

Repurchase intention can be classified into three main forms based on the

motivation and psychological condition of the consumer: (1) *habitual repurchase intention*, arises due to the habits and routines of using the product; (2) *affective repurchase intention*, triggered by positive emotions and brand attachment; and (3) *evaluative repurchase intention*, which arises from the rational consideration process based on the previous product performance (Thi Phan et al., 2020). In the digital context, the three often interact with user experience features on social media, such as consumer reviews, automated reminders, and personalized engagement (Zhang et al., 2022). Understanding these manifestations is crucial for marketers to identify strategies that are not only able to drive initial purchases, but also build repeating buying cycles on an ongoing basis

METODE PENELITIAN

Research Object

This study is focused on an in-depth exploration of the influence of aggressive advertising and visual appeal on the impulse purchase behavior of skincare products on social media, mediated by positive emotions and repurchase intentions. This study responds to three main gaps that are still debated in the literature. First, there is no uniform operational definition of "aggressive advertising" in the context of digital skincare, where practices such as over-claims and influencer overuse are often mixed up between ethical marketing strategies and misleading advertising (Widyaningsih et al., 2024). Second, the interaction between visual stimuli, such as aesthetic packaging design or dramatically edited photo content, and the intensity of ad exposure has not been systematically synthesized (Das et al., 2024).

Third, findings on the long-term effects of positive emotions post-impulsive buying are still conflicting; Some studies lead to increased brand loyalty, while others point to cognitive dissonance when products don't meet initial expectations (Wijarnoko et al., 2023). These three issues make the research context crucial to be studied comprehensively

HASIL DAN PEMBAHASAN

The types of research used in this study are *Systematic Literature Review* (SLR), which allows researchers to evaluate and synthesize empirical literature in a structured and transparent manner. The primary data in this study is in the form of scientific studies relevant to the influence of aggressive advertising, visual appeal, positive emotions, impulse purchases, and repurchase intentions in the context of skincare on social media (Kumar et al., 2024). Secondary data sources include reference books, industry reports, and previous research relevant to the research keywords. The inclusion criteria are used to filter only articles published in the last five years, available in open access, and from Sinta 1–2 indexed journals or reputable international journals. This procedure is important to maintain the relevance and quality of the data being analyzed. With the SLR approach, this study is expected to be able to present a comprehensive conceptual map of the relationship of key variables in the skincare digital marketing phenomenon, as well as detect a gap in the literature that has not been worked on before.

Basic Theory of Research

This research is based on the integration of three main theoretical frameworks that

complement each other in explaining psychological processes and consumer behavior. First *S-O-R Model* (Stimulus-Organism-Response) from Woodworth (1929) modernized by Jacoby (2002), provides a basic structure in which stimuli in the form of aggressive advertising and visual appeal affect the organism (positive emotions), which in turn triggers behavioral responses (impulse buying and repurchase intent) (Damanik, 2022). Second *PAD Theory* (Pleasure-Arousal-Dominance) from Mehrabian and Russell (1974), provides a more detailed dimension of emotions, where pleasure is related to visual appeal, arousal arises from intense exposure to advertising, and dominance related to loss of self-control when buying impulsively. Third *Expectation-Confirmation Theory* (ECT) from Oliver (1980) describes how the consumer's actual experience of a product after purchase can strengthen or weaken repurchase intent, depending on the level of expectation confirmation formed from previous exposure to advertising and visual perception (Wijarnoko et al., 2023).

Data Collection Techniques and Procedures

The stages in SLR begin by formulating structured and specific research questions. Furthermore, a literature search protocol was developed that included systematic strategies to find relevant studies using keywords such as "aggressive social media advertising," "visual appeal," "impulsive buying," and "repurchase intention" in various databases such as Scopus, DOAJ, and Google Scholar. The inclusion criteria are set to screen only publications in the last five years, open access journals, and relevant English or

Indonesian articles. After the articles are collected, a selection stage is carried out using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow to ensure transparency and replication of the process (Nuñez et al., 2021). Articles that pass are then evaluated for quality using a critical assessment tool before entering the data extraction stage. This procedure helps reduce systematic bias and ensures only high-quality studies are included in the synthesis.

Data Analysis Techniques

The data analysis in this study uses the *content analysis* systematically, which allows the identification of thematic patterns, relationships between variables, and the strengths and weaknesses of each study. The analysis was carried out qualitatively with the stages of manual coding of the themes that emerged from the extraction results, then organized into a conceptual framework based on the theories referenced. This technique allows for the preparation of comprehensive conclusions without losing the context of each study. The results of the analysis were also used to map the conflict of findings between studies and identify areas with strong evidence and areas that require further exploration (Kumar & Devi, 2024). With this strategy, the research not only describes what has been found, but also criticizes how and why those results appear in the context of skincare digital marketing.

4. Results and Discussion

Deskripsi Data Aggressive Social Media Advertising

Research on aggressive social media advertising on skincare products shows that

aggressive marketing practices make a lot of use of intensity, repetition, and a strong visual emotional approach to build instant interest in the brand. One study showed that social media advertising significantly shaped brand image and had a direct impact on local consumers' purchase intent for skincare products on platforms like Instagram and TikTok (Adelia, 2024). These ads utilize persuasive visual elements and language to influence the behavior of social media users. Other studies confirm that social media ad content—especially those that are personalized, instant, and interact directly with users—can increase engagement and create an emotional connection with brands (Yang, 2024). This description confirms that aggressive approaches in social media advertising tend to target the emotional and aesthetic dimensions intensely.

Eksplanasi Data Aggressive Social Media Advertising

Data exposure shows that an aggressive approach in social media advertising shapes consumer perceptions instantly through the frequency of impressions, the use of celebrities or influencers, as well as product visualizations that highlight extreme results or instant promise. The main factors that drive buying interest on social media are the intensity of attention, interaction between users, and ease of access to product information (Budiyanto et al., 2022). Other research also underscores that active social media users have a higher tendency to be affected by intensive promotional visuals, especially when ads are backed by consumer testimonials or excessive endorsements from influencers (Mahsen et al., 2020). This supports the argument that visual and

emotional tactics are the main weapons in aggressive advertising strategies on social media.

Relationship with Research Problems (Aggressive Ads)

The three conceptual gaps presented in this study are strengthened by the findings of the latest literature. The inconsistency of the operational limits of aggressive advertising can be seen from the overlap between intensive promotional strategies and misleading practices such as excessive claims and over-endorsements. Findings (L. Adelia, 2024) and (Mahsen et al., 2020) It shows that the effect of intensive advertising on brand image and purchase decisions is often difficult to separate from manipulative elements, especially in the context of skincare. Thus, this approach to the literature validates the reality that there is a gap in defining and assessing ethical versus manipulative aggressive advertising.

Description of Impulsive Buying Behavior Data

Impulsive buying behavior in the context of social media is characterized by momentary emotional urges and an inability to delay a purchase decision. High exposure to social media advertising increases consumers' impulsivity in making decisions, especially when the ad content contains emotional elements and urgent invitations (Upadhyay, 2024). In the context of beauty products, impulsive decisions are largely driven by visual testimonials and aesthetic imagery that imagines instant results. In addition, interactive ads such as live shopping features or countdown promos also

increase the urgency of spontaneous purchases.

Eksplanasi Data Impulsive Buying Behavior

The findings described suggest that the combination of exposure to engaging visual content and the emotional distress of aggressive advertising creates psychological conditions that facilitate impulsive buying. Consumers are prone to impulsive decision-making due to the presence of social elements such as friend recommendations, public testimonials, and product reviews appearing simultaneously (Wang, 2023). In this digital system, social media plays a key enabler, where social interaction and ease of purchase technically trigger impulsive behavior very quickly, especially among Gen Z and millennials.

Relationship with Research Problems (Impulsive Buying)

The description and explanatory literature on impulse buying validates the second problem in this study, namely the interaction between psychological stress from visual stimuli and high exposure to aggressive advertising. The findings show that impulsive buying is not only a psychological phenomenon, but also systematic, because it is triggered by advertising designs that manipulate arousal and a sense of urgency. This reality affirms that there needs to be ethical limits on the frequency and content of visual content that can trigger impulsive purchases that lead to dissatisfaction or regret.

Deskripsi Data Repurchase Intention

Research on repurchase intent highlights its relationship with post-purchase experience, perceived emotions, and perception of product quality. A strong brand image and positive experience during interaction with products on social media are the main drivers of repurchase intention (Kumar et al., 2024). In addition, other research shows that trust in brands formed through social media also strengthens consumer loyalty in the long run (Vinodh et al., 2024).

Eksplanasi Data Repurchase Intention

Repurchase intention in the context of skincare is greatly influenced by the extent to which consumers' initial expectations for the product can be met or exceeded. A positive post-purchase experience will strengthen consumers' commitment to the brand and encourage repurchase intent (Sultana et al., 2024). However, if there is a mismatch between expectations and realizations, there will be cognitive dissonance that can reduce the likelihood of repurchase. This shows the importance of advertising communication that is not only visually appealing, but also able to convey the reality of product quality honestly.

Relationship with Research Problems (Repurchase Intention)

The findings of the literature on repurchase intention reinforce the third problem in this study, namely the contradiction of the long-term effects of positive emotions after impulse purchases. Some studies show a natural transition to brand loyalty when the product experience is up to expectations, while others find that

mismatches lead to remorse and distrust in the brand. Therefore, the line between aggressive but ethical marketing strategies and strategies that cause negative psychological effects is crucial to be mapped in digital marketing practices.

Discussion

Table 1. Summary of Research Findings Based on Study Objectives

| Research Objectives | Key Findings | Supporting Literature |
|--|---|--|
| Systematically analyze the influence of aggressive social media advertising on impulse buying behavior | Aggressive advertising—characterized by urgency, repetition, and emotional provocation—stimulates impulse buying by triggering psychological arousal and lowering cognitive control | (Sultana et al., 2024); (Budianto et al., 2022); (Kumar, 2024) |
| Examine the influence of visual appeal on impulse buying behavior | Visual elements such as product aesthetics, before-after images, and influencer visualizations act as emotional stimuli that reinforce purchasing decisions instantly | (Nguyen et al., 2024) |
| Explore the role of positive emotion mediation in relation to advertising and impulse buying | The positive emotions generated by attractive advertising serve as mediators, encouraging impulsive actions even without rational consideration | (Arianay et al., 2024); (Hahnen, 2023) |
| Analyze the transition from impulsive buying to repurchase intention through expectation confirmation | When the experience of using a product confirms the emotional expectations at the time of purchase, consumers tend to have a stronger repurchase intention | (Lyu et al., 2023); (Yi et al., 2024) |
| Identifying the ethical boundary between aggressive marketing and manipulative practices | Ethically aggressive marketing can increase engagement without misleading, as long as transparency and authenticity are maintained in the emotional message | (Mahsen et al., 2020); (Negulescu et al., 2024); (Jalan et al., 2024); (Singh et al., 2023) |

Summary of Research Results

This study shows that the aggressiveness of social media advertising has a strong influence on triggering impulse buying behavior, especially when combined with high visual appeal. The positive emotions that arise from such exposure reinforce the consumer's desire to buy immediately without rational consideration, and in some cases, can develop into a repurchase intent. All three key concepts—aggressive advertising, visual appeal, and impulse buying—show a strong interconnectedness mediated by affective aspects, as found in literature that highlights the role of emotional and social factors of

social media platforms in creating purchase impulses (Xie, 2024).

The Relationship of Research with Other Research

These findings confirm the conclusion from previous studies that consumers' impulsive impulses on social media are often triggered by the visual and social aspects of ad content, including the number of interactions such as "likes" and comments that create a herd behavior effect (Çoban et al., 2023). However, the advantage of this study lies in the integration of two mediators—positive emotions and repurchase intention—that were previously rarely combined in a single framework. Other studies have limited themselves to the one-way relationship between advertising and impulse purchases, without examining the continuum of consumer loyalty (Malani et al., 2024).

Reflection on Research Objectives

This systematic analysis not only fills a theoretical void about the limitations of "aggressive advertising", but also highlights the complex dynamics between visual aesthetics and the emotional response that consumers evoke. By explaining the mechanism of the transition from momentary emotion to loyal decision, this study reflects that in the context of digital skincare, consumer perception is influenced by the layered interaction between visuals, emotions, and expectations. This makes this research an important contribution in developing a cross-disciplinary understanding between emotional marketing and digital consumer behavior.

Research Implications

The results of this study show that advertising strategies on social media need to be designed not only to attract instant attention, but also to consider the long-term impact on consumer loyalty and trust. Therefore, marketing campaigns need to avoid hyperbolic claims or manipulative techniques, and start adopting an ethical-based approach that remains alluring but not misleading (Lyu et al., 2023). This research provides an empirical basis for regulators to set digital advertising restriction policies and for practitioners to develop content strategies more responsibly.

Explanation of why the results of such research

The significant influence of aggressive advertising on impulse purchases and repurchase intent can be explained through the theoretical frameworks of S-O-R, PAD, and ECT. Stimuli in the form of intense advertisements and visuals stimulate positive emotions (pleasure and arousal), which in a state of low psychological dominance encourage impulsive actions. However, when the post-purchase experience is in line with expectations (confirmation in ECT), consumers are more likely to develop loyalty. It is this psychological process that explains how the affective experience of digital advertising can have a broader impact than just a spontaneous decision (Islam et al., 2024).

Action Recommendations Based on Research Results

Based on these findings, industry players need to revisit their advertising approaches by prioritizing visual

transparency and narratives that build trust. It is recommended that social media campaigns integrate aesthetic visual elements with authentic emotional messages to trigger deep positive emotions, rather than just momentary impulses. The study also encourages companies to use emotions and loyalty metrics as indicators of campaign success, not just clicks or engagement metrics (Awasty et al., 2024)

KESIMPULAN DAN SARAN

The study's most important findings

Surprisingly, the study found that the aggressiveness of social media advertising, which had been assumed solely as a manipulative tactic, actually played a crucial role in shaping emotional pathways that could lead not only to impulsive decisions, but also to consumer long-term loyalty. In other words, positive emotions triggered by visual stimuli and intense narratives don't just drive momentary action, but have the potential to be a bridge to repurchase intention—as long as consumer expectations are confirmed by product experience. These findings reverse the assumption that impulsive buying in a digital context is purely an irrational act; Precisely under certain conditions, affective responses can be an early indicator of a sustainable relationship between consumers and brands in the digital skincare industry.

Contribution to Scientific Development

This research makes a meaningful contribution to the development of the digital marketing literature by introducing an integrative theoretical framework that combines the S-O-R Model, PAD Theory, and Expectation-Confirmation Theory to

explain psychological dynamics in the context of aggressive advertising and visual appeal. From a practical point of view, this study offers a new perspective for marketers and digital skincare industry players to strategically manage consumer emotions without sacrificing trust. Furthermore, this study provides methodological reference through the application of Systematic Literature Review (SLR) as a critical approach that not only summarizes empirical findings, but also assesses the relevance and logical continuity between studies. Thus, the added value of this research lies in its ability to bridge theory and practice synergistically, especially in the realm of emotion-based digital consumer behavior.

Limitations and Directions for Further Research Development

Although this study presents an in-depth analysis through the SLR approach, its limitation lies in its reliance on secondary data from previous studies, which makes it unable to capture the dynamics of consumer behavior in real-time. Nevertheless, these limitations open up vast opportunities for the development of experimental or longitudinal research that can directly test the transition between impulse buying and repurchase intent in the context of aggressive advertising exposure and visual appeal. Advanced research can also expand coverage on products outside of the skincare industry or compare results between different demographic groups such as age, gender, and cultural background. Thus, the results of this research are not the end point, but rather a solid foundation for academic exploration and wider practical application in the future

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