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The Impact of Digital Make-Up Applied to Advertising Faces on Young Algerian Female Consumers' Intention to Purchase Beauty Products : A Field Study

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Abstract:

This study examines the impact of digital make-up applied to advertising faces on young Algerian female consumers' intention to purchase cosmetic products. A descriptive-analytical approach was adopted, and data were collected through an online questionnaire administered to a sample of young Algerian female consumers. The study investigated how digitally enhanced advertising faces influence perceptions and purchasing decisions.

The findings indicate that digital make-up has a positive and statistically significant effect on purchase intention. Enhanced digital attractiveness, perceived realism, and visual immersion were found to increase consumers' willingness to try and purchase beauty products. In contrast, the modified identity dimension showed no significant influence on purchase intention. The results also revealed that ease of use and repeated exposure have a limited effect, while excessive exposure may slightly reduce purchase intention. The model explained approximately 43% of the variance in purchase intention, highlighting the importance of digital make-up in shaping consumer behavior in cosmetic advertising

Keywords: digital make-up, advertising faces, purchase intention, young female consumers.
JEL Classification: M31, M37, D12

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1. Introduction :

In recent years, advertising image production has undergone a profound transformation driven by rapid advancements in digital technologies particularly facial editing tools, beauty filters, and AI-based visual processing software. What once consisted of simple retouching techniques used in cinema and traditional photography has evolved into sophisticated digital make-up capable of reshaping facial features and reconstructing them in an idealized form that often exceeds the limits of reality. This shift is no longer exclusive to major brands; influencers have increasingly adopted these tools in digital advertising, leveraging them to produce enhanced and highly polished images that present them in an idealized manner. This practice strengthens their persuasive power, reshapes aesthetic expectations, and influences consumer behavior.

Within this changing landscape, young audiences are increasingly exposed to digitally enhanced images that set new and unrealistic beauty standards. This raises the need to understand how such digitally beautified advertising faces influence young female consumers' perceptions of cosmetic products and their responsiveness to them. Accordingly, examining the impact of digital make-up in advertising on purchase intention becomes essential, as purchase intention represents a critical stage in the consumer decision-making process.

1.1 Research Problem

The widespread use of digital make-up technologies in visual advertising particularly those applied to advertising faces has reshaped the way consumers perceive cosmetic products and evaluate their quality. Digital enhancements that increase attractiveness, improve realism, reconstruct visual identity, and provide easy-to-use content may exert a direct influence on consumers' perceptions and purchasing intentions. Despite the growing presence of such content in digital environments, the impact of digital make-up, with its various dimensions, on young female consumers' purchase intention remains insufficiently explored.

1.2 Research Questions

Drawing from the research problem, the following sub-questions are formulated:

- What is meant by digital make-up, and what are its main dimensions?
- What is the level of prevalence of digital make-up use in advertising for cosmetic products?
- To what extent are young female consumers aware of the use of digital make-up in cosmetic product advertisements?
- To what degree do the dimensions of digital make-up (enhanced attractiveness, realism and immersion, modified identity, and ease of use) influence purchase intention? Which of these dimensions exerts the strongest effect?

1.3 Research Hypotheses

- Main Hypothesis: There is a statistically significant effect of digital make-up applied to advertising faces on young Algerian female consumers' intention to purchase cosmetic products.

Sub-Hypotheses:

- There is a statistically significant effect of enhanced digital attractiveness on young Algerian female consumers' intention to purchase cosmetic products.
- There is a statistically significant effect of perceived realism and immersion on young Algerian female consumers' intention to purchase cosmetic products.
- There is a statistically significant effect of modified visual identity on young Algerian female consumers' intention to purchase cosmetic products.
- There is a statistically significant effect of ease of use as an advertising tool on young Algerian female consumers' intention to purchase cosmetic products.

1.4 Significance of the Study

The significance of this study emerges from several complementary perspectives. Scientifically, it contributes to addressing a clear gap in Arabic literature regarding the effects of digital make-up as à modern and widely used visual tool in digital advertising. It also deepens the understanding of digital consumer behavior by examining the relationship between virtual beauty enhancement techniques and young women's purchase intentions.

Practically, the study provides actionable insights for cosmetic product marketers by clarifying how digital make-up influences consumer decision-making in Algeria. These insights can help brands refine their advertising practices and avoid excessive digital manipulation that may undermine credibility. Moreover, the study's findings can empower consumers by enhancing their critical awareness of advertising content and helping them better understand the persuasive mechanisms that shape their purchasing behavior.

2. Digital Make-Up in Digital Advertising:

The shift toward digital advertising has created fertile ground for the emergence of new forms of visual persuasion, among which the growing use of digital make-up by influencers has become particularly prominent. This practice offers extensive possibilities for reshaping facial features and producing idealized images that enhance the appeal of advertising content.

2.1 The Concept of Digital Make-Up and Its Early Uses:

Digital advertising has undergone significant transformation with the advancement of visual processing technologies designed to produce more compelling and persuasive content. Digital advertising is defined as the use of the latest technologies across the internet to deliver targeted and highly interactive promotional messages while optimizing time, effort, and resources to achieve innovation and differentiation. (Imad Abdel Hafiz, 2024). Within this evolving landscape, digital make-up has emerged as à modern tool used to modify the facial features of advertising figures, creating idealized images capable of directly shaping consumer perceptions and influencing purchasing behavior.

Although digital make-up appears to be a contemporary practice, its roots extend back to earlier techniques used in cinema since the early 1990s. Facial enhancement was achieved through neck-tightening, hair thickening, teeth whitening, wrinkle removal, and other agreed-upon adjustments between production companies and actors, resulting in on-screen appearances significantly different from reality in order to maximize viewer impact . (Fadel, 2023).

With the rapid development of digital technologies, facial editing techniques have shifted from simple cinematic retouches to advanced tools capable of fully reshaping facial features within advertising content. This evolution has led to what is now known as digital make-up, a key component of modern advertising imagery. Digital make-up can be defined as the enhancement or alteration of human facial features using digital tools such as beauty filters, artificial intelligence, deep learning algorithms, and visual design software. It is employed to add or modify aesthetic elements such as smoothing skin, redefining eyebrows, enlarging eyes, adjusting lighting, or reshaping the nose or lips in order to produce a more attractive or "idealized" appearance in both static images and video content. (Khan & Ahmad, 2017).

It may also be understood as the application of digital filters on a user's face during image or video capture to achieve the desired appearance by removing perceived imperfections and presenting an idealized version of one's hoped-for look. (Fadel, 2023, p. 9).

2.2 Digital Make-Up Technologies:

Digital make-up relies on a set of tools and algorithms designed to modify facial features in images or videos. These include:

- Beauty Filters: Image-processing tools that adjust dimensions, colors, shading, and other visual properties using advanced graphic-editing techniques (Taj El-Din, 2021).
- Artificial Intelligence: AI-based systems aim to generate highly realistic images that are difficult to detect as digitally altered. This includes deep-learning models that predict idealized facial features and reconstruct facial structures.
- Visual Design Software: Used to make precise and professional facial adjustments for advertising purposes such as refining skin texture, reshaping the nose, enlarging the eyes, defining the jawline, or modifying lips size to create aesthetically harmonious or idealized faces.
- Digital Lighting and Shadow Techniques: These include enhancing lighting, adding artificial shadows, and highlighting specific facial contours to increase overall visual appeal. (Anubhav Jain, 2018).

2.3 Dimensions of Digital Make-Up in Advertising Faces :

Digital make-up represents one of the key image-enhancement techniques in modern advertising, used to modify facial features and boost visual attractiveness in carefully structured ways. Its significance lies in its direct role in shaping consumer perception of advertising content. The main dimensions can be outlined as follows:

- Enhanced Attractiveness: This dimension reflects the extent to which digital make-up enhances the aesthetic qualities of an influencer's face through smoothing, brightening the complexion, adjusting eye shape, and improving facial symmetry. Its importance stems from its direct association with consumer attraction to the advertising message and increased receptiveness to the promotional content (Lisa, 2025)

- Realism and Immersion: This refers to the degree to which the influencer's digitally modified appearance is perceived as natural and believable, allowing consumers to feel more immersed in the advertisement and strengthening its persuasive effect. Higher perceived realism increases trust in both the influencer and the promoted product, thereby enhancing purchase intention. (Mehta REENA., 2020).
- Modified Identity: This dimension pertains to the extent of facial transformation resulting from strong filters that generate altered or entirely new features, creating a gap between an influencer's real identity and their digital self. This alteration reflects the degree of exaggeration in editing and its potential impact on consumer trust and product evaluation (Franck Cochoy, 2020).
- Ease of Use and Repeated Exposure: This dimension measures how easily influencers can access and repeatedly use digital filters, which increases consumers' exposure to digitally enhanced faces. Repeated exposure heightens the impact of these images on beauty perception and purchasing decisions, particularly as young consumers compare themselves to influencers or aspire to emulate their look by purchasing the advertised product (Gerlich, 2023).

Through these dimensions, it becomes evident that digital make-up has become a powerful tool for shaping consumers' visual perceptions by enhancing the attractiveness of advertising imagery. This growing influence underscores the need to study the effects of such digital modifications and to understand their implications for purchasing decisions and loyalty to advertising content.

2.4 **Reasons Behind the Shift Toward Using Digital Makeup Techniques in Visual Advertising :**

With the evolution of visual advertising and the increasing reliance of brands on advertising faces in general and influencers in particular digital makeup has emerged as à central tool for enhancing the attractiveness of visual content and reinforcing the desired marketing image. Competitive pressures and the pursuit of visual perfection have driven advertisers, regardless of their category, to adopt these techniques to maximize the impact on viewers and strengthen the effectiveness of the advertising message.

In this context, an influencer is defined as an individual capable of shaping the behavior and preferences of a broad audience across social media platforms by producing compelling visual content that persuades followers to engage in specific actions, such as purchasing products or using services. A professional influencer is distinguished by their ability to create high-quality creative content images, videos, and explanatory captions that showcases brands in the most appealing manner while maintaining credibility and a strong connection with their audience. (Nawfel Benkhelifa, 2023).

Accordingly, the main reasons that drive advertising figures to use digital makeup techniques in their visual advertisements can be summarized as follows (Fadel, 2023, p. 6):

- Enhancing the appearance of the advertising face to attract attention: Digital makeup refines facial features and enhances visual appeal, making images more capable of capturing viewers' attention within seconds. Research shows that digitally enhanced

visuals significantly increase visual attraction, making consumers more likely to interact with the advertisement from the outset.

- Creating an idealized image that influences product evaluation: When an advertising character appears with flawless, ideal features, consumers tend to transfer this perceived "perfection" to the product itself. This aligns with the Halo Effect, where the attractiveness of the digitally enhanced image leads consumers to evaluate the product more positively simply due to its association with an ideal appearance.
- Increasing the likelihood of purchase intention: Digital makeup enhances the consumer's ability to imagine herself using the product, particularly when the advertising image is aesthetically appealing and persuasive. According to consumer-behavior theories, higher visual attractiveness influences attitudes and desire, ultimately strengthening purchase intention. The more visually convincing an advertisement is, the higher the probability that consumers will decide to buy the product.
- Boosting perceived quality: When the product appears to deliver perfect results in the advertisement thanks to digital makeup consumers automatically upgrade their assessment of the product's quality. This is known as Perceived Quality Enhancement. This effect is especially prominent in the cosmetics industry, where consumers interpret digitally enhanced results as evidence of product effectiveness and high quality.
- Establishing new, and often unrealistic, beauty standards: Excessive use of digital makeup contributes to the spread of idealized and unrealistic beauty norms. Such portrayals particularly influence younger consumers, creating psychological pressure that may push them to buy cosmetic products in an attempt to achieve these artificially perfected images. This aligns with Social Comparison Theory, whereby individuals compare themselves to unrealistic visuals, resulting in shifts in attitudes and purchasing behaviors.

3. Purchase Intention in the Digital Environment:

Purchase intention represents one of the most important predictive indicators of consumer behavior, particularly within the digital environment, which increasingly shapes how consumers perceive products and how they interact with them. With the growing influence of digital advertising and social media influencers, understanding the factors that drive purchase intention has become essential for interpreting contemporary market dynamics

3.1 Definition of Digital Purchase Intention:

In general terms, purchase or transaction intention refers to the buyer's willingness to engage in an exchange relationship via online shopping platforms, including information sharing, maintaining commercial interactions, and conducting transactions. Online purchase intention is grounded in the relationship between behavioral intention and actual behavior: an individual's intention to perform an action largely determines whether they ultimately engage in it. Thus, consumers' purchase intention toward specific e-commerce websites serves as a reliable predictor of actual purchasing behavior (Banjarnahor, 2017).

Other scholars define purchase intention as the level of perceived conviction a consumer holds regarding an actual decision to purchase or repurchase a particular product or service or engage in a commercial transaction with a given firm. It also reflects an individual's readiness to purchase a preferred product after evaluating it based on personal experiences, perceptions, attitudes, and subjective behavioral norms (Badreddine, 2022).

In this same vein, digital purchase intention has been described as consumers' readiness to participate in an online transaction. It may be understood as the likelihood that a consumer will buy a product showcased across various digital platforms. This intention emerges when a positive stimulus toward a product is formed, increasing the consumer's motivation to proceed with the purchase. (Abou Ali, 2020).

3.2 The Role of Purchase Intention within the Behavioral Path of the Buying Decision:

The consumer's decision-making journey typically consists of five sequential stages: problem recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase evaluation. These stages apply to both tangible goods and services. Purchase intention appears after the evaluation of alternatives and before the purchase decision that is, between the third and fourth stages. Based on the outcome of the evaluation process, the consumer determines whether to proceed with or refrain from purchasing. A positive evaluation generates purchase intention, while a negative one leads to its decline (Sofiane, 2024).

3.3 **Factors Influencing Purchase Intention:**

It is widely acknowledged that purchase intention serves as a strong indicator of actual buying behavior. Recognizing its significance, researchers have dedicated substantial efforts to exploring the various factors that shape consumers' purchase intentions, including product information, trust, cultural differences, perceived value, and perceived risk. Additionally, purchase intention extends beyond a one-time decision, encompassing the buyer's commitment to making repeated purchases and their openness to future purchasing activities. (Khalifa, 2024).

Furthermore, online purchasing behavior is closely connected to how consumers select products or services in digital contexts. Consequently, examining customers' purchase intentions is vital for achieving stronger financial performance and enhancing profitability. (Abou Ali, 2020).

In summary, purchase intention within the digital environment functions as both a psychological and behavioral indicator that reflects a consumer's readiness to make a purchase following their interaction with advertising content. This intention has become increasingly influenced by modern visual and technological factors, making its understanding essential for assessing the effectiveness of digital marketing strategies.

4. **The Field Study**

The field component of this study focused on defining the study population, composed of young female consumers in Algeria who are interested in beauty products, and selecting a sample that accurately reflects the characteristics of this population. This phase included verifying the validity and reliability of the measurement instrument through appropriate

statistical tests, ensuring its accuracy in capturing the study variables related to the use of digital makeup in advertising faces and the intention to purchase cosmetic products. Additionally, this section presents a detailed overview of the demographic characteristics of the sample, as well as descriptive indicators of the examined variables, serving as a foundation for hypothesis testing and interpreting the statistical relationships among them.

4.1 **Preliminary Procedures**

The preliminary methodological procedures constitute a fundamental step in ensuring the reliability of field results. These procedures begin with identifying the study population young Algerian women who are interested in cosmetic products followed by selecting a sample that accurately represents this group. This stage also includes designing and refining the data collection instrument in line with the study variables related to the use of digital makeup in advertising faces and its impact on purchase intention. Moreover, the instrument's validity and reliability were assessed prior to conducting the statistical and field analyses.

4.1.1 **Study Population and Sample**

The study population consists of young female consumers in Algeria who regularly follow beauty-related advertisements and use cosmetic and personal care products. This group represents the most relevant segment for examining the impact of digital makeup in advertising faces on purchase intention for beauty products.

To obtain representative and reliable data, a purposive sampling technique was employed, yielding a total sample size of 255 respondents to whom the questionnaire was distributed. Of these, 250 valid responses were retrieved and used for statistical analysis, resulting in a high response rate of 98.03%, which reflects the strong suitability of the sample in representing the study population.

4.2.1 **Data Collection Instruments**

The study primarily relied on a questionnaire as a quantitative tool to collect data and address the research problem, as well as to test the hypotheses concerning the impact of digital makeup in advertising faces on the purchase intention of young female consumers in Algeria. The questionnaire was systematically and carefully designed and divided into two main sections :

Section One: Demographic Data

This section collected fundamental information to describe the characteristics of the respondents and to understand the context of their consumer behavior. It included items such as: age, educational level, daily social media usage, familiarity with the concept of digital makeup, the platforms where they most frequently view digital advertisements, the extent of filter usage when taking photos, and their preference for images with or without filters.

Section Two: Thematic Dimensions of the Field Study

This section was designed to measure the impact of digital makeup in advertising faces on purchase intention. It was divided into two primary axes:

Axis One: Use of Digital Makeup in Advertising Faces

This axis included four main dimensions:

- Enhancement of attractiveness: Measures respondents' perception of the extent to which digital filters increase the appeal of influencers in advertisements, as well as the effectiveness of these modifications in focusing attention on the advertisement and product.
- Realism and immersion: Reflects the extent to which respondents feel the digital content is natural and experience immersion with the advertising message despite the digital alterations.
- Modified identity: Assesses the impact of digital modifications on the perceived identity of the influencer and the credibility of the advertisement.
- Ease of use and repeated exposure: Measures the effect of repeated exposure to digital content and filter usage on respondents' evaluation of products and aesthetic standards.

Axis Two: Purchase Intention for Cosmetic Products

This axis focuses on assessing the behavioral readiness of consumers to purchase cosmetic products after being exposed to digital advertisements.

4.2 **Validity and Reliability of the Measurement Instrument (Cronbach's Alpha)**

To ensure the reliability of the measurement instrument used in this study, the Cronbach's alpha coefficient was calculated for each axis of the questionnaire, in addition to computing the overall reliability coefficient for the entire instrument. The table below presents the computed values for both the Digital Makeup Usage in Advertising Faces axis and the Purchase Intention for Cosmetic Products axis, alongside the overall reliability of the questionnaire:

Table N°1. Study topics

Axis	**Number of Items**	**Reliability (Cronbach's Alpha)**
Axis One: Use of Digital Makeup in Advertising Faces	16	0.798
Axis Two: Purchase Intention for Cosmetic Products	7	0.925
Total (Overall Questionnaire)	23	0.878

Source : Prepared by the researchers based on outputs from SPSS V.26.

As shown in Table 01, the Digital Makeup Usage in Advertising Faces axis achieved a high reliability coefficient of 0.798, reflecting a strong internal consistency among the items and their suitability for measuring the dimensions of this variable. Meanwhile, the Purchase Intention for Cosmetic Products axis recorded an even higher reliability coefficient of 0.925, indicating stable responses among participants and confirming the reliability of the items in evaluating their readiness to purchase products after exposure to digital advertising content. Considering the instrument as a whole, the overall Cronbach's alpha of 0.878 demonstrates a strong internal consistency and inter-item correlation, reinforcing the validity of the questionnaire for hypothesis testing and statistical analysis of the relationships between the

use of digital makeup in advertising faces and purchase intention among young female consumers in Algeria. These results confirm that the measurement instrument possesses a high level of reliability and is suitable for subsequent applied analysis.

4.2 **Descriptive Measures of the Study**

This section of the analysis focuses on presenting the general trends in the responses of the study sample using descriptive statistical methods, including means and standard deviations, with the aim of evaluating the respondents' perception of the impact of digital makeup in advertising faces on their purchase intention for cosmetic products. A five-point Likert scale was used to measure the levels of agreement with the questionnaire items, providing a standardized framework for objectively and reliably analyzing respondent trends and understanding the effect of the study variables.

4.2.1 **Description of the Sample Demographics**

The demographic characteristics of the study sample, composed of young female consumers in Algeria, were analyzed to identify general respondent traits and link them to their behavior toward digital makeup in advertisements and purchase intention for cosmetic products. The table below presents the statistical distribution of the sample according to the main demographic variables used in the study, including age, educational level, social media usage, and exposure to beauty filters:

Table N°2. Demographic characteristics of the study sample

Variables	Categories	Frequency (N)	Percentage (%)
Age	Under 18 years	20	8.0
	18–24 years	103	41.2
	25–34 years	42	16.8
	Over 35 years	85	34.0
Educational Level	Secondary education	45	18.0
	University	149	59.6
	Postgraduate	56	22.4
Daily Social Media Usage	Daily	8	3.2
	Less than 1 hour	63	25.2
	1–3 hours	83	33.2
	3–5 hours	96	38.4
	More than 5 hours	–	–
Familiarity with Digital Makeup Concept	Well aware	53	21.2
	General idea	125	50.0
	Heard only	40	16.0
	Not familiar at all	32	12.8
Most Frequent Platform for Viewing Ads with Digitally Altered Faces	Instagram	49	19.2
	TikTok	25	10.0
	YouTube	–	–
	Facebook	19	7.6

	Snapchat	120	48.4
	Multiple platforms	37	14.8
Frequency of Using Cosmetic Filters on Social Media	Never	66	26.4
	Rarely	60	24.0
	Sometimes	78	31.2
	Often	25	10.0
	Always	21	8.4
When Taking Selfies, Preference for Appearance	With filters	49	19.6
	Without filters	83	33.2
	Context-dependent	118	47.2

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results presented in Table 2 indicate that the majority of respondents were aged 18–24 years (41.2%), followed by those over 35 years (34%), reflecting strong representation of young women in the study population who are more engaged with digital advertising. Regarding educational level, the majority held university degrees (59.6%), suggesting a high cognitive awareness and the ability to evaluate digital advertising content effectively. In terms of social media usage, most respondents were exposed to digital content 3–5 hours daily (38.4%), with Snapchat being the most frequently used platform for viewing digitally altered advertisements (48.4%). Concerning cosmetic filter usage, 31.2% of respondents reported using filters occasionally, while 26.4% never used them, reflecting variability in engagement with digital makeup. Finally, the results show that 47.2% preferred their appearance depending on context, 33.2% preferred photos without filters, and 19.6% preferred using filters, indicating flexibility in how respondents interact with digital images and advertising content.

4.2.2 **Descriptive Statistics of Sample Responses and Hypotheses Testing**

This section employs descriptive analysis to evaluate the opinions of the study participants, utilizing statistical measures such as mean and standard deviation to determine data trends and variability. The five-point Likert scale was applied to interpret responses across the following intervals:

- [1–1.80]: Strongly Disagree
-]1.80–2.60]: Disagree
-]2.60–3.40]: Slightly Agree
-]3.40–4.20]: Agree
-]4.20–5]: Strongly Agree

- Descriptive Statistics for the Digital Makeup Usage Dimensions

Table N°3. presents the descriptive measures for the dimensions of digital makeup usage in advertising faces:

Item	Mean	SD	Rating
I perceive influencers in ads as appearing more attractive due to digital filters.	4.32	0.81	Strongly Agree
Digital makeup makes visual advertisements more convincing	3.82	1.04	Agree

to me.			
Digital adjustments to skin and facial features make the advertisement appear more professional and appealing.	4.06	0.94	Agree
I notice that digital enhancement of features increases my focus on the ad and the product.	3.82	1.02	Agree
Dimension 1: Enhancing Attractiveness	4.00	0.70	Agree
Digital advertisements often appear realistic despite the use of filters.	3.82	0.98	Agree
I feel that the influencer's appearance seems natural even when digitally altered.	3.52	1.07	Agree
Realism in digital makeup increases my trust in the advertisement.	3.58	1.02	Agree
The more realistic the digital makeup, the more I engage with the ad content.	3.82	0.90	Agree
Dimension 2: Realism and Engagement	3.69	0.70	Agree
Sometimes I notice that influencers' appearances are completely different from their real look due to filters.	4.29	0.74	Agree
Excessive digital makeup makes me feel the advertiser's identity is not authentic.	4.25	0.82	Strongly Agree
Overly altered facial features reduce the credibility of the advertisement.	4.24	0.90	Strongly Agree
I feel that the modified digital identity may exaggerate product results unrealistically.	4.14	0.85	Agree
Dimension 3: Modified Identity	4.23	0.68	Strongly Agree
I perceive that influencers easily use cosmetic filters in their advertising content.	4.24	0.66	Strongly Agree
Frequent exposure to digitally altered faces makes me accustomed to this standardized form of beauty.	4.04	0.93	Agree
Repeated exposure to digitally modified ads affects my perception of beauty and ideal standards.	3.80	0.97	Agree
Recurrent digital makeup exposure prompts me to evaluate products differently.	3.92	0.85	Agree
Dimension 4: Ease of Use and Repeated Exposure	3.99	0.61	Agree
Overall Dimension 1: Digital Makeup Usage in Advertising Faces	3.98	0.45	Agree

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results presented in Table 3 reveal that the overall dimension of digital makeup usage in advertising faces received a high mean score of 3.98, indicating a generally positive attitude among young female consumers in Algeria toward this technique and its influence on advertising perception. Specifically, the dimension of Enhancing Attractiveness recorded a mean of 4.00, reflecting participants' recognition of the increased visual appeal in digital advertisements and the heightened attention directed toward the promoted products. The Realism and Engagement dimension scored 3.69, suggesting that

respondents perceived a sense of naturalness in digital content and remained engaged with the advertising message despite digital alterations. Modified Identity achieved a mean of 4.23, highlighting participants' awareness of digital identity modifications and their effects on advertisement credibility and appeal. Finally, the Ease of Use and Repeated Exposure dimension received a mean of 3.99, indicating respondents' acknowledgment of the influence of repeated exposure to digital makeup on their perceptions of beauty standards and product evaluation. Overall, these findings demonstrate that young female consumers in Algeria are generally receptive to digital makeup techniques, recognizing both their visual and psychological impact within advertising content.

- Descriptive Statistics for the Second Dimension: Purchase Intention for Cosmetic Products

Table N°4. presents the descriptive measures for the dimension of purchase intention for cosmetic products:

Item	Mean	SD	Rating
I feel a desire to try cosmetic products after viewing an attractive digital advertisement.	3.61	1.20	Agree
The more aesthetically pleasing the product results in the ad, the more I am inclined to purchase it.	3.61	1.16	Agree
Advertisements using digital makeup make me seriously consider buying the product.	3.28	1.21	Slightly Agree
When the influencer appears beautiful due to filters, I imagine achieving similar results using the product.	3.33	1.25	Slightly Agree
Digital advertisements influence my purchase decisions more than traditional ads.	3.52	1.13	Agree
If the visually enhanced digital images convince me, I may decide to buy the product even without prior experience.	3.29	1.21	Slightly Agree
I am willing to purchase cosmetic products promoted through digitally enhanced visual content.	3.26	1.19	Agree
Overall Dimension 2: Purchase Intention for Cosmetic Products	3.41	0.99	Agree

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results presented in Table 4 indicate that the overall mean for the purchase intention dimension reached 3.41, with a standard deviation of 0.99, reflecting a moderate-to-positive level of agreement among young female consumers in Algeria regarding the influence of digital makeup in advertisements on their purchase decisions. The highest mean scores, at 3.61, were observed for statements related to the desire to try cosmetic products after viewing an attractive digital advertisement and the impact of visually appealing product results, highlighting the clear role of digital advertising content in encouraging initial product trials. Additionally, the statement addressing the influence of digital ads compared to traditional advertising obtained a relatively high mean of 3.52, emphasizing the persuasive power of digital content on purchase intention. Items associated with self-projection after using the product or making a purchase without prior experience showed mean scores ranging from 3.26 to 3.33, suggesting some variation in individual

responsiveness to the perceived realism and modified identity of the advertising faces. Overall, these findings indicate that young female consumers in Algeria are generally receptive to digital makeup in advertisements, which positively affects their purchase intentions, although individual perceptions of realism and identity modification may moderate this effect.

4.3 Hypotheses Testing

This section presents the testing of the main and sub-hypotheses of the study using simple linear regression analysis, correlation coefficients, and determination coefficients, based on outputs from SPSS V.26.

4.3.1 **Testing the Main Hypothesis**

The main hypothesis of the study posits that there is a statistically significant effect of digital makeup in advertising faces on the purchase intention of young female consumers in Algeria for cosmetic products at a significance level of 0.05. To test this hypothesis, the null and alternative hypotheses were formulated as follows:

H_0 : There is no statistically significant effect of digital makeup in advertising faces on the purchase intention of young female consumers in Algeria for cosmetic products at a 0.05 significance level.

H_1 : There is a statistically significant effect of digital makeup in advertising faces on the purchase intention of young female consumers in Algeria for cosmetic products at a 0.05 significance level.

Table N°5. presents the regression analysis, including ANOVA, correlation, and determination coefficients, to examine the effect of digital makeup in advertising faces on purchase intention.

Source	Sum of Squares	df	Mean Square	F	Sig.	Correlation (R)	R^2
Regression	106.261	4	26.565	47.087	0.000	0.659	0.435
Residual	138.222	245	0.564	-	-	-	-
Total	244.484	249	-	-	-	-	-

Source: Prepared by the researchers based on SPSS V.26 outputs.

The results indicate that the computed F-value (47.087) is statistically significant at p = 0.000, well below the 0.05 threshold, suggesting that the overall regression model is robust and suitable for testing the proposed hypothesis. The table also shows a strong positive correlation (R = 0.659) between digital makeup in advertising faces and purchase intention, indicating a substantial direct relationship. The coefficient of determination (R^2 = 0.435) demonstrates that approximately 43.5% of the variance in purchase intention is explained by the independent variable, while the remaining 56.5% is attributed to other factors not included in the model. Based on these findings, the null hypothesis (H0) is rejected in favor of the alternative hypothesis (H1), confirming a positive and statistically significant effect of digital makeup in advertising faces on the purchase intention of young female consumers for cosmetic products in Algeria.

4.3.2 **Significance of Multiple Regression Coefficients**

Table N°6. presents the significance testing of individual coefficients in the multiple linear regression model assessing the effect of digital makeup on purchase intention.

Model	Coefficient	Std. Error	Beta	t	Sig.
Constant (A)	0.156	0.424	-	0.368	0.713
B1	0.445	0.077	0.315	5.766	0.000
B2	0.670	0.081	0.471	8.325	0.000
B3	-0.111	0.082	-0.076	-1.360	0.175
B4	-0.131	0.096	-0.080	-1.362	0.174

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results indicate that the multiple regression model is statistically significant overall, accounting for a substantial portion of the variance in purchase intention. The constant (A) was not statistically significant ($p = 0.713$), suggesting that changes in purchase intention are primarily driven by the independent dimensions of digital makeup. Analysis of the individual coefficients revealed that specific dimensions have a direct and significant effect on purchase intention at the 0.05 significance level. In particular, B1 (Attractiveness Enhancement) demonstrated a positive impact ($\beta = 0.445$, $p = 0.000$), while B2 (Realism and Credibility) showed an even stronger effect ($\beta = 0.670$, $p = 0.000$), indicating that improving the visual appeal and perceived authenticity of advertising faces significantly increases consumers' willingness to try and purchase cosmetic products. In contrast, B3 (Modified Identity) and B4 (Ease of Use/Repeated Exposure) were not statistically significant ($p = 0.175$ and 0.174, respectively), implying that factors such as extensive digital identity modifications or repeated exposure exert minimal influence when all dimensions are considered together. To further clarify these relationships, a stepwise multiple linear regression was conducted, providing additional insights into the relative contribution of each dimension of digital makeup on purchase intention.

Table N°7. presents the results of the stepwise multiple regression analysis conducted to examine the effect of digital makeup in advertising faces on the purchase intention of young female consumers in Algeria for cosmetic products.

Model	Source	Sum of Squares	df	Mean Square	F	Sig	R	R^2
Model 01	Regression	84.793	1	84.793	131.683	0.000	0.589	0.347
	Residual	159.691	248	0.644	-	-	-	-
Model 02	Regression	102.028	2	51.014	88.453	0.000	0.646	0.417
	Residual	142.455	247	0.577	-	-	-	-
Model 03	Regression	105.218	3	35.073	61.953	0.000	0.656	0.430
	Residual	139.265	246	0.566	-	-	-	-

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results indicate that all extracted models are statistically significant at $p < 0.05$, with Sig = 0.000 in all cases, confirming their suitability for testing the main hypothesis. Among the models, Model 03 demonstrates the highest explanatory power, with a correlation coefficient $R = 0.656$ and determination coefficient $R^2 = 0.430$, indicating that approximately 43% of the variance in purchase intention can be explained by the

dimensions of digital makeup employed in advertising, while the remaining 57% is attributed to other factors not included in the current model. These findings highlight the importance of stepwise regression in identifying the most influential dimensions within digital advertising content. Advertisers can thus focus on elements that most effectively enhance purchase intention, such as improving the realistic attractiveness of advertising faces and the digital credibility of the product.

Table N°8. presents the significance of individual coefficients for the optimal stepwise multiple regression model.

Optimal Model	Source	Coefficient	Std. Error	Beta	t	Sig.
Model 05	Constant (A)	-0.082	0.386	-	-0.213	0.831
	B1	0.684	0.080	0.481	8.542	0.000
	B2	0.441	0.077	0.313	5.712	0.000
	B4	-0.198	0.083	-0.121	-2.374	0.018
Regression	Purchase Intention = -0.082 + 0.684 (Attractiveness Enhancement) + 0.441 (Realism and Engagement) - 0.198 (Ease of Use / Repeated Exposure)					

Source : Prepared by the researchers based on SPSS V.26 outputs.

The analysis indicates that all coefficients in the optimal stepwise regression model are statistically significant at $p < 0.05$, highlighting the strong influence of the selected dimensions on purchase intention. Each unit change in a digital makeup dimension corresponds to a measurable change in consumers' purchase intention. The most impactful dimensions were Attractiveness Enhancement (B1 = 0.684, p = 0.000) and Realism and Engagement (B2 = 0.441, p = 0.000), demonstrating that enhancing the perceived attractiveness and realistic engagement of advertising faces significantly increases the willingness of young female consumers to try and purchase cosmetic products. Notably, the Ease of Use / Repeated Exposure dimension (B4 = -0.198, p = 0.018) exhibited a negative but statistically significant effect, suggesting that excessive exposure or over-simplification of digital makeup may slightly reduce purchase intention. Based on these results, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted, confirming a statistically significant effect of digital makeup in advertising faces on the purchase intention of young female consumers in Algeria for cosmetic products at the 0.05 significance level.

5. Results analysis:

Testing the First Sub-Hypothesis

The first sub-hypothesis posits that: there is a statistically significant effect of the digital attractiveness enhancement dimension on the purchase intention of cosmetic products among young female consumers in Algeria at a 0.05 significance level. To test this hypothesis, the null and alternative hypotheses were formulated as follows:

H_0: There is no statistically significant effect of the digital attractiveness enhancement dimension on the purchase intention of cosmetic products among young female consumers in Algeria at a 0.05 significance level.

H_1: There is a statistically significant effect of the digital attractiveness enhancement dimension on the purchase intention of cosmetic products among young female consumers in Algeria at a 0.05 significance level.

Table N°9.presents the results of the regression analysis, correlation, and determination coefficients for testing the effect of digital attractiveness enhancement on purchase intention.

Source	Sum of Squares	df	Mean Square	F	Sig.	R	R^2
Regression	63.880	1	63.880	87.718	0.000	0.511	0.261
Residual	180.604	248	0.728	-	-	-	-
Total	244.484	249	-	-	-	-	-

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results indicate that F = 87.718, which is considerably higher than the critical F-value at $p < 0.05$, and the significance value Sig = 0.000 is lower than the accepted significance level. This confirms the statistical significance of the regression model and its ability to explain the effect of digital attractiveness enhancement on variations in purchase intention. The correlation coefficient R = 0.511 indicates a moderate positive relationship between digital attractiveness enhancement and purchase intention, reflecting a consistent direction of influence between the two variables. The determination coefficient $R^2 = 0.261$ shows that this dimension accounts for approximately 26.1% of the variance in purchase intention among young female consumers in Algeria, which is considered a substantial proportion in behavioral studies and demonstrates the independent variable's ability to generate a clear effect on the dependent variable. Based on these results, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted, confirming a statistically significant effect of digital attractiveness enhancement on purchase intention at a 0.05 significance level.

Table N°10.presents the significance of the coefficients for the simple linear regression model:

Model	Coefficient	Std. Error	Beta	t	Sig.
Constant (A)	0.526	0.313	-	1.681	0.094
B (Digital Attractiveness Enhancement)	0.721	0.077	0.511	9.366	0.000
Regression	Purchase Intention = 0.526 + 0.721 (Digital Attractiveness Enhancement)				

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results in Table 10 indicate that the coefficient for digital attractiveness enhancement is 0.721, which is positive and statistically significant (t = 9.366, Sig = 0.000). This confirms a direct and positive impact of this dimension on the dependent variable. This finding suggests that enhancing digital attractiveness through improving facial feature harmony, increasing detail clarity, and highlighting the advertising face in a more appealing

manner motivates young female consumers in Algeria to adopt stronger purchase intentions toward cosmetic products. The relatively high regression coefficient underscores the strength of this effect and highlights the importance of this dimension in shaping purchasing attitudes. Meanwhile, the constant A = 0.526, which is not statistically significant at $p < 0.05$ (Sig = 0.094), reflects a low baseline purchase intention in the absence of digital attractiveness enhancement. This baseline alone is insufficient to explain purchase behavior, thereby emphasizing the crucial role of digital makeup in forming purchase intentions among the target group.

Testing the Second Sub-Hypothesis

The second sub-hypothesis states that: there is a statistically significant effect of the realism and integration dimension on the purchase intention of cosmetic products among young female consumers in Algeria. To test this hypothesis, the null and alternative hypotheses were formulated as follows:

H_0: There is no statistically significant effect of the realism and integration dimension on the purchase intention of cosmetic products among young female consumers in Algeria at a 0.05 significance level.

H_1: There is a statistically significant effect of the realism and integration dimension on the purchase intention of cosmetic products among young female consumers in Algeria at a 0.05 significance level.

Table N°11. Presents the results of the regression analysis, correlation, and determination coefficients for testing the effect of realism and integration on purchase intention.

Source	Sum of Squares	df	Mean Square	F	Sig.	R	R^2
Regression	84.793	1	84.793	131.683	0.000	0.589	0.347
Residual	159.691	248	0.644	-	-	-	-
Total	244.484	249	-	-	-	-	-

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results show that F = 131.683, which is higher than the critical F-value at the 0.05 significance level, and the significance value Sig = 0.000 is below the accepted threshold, indicating that the regression model is statistically significant and capable of reliably explaining the variance in purchase intention. The correlation coefficient R = 0.589 reflects a moderate positive relationship between realism and integration and purchase intention, suggesting that increasing the degree of realism and integration in digital advertisements is associated with higher purchase intentions among consumers. The determination coefficient $R^2 = 0.347$ indicates that this dimension explains approximately 34.7% of the variance in purchase intention, which is a considerable proportion in behavioral studies and demonstrates the effectiveness of the independent variable in influencing purchasing decisions. Based on these results, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted, confirming the statistically significant effect of the realism and integration dimension on purchase intention at a 0.05 significance level.

Table N°12. Presents the significance of the coefficients for the simple linear regression model :

Model	Coefficient	Std. Error	Beta	t	Sig.
Constant (A)	0.329	0.274	-	1.200	0.000
B (Realism and Integration)	0.838	0.073	0.589	11.475	0.000
Regression	Purchase Intention = 0.329 + 0.838 (Realism and Integration)				

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results in Table 12 indicate that the regression coefficient associated with realism and integration is B = 0.838, which is positive and statistically significant at $p < 0.05$ (t = 11.475, Sig = 0.000). This confirms a strong and direct positive effect of realism and integration on purchase intention. The findings suggest that increasing realism in digital advertising through detailed facial features, the use of visual elements that evoke empathy, and incorporating emotional integration between the consumer and the advertisement effectively enhances the desire of young female consumers in Algeria to purchase cosmetic products. Meanwhile, the constant A = 0.329 indicates a baseline level of purchase intention even in the absence of realism and integration effects, suggesting that additional factors may also partially contribute to forming purchase intention.

Testing the Third Sub-Hypothesis

The third sub-hypothesis states that: there is a statistically significant effect of the modified identity dimension on the purchase intention of cosmetic products among young female consumers in Algeria. To test this hypothesis, the null and alternative hypotheses were formulated as follows:

H_0: There is no statistically significant effect of the modified identity dimension on the purchase intention of cosmetic products among young female consumers in Algeria at a 0.05 significance level.

H_1: There is a statistically significant effect of the modified identity dimension on the purchase intention of cosmetic products among young female consumers in Algeria at a 0.05 significance level.

Table N°13. presents the results of regression analysis, correlation, and determination coefficients for testing the effect of modified identity on purchase intention.

Source	Sum of Squares	df	Mean Square	F	Sig.	R	R^2
Regression	0.753	1	0.753	0.766	0.382	0.056	0.003
Residual	243.730	248	0.983	-	-	-	-
Total	244.484	249	-	-	-	-	-

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results indicate that F = 0.766, while the regression coefficient B = -0.081 with t = -0.875 and significance Sig = 0.382. These values demonstrate that the modified identity dimension does not have a significant effect on purchase intention, reflecting the inability of the model to explain changes in purchase intention through this dimension. The correlation coefficient R = 0.056 shows a very weak relationship between modified identity and

purchase intention, and the determination coefficient R^2 = 0.003 indicates that this dimension explains only 0.3% of the variance in purchase intention among young female consumers in Algeria. This extremely low percentage highlights the limited impact of modified identity as à direct determinant of purchasing behavior. Based on these results, the null hypothesis (H0) cannot be rejected, indicating that there is no statistically significant effect of the modified identity dimension on the purchase intention of cosmetic products among young female consumers in Algeria at a 0.05 significance level.

Table N°14. shows the significance of the coefficients for the simple linear regression model:

Model	Coefficient	Std. Error	Beta	t	Sig.
Constant (A)	3.757	0.396	-	9.497	0.000
B (Modified Identity)	-0.081	0.092	-0.056	-0.875	0.382
Regression	Purchase Intention = 3.757 – 0.081 (Modified Identity)				

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results indicate that the regression coefficient associated with modified identity is B = -0.081, which is a weak negative value and statistically non-significant at the 0.05 level (t = -0.875, Sig = 0.382). This suggests that the effect of the modified identity dimension on purchase intention is minimal and not statistically meaningful. Meanwhile, the constant A = 3.757 indicates that purchase intention among young female consumers in Algeria starts from a relatively moderate baseline level even in the absence of the modified identity effect. This implies that other factors, such as digital attractiveness, realism, and integration, play a more effective role in shaping purchase intention.

Testing the Fourth Sub-Hypothesis

The fourth sub-hypothesis states that: there is a statistically significant effect of the ease of use dimension as an advertising tool on the purchase intention of cosmetic products among young female consumers in Algeria. To test this hypothesis, the null and alternative hypotheses were formulated as follows:

H_0: There is no statistically significant effect of the ease of use dimension as an advertising tool on the purchase intention of cosmetic products among young female consumers in Algeria at a 0.05 significance level.

H_1: There is a statistically significant effect of the ease of use dimension as an advertising tool on the purchase intention of cosmetic products among young female consumers in Algeria at a 0.05 significance level.

Table N°15.presents the results of regression analysis, correlation, and determination coefficients for testing the effect of ease of use as an advertising tool on purchase intention.

Source	Sum of Squares	df	Mean Square	F	Sig.	R	R^2
Regression	2.685	1	2.685	2.754	0.098	0.105	0.011
Residual	241.798	248	0.975	-	-	-	-
Total	244.484	249	-	-	-	-	-

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results indicate that F = 2.754, while the regression coefficient B = 0.171 with significance Sig = 0.098, which reflects the absence of a statistically significant positive effect of the ease of use dimension on purchase intention. The correlation coefficient R = 0.105 shows a very weak relationship between ease of use and purchase intention, and the determination coefficient R^2 = 0.011 indicates that this dimension explains only about 1.1% of the variance in purchase intention among young female consumers in Algeria. This very low percentage highlights the limited impact of ease of use compared to other factors, such as digital attractiveness, realism, and integration.

Table N°16. shows the significance of the coefficients for the simple linear regression model:

Model	Coefficient	Std. Error	Beta	t	Sig.
Constant (A)	2.731	0.417	-	6.557	0.000
B (Ease of Use)	0.171	0.103	0.105	1.660	0.098
Regression	Purchase Intention = 2.731 + 0.171 (Ease of Use as an Advertising Tool)				

Source : Prepared by the researchers based on SPSS V.26 outputs.

The results indicate that the regression coefficient associated with ease of use is B = 0.171, a positive but limited effect, with t = 1.660 and Sig = 0.098, showing that the effect is not statistically significant at the 0.05 level, although it suggests a weak positive trend. The constant A = 2.731 reflects that purchase intention starts from a relatively moderate baseline even in the absence of the effect of ease of use, implying that other factors, such as digital attractiveness and levels of realism and integration, play a more influential role in shaping purchase intention.

5. Conclusion:

The results of this study indicate that the use of digital makeup in advertising faces has a positive and direct statistically significant effect on the purchase intention of cosmetic products among young female consumers in Algeria. The dimensions of realistic attractiveness and integration/immersion contributed significantly to enhancing consumers' readiness to adopt purchasing behavior, whereas other dimensions, such as modified identity and ease of use, showed weaker or statistically insignificant effects at the adopted significance level. The analysis also highlighted that excessive exposure and overly simplified ease of use may reduce purchase intention to some extent, emphasizing the importance of balance in designing digital advertising campaigns.

Based on these findings, a set of practical and academic recommendations can be derived to support digital marketing strategies and improve their effectiveness in the cosmetics sector:

- Focus on realism and digital attractiveness: Advertising campaigns should aim to enhance the quality of digital face images, including detail accuracy, feature symmetry, and an appealing appearance that closely mimics reality. This approach strengthens consumer trust and significantly stimulates purchase intention.
- Integration of digital immersion and emotional engagement: Employ elements that encourage emotional interaction with the advertisement, such as simulating realistic

scenarios, using visual effects that enhance immersion, and showcasing product experiences in a way that evokes empathy with the brand.

- Maintain balance in ease of use and repeated exposure: Avoid over-simplifying ad interfaces or excessively repeating advertisements, as this can diminish their impact on purchase intention. Emphasizing diversity in digital content presentation is therefore essential.
- Design campaigns tailored to the target audience: Since purchasing behavior among young females is influenced by multiple factors, it is recommended to use digital analytics tools to accurately identify the preferences of the target age group, allowing for more effective targeting of digital advertisements.
- Enhance the integration of digital makeup in marketing strategies: Companies should incorporate digital makeup technologies within a comprehensive marketing mix, including interactive digital content, social media platforms, and virtual experiences, to maximize their influence on purchase intention.
- Future research on long-term effects: Future studies are recommended to examine the long-term impact of digital makeup on consumer behavior, including its effects on brand loyalty, aesthetic perception, and psychological responses to digital advertisements.

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