An Analysis of Cosmetic Advertisements on Instagram

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Article Info	ABSTRACT
	New media tools are increasingly infiltrating our lives every day. Instagram is a social media platform with hundreds of millions of users worldwide. Users engage with Instagram throughout the day. This study analyzes cosmetic advertisements on Instagram over one year (2023). The main purpose of the study is to determine how advertisements of cosmetic companies operating in Turkey are designed, what elements are used, and how the human body is portrayed in these advertisements on Instagram. The sample of the study consists of cosmetic companies advertising Hair Care and Skin Care products between January and December 2023, within the scope of "purposeful sampling." The posts shared by 26 selected companies over the course of one year were examined. A total of 937 different advertisements were identified over the 12-month period. The research method is content analysis, and the collected data were analyzed using the SPSS 22 program. The study found that advertisements in the cosmetics sector were most prevalent in January (10.8%) compared to other months. A significant relationship was found between the type of product (Hair Product, Skin Product) and the content information of the products. While content information is less prevalent in hair care products, it is more frequently encountered in skin care products. A significant relationship was also found between product categories and the location of the advertisement. Hair care products are more often featured in indoor-studio settings, while skin care products are more commonly shown in outdoor settings. Additionally, a significant difference was found between product categories and the month in which the advertisement was shared. During the winter months, advertisements for hair care products appear on Instagram, while in the summer months, advertisements for skin care products are more common. No significant result was found between the product category and the use of side products or numbers in the advertisement. The content and format of the advertisements vary according to the product category.

İnstagram'daki Kozmetik Reklamları Üzerine Bir Analiz

Makale Bilgisi	ÖZET
	Yeni medya araçları her geçen gün daha fazla hayatımıza sirayet etmektedir. Instagram dünya genelinde yüz milyonlarca kullanıcıya sahip bir sosyal medya platformu konumundadır. Kullanıcılar, Instagram ile gün içerisinde etkileşime geçmektedirler. Bu çalışmada Instagram mecrasında yer alan kozmetik reklamları bir yıl boyunca (2023) analiz edilmiştir. Çalışmanın temel amacı Türkiye'de satış yapan kozmetik markalarının Instagram'da yer alan reklamlarının ne şekilde tasarlandığını, hangi öğelerin kullanıldığı, insan bedeni ile ilgili görünümlerin nasıl olduğunu belirlemektir. Çalışmanın örneklemini "amaçsal örneklem" dâhilinde 2023 yılının Ocak/Aralık ayları (1 yıl) arasında Saç Bakım ve Cilt Bakım ürünleri reklamı yapan kozmetik markaları oluşturmaktadır. Araştırma için seçilen 26 markanın bir yıl boyunca paylaştıkları postlar incelemiştir. 12 ay içerisinde 937 farklı reklama ulaşılmıştır. Araştırmanın yöntemi içerik analizidir ve toplanan veriler SPSS 22 programı ile analiz edilmiştir. Çalışmada, kozmetik sektöründeki reklamların Ocak (%10,8) ayında diğer aylardan daha fazla olduğu görülmüştür. Ürünün türü (Saç Ürünü, Cilt Ürünü) ile ürünlerin içerik bilgisi arasında anlamlı bir ilişki bulunmuştur. Saç bakım ürünlerinde içerik bilgisi daha az yer alırken, cilt bakım ürünlerinde içerik bilgisine daha fazla rastlanılmaktadır. Ürün kategorileri ile reklamın bulunduğu mekân arasında anlamlı bir ilişki bulunmuştur. Saç bakım ürünleri daha fazla iç mekan-stüdyo da yer alırken, cilt bakım ürünleri daha fazla dış mekanda gösterilmiştir. Ürün kategorileri ile paylaşımın yapıldığı ay arasında anlamlı bir farklılık bulunmuştur. Kış aylarında Instagram'da saç bakım ürünlerine dair reklamlar yer alırken, yaz aylarında cilt bakım ürünlerine dair reklamlar yer almaktadır. Ürünün kategorisi ile reklamda yan ürün kullanımı ve rakam kullanımı arasında anlamlı bir sonuç bulunmamıştır. Ürünün kategorisine göre reklamların içeriği ve biçimi değişmektedir.

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INTRODUCTION

In modern societies, cosmetic products are among the items that people consistently choose to use. There is no doubt that social media is the most important medium for delivering these messages.

Major brands and companies have increasingly adopted social media for advertising and promotion, incorporating various managerial functions—from customer relations to stock control—into their digital strategies to enhance operational efficiency. These developments have also influenced social media advertising, making it an essential tool for brands and companies to reach their managerial goals, create brand awareness, communicate with customers and consumers, provide information, incorporate valuable feedback obtained through social media back into the management process, and establish sustainable loyalty relationships.

Instagram has become a platform that benefits millions of users worldwide. Users actively use Instagram to follow trends, keep up with fashion, and learn and apply new, beautiful, or aesthetic perceptions. As an important tool for sharing information and personal care routines, Instagram plays a crucial role in the dissemination of beauty tips and style suggestions.

As a result of the economic processes we live in, advertisements have become an important part of daily life (Kaplan & Haenlein, 2010). In parallel with this, social media tools, as an extension of new media, have become one of the most effective mass communication tools for reaching people. Social media platforms, where direct messages can be transmitted to the target audience, enable fast and effective interaction with the audience. Instagram advertisements offer significant advantages in terms of cost-effectiveness and time efficiency. The ability to quickly share content, the absence of location and time constraints, and the ability to include targeted messages make Instagram highly effective for advertisers. Additionally, social media tools are powerful for engaging with audiences continuously, reminding them of brands, and persuading them.

Social Media and Instagram as a Platform

Social media, a concept of great importance on a global scale, has become one of the most significant tools of social influence and presence in today's digital world. With its text, image, and video-sharing capabilities, it enables comprehensive communication with the audience. There are thousands of social media platforms, but Instagram stands out due to its popularity among its user base.

Unlike other social media platforms such as Facebook and Twitter, Instagram is primarily centred around visual content. Instagram users can create a profile, upload an avatar, write a short bio, and share a single link to their website. They can choose between public and private profiles (Zengin & Zengin, 2017, p. 474).

Thus, individuals' online self-presentation and perception play a crucial role in their motivation to engage with these platforms. When it comes to the cosmetics industry and beauty perception, the power of social media can expand boundaries. Today, Instagram is not just a platform for shopping but also a space where beauty influencers, dermatologists, and other professionals educate consumers about the right products and aesthetic procedures (Joshi et al., 2022).

In our visual era, Instagram, as a purely image-focused platform, attracts significant attention, especially from young users (Balcı, Bal & Delal, 2019, p. 959). Brands can use social media to understand, meet, and shape their target audience's desires, expectations, and aspirations.

The Cosmetics Industry and Cosmetic Advertising

The cosmetics industry has a long history in human civilization. Cosmetic products have been

used not only for beauty and personal care but also for cultural and medical purposes. The use of cosmetics dates back to ancient times (Walker et al., 2021). In Mesopotamia, Egypt, and Ancient Greece, people used cosmetics for beauty and religious rituals. Since the 18th century, cosmetic commodities have been bought and sold as commercial products. Today, the cosmetics industry has grown into a massive sector, comprising several subcategories such as makeup, skincare, haircare, and perfumes. With the rise of social media as an extension of new media, beauty trends are spreading rapidly, prompting cosmetic brands to allocate more budget and time to digital platforms. Cosmetics have become one of the most consumed product categories in modern times.

Social media has become an effective marketing platform for cosmetic brands. Visually appealing content, interactive campaigns, and collaborations with influencers help brands establish a strong presence on social media. Cosmetic advertisements on social media employ visually striking, engaging, and audience-attracting strategies. Instagram ads facilitate the content creation process and increase accessibility to target audiences (Rahayuningrat et al., 2024, p. 3).

Consumption, a fundamental feature of consumer society, is also at the core of the cosmetics industry. Mass communication tools, particularly new media platforms that can be easily shaped according to needs, frequently feature advertisements related to cosmetics. Whereas consumption was previously driven by basic needs, today, it occurs for many different reasons. Cosmetic consumption is primarily pleasure-based rather than necessity-driven. In this form of consumption, individuals are far from rationality (Baudrillard, 2010, p. 83). Mass communication tools increasingly fuel consumer habits, accelerating and reinforcing these behaviors (Özer, 2021, p. 31).

In consumer culture, all goods and services carry commercial meaning. In consumer societies, the desire for products is presented as a social phenomenon, particularly through mass communication tools. Individuals in consumer societies are expected to constantly consume or, at the very least, play this role as much as possible. Cosmetic consumption is a form of consumption shaped precisely according to these prescribed roles (Bauman, 2006, p. 92).

Like many other fields, cosmetic consumption functions as a means of communication between individuals and society, transforming into a source of pleasure through self-presentation. In this system, happiness is equated with consumption, promoting the idea that "the more you consume, the happier you will be." In cosmetic advertising and promotional processes, people are continuously presented with the desire to be admired and feel happy. In this industry, where external appearance and beauty are glorified, women are encouraged to be beautiful, and men are driven to be handsome. Beyond merely consuming products, the time and effort spent on this pursuit also bring individuals a sense of happiness. At the same time, individuals are exposed to a multitude of messages on social media about what others consume and how they look (Bocock, 2009, p. 89).

The greater the variety of products available in the market, the stronger the motivation for individuals to acquire them. There are numerous different products and needs within the cosmetics field. Needs are artificially created, and products that address these needs are introduced to the market. In this way, people are led to believe that they are purchasing "more beauty." Consumers use the products they buy to construct and express their identities. Purchasing behavior indicates an individual's social positioning. Cosmetic consumption and the advertisements in this field also reference an individual's societal role (Featherstone, 2013, p. 45). Concepts such as beauty, attractiveness, uniqueness, and desirability are frequently used in the cosmetics industry, and new meanings are continuously attached to these cultural codes (Özer, 2021, p. 29).

Another significant impact of cosmetics and their advertising lies in gender roles. The cosmetics industry designs advertisements that align with traditional gender roles, providing suggestions on how

men and women should look. Individuals begin to conform to gender structures based on their experiences in social life. These experiences are initially acquired within the family and later take shape in broader society. Individuals develop attitudes toward gender and gender roles based on the information they acquire (Castells, 2008, p. 18).

Beyond cosmetic advertisements, hints of dominant gender roles are frequently encountered in advertisements from other industries, as well as in films and TV series. Mass communication tools generate role models for different genders, and individuals are expected to conform to these models (Başak, 2013, p. 215).

METHOD

Research Objective

The primary objective of this study is to determine how cosmetic brands operating in Turkey design their advertisements on Instagram, what elements are included in the advertisement content, and how the human body is portrayed in these advertisements.

Significance of the Research

This research is important in demonstrating how cosmetic brands utilize Instagram, a new media tool, for advertising purposes and in revealing how the human body, the primary target of cosmetic products, is portrayed. Additionally, the study is valuable in providing insight into future new media advertising strategies.

Research Population and Sample

The research population comprises 26 different cosmetic brands with Turkish-language Instagram accounts that actively post content. The sample includes cosmetic brands that shared advertisements between January and December 2023 (one year) within the scope of "purposeful sampling." The posts shared by these 26 brands over the course of one year were examined, and the advertisements within the sample were included in the study. A total of 937 different advertisements were identified over the 12-month period.

Scope and Limitations of the Research

During the 12-month period, all posts from the Instagram pages of the cosmetic brands included in the sample were analyzed. The study is limited to photographic advertisements of cosmetic brands. Advertisement videos, animations, short videos, announcements, and celebrations were excluded from the sample. Advertisements featuring any part of the human body (such as only an arm or only a leg) were included. The same posts shared at different times were used only once in the analysis. In the category of body appearance, advertisements in which body contours were clearly visible were included in the sample. If no tattoo was visible on the body, it was noted as "no tattoo." The study is limited to hair care and skin care products. The advertisements of the selected brands related to hair care and skin care over the one-year period were included in the sample and analyzed.

The data were collected by gathering the posts from the Instagram pages within the sample over the course of one year (2023). These Instagram pages were systematically reviewed and coded by two researchers.

Research Methodology

The research method used in this study is content analysis, a research technique in which written,

verbal, or visual content is systematically and quantitatively analyzed (Gökçe, 2001, p. 7). Advertisements were analyzed using the Cross-Sectional Research Method, a subcategory of general survey models. This method involves the study of events or phenomena occurring within a specific period. It also includes counting, status determination, and survey research (Karasar, 2010, pp. 79-80). The study applied frequency analysis, cross-tabulation analysis, and Chi-Square testing. The Chi-Square test is used to determine whether there is a dependency between two or more categorical variables (Durmuş et al., 2013, p. 184). If the p-value of the Pearson Chi-Square test statistic is less than 0.05, a significant difference exists (Durmuş et al., 2013, p. 187). The reliability test showed that the inter-coder agreement rate for five advertisements was 86.9%.

Research Hypotheses

H1: There is a significant relationship between the type of product and the presence of content information.

H2: There is a significant relationship between the product category and the location of the advertisement.

H3: There is a significant relationship between the product category and the month in which the advertisement was shared.

H4: There is a significant relationship between the product category and the advertisement model (face used in the advertisement).

H5: There is a significant relationship between the product category and the visibility of the human body in the advertisement.

H6: There is a significant relationship between the product category and the use of side products in the advertisement.

H7: There is a significant relationship between the product category and the use of numerical figures in the advertisement.

FINDINGS
Frequency Analysis

The frequency analysis of cosmetic brand advertisements on Instagram has been compiled into tables. The frequency analyses conducted in the study are presented in the following tables.

Table 1
Distribution of Advertisements by Month

Month	Frequency	Percentage (%)
January	101	10.8
February	67	7.2
March	73	7.8
April	86	9.2
May	74	7.9
June	72	7.7
July	89	9.5
August	86	9.2
September	85	9.1
October	81	8.6
November	74	7.9
December	49	5.2
Total	**937**	**100.0**

As seen in Table 1, the distribution of advertisements published on Instagram throughout the year is relatively balanced. However, brands reduced their advertisements in December while increasing them in January. The launch and promotion of new products play a significant role in this trend.

Table 2
Product Categories

Product Category	Frequency	Percentage (%)
Hair Care	411	43.9
Skin Care	367	39.2
Both	159	17.0
Total	**937**	**100.0**

Within the scope of the study, advertisements related to hair care and skin care products were included in the sample (Table 2). Advertisements featuring both product categories were coded as "Both." The analysis shows that advertisements for hair care products are more prevalent.

Table 3
Special Occasion vs. Regular Day Advertisements

Type of Day	Frequency	Percentage (%)
Special Day	58	6.2
Regular Day	879	93.8
Total	**937**	**100.0**

It was found that 93.8% of advertisements were categorized as being published on a "Regular Day" (Table 3). The consistency of advertisements throughout the year is crucial for brand recall and consumer engagement. Companies aim to maintain visibility year-round by continuing to advertise.

Table 4
Presence of Product Content Information

Content Information	Frequency	Percentage (%)
Present	455	48.6
Absent	482	51.4
Total	**937**	**100.0**

The inclusion of product content information in advertisements is an important factor in credibility and consumer trust. The study found that the presence and absence of content information were almost equally distributed (Table 4). This suggests that while some advertisements focus on emotional persuasion, others target cognitive persuasion.

Table 5
Presence of People in Advertisements

Presence of People	Frequency	Percentage (%)
Present	386	41.2
Absent	551	58.8
Total	**937**	**100.0**

In 58.8% of the analyzed advertisements, people were not featured, while 41.2% included a person or part of a person (Table 5). On Instagram, product appearance is emphasized more than the human body. The study found that messages related to what the product looks like, and its ingredients

were prioritized over its practical application or use.

Table 6
Gender of Individuals in Advertisements

Gender	Frequency	Percentage (%)
Male	46	4.9
Female	340	36.3
Both	17	1.8
Unclear	24	2.6
None	510	54.4
Total	**937**	**100.0**

Gender refers to the anatomical characteristics of men and women (Aydın & Güleraslan, 2023, p. 369). In terms of gender representation, women appeared significantly more often in advertisements (Table 6). Since women constitute the primary target audience of the cosmetics industry, it is logical for advertisements to feature women more frequently. Consumers tend to relate to and trust advertisements that depict individuals similar to themselves.

Table 7
Use of Illustrations, Cartoons, and Animations

Illustration Type	Frequency	Percentage (%)
Present	192	20.5
Absent	745	79.5
Total	**937**	**100.0**

In 79.5% of the advertisements, there were no illustrations, cartoons, or animation elements, whereas 20.5% included at least one of these elements (Table 7).

Table 8
Advertisement Faces (Models, Celebrities, or Regular Individuals)

Type of Face	Frequency	Percentage (%)
Model	120	12.8
Celebrity	80	8.5
Regular Person	115	12.3
None	622	66.4
Total	**937**	**100.0**

Among the advertisements that featured people, models were the most commonly used (Table 8). This was followed by regular individuals, and celebrities ranked third. Consumers tend to trust and connect with people they perceive as relatable or aspirational, which can influence purchasing behavior.

Table 9
Advertisement Locations

Location	Frequency	Percentage (%)
Indoor-Studio	539	57.5
Outdoor	54	5.8
Both	13	1.4
Unclear	331	35.3
Total	**937**	**100.0**

Over 57.5% of advertisements were shot indoors (Table 9). Studios provide controlled environments for clearer and more detailed product photography. However, cosmetics associated with nature and freshness were more often displayed in outdoor settings.

Table 10

Use of Numbers in Advertisements

Numbers Used	Frequency	Percentage (%)
Present	222	23.7
Absent	715	76.3
Total	**937**	**100.0**

Only 23.7% of advertisements contained numbers, while 76.3% did not (Table 10). Advertisers preferred to appeal to emotions rather than relying on numerical or rational information. Since Instagram is a fast-paced platform, audiences may not engage with detailed numerical data.

Table 11

Use of Secondary Products in Advertisements

Secondary Products	Frequency	Percentage (%)
Present	213	22.7
Absent	724	77.3
Total	**937**	**100.0**

Secondary products were used in 22.7% of advertisements (Table 11). Since Instagram posts do not have direct costs per post, advertisers often focus on highlighting a single product in each advertisement to maintain clarity.

Table 12

Visibility of the Human Body in Advertisements

Body Visibility	Frequency	Percentage (%)
Full Body	41	4.4
Knee	12	1.3
Waist	75	8.0
Chest	83	8.9
Shoulder	63	6.7
Only Face	25	2.7
Lips	3	0.3
Only Hand	83	8.9
Only Arm	9	1.0
None	543	58.0
Total	**937**	**100.0**

Since the study focused on skin care and hair care products, close-up images were used more frequently in the advertisements. In ads where specific parts of the body were shown, the upper body and areas where the product is applied were highlighted.

Table 13

Facial Expressions in Advertisements

Facial Expression	Frequency	Percentage (%)
Neutral Expression	62	6.6
Surprised/Open Mouth	13	1.4
Frowning/Angry Look	10	1.1
Smiling	209	22.3
None	643	68.6
Total	**937**	**100.0**

The majority of the individuals featured in the advertisements were smiling. In cosmetic advertisements, smiling conveys satisfaction and happiness, which strengthens the association between product use and a positive experience.

Table 14

Physical Contact in Advertisements

Type of Contact	Frequency	Percentage (%)
Touching Face/Head	65	6.9
Touching Body	44	4.7
Touching Another Person	4	0.4
Touching the Product	229	24.4
Being Touched by Another	6	0.6
None	589	62.9
Total	**937**	**100.0**

Most individuals in the advertisements were shown touching the product, emphasizing physical connection. This enhances the perception of product accessibility and desirability.

Table 15

Ethnicity of Individuals in Advertisements

Ethnicity	Frequency	Percentage (%)
Caucasian	317	33.8
Black	6	0.6
Asian	18	1.9
Mixed Race	7	0.7
None	589	62.9
Total	**937**	**100.0**

The majority of individuals featured in the advertisements were Caucasian (33.8%), which aligns with the target audience in Turkey.

Table 16

Presence of Tattoos on the Body

Tattoo	Frequency	Percentage (%)
Present	8	0.9
Absent	929	99.1
Total	**937**	**100.0**

Only 0.9% of individuals in the advertisements had visible tattoos. This may be due to tattoos

drawing attention away from the product or the nature of skincare products being applied to clean skin.

Table 17

Colores Used in Advertisements

Color Type	Frequency	Percentage (%)
Vibrant Colors	720	76.8
Neutral/Pastel Colors	217	23.2
Total	**937**	**100.0**

Most advertisements (76.8%) used vibrant colors to attract the audience's attention and increase visual appeal.

Table 18

Font Size in Advertisement Texts

Font Size	Frequency	Percentage (%)
Large	155	16.5
Small	64	6.8
Both Large and Small	465	49.6
None	252	26.9
Total	**937**	**100.0**

Advertisements primarily featured a mix of large and small fonts (49.6%), enhancing text readability and aesthetic appeal.

Table 19

Use of Numbers in Advertisements

Number Presence	Frequency	Percentage (%)
Present	222	23.7
Absent	715	76.3
Total	**937**	**100.0**

Most advertisements (76.3%) did not use numerical data, indicating that emotional appeal was prioritized over factual information.

Table 20

Use of Secondary Products in Advertisements

Secondary Product Usage	Frequency	Percentage (%)
Present	213	22.7
Absent	724	77.3
Total	**937**	**100.0**

Only 22.7% of advertisements included a secondary product. This may be due to Instagram's free post structure, leading advertisers to focus on a single product per advertisement.

Chi-Square Analyses

Table 21

*Product Category * Product Content Information*

Product Category	Product Content Information		Total
	Present		Absent
Hair Care	161		250
Skin Care	214		153
Both	80		79
Total	**455**		**482**

Chi-Square Tests

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.664a	,000
Likelihood Ratio	28.840	,000
Linear-by-Linear Association	13.627	,000
N of Valid Cases	937	

The chi-square analysis conducted between product categories and product content information revealed a significant difference (p = 0.000). It was observed that content information was less frequently included in hair care product advertisements, whereas it was more commonly found in skincare product advertisements (Table 21). Advertisers in the hair care category focused more on the effects of the product rather than its content details. In contrast, content information is more critical in the skincare category since consumers are more curious about the ingredients and formulation of skincare products. Therefore, content information was emphasized significantly more in skincare advertisements. The hypothesis H1, stating "There is a significant relationship between Product Category and Product Content Information," was accepted.

Table 22

*Product Category * Advertisement Location*

Product Category	Indoor-Studio	Outdoor	Both	Unclear	Total
Hair Care	255	17	0	139	411
Skin Care	183	27	5	152	367
Both	101	10	8	40	159
Total	**539**	**54**	**13**	**331**	**937**

Chi-Square Tests

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.474a	,000
Likelihood Ratio	39.489	,000
Linear-by-Linear Association	0.000	,985
N of Valid Cases	937	

The chi-square analysis between product categories and advertisement location revealed a significant difference (p = 0.000). Hair care products were predominantly advertised in indoor-studio settings, while skincare products were more frequently showcased in outdoor settings (Table 22). This can be attributed to the privacy aspect of hair care routines, which are often associated with activities like bathing, while skincare advertisements are more commonly portrayed in nature. The messaging in skincare advertisements emphasizes protection against environmental effects. Hair care products are

typically represented in indoor bathroom settings, whereas skincare products are shown in natural environments. The hypothesis H2, stating "There is a significant relationship between Product Category and Advertisement Location," was accepted.

Table 23

*Product Category * Month of Advertisement*

Product Category	January	February	March	April	May	June	July	August	September	October	November	December	Total
Hair Care	59	29	36	39	26	32	32	29	39	34	35	21	411
Skin Care	30	28	22	23	30	24	40	49	41	32	31	17	367
Both	12	10	15	24	18	16	17	8	5	15	8	11	159
Total	**101**	**67**	**73**	**86**	**74**	**72**	**89**	**86**	**85**	**81**	**74**	**49**	**937**

Chi-Square Tests

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.108a	,000
Likelihood Ratio	53.371	,000
Linear-by-Linear Association	0.499	,000
N of Valid Cases	937	

The chi-square analysis between product categories and the month of advertisement revealed a significant difference (p = 0.000). As seen in Table 23, a notable pattern emerged: hair care product advertisements were more prevalent in winter months, whereas skincare product advertisements were more common during summer months. This can be associated with consumers' seasonal needs—during summer, people spend more time outdoors, increasing the demand for skincare products. The hypothesis H3, stating "There is a significant relationship between Product Category and Month of Advertisement," was accepted.

Table 24

*Product Category * Advertisement Face*

Product Category	Model	Celebrity	Regular Person	None	Total
Hair Care	49	49	36	277	411
Skin Care	54	30	45	238	367
Both	17	1	34	107	159
Total	**120**	**80**	**115**	**622**	**937**

Chi-Square Tests

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.169a	,000
Likelihood Ratio	40.329	,000
Linear-by-Linear Association	0.926	,336
N of Valid Cases	937	

The chi-square analysis between product category and advertisement face revealed a significant difference (p = 0.000). It was found that models and regular people were more frequently featured in skincare product advertisements, whereas celebrities were more commonly used in hair care advertisements (Table 24). This can be attributed to the familiarity factor of celebrities and their influence on younger generations. The use of celebrities in hair care ads may increase trust and recognition, while skincare advertisements often portray more relatable individuals in everyday situations.

The hypothesis H4, stating "There is a significant relationship between Product Category and Advertisement Face," was accepted.

Table 25

*Product Category * Visibility of the Human Body in Advertisement*

Product Category	Full Body	Knee	Waist	Chest	Shoulder	Only Face	Lips	Only Hand	Only Arm	None	Total
Hair Care	12	6	33	47	25	4	0	23	1	260	411
Skin Care	11	4	23	33	30	18	3	45	7	193	367
Both	18	2	19	3	8	3	0	15	1	90	159
Total	**41**	**12**	**75**	**83**	**63**	**25**	**3**	**83**	**9**	**543**	**937**

Chi-Square Tests

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	75.489a	,000
Likelihood Ratio	75.671	,000
Linear-by-Linear Association	2.984	,084
N of Valid Cases	937	

The chi-square analysis revealed a significant difference (p = 0.000) between product category and the visibility of the human body in the advertisement. Hair care advertisements predominantly showed the chest and above, while skincare advertisements often focused on specific body parts such as hands, face, and arms (Table 25).

This is directly related to the intended use of the product. For example, hair care ads highlight the upper body (head and shoulders) to emphasize the product's effect on hair, while skincare ads tend to show the specific areas where the product is applied.

The hypothesis H5, stating "There is a significant relationship between Product Category and Body Visibility in Advertisements," was accepted.

Table 26

*Product Category * Use of Secondary Products in Advertisement*

Product Category	Present	Absent	Total
Hair Care	95	316	411
Skin Care	80	287	367
Both	38	121	159
Total	**213**	**724**	**937**

Chi-Square Tests

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.340a	,844
Likelihood Ratio	0.340	,844
Linear-by-Linear Association	0.001	,976
N of Valid Cases	937	

The chi-square analysis did not find a significant relationship (p = 0.844) between product category and the use of secondary products in advertisements.

This suggests that the presence of additional products in advertisements does not vary significantly based on the product category.

The hypothesis H6, stating "There is a significant relationship between Product Category and Use of Secondary Products in Advertisements," was rejected.

Table 27

*Product Category * Use of Numbers in Advertisement*

Product Category	Present	Absent	Total
Hair Care	103	308	411
Skin Care	80	287	367
Both	39	120	159
Total	**222**	**715**	**937**

Chi-Square Tests

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.215a	,545
Likelihood Ratio	1.223	,542
Linear-by-Linear Association	0.203	,652
N of Valid Cases	937	

The chi-square analysis did not find a significant relationship (p = 0.545) between product category and the use of numbers in advertisements.

This suggests that the inclusion of numerical values in advertisements does not vary significantly based on the product category.

The hypothesis H7, stating "There is a significant relationship between Product Category and Use of Numbers in Advertisements," was rejected.

CONCLUSION

Instagram is an effective platform where brands promote their products through strategies based

on visual appeal and user engagement. Factors such as advertisement density, audience-targeting strategies, content types, interaction and feedback, psychological effects, and algorithm usage play a crucial role in determining the success of these advertisements. Brands in the cosmetics industry aim to maintain constant interaction with their target audience. As a result, they strive to reach their audience through multiple channels simultaneously and convey persuasive messages. Due to its fast-paced and continuous engagement capabilities, Instagram is highly effective for such advertising strategies.

The analysis results indicate that cosmetic brands use vibrant colors in their Instagram advertisements, emphasize product packaging, and when people are featured in the ads, they are often shown using the product. It was observed that these brands predominantly advertise during the winter months. Given Instagram's nature as a fast-consumption platform, advertisements are structured for quick engagement. As a result, ads contain more visuals and less text. In advertisements that include human bodies, the focus is primarily on the body areas where the product is used. Ads highlighting usage experience often showcase people interacting with the cosmetic products.

This study on hair care and skincare products found that January had the highest number of advertisements. The beginning of the year is significant for product launches, leading brands to increase their Instagram advertisements during this period. Over the 12-month period, advertisements for hair care products accounted for 42.9%, while skincare products made up 39.2%. Additionally, 17% of the advertisements featured both product types together, promoting the combined use of hair care and skincare products.

Regarding the presence of human bodies in advertisements, 41.2% of ads featured a human figure, while 58.8% did not. This suggests that Instagram advertisements focus more on showcasing the product itself rather than its usage. When examining advertisement content, the focus is less on how the product is applied or its effects on the body and more on the product's features and appearance.

In 57.5% of the advertisements, indoor/studio settings were chosen. This is a logical preference, as indoor settings allow for better product visualization and easier shooting conditions. Additionally, 93.8% of the advertisements displayed the entire product, emphasizing the importance of presenting the product as a whole to the target audience.

When analyzing the skin tone of individuals featured in the advertisements, 91.3% of the people in the ads were of Caucasian descent. This is directly linked to the target audience of the brands.

Regarding facial expressions, 71% of individuals in the ads were smiling. Smiling conveys happiness and satisfaction, reinforcing the positive experience of using the product. Advertisers use smiling individuals to make products appear more attractive and desirable. To further enhance visual appeal, 76.8% of advertisements incorporated vibrant colors.

The study also revealed that numerical data was rarely used in advertisements. Only 23.7% of ads contained numerical figures, while 76.3% did not. Since Instagram is a fast-paced platform where content is consumed quickly, users may not engage with detailed numbers and statistics. Instead, they prefer to quickly browse media content and move on to the next post.

It can be inferred that advertisements on Instagram are structured according to the platform's nature and how the target audience perceives ads. Instagram ads, which are designed for rapid consumption, aim to capture fragmented attention and leave a lasting impression. The content of messages varies depending on the product category (Hair Care, Skin Care). air care advertisements focus

more on visuals and celebrity endorsements with minimal informational content, whereas skincare advertisements provide more detailed product information and are often set in outdoor environments.

Ethical Statement

I/we declare that the study with the above information is among the studies that do not require ethics committee approval.

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Research - Data analysis - Validation (CRediT 3-4-6-11) Nuri Paşa ÖZER (%50) – Ali Erkam YARAR (%50)

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Finance

No.

Conflict of Interest

No.

Sustainable Development Goals (SDG)

Sustainable Development Goals: 3 Good Health and Well-Being

Sustainable Development Goals: 5 Gender Equality

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