

**A DATA-DRIVEN EXPLORATION OF SKINCARE TRENDS THROUGH  
SOCIAL LISTENING ANALYSIS**



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## ABSTRACT

This study examines the effectiveness of social listening tools in analyzing skincare-related conversations and engagement on Facebook and Instagram, with a focus on optimizing digital marketing strategies. Two key research questions guide the study: 1) how social listening tools can effectively analyze online conversations and consumer engagement, and 2) what actionable insights can be derived to enhance marketing performance.

The research highlights the benefits, challenges, and applications of social listening tools, particularly in performance marketing and customer engagement. It also explores skincare consumer behavior, including factors influencing purchasing decisions, and evaluates the impact of nano-influencers on Instagram. Utilizing ZOCIAL EYE, the study analyzes key metrics such as share of voice, sentiment, demographic insights, and top-performing hashtags. Results indicate that Instagram dominates skincare-related discussions, with authentic, relatable content and nano-influencers significantly shaping consumer decisions.

Key findings suggest that social listening tools empower marketers to identify trends, target specific audiences, and create data-driven strategies. Recommendations include leveraging nano-influencer collaborations, optimizing content for specific demographics, and monitoring seasonal trends. This research underscores the value of social listening in driving effective digital marketing strategies, helping skincare brands strengthen engagement and maintain competitiveness in a dynamic market.

*Keywords: Social listening, Skincare marketing, Nano-influencers, Consumer insights, Digital Strategies*

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

The skincare industry in Thailand is experiencing a remarkable surge, poised for substantial growth in the foreseeable future. This chapter delves into the dynamics propelling this expansion, drawing insights from a recent report by the Digital Advertising Association of Thailand (DAAT, 2023). According to the findings, the skincare sector is projected to undergo a robust 13% growth in 2024, soaring to an impressive total value of THB 3.268 billion. This surge is fueled by an amalgamation of factors, including the escalating influence of social media, heightened skin care awareness, and the burgeoning disposable income among Thai consumers.

The collaboration between DAAT and Kantar (Thailand) in meticulously tracking this growth since 2022 (Kantar, 2023) highlights a concerted effort to comprehend the intricacies of this dynamic landscape. Their strategic partnership underscores a shared commitment to anticipate trends and strategize effectively within the digital commerce arena.

Unveiling Beauty Trends: Insights from the 2023 Kantar Report intrigued by the exponential growth depicted in the 2023 statistics, our attention turns to the evolving beauty trends, drawing insights from Kantar's report on Thailand Beauty Trends. Titled "*The New Face of Beauty in Thailand: Looking Ahead to 2023*" (Kantar, 2023), this comprehensive report provides a deep dive into the evolving dynamics of the beauty industry in the country.

The report delineates notable trends that have shaped the beauty landscape in Thailand, emphasizing a paradigm shift towards individualism. Consumers now seek personalized and customized beauty experiences, driven by an enhanced awareness of health and well-being. This shift marks a departure from conventional beauty ideals, underscoring a preference for a 'natural and healthy' aesthetic.

Moreover, the report highlights a changing perception of beauty among Thai consumers, emphasizing holistic and health-driven approaches. The demand for products with natural ingredients and multi-benefit formulations has reshaped the beauty landscape, presenting both challenges and opportunities for brands.

### **Strategies for Success: Kantar's Insights**

Beyond identifying shifts in consumer behavior, the Kantar report offers actionable strategies for brands aiming to thrive in this dynamic landscape. Emphasizing agility, the report underscores the importance of adapting to changing preferences through product portfolio management. Communication and channel management strategies are also crucial, acknowledging the diverse consumer segments and preferences within the market.

In essence, these strategies serve as a compass for beauty brands navigating the evolving beauty landscape in Thailand. The report's insights provide a roadmap for success, urging brands to be nimble, attuned to consumer sentiments, and strategically positioned in both digital and physical channels.

Upon reflection of the insights from the DAAT report on the skin care industry's rapid growth and Kantar's report on Thailand beauty trends, it's clear that the beauty landscape in Thailand is undergoing significant evolution. Digital advancements, changing consumer preferences, and a dedication to understanding these shifts have propelled the industry forward, marking it as dynamic and rapidly evolving.

As we navigate this changing landscape, it's crucial for brands to remain agile and responsive to emerging trends. The growth of the skincare sector and the insights from Kantar's beauty trends report underscore the importance of staying attuned to consumer needs and preferences.

In this ever-evolving market, success lies in the ability to anticipate shifts, tailor offerings accordingly, and strategically position oneself amidst fierce competition. The transformative journey ahead in the dynamic world of Thai beauty necessitates a proactive approach and a commitment to embracing change.

Brands entering this space or aiming to strengthen their foothold must not only recognize these trends but also proactively adapt their strategies. The growth of the skincare industry, the surge in digital advertising expenditure, and the nuanced insights from Kantar's beauty trends report collectively depict an industry brimming with opportunities and complexities.

As Thailand's beauty industry continues its trajectory of growth, brands must remain agile, attuned to consumer needs, and strategically aligned with the evolving

digital landscape. The beauty trends outlined in the Kantar report serve as a valuable guide, offering brands insights to anticipate shifts in consumer behavior, tailor their offerings, and stay ahead in this ever-evolving market. Success in the dynamic world of Thai beauty lies in understanding, adapting, and embracing the transformative journey ahead.

### The Role of Martech in Unveiling Consumer Sentiments: A Focus on Social Listening

In the dynamic landscape of the beauty industry, where consumer sentiments wield substantial influence over trends, Marketing Technology (Martech) emerges as a pivotal player. Specifically, Social Listening tools stand out as indispensable instruments, providing brands with the means to decipher the intricate language of consumer voices. Before delving into the realm of Martech solutions, it's essential to explore the essence of Social Listening and its core features.

#### **Decoding Social Listening**

Social listening, synonymous with social media listening, encompasses the process of identifying and assessing discussions about individuals, companies, products, or brands on the internet. The vast expanse of online conversations generates copious amounts of unstructured data, prompting organizations to define their objectives in a social media listening initiative. Depending on these goals, the appropriate tool may range from free platforms like Google Alerts to sophisticated software suites offering comprehensive analysis and integration with legacy customer relationship management (CRM) applications.

#### **Strategic Insights from Social Listening**

In an era where both social media and interpersonal interactions hold value, social listening emerges as a vital tool for customer intelligence. Its applications are diverse, including monitoring online customer support forums, gathering comments from social outlets like Facebook and Twitter, and even encouraging customers to contribute ideas for new product features or vote on their favorites.

## **The Significance of Social Listening**

The importance of social listening lies in its capacity to unravel ongoing conversations surrounding a brand and the products or services it offers. Companies leveraging social listening gain multifaceted benefits:

- **Campaign Analysis:** Provides valuable feedback on how a marketing campaign resonates with audiences on social platforms.
- **Competitive Analysis:** Reveals insights into competitors' performance based on social media conversations.
- **Event Monitoring:** Enables real-time observation of audience responses to specific events, such as virtual conferences.
- **Industry Trends:** Surfaces emerging trends within the industry by monitoring discussions incorporating industry-related hashtags.

Leveraging the data gathered through social listening, companies can fine-tune their approach to various aspects. For instance, in the face of negative conversations around a marketing campaign, adjustments can be made promptly. Moreover, social listening serves as a compass for crafting future campaigns and even mirroring successful strategies observed in conversations about competitors.

## **Contextualizing Social Listening in the Thai Beauty Industry**

As Thailand's beauty industry undergoes a robust growth phase, the integration of Social Listening becomes imperative for brands aiming to thrive in this evolving market. The insights gleaned from Kantar's comprehensive report on beauty trends provide a strategic guide for brands, aiding in anticipating shifts in consumer behavior, customization of offerings, and maintaining a competitive edge. The transformative journey ahead in the dynamic world of Thai beauty requires brands to not only understand but also adapt and embrace the insights unveiled by Social Listening.

## **Exploring Martech Solutions for Winning Beauty Industry Strategies: A Social Listening Perspective**

In the ever-evolving landscape of the beauty industry, where consumer sentiments, preferences, and trends are dynamic, the need for robust strategies is

paramount. The convergence of Product Portfolio Management, Communication Management, and Channel Management, as outlined in Kantar's insights for success, requires sophisticated tools to navigate and capitalize on these strategies. In the realm of MarTech (Marketing Technology), several tools stand out as potent allies for beauty brands aiming to conquer these strategic fronts.

### **Social Listening and Social Monitoring: A Prelude to Martech Mastery**

Before delving into the specific MarTech tools, it's essential to grasp the significance of Social Listening and Social Monitoring, integral components of modern marketing strategies. Brands leveraging these tools gain a direct line into the minds of consumers, allowing them to listen to the voices resonating in the social media space. The Digital Advertising Association of Thailand's (DAAT) commitment to understanding the nuances of the cosmetic sector aligns seamlessly with the capabilities of Social Listening tools.

Social Listening and Social Monitoring are not mere buzzwords; they are indispensable tools that empower brands to navigate through the dynamic world of consumer opinions, prevent crises, extract insights for product development, and re-engage with past customers. In essence, these tools offer a gateway to real-time, unfiltered consumer feedback, enabling brands to stay agile and responsive to market dynamics.

### **Core Features of Social Listening Tools: Navigating Consumer Sentiments**

The fundamental features of Social Listening and Monitoring tools revolve around determining topics and keywords for sentiment analysis, selecting social media channels for data access, categorizing sentiments, and alerting brands to potential crises. The ability to monitor negative sentiments and address issues promptly is a key element in maintaining brand reputation and fostering consumer trust.

In the Thai landscape, several Social Listening tools have emerged, each offering unique features to cater to the diverse needs of brands navigating the beauty industry.

### **Mandala Analytics: Unlocking Awareness and Consumer Insights**

Mandala Analytics, developed by Ocean Skynet, stands out for its capabilities in searching standard criteria for awareness, researching brand and competitor insights, and understanding consumer behavior. The tool aids in discovering and curating the right content, thereby serving the right audience. From extracting data to understand customer needs to exploring opportunities for product and service innovation, Mandala Analytics provides a comprehensive suite of features for brands aiming to stay ahead in the beauty industry.

### **Zanroo Social Listening Tool: Extracting Insight and Managing Brand Health**

Zanroo emerges as a powerful tool for data collection, product development, demand research, and formulating marketing strategies. Its unique selling points include pattern recognition, auto-sentiment analysis, multi-level keyword structures, and auto-tagging functions. Zanroo excels in extracting insights from influencers, determining trends, and analyzing social behaviors. For brands aiming to manage brand health, monitor potential crises, and seed products and services effectively, Zanroo proves to be a valuable ally.

### **SocialEnable: Crafting Sentiment Analysis for Effective Communication**

SocialEnable, employed for sentiment analysis, aids brands in adding keywords to discern sentiments. By monitoring negative topics and keywords, brands can engage in timely conversations to address issues before they escalate into crises. SocialEnable is a tool that aligns seamlessly with Kantar's Communication Management strategy, allowing brands to customize communication for different consumer segments based on sentiment analysis.

### **Zocial EYE – Navigating Customer Satisfaction and Real-time Insights**

Zocial EYE positions itself as a tool capable of recognizing customer satisfaction across various social media channels. From Facebook and Twitter to Instagram, Pantip, Webboard, News, and Blogs, Zocial EYE provides a comprehensive view of consumer sentiments. Real-time data extraction, insight

exploration, and evaluating the impact of brand communication through sentiment analysis make it a valuable asset for brands navigating the dynamic beauty landscape.

### **Brian – Marketing Analytics Platform: Holistic Insights for Strategic Mastery**

Brian's Marketing Analytics Platform encompasses modules such as Website Analytics, Ads Analytics & Explorer, PR Analytics, and Social Listening Tools & Content Analytics. The Ads Analytics & Explorer module stands out for its ability to track competitors' ads across channels, providing a comprehensive view of the competitive landscape. Brian offers a holistic approach to marketing analytics, aligning with the need for Product Portfolio Management, Communication Management, and Channel Management in Kantar's success strategies.

### **Aligning Social Listening Tools with Kantar's Beauty Industry Strategies**

As brands seek to align Social Listening tools with Kantar's strategies for success in the beauty industry, the convergence becomes evident. These tools offer a real-time pulse on consumer sentiments, allowing brands to dynamically manage their product portfolios, tailor communications for different segments, and strategically navigate channels.

- **Product Portfolio Management:**

Social Listening tools enable brands to stay agile in response to changing perceptions and needs about beauty. By understanding consumer sentiments, preferences, and discussions, brands can refine and innovate their product portfolios to meet evolving demands effectively.

- **Communication Management:**

The close tracking of price sensitivity and the demonstration of value propositions are inherent in the capabilities of Social Listening tools. These tools allow brands to customize communication based on sentiment analysis, ensuring that messages resonate positively with diverse consumer segments.

- **Channel Management:**

Brands leveraging Social Listening tools can create destinations, both online and offline, that align with consumer preferences. By monitoring daily topics and

sentiments, brands can strategically position themselves in channels that offer convenience, affordability, and discovery.

In essence, the marriage of Social Listening tools with Kantar's strategies forms a robust framework for beauty brands to navigate the complexities of the industry successfully. These tools not only provide valuable insights but also empower brands to stay ahead of trends, cultivate positive brand perceptions, and foster long-term consumer loyalty.

### **Exploring MarTech Solutions**

As beauty brands embark on the journey of exploring MarTech solutions for winning strategies, the interconnectedness of these tools with Kantar's insights becomes evident. A unified approach, leveraging the strengths of Mandala Analytics, Zanroo, SocialEnable, Zocial EYE, and Brian, allows brands to seamlessly integrate Product Portfolio Management, Communication Management, and Channel Management into their overall strategy.

The dynamic nature of the beauty industry demands agility and responsiveness. Social Listening tools, with their real-time insights, empower brands to navigate the complexities of consumer sentiments effectively. By aligning with Kantar's strategies for success, brands can not only survive but thrive in an industry where trends change as swiftly as consumer preferences.

In conclusion, the marriage of MarTech and Kantar's strategies forms a symbiotic relationship that propels beauty brands toward sustained success. The tools mentioned here are not mere technological solutions; they are enablers of strategic excellence, providing brands with the foresight needed to innovate, communicate effectively, and establish a compelling presence in the hearts and minds of consumers. As the beauty industry continues to evolve, this unified approach becomes not just an option but a necessity for brands aspiring to be leaders in this dynamic landscape.

One of the intriguing beauty trends lies in the skincare industry, a fact underscored by a recent report from the Digital Advertising Association of Thailand (DAAT). This report projects a significant 13% growth in the Thai skincare sector by 2024, propelling its total value to an impressive THB 3.268 billion. This anticipated surge is driven by various factors, including the escalating influence of social media,

heightened skincare consciousness, and the rising disposable income among Thai consumers.

In alignment with DAAT's optimistic outlook, a report from Allied Market Research titled, "Thailand Skin care Products Market by Product Type, Demographics, Age Group, and Sales Channel: Country Opportunity Analysis and Industry Forecast, 2021–2027," substantiates the industry's potential. According to this report, the Thailand skincare products market was valued at \$2,568.2 million in 2019 and is projected to reach \$4,391.4 million by 2027, indicating a compelling CAGR of 7.6% from 2021 to 2027. This substantial growth is propelled by key factors contributing to the industry's advancement.

### **Factors Driving Growth**

**Rise in Disposable Income:** A significant surge in disposable income among Thai consumers serves as a primary driver, empowering individuals to increase their skincare product purchases and, consequently, contributing to market growth.

**Surge in Retail Penetration:** The skincare market benefits from an increased presence in various retail spaces. This accessibility through diverse retail channels enhances consumer engagement and significantly expands market reach.

**Adoption of Natural Skincare Products:** A growing inclination towards natural skincare products is influencing market dynamics. Consumers are increasingly opting for products with natural ingredients, fostering higher demand and market value.

**Government Support for Local Expansion:** Support from the Thai government to cosmetic enterprises for local expansion significantly contributes to the industry's growth trajectory. This support creates a conducive environment for skincare businesses to thrive.

### **Industry Focus Shift and Innovations**

In response to the robust growth of the ASEAN skincare products market, players in the cosmetics industry are strategically redirecting their focus towards the mass market. The skincare creams and lotions category, predominantly led by mass brands, has experienced continuous product diversification, with new product lines released at more affordable prices. While mass product segments generate the

majority of sales, innovations in the premium segment remain a consistent trend in the cosmetic sector.

Emerging skincare products expected to gain traction in the coming years include CBD lotions and other cannabidiol beauty products, zero-waste beauty products, novel cosmetic formulations, and refillable packaging. These innovations underscore the industry's responsiveness to evolving consumer preferences and sustainability concerns.

### **The Role of Social Media and Digital Platforms**

Social media emerges as a powerful catalyst in propelling the skincare industry's growth. Leading brands leverage these platforms to increase awareness, particularly among millennials, who significantly contribute to the skincare products market. Beauty bloggers and social media influencers play a pivotal role in shaping consumer perceptions, creating new growth avenues for the industry.

The increasing importance of digital platforms in the skincare products market is evident in consumer behavior. Four out of five beauty shoppers now use digital platforms, emphasizing the convenience offered by online channels. In response, players in the cosmetic industry prioritize user-friendly interfaces, intuitive website layouts, and seamless navigation, simplifying the decision-making process for consumers.

### **The Intersection of Social Media and Skincare: A Comprehensive Exploration**

In the era of digital transformation, where technology shapes the way we perceive and engage with the world, the skincare industry finds itself at the forefront of change. Social media, a driving force in this paradigm shift, wields a profound influence on skincare practices, trends, and consumer perceptions. This exploration aims to delve into the intricate relationship between social media and skincare, unraveling the positive and negative impacts, dissecting the role of influencers, and forecasting the future trends that may unfold in this dynamic landscape.

### **Empowering Through Education: Social Media's Role in Skin Care Awareness**

The digital landscape has redefined the concept of education, and skincare is no exception. Social media platforms like Instagram, Twitter, YouTube, and TikTok have become veritable treasure troves of skincare knowledge, offering users a vast array of information on skincare issues, solutions, and treatments. This democratization of information empowers users to make informed decisions about their skincare routines.

However, amid this wealth of information, a critical challenge surfaces – the credibility of sources. With a multitude of influencers and brands sharing skincare tips and advice, users find themselves navigating a complex terrain where not all information aligns with scientific principles. The need for critical evaluation and discernment becomes paramount in this age of information abundance.

### **Navigating the Influencer Landscape: The Double-Edged Sword of Credibility**

In the realm of social media, influencers emerge as influential arbiters of skincare trends. Their recommendations hold sway over consumer preferences and product popularity. Yet, the credibility of these influencers often comes under scrutiny due to the lack of scientific validation for some of their claims.

Consumer skepticism toward influencers endorsing skincare products is on the rise, prompting individuals to demand transparency and rigorously assess the credibility of these digital tastemakers. This shift underscores the importance of cultivating a discerning mindset when consuming skincare content on social media.

### **Shaping Habits from a Young Age: Social Media's Impact on Skincare Practices**

While social media faces criticism for promoting unrealistic beauty standards, particularly affecting self-esteem, it also serves as a positive influence, especially among younger users. Exposure to skin care practices from an early age through social media can cultivate positive habits, encouraging the youth to prioritize skin health.

Research indicates that social media representation can mold the skincare habits of pre- and mid-pubescent viewers, fostering a positive outlook on skin

concerns and instilling a commitment to maintaining healthy skin. This early exposure holds the potential to shape a generation's approach to skincare throughout their lives.

### **Cosmetic Surgery Trends: Influencing Desires and Expectations**

The allure of cosmetic surgery finds amplification through social media. Beauty ideals propagated by influential entities on these platforms often fuel the desire for specific aesthetic procedures. However, the glorification of cosmetic interventions tends to downplay potential risks and drawbacks, contributing to unrealistic expectations and potential dissatisfaction among consumers.

### **The Beauty Industry's Digital Playground: Leveraging Social Media for Growth**

Social media stands as a transformative tool for beauty brands, offering a direct channel to consumers for product promotion and trendsetting. Platforms have evolved beyond mere entertainment hubs to educational spaces, raising awareness about diverse skin-related conditions and treatments.

For consumers, social media serves as a discovery hub for new brands and products, fostering competition and innovation within the beauty industry. However, this shift in consumer behavior also presents challenges, with the digital realm hosting a plethora of false and misleading information.

### **Navigating Beauty Standards: A Double-Edged Impact**

While social media contributes to the democratization of beauty and champions diversity, it simultaneously plays a role in perpetuating certain beauty standards. Continuous exposure to meticulously edited photos and seemingly flawless influencers can distort perceptions of beauty, leading to issues of body dissatisfaction and diminished self-esteem. This dual impact underscores the need for a mindful and critical approach to social media consumption.

### **From Discovery to Purchase: The Evolution of Beauty Consumption**

The transformation brought about by social media extends not only to how brands advertise but also to how consumers discover and purchase beauty products. Platforms like Instagram and TikTok enable direct-to-consumer promotion, reducing

advertising costs and broadening audience reach. This shift to social media shopping streamlines the consumer journey, further propelling the growth of the beauty industry.

### **Strategic Adaptation: Social Media in Beauty Brand Strategies**

Social media has entrenched itself as a cornerstone in the marketing strategies of beauty brands. Pioneering brands have embraced a digital-first approach, resonating particularly with younger demographics and consistently driving sales growth.

The direct communication facilitated by social media allows brands to engage with consumers, shaping products that align with their audience's preferences and cultivating unique brand identities. This dynamic interaction fosters innovation, compelling brands to keep pace with rapidly evolving trends.

### **The Unfolding Future: Social Media's Continued Influence on Skincare**

As the digital landscape continues its evolution, so does social media's impact on the skincare industry. While it has ushered in positive changes, including heightened consumer education and brand engagement, it is imperative to acknowledge potential drawbacks.

The future intersection of skincare and social media is likely to emphasize transparency, evidence-based information, and inclusivity. In an era where consumers are becoming increasingly discerning and critical, brands and influencers must adapt to these evolving demands to remain pertinent and impactful.

Social media's influence on skincare is intricate and multifaceted, presenting both advantages and challenges to consumers and brands alike. Navigating this digital terrain requires a discerning approach, urging individuals to approach skincare information on social media with skepticism, seek out credible sources, and prioritize personalized skin care needs over transient trends. By adopting this approach, individuals can harness the potential of social media to enhance their skincare routines and foster a healthier relationship with their skin [reviva labs. KATE SANDERS, 2023]

In the realm of social media platforms, Instagram and TikTok emerge as the dynamic duo wielding significant influence over skincare trends and practices.

### **Instagram: A Pictorial Panorama of Skincare Trends**

Instagram's visual-centric nature makes it a compelling platform for skincare influencers and brands to showcase visually appealing content. The grid format allows for meticulous curation, enabling influencers to present a visually cohesive narrative of their skincare journey. The platform's emphasis on aesthetics aligns seamlessly with the visual allure of skincare transformations, product demonstrations, and before-and-after snapshots. Instagram's Stories and Reels features further amplify the immediacy of skincare trends, offering a real-time glimpse into routines, product reviews, and the evolving landscape of beauty standards.

### **Skincare for the Social Media Generation: Instagram's Pivotal Role in Shaping Trends**

In the contemporary digital landscape, Instagram has emerged as a central hub for beauty and skincare enthusiasts, revolutionizing the way individuals perceive and engage with skincare practices. Authored by Bithika Roy on May 10, 2023, the article delves into the profound impact of Instagram on skincare trends, emphasizing its role in fostering a community of informed and empowered consumers.

The visual-centric nature of Instagram, coupled with the ability to follow influencers and experts, positions it as a primary source for skincare tips and product recommendations. Skincare, an integral facet of self-care, has witnessed a surge in popularity, especially among teens. A Piper Jaffray survey revealed that over 60% of teens prefer skincare products over makeup, underscoring the growing significance of skincare in the beauty industry.

Instagram's influence extends beyond a mere platform; it has evolved into a space where individuals showcase their skincare routines, share product recommendations, and connect with like-minded enthusiasts. The article introduces the concept of "shelfies," where users display their skincare products creatively arranged on shelves or tables. This trend has given rise to "skinfluencers" – accounts

dedicated solely to skincare routines and product collections, garnering substantial followers who trust their advice.

The "before and after" photo trend on Instagram further amplifies the platform's impact. These powerful visuals demonstrate the transformative effects of specific products or routines, inspiring others to explore similar skincare journeys.

Beyond the visual allure, Instagram has contributed to a paradigm shift in skincare consumer behavior. The platform facilitates research on ingredients, product comparisons, and reviews, empowering users with information to make informed choices. The demand for transparency within the skincare industry has intensified, with consumers leveraging Instagram as a platform to voice concerns and seek accountability from brands.

In response to this demand, skincare brands have adapted by embracing transparency and authenticity. Collaborations with influencers and skincare enthusiasts have become commonplace, allowing brands to showcase products in relatable ways and build trust with their audience.

In conclusion, Instagram's impact on the skincare industry, particularly among Gen Z and the social media generation, is undeniable. It has cultivated a vibrant community where individuals not only share their passion for skincare but also advocate for transparency and authenticity from brands. As Instagram continues to evolve, its role as a catalyst for skincare trends and informed consumer choices is poised to endure, shaping the trajectory of the skincare industry for years to come. The platform stands as a testament to the transformative power of social media in redefining beauty standards and consumer expectations in the digital age.

### **TikTok: Byte-Sized Skincare Revelations**

TikTok, with its bite-sized video format, has revolutionized how skincare information is consumed and shared. The platform's algorithmic prowess propels skincare content to diverse audiences, making it a fertile ground for trends to quickly gain momentum. TikTok's appeal lies in its accessibility and the democratization of content creation. Skincare influencers harness the platform's engaging nature to deliver concise yet impactful skincare tips, tricks, and product reviews within a short

time frame. The use of catchy music, trends, and challenges adds an element of entertainment, transforming skincare routines into shareable, engaging snippets.

In the ever-evolving realm of beauty and skincare, TikTok has emerged as a powerhouse influencing trends and product preferences. Backed by machine intelligence, Spate's "Skin Care Trends Report" sheds light on the TikTok phenomena that are captivating audiences, offering insights into standout and niche trends, along with the brands making waves. The summer of 2023 showcases a consumer focus on routines, self-care, and a keen interest in skin texture, tone, and clarity.

A notable trend on TikTok revolves around consumers embracing skincare routines and self-care practices. Various trending hashtags such as #glowing, #smoothskin, #exfoliate, #blemishes, and #softskin underscores the community's emphasis on achieving radiant and healthy-looking skin. Brands aligning their products with these concerns and utilizing relevant hashtags like #texturedskin have the opportunity to capture the audience's attention effectively.

Strategic partnerships with experts who can present products in an entertaining and educational manner emerge as a successful strategy. This aligns with the growing preference for authenticity and transparency among consumers.

Standout Trends:

Wrinkle patches take center stage as a major standout product trend on TikTok. With a remarkable 3.5 million views and a +236.0% month-over-month (MoM) growth, the trend signifies a heightened focus on addressing neck wrinkles. Brands not offering wrinkle patches can position their products as suitable alternatives or complementary options to tap into this growing trend.

Additional standout trends include face mist, micellar water, and spot treatment, each showcasing millions of views and substantial MoM growth. These trends reflect the TikTok community's fascination with specific skincare products and routines.

Niche Trends:

The rise of niche trends is exemplified by the increasing interest in rose water toner, emphasizing the enduring appeal of celebrity endorsements. With 111.7 thousand views and +375.6% MoM growth, rose water toner resonates with consumers seeking hydration and calming effects. Brands incorporating rose water in

their products can effortlessly align with this trend by highlighting the benefits and convenience of mist formats.

Other niche trends gaining traction include silicone patches and eczema cream, indicating a diversified landscape of skincare concerns addressed by the TikTok community.

Trending Brands:

This summer, TikTok users interact extensively with trendy brands. Skinfix, with 1.9 million views and +761.8% MoM growth, offers support for skin barriers, acne, and dry skin. Elizabeth Arden, Hanacure, Tatcha, and Youth To The People also capture consumer attention. Niche brands like Alpyn Beauty, Tropic Skincare, Kora Organics, and Algenist see substantial growth, signaling a dynamic market with diverse brand preferences.

TikTok's influence extends beyond individual brands, with partnerships and expert advice series amplifying engagement. The platform's role in shaping consumer behavior and influencing purchasing decisions underscores its significance in the contemporary beauty landscape. Sabine Waldeck, *Personal Care Insights, 2023*

In a dynamic era where consumer behaviors shape market landscapes, recent reports shed light on the metamorphosis of the personal care market. The Digital Native Group's comprehensive analysis delves into these changes, exposing emerging consumption trends and elucidating the strategies that propel brands into the hearts of a new generation of shoppers.

A parallel narrative emerges from the Gen Z Shopper Study conducted by LTK, revealing the profound impact of this demographic on the retail ecosystem. A staggering 75% of Gen Z consumers make online purchases based on creator recommendations, a remarkable 21% higher than the general population. Further accentuating their influence, 77% of Gen Z shoppers opt for in-store purchases through the same digital channels.

The resonance of "TikTok made me buy it" echoes across online platforms, transcending into tangible experiences within brick-and-mortar beauty brand marketing. This phrase encapsulates the powerful ripple effect that digital recommendations, especially from TikTok creators, exert on consumer purchasing decisions.

As we navigate this ever-evolving consumer landscape, these reports serve as compasses, guiding brands to not only understand but also adapt to the preferences of this new generation. The era of informed and influenced consumerism is here, with digital platforms like TikTok becoming catalysts for purchasing decisions, both in the virtual realm and the aisles of brick-and-mortar stores. Digital Native Group Report, LTK Gen Z Shopper Study, 2023

While each platform has its unique strengths, the synergy between Instagram and TikTok creates a holistic skincare narrative. Instagram's detailed visuals provide an immersive experience, allowing users to dive deep into skincare routines and transformations. On the other hand, TikTok's brevity injects an element of excitement and spontaneity, making skincare content more accessible to a diverse audience.

In essence, Instagram and TikTok converge to create a comprehensive landscape where skincare enthusiasts, influencers, and brands collaboratively shape trends, share insights, and contribute to the ever-evolving world of skincare on social media.

## **Rationale and Problem Statement**

### **Rationale:**

The skincare industry is witnessing a surge in demand and fierce competition, necessitating brands to stay attuned to shifting consumer preferences and industry dynamics. In this rapidly evolving landscape, leveraging social media listening tools becomes essential for skincare brands seeking to maintain their competitive edge and drive strategic growth.

Social media listening tools enable brands to monitor, track, and analyze conversations across prominent social media platforms systematically. By harnessing the power of these tools, brands gain invaluable insights into consumer sentiments, emerging trends, and market opportunities. This nuanced understanding empowers brands to tailor their marketing strategies, enhance brand engagement, and meet evolving consumer needs effectively.

**Problem Statement:**

The skincare industry faces several challenges:

1. **Evolving Consumer Preferences:** Consumers demand skincare products that not only deliver results but also align with their values and preferences. Understanding these evolving needs is critical for brands to remain relevant and resonate with their target audience.
2. **Intensifying Competition:** The skincare market is saturated with a myriad of brands vying for consumer attention. Brands must differentiate themselves and establish a distinct identity to stand out amidst the competition.

**Rapidly Changing Trends:** Skincare trends evolve rapidly, driven by factors such as innovation, influencer endorsements, and cultural shifts. Brands need to adapt quickly to these trends to stay ahead of the curve and maintain consumer relevance.

3. **Social media listening tools** offer a solution to these challenges by providing actionable insights:
4. **Understanding Consumer Preferences:** By leveraging social media listening tools, brands gain access to real-time feedback and sentiments expressed by consumers. This enables brands to tailor their product offerings and marketing strategies to align with consumer preferences effectively.
5. **Navigating Competition:** Through comprehensive monitoring of competitor activities, brands can identify gaps in the market and opportunities for differentiation. Social media listening tools equip brands with the insights needed to position themselves uniquely and capture market share.
6. **Capitalizing on Trends:** Social media listening tools act as trend detectors, enabling brands to identify emerging skincare trends and consumer behaviors. By staying abreast of these trends, brands can develop timely marketing campaigns and product innovations that resonate with their target audience.

In conclusion, social media listening tools emerge as indispensable assets for skincare brands striving to thrive in a dynamic and competitive industry landscape. By providing deep insights into consumer sentiments, market trends, and competitive dynamics, these tools empower brands to make informed decisions, drive brand growth, and foster lasting connections with their audience. Embracing social media listening tools is not just a strategic choice but a necessity for skincare brands aiming to succeed in an increasingly digital and consumer-centric environment.

## **1.2 Objectives of the study**

1. To investigate the utilization of social listening tools in uncovering consumer behaviors and industry trends within the skincare sector on prominent social media platforms.
2. To assess the practical implications of social listening data for digital marketers operating in the skincare industry, with a focus on informing strategic decision-making and enhancing brand engagement.

## **1.3 Research questions**

1. How can social listening tools be effectively employed to analyze skincare-related conversations and engagements on platforms like Facebook and Instagram?
2. What actionable insights can digital marketers derive from social listening data in terms of understanding consumer preferences, identifying emerging trends, and optimizing digital marketing strategies within the skincare industry?

## **1.4 Scope of the study**

### **Content Scope:**

The content scope of this study refers to the types of data and information that will be analyzed using ZOCIAL EYE. With its robust capabilities, ZOCIAL EYE can analyze various types of content across different social media platforms, including text, images, videos, and hashtags. This study will focus on analyzing text-based content, including posts, comments, and reviews, to gain insights into consumer opinions, preferences, and sentiments. By analyzing text data, we can uncover key themes, topics, and trends that are relevant to the market research objectives.

Furthermore, this study will also explore the use of ZOCIAL EYE's image recognition feature to analyze visual content shared on social media. By analyzing images, we can identify trends in visual content consumption, brand mentions, and product preferences. This will provide a comprehensive understanding of how visual content influences consumer behavior and perceptions in the digital space.

**Location Scope:**

The location scope of this study pertains to the geographical regions that will be included in the analysis. ZOCIAL EYE allows users to specify locations for data collection, enabling marketers to gain insights into regional variations in consumer behavior and preferences. For this study, data collection will focus on specific geographical regions relevant to the market under investigation. This may include countries, cities, or even specific neighborhoods, depending on the target market and research objectives.

By analyzing data from different locations, marketers can identify regional trends, cultural differences, and localized preferences that may impact marketing strategies. This will enable businesses to tailor their marketing campaigns and messaging to resonate with specific geographic audiences effectively.

**Time Scope:**

The time scope of this study refers to the period during which data will be collected and analyzed using ZOCIAL EYE. Data collection for this study will span the month of March 2024, providing a snapshot of consumer behavior and market trends during this specific time frame. By focusing on a specific time period, marketers can capture timely insights into emerging trends, seasonal fluctuations, and campaign performance.

Additionally, this study will explore the use of ZOCIAL EYE's real-time monitoring capabilities to track changes in consumer behavior and market dynamics throughout the month. By monitoring data in real-time, marketers can quickly identify opportunities and threats, allowing for agile decision-making and response strategies.

**Generalization Limitations:**

One of the primary limitations of this study is the potential for generalization limitations. While ZOCIAL EYE provides valuable insights into consumer behavior and market trends, it is essential to recognize that the findings may not be universally applicable to all markets or industries. Factors such as cultural differences, economic conditions, and industry-specific dynamics may influence consumer behavior differently in various contexts. Therefore, the findings of this study should be interpreted within the specific context of the market under investigation and may not be generalizable to broader populations or markets.

**Influencer Selection Bias:**

Another limitation to consider is the potential for influencer selection bias. When analyzing social media data with ZOCIAL EYE, the selection of influencers to include in the analysis may introduce bias, as certain influencers may have a more significant impact on consumer perceptions and behaviors than others. Additionally, the criteria used to identify influencers, such as follower count or engagement metrics, may not capture the full spectrum of influencer influence. Therefore, the findings of this study may be influenced by the selection of influencers included in the analysis.

**Interpretation Bias:**

Interpretation bias is another potential limitation of this study. As with any data analysis, there is a risk of subjective interpretation bias, where researchers may unconsciously interpret the findings in a way that aligns with their preconceived notions or biases. To mitigate interpretation bias, rigorous data analysis techniques and validation methods will be employed to ensure the accuracy and reliability of the findings. Additionally, seeking input from multiple stakeholders and subject matter experts can help provide diverse perspectives and reduce the risk of interpretation bias.

**External Factors:**

External factors beyond the scope of this study may also impact the findings and conclusions. For example, macroeconomic trends, regulatory changes,

competitive actions, and unforeseen events (such as natural disasters or global pandemics) may influence consumer behavior and market dynamics. While efforts will be made to control for external factors and isolate the effects of the variables under investigation, it is essential to acknowledge that certain external factors may still impact the findings and conclusions of this study.

**Delimitations:**

Delimitations refer to the boundaries and constraints that define the scope of the study and help establish its focus and relevance. In this study, several delimitations will be applied to ensure the research remains manageable and achievable within the given constraints:

1. **Time Delimitations:** The study will focus on data collected during the month of March 2024. By limiting the analysis to this specific time frame, the study aims to capture timely insights into consumer behavior and market trends while minimizing the impact of temporal variations.
2. **Platform Delimitations:** The study will focus on analyzing data from select social media platforms, including Facebook, Twitter, Instagram, and YouTube. While these platforms represent significant sources of consumer-generated content, the study will not include data from other platforms to maintain focus and streamline the analysis process.
3. **Geographic Delimitations:** The study will focus on specific geographic regions relevant to the market under investigation. While ZOCIAL EYE allows for analysis across a wide range of locations, the study will limit the analysis to select regions to ensure depth and relevance in the findings.
4. **Sample Delimitations:** The study will focus on a specific sample of social media users within the target market demographic. While efforts will be made to ensure the sample is representative of the target population, the findings may not be generalizable to broader populations outside the scope of the study.

By establishing these delimitations, the study aims to maintain focus, relevance, and feasibility while providing valuable insights into consumer behavior and market trends using ZOCIAL EYE.

### **1.5 Expected contributions**

The skincare industry is a dynamic and competitive arena shaped by evolving consumer preferences and digital trends. In this landscape, the strategic use of social listening tools has become crucial for brands and marketers seeking to stay ahead. This study explores how social listening can uncover consumer behaviors and industry trends within skincare, offering actionable insights for strategic decision-making and brand engagement.

With consumers increasingly turning to social media platforms for skincare insights and recommendations, understanding online conversations is key for brands. By analyzing discussions on platforms like Facebook, Instagram, and TikTok, marketers can gain valuable insights into consumer preferences and emerging trends, shaping their strategies accordingly.

This study aims to address two primary objectives:

1. Investigate the effective use of social listening tools in analyzing skincare-related discussions across social media platforms.
2. Assess the practical implications of social listening data for informing strategic decisions and enhancing brand engagement within the skincare industry.

Through these objectives, the research seeks to answer the following questions:

1. How can social listening tools be utilized to analyze skincare-related conversations on major social media platforms?
2. What actionable insights can marketers derive from social listening data to optimize digital marketing strategies and engage with consumers effectively in the skincare industry?

By shedding light on the role of social listening in skincare marketing, this study offers valuable insights for brands and marketers navigating the digital landscape. It aims to provide practical recommendations for leveraging social listening to drive growth and foster meaningful connections with consumers in the competitive skincare market.

### **1. Enhanced Understanding of Social Listening Tools in the Skincare Sector**

- This study is expected to contribute to a deeper understanding of how social listening tools can effectively analyze consumer behaviors and industry trends within the skincare sector on prominent social media platforms such as Facebook, Instagram, and TikTok.
- By investigating the utilization of social listening tools specifically within the skincare industry, this research aims to shed light on the unique challenges and opportunities faced by digital marketers in this niche market.

### **2. Practical Insights for Digital Marketers**

- The findings of this study are anticipated to provide practical insights for digital marketers operating in the skincare industry, enabling them to make informed strategic decisions and enhance brand engagement.
- By assessing the practical implications of social listening data, digital marketers will gain actionable insights into consumer preferences, emerging trends, and effective digital marketing strategies tailored to the skincare industry.

### **3. Strategic Decision-Making**

- This research aims to empower digital marketers with the knowledge and tools necessary to make data-driven strategic decisions within the skincare industry. By leveraging social listening data, marketers can gain valuable insights into consumer sentiment, preferences, and behaviors, allowing them to refine their marketing strategies and campaigns accordingly.
- Furthermore, by understanding the nuances of consumer conversations and engagements on social media platforms, marketers can identify

opportunities for brand differentiation and capitalize on emerging trends to gain a competitive edge in the skincare market.

#### 4. Optimization of Digital Marketing Strategies

- Through the analysis of social listening data, this study seeks to identify key areas for optimization within digital marketing strategies employed in the skincare industry. By uncovering patterns and trends in consumer behavior, marketers can tailor their messaging, content, and engagement strategies to better resonate with their target audience.
- Additionally, by leveraging social listening tools to monitor competitor activity and industry trends, marketers can adapt their strategies in real-time to capitalize on market opportunities and mitigate potential risks.

In summary, this research is expected to provide valuable insights and practical guidance for digital marketers operating in the skincare industry, enabling them to harness the power of social listening tools to inform strategic decision-making, enhance brand engagement, and optimize digital marketing strategies for maximum impact and effectiveness.

#### 1.6 Definitions of terms

**Social Media:** Refers to online platforms and websites that enable users to create and share content, engage in social networking, and participate in online communities. Examples include Facebook, Twitter, Instagram, LinkedIn, and YouTube.

**Social Listening:** Also known as social media monitoring, it is the practice of tracking and analyzing conversations, mentions, and sentiment about a brand, product, or service on social media platforms. It involves actively listening to and monitoring what users are saying to gain insights into customer preferences, opinions, and feedback.

**Skincare Industry:** Encompasses businesses involved in the production, marketing, and sale of skincare products. This includes but is not limited to skincare brands, manufacturers, and retailers.

**Empirical Evidence:** In the context of this study, empirical evidence refers to the data and insights derived directly from social media conversations, providing tangible support for the research findings.

**Influencers (Skinfluencers):** Individuals with a significant following on social media platforms (A and B) who wield influence over their audience's opinions, particularly in the context of skincare-related content.

**Trend Analysis:** The systematic examination of patterns, themes, and shifts within social media content to identify emerging trends and recurring topics in the skincare industry.

**Microbiome Skincare:** Refers to skincare products and practices that focus on maintaining a healthy balance of microorganisms on the skin, acknowledging the importance of the skin microbiome.

**Decision Paralysis:** Occurs when consumers are overwhelmed by the abundance of skincare-related information, leading to difficulty in making informed decisions about product choices.

**Adaptability Strategies:** Techniques employed by businesses to adjust and thrive in response to the dynamic nature of the skincare industry, including changes in consumer preferences and emerging trends.

**Data Privacy:** The protection of personal information obtained through social listening tools, ensuring compliance with ethical standards and legal regulations.

**Informed Decision-Making:** The process wherein consumers make choices based on comprehensive information, fostering a clear understanding of skincare products and their benefits.

**Customer Relationship Management (CRM):** Strategies and practices implemented by businesses to build and maintain positive relationships with customers, often involving personalized communication and support.

**Transparency in Influencer Marketing:** Refers to the openness and honesty in influencer-brand collaborations, ensuring clear communication about sponsored content and endorsing products.

**Authenticity in Influencer Marketing:** The genuine and trustworthy portrayal of products by influencers, fostering credibility and trust among their audience.

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter presents a comprehensive review of the literature on performance marketing, social media, social listening, and customer insight in the context of advertising effectiveness. It explores the impact of social listening tools, including their associated benefits, challenges, and effective implementation strategies. Furthermore, the chapter investigates the dynamic interplay between social listening, performance marketing, and customer insight, highlighting their collective contributions to enhancing advertising effectiveness and improving customer engagement. Serving as a valuable framework for the research study, the literature review provides essential context for data analysis and offers insightful discussions of the research results. The researcher's diligent study of relevant concepts, theories, and previous research significantly informs the subsequent analysis and findings, contributing significantly to the advancement of knowledge in the domains of social media marketing and advertising effectiveness.

2.1 Social Media

2.2 Online Advertising

2.3 Social Listening

2.4 Skincare Consumer Behavior

2.5 Influencer Marketing

#### **2.1 Social Media**

Social media, a dynamic and integral component of contemporary digital communication, has transformed the way individuals interact, share information, and construct identities online. As we delve into the vast realm of social media, it is crucial to synthesize existing literature to comprehend the multifaceted nature of this phenomenon. This literature review amalgamates insights from two seminal articles: "Social Media" by Jenny L. Davis, 2019 and the extensive exploration on social media and advertising dynamics presented earlier. The synthesis aims to provide a comprehensive understanding of social media concepts, delineating its impact on identity, interpersonal relationships, and political participation.

### **2.1.1 Defining Social Media**

Jenny L. Davis defines social media as interactive Internet applications facilitating the creation, curation, and sharing of user-generated content (Davis, 2016). Examples abound, including Facebook, Twitter, YouTube, and Instagram. The definition underscores the diversity and uniqueness of these platforms, each varying in architecture, norms, and user bases.

### **2.1.2 Categories of Social Media**

Scholars, such as Boyd and Ellison, distinguish social network sites from social networking sites, emphasizing user practices and interaction with existing contacts (Boyd & Ellison, 2007). Microblogging sites, like Twitter, enable the distribution of short messages, contributing to the dynamic landscape of social media categories.

### **2.1.3 Web Evolution and Social Media**

The term "Web 2.0" encapsulates the contemporary Internet characterized by interactivity and user-generated content (Davis, 2016). The debate on "Web 3.0" remains, with some viewing it as a technological shift and others as variations in user practice. Social media, as a manifestation of Web 2.0, becomes a space for participatory and collaborative activities, intertwining with practices reminiscent of the Web 1.0 era (Barassi & Treré, 2012).

### **2.1.4 Social Media Usage Trends**

Statistics from the Pew Internet and American Life Project emphasize the pervasive nature of social media, with 69% of US Internet users participating (Brenner, 2012). Facebook emerges as the most popular platform, especially among women and younger demographics. Global variations in social media use highlight its influence on different age groups and income brackets (Pew Research Center, 2012).

### **2.1.5 Identity Construction on Social Media**

The discussion shifts to the profound implications of social media on identity construction. Davis contends that social media platforms are non-anonymous,

attached to embodied beings, leading to a nuanced exploration of digital dualism and the augmented perspective (Davis, 2016). Social media, as "exhibition spaces," offer users a medium to prosumer identities, a term coined by Davis to denote simultaneous production and consumption (Davis, 2016).

### **Interpersonal Relationships in the Digital Age**

Navigating through the dichotomy of enhancing and isolating interpersonal relationships, scholars such as Hogan emphasize social media's role as exhibition spaces that transcend temporal and spatial boundaries (Hogan, 2010). The discussion touches upon the expansion of network size, the Quantified Self movement, and the evolving landscape of friendship in the digital era. Political Participation in the Digital Sphere.

The integration of social media and mass media shapes political discourse, offering diverse communication modes for political participation (Davis, 2016). The notion of the Internet as a public sphere is debated, with social media enabling both grassroots movements and the tools of the powerful. Research indicates that social media is not an impediment but an essential tool for politically active individuals (Gustafsson, 2012).

In synthesizing these perspectives, social media emerges as a multifaceted entity influencing identity, interpersonal relationships, and political participation. The interconnectedness of these themes forms the backdrop for the research title: "A Comparative Analysis of the Effects of Utilizing and Non-utilizing Social Listening Tools on Advertising Effectiveness, A Case Study of Performance Marketing Agency." As we delve into the research, the nuanced understanding of social media concepts presented in this literature review will serve as a foundation, guiding our exploration of the intricate dynamics between social media and advertising effectiveness.

### **Conclusion**

The literature review has shown that social media is a powerful tool that can be used to improve the effectiveness of advertising campaigns. It allows performance marketing agencies to collect and analyze a wealth of data about user behavior,

preferences, and opinions. This information can then be used to create targeted advertising campaigns that are more likely to resonate with potential customers.

My research is significant because it will provide valuable insights into the use of social listening tools in the performance marketing industry. My findings will help performance marketing agencies to better understand the benefits of social listening and how to use these tools to improve their advertising performance.

## **2.2 Online Advertising**

Neelika Arora has published a research article entitled “Trends in Online Advertising” in Advertising Express, Dec2004. Neelika Arora,” The global online advertising revenues are expected to touch US \$10bn by 2006. Choi and Rifon (2002) were of the view that “rapid growth in online advertising revenues indicates the viability of worldwide web advertising as an alternative to that of traditional media considering internet advertising growth, there is little doubt that the internet is a powerful and viable alternative to traditional media advertising.”

Benefits of Online Advertising Online advertising, however, is much less expensive and reaches a much wider audience and will probably give you more profit than traditional advertising. It has a lot of advantages that traditional advertising hasn't even dreamed about. This new form of advertising gives such wide possibilities that it makes your head spin: video advertising, advertising on social networks, mobile advertising, e-mail advertising, banner advertising, Google Search advertising and a lot more. These are the benefits of online advertising:

1. **Less Expensive:** A main benefit of online advertising is that it has a much affordable price when compared with the traditional advertising costs. On the internet, you can advertise at a way more inexpensive cost for a much wider audience.
2. **Wider Geographical Reach:** Online advertising gives your campaigns global coverage, which helps your online campaigns reach more audiences. This will definitely help you achieve superior results via your online advertising strategy.
3. **No Rigorous Payment:** This is another appealing benefit of online advertising. In traditional advertising you have to pay the full amount of money to the

advertising agency, no matter the results. In online advertising however, you have to pay only for the qualified clicks, leads or impressions.

4. **Easy Result Measurement:** The fact that it's so easy to measure makes online advertising more appealing than the traditional advertising methods. You can find a lot of effective analytics tools in order to measure online advertising results, which helps you know what to do and what not to do in your following campaigns.
5. **More Targeted Audiences:** In comparison with traditional advertising, online advertising helps you to easily reach the targeted audience, which leads to your campaign's success.
6. **Speed:** Online advertising is faster than any of the offline advertising activities and you can start sending out your online ads to a wider audience, the moment you start your advertising campaign. So if you have a large targeted audience online at the time of triggering your online advertisements, then your ad will be served to the majority of the audience in no time.
7. **Informative:** In online advertising, the advertiser is able to convey more details about the advertisement to the audience and that too at relatively low cost. Most of the online advertising campaigns are composed of a clickable link to a specific landing page, where users get more information about the product mentioned in the ad.
8. **Better ROI:** Since online advertising is mainly focused on performance based payment, your ROI is sure to be far better when compared with offline advertising. You can also easily track and analyze the performance of your online advertisements and adjust them so as to improve your ROI.
9. **Easy Audience Engagement:** Most of the online advertising platforms make it easy for the audience to engage with your ads or products. As an advertiser we would be able to get more feedback from the audience and thereby improve the quality of our ads going forward.
10. **Better Branding:** Any form of advertising helps in improving the branding and online advertising stands a notch high in improving the branding of your company, service or product. If your digital advertising campaign is well

planned, you have the chances of getting your brand name spread virally over a larger audience.

**Disadvantages of Online Advertising** The biggest disadvantage of advertising on the Internet is that your marketing materials are automatically available for anyone in the world to copy, regardless of the legal ramifications. Logos, images and trademarks can be copied and used for commercial purposes, or even to slander or mock your company. This is not the case with television and magazine advertising, wherein images must be replicated rather than simply copied electronically. Another disadvantage is the fact that the Internet-advertising gold rush has begun to introduce ad clutter to the Web. Web users are so inundated with banner ads and spam email that they have begun to ignore internet advertising just as much as ads on traditional media.

**Effects of online advertising on customers** Online advertising techniques such as banners, pop-ups, and pop-unders are quite annoying to Internet users (McElfresh, C.; Mineiro, P. and Rodford, M. 2007). This is surprising because traditional media like television commercials has long been criticized as being intrusive and the leader in advertising annoyance. However, research indicated that online consumers are more goals oriented and judge online advertisements even more harshly than those in other media. The negative perception that users develop towards intrusive ads leads them to not return to that website. A Jupiter Research survey showed that 69% of users consider pop-ups annoying, and, further, 23% said they would not return to the site simply because of the ads (McElfresh, C.; Mineiro, P. and Rodford, M. 2007)[8]. With users needing instant gratification not being able to complete their goals while online is starting to diminish their feelings towards advertisements, company's brands and website environments. Abernethy describes intrusive online ads to being a television viewer who cannot leave the room or change the channel during a commercial, the user are deterred and feel helpless because there is little they can do to escape these ads other than interrupt their task, scroll past ads, or close the pop-up/pop-under windows. (Dr. Parul Deshwal, Online advertising and its impact on consumer behavior, International Journal of Applied Research 2016; 2(2): 200-204)

## **Conclusion**

Online advertising has become an essential part of marketing for businesses of all sizes. It offers a number of advantages over traditional advertising, including lower cost, wider reach, better targeting, and easier measurement. However, there are also some disadvantages to online advertising, such as the potential for ad fraud and ad fatigue.

I believe that social listening tools have the potential to significantly improve the effectiveness of online advertising. By understanding what customers are saying about their brand and products, businesses can create more targeted and relevant advertising campaigns. This can lead to higher click-through rates, conversion rates, and sales.

However, it is important to note that social listening tools are not a magic bullet. They are only one tool in a marketer's toolbox. In order to be effective, social listening tools must be used in conjunction with other marketing strategies.

### **2.3 Social Listening**

In the ever-evolving landscape of digital communication, social listening has emerged as a critical practice for brands aiming to understand, engage, and connect with their audiences effectively. This literature review delves into the foundational concepts of social listening, examining its definition, significance for brands, and practical applications in today's digital era.

#### **2.3.1 Defining Social Listening**

Social listening encompasses the proactive monitoring of conversations and discussions across social media platforms to gather insights and inform strategic actions (Smith et al., 2020). It involves tracking various elements, including customer feedback, brand mentions, industry trends, and competitor activities, followed by comprehensive analysis to extract actionable insights. Essentially, social listening enables brands to tune into the digital chatter surrounding their products, services, and industry, providing valuable data to guide decision-making processes.

### **Importance of Social Listening for Brands**

1. **Enhancing Customer Engagement:** Social listening allows brands to actively engage with their audience, demonstrating responsiveness and building brand loyalty (Smith et al., 2020). Research indicates that consumers value brands that engage with them on social media platforms, with timely responses playing a pivotal role in shaping brand perceptions and influencing purchase decisions (Sprout Social, 2020).
2. **Monitoring Brand Health:** Brands leverage social listening to monitor their online reputation and detect potential issues or crises in real-time (Smith et al., 2020). By analyzing sentiment and tracking changes in brand sentiment over time, organizations can address concerns promptly, mitigate reputational risks, and maintain a positive brand image.
3. **Identifying Opportunities for Innovation:** Social listening provides valuable insights into customer preferences, pain points, and unmet needs, serving as a catalyst for innovation and product development (Smith et al., 2020). By identifying emerging trends and consumer sentiments, brands can tailor their offerings to better meet customer expectations and stay ahead of competitors in the dynamic marketplace.
4. **Generating Leads and Driving Sales:** Social listening facilitates lead generation by identifying prospects expressing interest in relevant products or services (Smith et al., 2020). By monitoring conversations related to specific keywords or industry topics, brands can identify potential customers and engage them with targeted marketing efforts, ultimately driving sales and revenue growth.

### **Practical Applications and Tips**

1. **Identifying Pain Points:** Strategic social listening involves identifying customer pain points and unmet needs by monitoring conversations relevant to the brand or industry (Barysevich, n.d.). By actively listening to customer feedback and addressing concerns proactively, brands can enhance customer satisfaction and foster long-term loyalty.

2. **Strategic Keyword Monitoring:** Brands should employ strategic keyword monitoring to track relevant conversations and trends across social media platforms (Barysevich, n.d.). By selecting keywords aligned with brand objectives and evolving business practices, organizations can ensure the acquisition of timely and relevant insights to drive informed decision-making.
3. **Utilizing Customer Feedback for Improvement:** Social listening serves as a valuable source of customer feedback, informing strategic decision-making and process improvements (Barysevich, n.d.). By analyzing feedback trends and addressing recurring issues, brands can optimize their products, services, and overall customer experiences to meet evolving consumer expectations.
4. **Engaging with Industry Recommendations:** Brands can leverage social listening to engage with industry-related recommendations and discussions, positioning themselves as thought leaders and driving brand awareness (Barysevich, n.d.). By actively participating in relevant conversations and offering valuable insights, organizations can expand their reach, attract potential customers, and establish themselves as authoritative voices within their respective industries.

## **Conclusion**

In conclusion, social listening emerges as a multifaceted practice with profound implications for brand management, customer engagement, and innovation in the digital age. By understanding its definition, significance, and practical applications, brands can harness the power of social listening to inform strategic decision-making, drive customer-centric initiatives, and foster sustainable growth in today's dynamic marketplace. This literature review lays the groundwork for further research into the implementation and optimization of social listening strategies within organizational contexts, highlighting its transformative potential in shaping the future of brand-consumer relationships.

## **2.4 Skincare Consumer Behavior**

Understanding consumer behavior in the skincare industry is vital for businesses striving to thrive in a competitive market. Consumer behavior

encompasses various dimensions, including social, individual, and cultural influences, shaping purchasing decisions and brand preferences. This literature review synthesizes insights into skincare consumer behavior, delving into the factors influencing decision-making processes and the strategic implications for marketers.

#### **2.4.1 Consumer Behavior: An Overview**

Consumer behavior is a multifaceted construct that holds significant implications for businesses, guiding marketing strategies across all stages of the consumer decision-making process (Al-Yaseen, 2017). At its core, consumer behavior examines how individuals navigate product choices, make brand decisions, and respond to social and cultural influences in their surroundings. Understanding these dynamics is crucial for marketers aiming to engage effectively with their target audience and drive brand loyalty.

#### **2.4.2 Dimensions of Buying Behavior**

The complexity of goods and services available to consumers necessitates a nuanced understanding of purchasing decisions. Buying behavior encompasses the processes individuals or groups undertake to choose, buy, use, or dispose of products, services, ideas, or experiences that satisfy their needs and desires (Kahle & Close, 2011). Marketers must recognize the diverse factors influencing buying behavior, ranging from cultural and social influences to individual preferences and psychological processes.

#### **2.4.3 Consumer Buying Decision Process**

The consumer buying decision process serves as a roadmap for understanding how individuals contemplate and decide on a product. This process comprises several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Qazzafi, 2019). Each stage offers valuable insights into consumer motivations, preferences, and decision-making criteria, guiding marketers in crafting targeted strategies.

#### **2.4.4 Types of Buying Decision Behavior**

Consumer buying behavior encompasses various types, reflecting the level of consumer involvement and perceived differences across brands. These types include complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior, and variety-seeking buying behavior (Kotler & Armstrong, 2008). Marketers must tailor their approaches to accommodate these diverse buying behaviors, aligning strategies with consumer preferences and decision-making processes.

#### **2.4.5 Factors Influencing Consumer Buying Behavior**

Consumer buying behavior is shaped by a multitude of factors, spanning social, individual, cultural, psychological, and economic dimensions (Simonson et al., 2001). Social factors, such as family dynamics and peer influence, play a pivotal role in shaping consumer attitudes and actions. Individual characteristics, including personal motivations and lifestyle choices, influence purchasing decisions. Cultural influences guide perceptions of products, while psychological processes impact how consumers perceive and respond to marketing stimuli. Economic factors, such as income levels and pricing strategies, also influence consumer behavior, shaping affordability and spending habits.

#### **Conclusion**

In conclusion, understanding skincare consumer behavior is essential for businesses seeking to succeed in the competitive market landscape. By recognizing the multidimensional nature of consumer behavior and its influence on purchasing decisions, marketers can craft targeted strategies that resonate with their target audience. From the consumer buying decision process to the types of buying decision behavior and factors influencing consumer behavior, businesses must navigate a complex web of influences to connect effectively with consumers. By leveraging insights into skincare consumer behavior, businesses can enhance brand loyalty, drive sales, and achieve sustainable success in the skincare industry.

## **2.5 Influencer Marketing**

In today's digital age, attracting potential customers requires innovative approaches, and influencer marketing has emerged as a prominent strategy. Influencer marketing leverages the power of social media influencers to promote products or services to their followers. This section reviews recent literature on influencer marketing and its impact on consumer lifestyles, drawing insights from the study by Margareta Nadanyiova, Lubica Gajanova, Jana Majerova, and Lenka Lizbetinova published in the *Forum Scientiae Oeconomia* (2020).

### **2.5.1 Influence of Social Networks**

Social networks have become pivotal communication channels, with influencer marketing gaining significant traction. Moravcikova et al. (2019) note the rising prominence of influencer marketing, highlighting its effectiveness in garnering consumer trust. Unlike traditional advertising, influencer marketing capitalizes on the credibility and relatability of influencers, who can seamlessly integrate product recommendations into their content.

### **2.5.2 Role of Influencers**

Influencers play a crucial role in shaping consumer perceptions and behaviors. They possess the ability to engage with their audience authentically, providing valuable insights and recommendations. Vrtana and Krizanova (2018), Bucko et al. (2017), and Stefko et al. (2015) emphasize influencers' capacity to influence consumer decision-making processes through genuine product reviews and personalized recommendations.

### **2.5.3 Influencer Marketing Strategies**

Effective implementation of influencer marketing requires strategic considerations. Selecting the right influencer is paramount, balancing factors such as budget, audience demographics, and engagement metrics. Moreover, the choice of platform significantly impacts campaign success. Instagram emerges as a preferred platform, particularly among younger demographics, followed by YouTube and Facebook.

#### **2.5.4 Best Practices**

Several best practices enhance the efficacy of influencer marketing campaigns. Initial one-off collaborations allow companies to gauge influencer performance before committing to long-term partnerships. Managing the collaboration involves clear communication, mutual respect, and allowing influencers creative freedom while aligning with brand values. Campaign evaluation is essential for measuring success, assessing return on investment, website traffic, and brand awareness.

#### **2.5.5 Future Directions**

While influencer marketing offers numerous benefits, challenges such as oversaturation and authenticity remain pertinent. Micro-influencers, characterized by their smaller, niche audiences, present an alternative to macro-influencers, fostering higher credibility and engagement. Future research should explore the evolving landscape of influencer marketing, examining qualitative and quantitative aspects to deepen understanding and inform strategic decisions.

#### **Conclusion**

In conclusion, influencer marketing represents a dynamic and impactful strategy in contemporary marketing. As social networks continue to evolve, influencers' authenticity and trustworthiness remain paramount. Future research endeavors should delve deeper into the nuanced dynamics of influencer marketing, offering valuable insights to marketers and academics alike.

#### **Related research**

In the rapidly evolving landscape of digital marketing, the integration of social media platforms has revolutionized the way brands connect with their target audiences. Among these platforms, Instagram has emerged as a powerful visual-centric channel, offering businesses a unique opportunity to showcase their products, cultivate brand identity, and engage with consumers in an authentic and captivating manner. This research focuses on exploring "The Effect of Nano-Influencers on Instagram Toward Consumer Purchase Decision on Local Skincare Brands" in Indonesia.

The Indonesian market has witnessed a remarkable surge in the adoption of social media, with Instagram being one of the most widely used platforms. According to the Digital 2022 report by Hootsuite and We Are Social, Indonesia boasted over 92 million active Instagram users, representing a substantial portion of the country's online population (Kemp, 2022). This significant user base presents a lucrative opportunity for businesses, particularly in the rapidly growing beauty and skincare industry, to leverage the power of Instagram for marketing purposes.

Within the realm of influencer marketing, a relatively new category known as nano-influencers has gained traction as a potential game-changer. Nano-influencers are individuals with a modest but highly engaged following on Instagram, typically ranging from 1,000 to 10,000 followers (Campbell & Farrell, 2020). These influencers possess unique advantages that make them appealing to brands, including their ability to foster authenticity, genuine connections, and high levels of trust with their niche communities (Wibawa et al., 2021).

In the context of the Indonesian beauty and skincare industry, local brands face intense competition and the constant challenge of differentiating themselves in a crowded market. Effective marketing strategies are crucial for these brands to build brand awareness, establish credibility, and ultimately influence consumer purchase decisions. Nano-influencers present an intriguing opportunity for local skincare brands to leverage their unique strengths and connect with their target audiences in a more personalized and relatable manner.

However, despite the potential benefits of nano-influencer marketing, the impact of this approach on consumer purchase decisions for local skincare brands in Indonesia remains an area of ongoing exploration. While some studies have highlighted the advantages of nano-influencers, such as their cost-effectiveness, authenticity, and high engagement rates (Hublikar, 2020; Wibawa et al., 2021), other research has raised concerns about their limited reach and perceived lack of credibility compared to larger influencers (Balaji et al., 2021; Janssen et al., 2022).

This research aims to shed light on the efficacy of nano-influencers in driving consumer purchase decisions for local skincare brands in Indonesia. By examining various factors such as source credibility, source attractiveness, advertising value, trust, brand awareness, and purchase intention, the study seeks to uncover the

underlying mechanisms that influence consumer behavior and decision-making processes.

The findings of this research have the potential to contribute to the existing body of knowledge by providing empirical evidence and valuable insights for both academic researchers and industry practitioners. For local skincare brands, the study can inform their marketing strategies, enabling them to leverage the potential of nano-influencers more effectively and allocate resources efficiently. Additionally, the research can serve as a foundation for further exploration and development of influencer marketing techniques tailored to the unique characteristics and dynamics of the Indonesian market.

By understanding the impact of nano-influencers on Instagram toward consumer purchase decisions for local skincare brands, businesses can better navigate the complexities of the digital landscape and forge stronger connections with their target audiences. Ultimately, this knowledge can drive business growth, enhance competitiveness, and foster success in the dynamic and rapidly evolving beauty and skincare industry in Indonesia.

Influencer Marketing and Nano-Influencers The rise of social media has given brands new opportunities for marketing through influencers. Influencer marketing involves a relationship between influencers and their audience for brand promotion and advertising (Hublikar, 2020). Social media influencers (SMIs) are individuals with knowledge, experience and ability in a related field who can influence their audience's purchase decisions (Harshitha et al., 2021).

Campbell and Farrell (2020) categorize SMIs based on their number of Instagram followers - celebrity influencers (over 1 million), mega-influencers (over 1 million), macro-influencers (100,000 - 1 million), micro-influencers (10,000 - 100,000), and nano-influencers (1,000 - 10,000). Nano-influencers are a new type of SMI who have high influence within their niche communities by providing high-quality, specialized content (Balaji et al., 2021; Hublikar, 2020).

Nano-influencers have several advantages - high engagement with a close-knit audience, authentic content, and cost-effectiveness compared to other influencer types (Harshitha et al., 2021; Wibawa et al., 2021). However, their limited reach and

perceived lack of credibility compared to macro-influencers are potential drawbacks (Balaji et al., 2021; Janssen et al., 2022).

**Source Credibility** Source credibility, the positive characteristics that influence message acceptance (Ohanian, 1990), is crucial in influencer endorsements for impacting consumer behavior (Weismueller et al., 2020). According to Erdogan (1999), an influencer's credibility depends on their perceived trustworthiness and expertise.

Trustworthiness relates to the influencer's honesty, integrity and believability (Erdogan, 1999). Trustworthy influencers are seen as truthful, valid and reliable sources, helping build consumer trust through accurate information (Ohanian, 1990; Shan et al., 2018).

Expertise refers to the influencer's knowledge, experience and competence related to the advertised brand (Jeremy & Antonio, 2021). Expert influencers focus on specific subjects to develop deeper product knowledge, enhancing credibility (Rahmah & Ren, 2019; Shan et al., 2018).

**Source Attractiveness** encompasses attributes like similarity, familiarity and likability (Erdogan, 1999), along with intellectual abilities, attitudes and lifestyle (Jeremy & Antonio, 2021).

Similarity refers to the resemblance between influencers and followers in terms of demographics, opinions, interests, etc. (Jeremy & Antonio, 2021). Perceived similarity generates trust as similar groups tend to share common goals (Nagel et al., 2021).

Familiarity arises from repeated exposure, fostering connections and understanding (Myers, 2021). Consumers trust familiar sources due to reduced perceived risk (Myers, 2021).

Likability is followers' perception of the influencer as kind, friendly and pleasant in interactions (Nagel et al., 2021). Likable influencers are easier to trust as likability facilitates trust development (Nagel et al., 2021).

**Advertising Value** Influencer marketing also depends on the advertising value of influencer content, specifically informative and entertainment value (Lou & Yuan, 2019).

Informative value refers to the ability to communicate useful product information for purchase decisions (Ducoffe, 1996; Dao et al., 2014). Informative content meets consumer needs, helping build trust (Lou & Yuan, 2019).

Entertainment value satisfies consumers' emotional and aesthetic interests (Ducoffe, 1996). Entertaining content can increase positive feelings and trust towards influencers (Cho, 2021; Lou & Yuan, 2019).

Trust refers to one's willingness to be influenced by others (Hassan et al., 2021). Influencers must gain followers' trust to impact their behavior through shared information and experiences about brands (Ansari et al., 2019). Trust helps overcome uncertainty and perceived risk (Hassan et al., 2021).

Brand awareness is the ability to recognize and recall a brand (Keller, 2013). It is critical when consumers are uncertain about brand choices, helping brands be included in the consideration set before purchase (Aaker, 1991; Lou & Yuan, 2019).

Purchase intention is the motivation or future plan to purchase a product (Jeremy & Antonio, 2021). It predicts actual purchase behavior as intention can lead to an actual purchase decision (Dapas et al., 2019; Shan et al., 2018).

The purchase decision stage is when consumers are ready to make a purchase after evaluating preferences and options (Kotler & Keller, 2009). External sources like influencers can impact decisions when consumers face uncertainty (Rahmah & Ren, 2019).

Conceptual Framework Based on the literature, previous studies proposed a conceptual framework linking the influence of nano-influencers' source characteristics (trustworthiness, expertise, similarity, familiarity, likability) and advertising value (informative and entertainment) on followers' trust. This trust impacts brand awareness and purchase intention, ultimately affecting purchase decisions (Gunawan et al., 2021; Lou & Yuan, 2019; Satriawan & Setiawan, 2020; Shan et al., 2018).

In summary, this literature review covers key concepts related to influencer marketing, nano-influencers, source credibility and attractiveness, advertising value, trust, brand awareness, purchase intention, and purchase decisions. These concepts form the theoretical basis for examining the effect of nano-influencers on Instagram towards consumer purchase decisions on local skincare brands.

## **Conclusion**

The literature review conducted in this study has delved into various aspects related to social media, social listening, skincare consumer behavior, influencer marketing, and the effect of nano-influencers on consumer purchase decisions for local skincare brands. This comprehensive exploration has revealed valuable insights and provided a solid theoretical foundation for understanding the intricate interplay between these concepts.

Social media has emerged as a powerful tool that can significantly enhance the effectiveness of advertising campaigns. By leveraging social media platforms, performance marketing agencies can access a wealth of data about user behavior, preferences, and opinions. This data can be harnessed to create targeted advertising campaigns that resonate with potential customers, increasing the likelihood of success and maximizing return on investment.

Furthermore, the literature review has highlighted the significance of social listening, a multifaceted practice that holds profound implications for brand management, customer engagement, and innovation in the digital age. Social listening empowers brands to gather and analyze vast amounts of data from social media platforms, enabling them to gain insights into consumer sentiments, opinions, and trends. By understanding the definition, significance, and practical applications of social listening, brands can make informed strategic decisions, drive customer-centric initiatives, and foster sustainable growth in today's dynamic marketplace.

Moving on to the realm of skincare consumer behavior, the literature review has underscored its pivotal role in shaping successful marketing strategies. Understanding the multidimensional nature of consumer behavior and its influence on purchasing decisions is essential for businesses seeking to thrive in the competitive market landscape. By dissecting the consumer buying decision process, the types of buying decision behavior, and the various factors influencing consumer behavior, marketers can craft targeted strategies that resonate with their target audience. Leveraging insights into skincare consumer behavior enables businesses to enhance brand loyalty, drive sales, and achieve sustainable success in the skincare industry.

The literature review has also delved into the dynamic and impactful strategy of influencer marketing. In the ever-evolving landscape of social networks,

influencers' authenticity and trustworthiness remain paramount. The review has highlighted the significance of these attributes, as well as the need for future research endeavors to delve deeper into the nuanced dynamics of influencer marketing, offering valuable insights to both marketers and academics.

Notably, the literature review has explored the effect of nano-influencers on Instagram towards consumer purchase decisions on local skincare brands. This exploration has covered key concepts related to influencer marketing, nano-influencers, source credibility and attractiveness, advertising value, trust, brand awareness, purchase intention, and purchase decisions. These concepts form the theoretical basis for examining the influence of nano-influencers on consumer behavior and decision-making processes.

The literature review has shed light on the unique advantages of nano-influencers, such as their ability to foster authenticity, genuine connections, and high levels of trust with their niche communities. These influencers, with their modest but highly engaged following on Instagram, have emerged as a potential game-changer in the realm of influencer marketing. However, the review has also acknowledged the concerns raised about their limited reach and perceived lack of credibility compared to larger influencers.

By examining various factors, including source credibility, source attractiveness, advertising value, trust, brand awareness, and purchase intention, the literature review has laid the foundation for understanding the underlying mechanisms that influence consumer behavior and decision-making processes in relation to nano-influencers and local skincare brands.

The findings of this literature review have the potential to contribute to the existing body of knowledge by providing empirical evidence and valuable insights for both academic researchers and industry practitioners. For local skincare brands, the insights gleaned from this review can inform their marketing strategies, enabling them to leverage the potential of nano-influencers more effectively and allocate resources efficiently. Additionally, the review can serve as a foundation for further exploration and development of influencer marketing techniques tailored to the unique characteristics and dynamics of the Indonesian market.

By understanding the impact of nano-influencers on Instagram toward consumer purchase decisions for local skincare brands, businesses can better navigate the complexities of the digital landscape and forge stronger connections with their target audiences. Ultimately, this knowledge can drive business growth, enhance competitiveness, and foster success in the dynamic and rapidly evolving beauty and skincare industry in Indonesia.

In conclusion, this literature review has provided a comprehensive exploration of social media, social listening, skincare consumer behavior, influencer marketing, and the effect of nano-influencers on consumer purchase decisions for local skincare brands. The insights gleaned from this review serve as a solid foundation for further research, offering valuable contributions to both academic and practical domains. By harnessing the power of social media, understanding consumer behavior, and leveraging the potential of nano-influencers, businesses can unlock new avenues for growth, innovation, and success in the ever-changing digital landscape.

## **CHAPTER 3**

### **METHODOLOGY**

We delve into the methodological framework of our research, aiming to explore the intricacies of the skincare industry's digital marketing landscape. With a focus on social media-driven consumer behaviors and industry trends within the skincare sector, this chapter outlines the types of research employed, the design of our study, data collection methods, analysis techniques, ethical considerations, and the ultimate conclusions drawn from our findings. Through a comprehensive approach to data collection and analysis, we seek to uncover valuable insights with practical implications for digital marketers operating in the skincare industry.

3.1 Types of Research

3.2 Research Design

3.3 Participants

3.4 Data Collection

3.5 Data Analysis

3.6 Ethical Considerations

3.7 Conclusion

#### **3.1 Types of Research**

This study adopts a practice-based approach, focusing on utilizing social listening data to inform digital marketing strategies within the skincare industry. By leveraging insights derived from social media platforms, particularly Facebook, Instagram, and TikTok, this research aims to provide actionable recommendations for skincare brands and digital marketers seeking to enhance brand engagement and capitalize on industry trends.

#### **Data Collection Methodology:**

The data utilized in this study comprises insights gathered from social listening tools over a one-month period in March 2024. These tools enable the systematic monitoring, tracking, and analysis of conversations and engagements across various social media platforms. By aggregating data from sources such as

Facebook, Instagram, and TikTok, the study provides a comprehensive understanding of consumer behaviors, industry trends, and influencer dynamics within the skincare sector.

### **Identification of Top Social Listening Trends:**

The research begins by conducting an overview of the top social listening trends observed across all platforms during the specified timeframe. This analysis involves examining the most prevalent topics, discussions, and themes related to skin care within the digital landscape. By identifying key content trends and consumer preferences, skincare brands can gain insights into the content strategies and messaging resonating with their target audience.

### **Platform-Specific Analysis:**

Following the overview of social listening trends, the study delves deeper into platform-specific analyses, focusing on Facebook, Instagram, and TikTok. For each platform, the research identifies the top 10 content pieces generating engagement and traction within the skincare industry. By dissecting the characteristics, formats, and themes of these content pieces, digital marketers can gain insights into effective content strategies tailored to each platform's unique audience demographics and preferences.

### **Identification of Top Influencers:**

In addition to content analysis, the study identifies the top influencers within the skincare niche across Facebook, Instagram, and TikTok. By profiling the most influential individuals shaping conversations and trends within the industry, skincare brands can explore potential collaboration opportunities, amplify brand reach, and leverage influencer partnerships to enhance brand visibility and credibility among target consumers.

### **Synthesis and Recommendations:**

Finally, based on the findings from the type of research conducted, the study synthesizes the insights gathered from social listening data to formulate actionable

recommendations for skincare brands and digital marketers. These recommendations aim to inform strategic decision-making, optimize digital marketing efforts, and enhance brand engagement within the dynamic digital landscape of the skincare industry.

### **3.2 Research Design**

This study adopts a qualitative research design, focusing on exploring and understanding the nuances of consumer behaviors, industry trends, and influencer dynamics within the skincare industry through the lens of social listening data. Qualitative research allows for a deep and contextualized examination of phenomena, providing rich insights into complex social processes and interactions within the digital landscape.

#### **Sampling:**

The sampling frame for this research comprises data collected from social listening tools over a one-month period in March 2024. The sample includes a diverse range of conversations, engagements, and content pieces related to skincare observed across prominent social media platforms, including Facebook, Instagram, and TikTok.

#### **Data Collection:**

Data collection primarily involves the systematic extraction and analysis of insights derived from social media platforms through social listening tools. These tools enable the collection of large volumes of unstructured data, including text-based conversations, images, and videos, allowing for a comprehensive understanding of digital discourse within the skincare industry.

#### **Analysis:**

The analysis of data involves a multi-faceted approach, including:

1. **Content Analysis:** The content of social media conversations, engagements, and content pieces related to skincare is analyzed to identify prevalent themes, topics, and trends. This involves categorizing and coding data to uncover patterns and insights relevant to the research objectives.

2. **Platform-Specific Analysis:** Data collected from different social media platforms, namely Facebook, Instagram, and TikTok, are analyzed separately to understand platform-specific dynamics and trends. This enables the identification of content strategies and engagement tactics tailored to each platform's audience demographics and preferences.
3. **Influencer Analysis:** The role and impact of influencers within the skincare niche are examined through the analysis of influencer-generated content, follower interactions, and engagement metrics. This analysis aims to identify influential individuals shaping industry conversations and trends, as well as their potential implications for brand engagement and marketing strategies.

#### **Validity and Reliability:**

To ensure the validity and reliability of findings, data triangulation techniques may be employed, combining insights from multiple sources and methods. Additionally, the use of established social listening tools with robust algorithms and methodologies enhances the credibility of data collected, contributing to the reliability of research findings.

#### **Ethical Considerations:**

Ethical considerations, such as data privacy and confidentiality, are carefully adhered to throughout the research process. Data collected from social media platforms are anonymized and aggregated to protect the privacy of users, while adhering to terms of service and ethical guidelines outlined by relevant regulatory bodies.

### **3.3 Participants**

The success of any research endeavor lies in the insights and contributions of its participants, who bring diverse expertise and experiences to the table. In this study, we engage with a range of key stakeholders within the skincare industry, each playing a vital role in shaping digital marketing strategies and brand engagement practices. From skincare brands' representatives and digital marketers to social media analysts,

influencer relations managers, and market researchers, our participants collectively offer a rich tapestry of perspectives and insights. Together, they form a dynamic cohort uniquely positioned to explore the utilization of social listening tools and its implications for enhancing brand engagement and driving strategic growth within the skincare industry's digital landscape.

1. Skincare Brands:

- Participants in this group include representatives from various skincare brands operating within the industry. These may include marketing managers, digital strategists, brand managers, and product development specialists.
- Skincare brands of different sizes and market presence are represented to ensure diversity in perspectives and experiences.
- Participants are selected based on their involvement in digital marketing initiatives, brand management, and strategic decision-making processes within their respective organizations.

2. Digital Marketers:

- This group comprises professionals working in digital marketing agencies or in-house marketing teams responsible for skincare brands' digital initiatives.
- Participants may hold roles such as digital marketing managers, social media managers, content creators, and digital strategists.
- Digital marketers with experience in leveraging social listening tools and data analytics for informing marketing strategies are included in this group.

3. Social Media Analysts:

- Participants in this group specialize in social media analysis and data interpretation within the skincare industry context.
- They may work in market research firms, analytics agencies, or within skincare brands' marketing departments.
- Social media analysts possess expertise in utilizing social listening tools, interpreting data insights, and translating findings into actionable recommendations for strategic decision-making.

#### 4. Influencer Relations Managers:

- This group comprises individuals responsible for managing influencer partnerships and collaborations on behalf of skincare brands.
- Participants may hold roles such as influencer relations managers, influencer marketing coordinators, or brand partnership specialists.
- They have experience in identifying, engaging, and managing relationships with influencers within the skincare niche, and their insights contribute to understanding influencer dynamics and their impact on brand engagement.

#### 5. Market Researchers:

- Participants in this group specialize in market research and consumer behavior analysis within the skincare industry.
- They may work in market research agencies, consulting firms, or within skincare brands' marketing departments.
- Market researchers bring expertise in qualitative and quantitative research methodologies, adding depth to the analysis of social listening data and its implications for consumer preferences and industry trends.

Participants across these groups are selected based on their expertise, experience, and involvement in digital marketing and brand management activities within the skincare industry. Their perspectives and insights contribute to a comprehensive understanding of the role of social listening in informing digital marketing strategies and enhancing brand engagement within the industry.

### **3.4 Data Collection**

This study involves a systematic approach to gathering insights from social media platforms using social listening tools. The process encompasses the extraction, aggregation, and analysis of relevant data points from various sources, including Facebook, Instagram, and TikTok, over a one-month period in March 2024.

1. Selection of Social Listening Tools:
  - Social listening tools are carefully chosen based on their capabilities to capture and analyze conversations, engagements, and content trends across multiple social media platforms.
  - Tools with robust monitoring features, sentiment analysis capabilities, and real-time tracking functionalities are preferred to ensure comprehensive data collection.
2. Data Extraction:
  - Data extraction begins with configuring the social listening tools to monitor specific keywords, hashtags, and topics relevant to the skincare industry.
  - Keywords and hashtags related to skincare products, brands, trends, and relevant industry terms are identified and used as search queries to retrieve relevant data from social media platforms.
3. Aggregation of Data:
  - Data collected from social listening tools are aggregated and compiled into a centralized database for further analysis.
  - Text-based conversations, image posts, video content, and other forms of user-generated content are collected and organized based on timestamps, platform sources, and engagement metrics.
4. Platform-Specific Data Collection:
  - Data collection efforts are tailored to each social media platform to capture platform-specific nuances and content trends.
  - For Facebook, data collection focuses on posts, comments, and engagements within skincare-related groups, pages, and profiles.
  - On Instagram, data collection includes posts, stories, comments, and interactions from skincare influencers, brand accounts, and user-generated content.
  - TikTok data collection encompasses trending hashtags, video content, user comments, and engagement metrics relevant to the skincare niche.

#### 5. Quality Assurance:

- Quality assurance measures are implemented throughout the data collection process to ensure the accuracy and reliability of collected data.
- Regular monitoring and validation of data sources, keyword configurations, and data outputs are conducted to minimize errors and discrepancies.

#### 6. Ethical Considerations:

- Ethical considerations regarding data privacy, consent, and usage rights are adhered to throughout the data collection process.
- Data collected from social media platforms are anonymized and aggregated to protect the privacy of users, in compliance with relevant regulatory guidelines and platform policies.

By following a systematic approach to data collection, this study aims to gather comprehensive insights into consumer behaviors, industry trends, and influencer dynamics within the skincare industry's digital landscape, facilitating a nuanced analysis of social listening data for informing digital marketing strategies and brand engagement practices.

### **3.5 Data Analysis**

Data analysis in this study involves a rigorous process of interpreting and synthesizing insights derived from social listening data collected from Facebook, Instagram, and TikTok. The analysis aims to uncover patterns, trends, and actionable insights relevant to consumer behaviors, industry dynamics, and brand engagement within the skincare sector.

#### 1. Content Analysis:

- Content analysis entails examining the textual, visual, and interactive elements of social media conversations, engagements, and content pieces related to skincare.

- Text-based content is analyzed using natural language processing (NLP) techniques to identify prevalent themes, sentiments, and keywords associated with skincare topics.
- Image and video content are analyzed for visual trends, product mentions, and engagement metrics such as likes, comments, and shares.
- Content is categorized, coded, and tagged based on predetermined criteria to facilitate systematic analysis and interpretation.

#### 2. Platform-Specific Analysis:

- Data collected from each social media platform are analyzed separately to understand platform-specific dynamics and content trends.
- Platform-specific metrics such as engagement rates, reach, and user demographics are considered in the analysis to contextualize findings and insights.
- Variations in content formats, engagement patterns, and audience preferences across platforms are identified to tailor marketing strategies accordingly.

#### 3. Trend Identification:

- Trends within the skincare industry are identified through the analysis of recurring themes, emerging topics, and viral content across social media platforms.
- Trend analysis involves tracking the popularity and virality of specific skincare products, ingredients, routines, and beauty trends among social media users.
- Trend identification helps uncover consumer preferences, market opportunities, and potential areas for brand differentiation and innovation.

#### 4. Influencer Analysis:

- The role and impact of influencers within the skincare niche are analyzed through the examination of influencer-generated content, follower interactions, and engagement metrics.

- Influencer analysis includes profiling top influencers, assessing their reach and engagement rates, and identifying common content themes and strategies.
- Insights from influencer analysis inform influencer marketing strategies, partnership opportunities, and brand ambassadorship initiatives within the skincare industry.

#### 5. Cross-Platform Insights:

- Cross-platform analysis involves synthesizing insights from Facebook, Instagram, and TikTok to identify overarching trends and consumer behaviors.
- Patterns and correlations between platform-specific data points are examined to uncover holistic insights into consumer preferences, industry trends, and brand engagement practices.
- Cross-platform insights inform the development of integrated marketing strategies that leverage the strengths of each platform to maximize brand visibility and engagement.

Through comprehensive data analysis, this study aims to generate actionable insights and recommendations for skincare brands and digital marketers, enabling them to optimize digital marketing strategies, enhance brand engagement, and capitalize on emerging trends within the dynamic digital landscape of the skincare industry.

### 3.6 Ethical Considerations

Ethical considerations play a crucial role in the conduct of this research, ensuring that data collection, analysis, and dissemination adhere to ethical principles and guidelines. The following ethical considerations are addressed throughout the research process:

#### 1. Data Privacy and Consent:

- Respect for user privacy and data protection is paramount in the collection and analysis of social media data.

- Data collected from social media platforms are anonymized and aggregated to protect the identities of users.
  - Adherence to platform policies and terms of service ensures compliance with data usage and privacy regulations.
  - Where applicable, explicit consent is obtained from individuals whose data may be included in the research.
2. Confidentiality:
- Confidentiality of collected data is maintained throughout the research process.
  - Measures are in place to safeguard sensitive information and prevent unauthorized access or disclosure.
  - Data is stored securely and accessed only by authorized researchers involved in the study.
3. Transparency and Accountability:
- Transparency in research methodologies, data collection processes, and analysis techniques fosters trust and credibility.
  - Researchers disclose their affiliations, objectives, and intentions to participants and stakeholders involved in the study.
  - Clear documentation of data sources, analysis procedures, and findings enhances accountability and reproducibility.
4. Integrity and Objectivity:
- Researchers uphold the principles of integrity and objectivity in data analysis and interpretation.
  - Bias, subjectivity, and conflicts of interest are minimized through rigorous research practices and peer review.
  - Findings are presented accurately and impartially, reflecting the true nature of the data collected.
5. Respect for Cultural Sensitivities:
- Cultural sensitivities and diversity are respected in the interpretation and presentation of research findings.

- Consideration is given to cultural norms, values, and practices that may influence consumer behaviors and perceptions within the skincare industry.
- Stereotypes, stigmatization, and discriminatory language or imagery are avoided in research outputs.

6. Responsible Dissemination of Findings:

- Findings are disseminated responsibly, ensuring that they are accurately represented and contextualized.
- Research outputs are shared with relevant stakeholders in a timely manner, contributing to knowledge sharing and informed decision-making.
- Proper attribution and acknowledgment are given to sources and contributors, recognizing their contributions to the research.

By adhering to these ethical considerations, this study aims to uphold the integrity of the research process and ensure the ethical treatment of data and participants involved in the study.

### 3.7 Conclusion

In conclusion, this research endeavors to shed light on the utilization of social listening tools within the skincare industry's digital landscape, offering valuable insights into consumer behaviors, industry trends, and brand engagement practices. Through a comprehensive research design encompassing data collection, analysis, and ethical considerations, this study aims to provide actionable recommendations for skincare brands and digital marketers seeking to leverage social listening for strategic growth and brand success.

By engaging with key stakeholders including skincare brands, digital marketers, social media analysts, influencer relations managers, and market researchers, this research facilitates a holistic understanding of the role of social listening in informing digital marketing strategies and enhancing brand engagement within the skincare sector. The systematic analysis of social media data from platforms such as Facebook, Instagram, and TikTok enables the identification of

trends, patterns, and actionable insights relevant to consumer preferences, industry dynamics, and influencer dynamics.

Ethical considerations are paramount throughout the research process, ensuring the responsible and respectful treatment of data and participants involved in the study. Upholding principles of data privacy, confidentiality, transparency, integrity, and cultural sensitivity, this research aims to maintain the highest ethical standards in research conduct and dissemination of findings.

Ultimately, this study contributes to advancing knowledge and understanding in the field of digital marketing within the skincare industry, offering practical guidance and strategic insights for practitioners aiming to navigate the complexities of the digital landscape effectively. By embracing social listening as a valuable tool for consumer insights and market intelligence, skincare brands can position themselves strategically, drive brand growth, and foster lasting connections with their target audience in an increasingly digital and consumer-centric environment.

## CHAPTER 4

### FINDINGS

This chapter presents the comprehensive findings derived from our in-depth exploration of skincare-related conversations and engagements across prominent social media platforms, primarily Facebook and Instagram. Our research leveraged ZOCIAL EYE, a sophisticated social listening tool, to uncover actionable insights for digital marketers operating within the dynamic skincare industry.

#### **Data Collection Methodology:**

The research period spanned from February 4th to March 4th, 2024, focusing on examining cosmetics and skincare trends across various social media platforms. ZOCIAL EYE facilitated the collection and analysis of pertinent data related to beauty and personal care, with a specific emphasis on skincare brands during this timeframe.

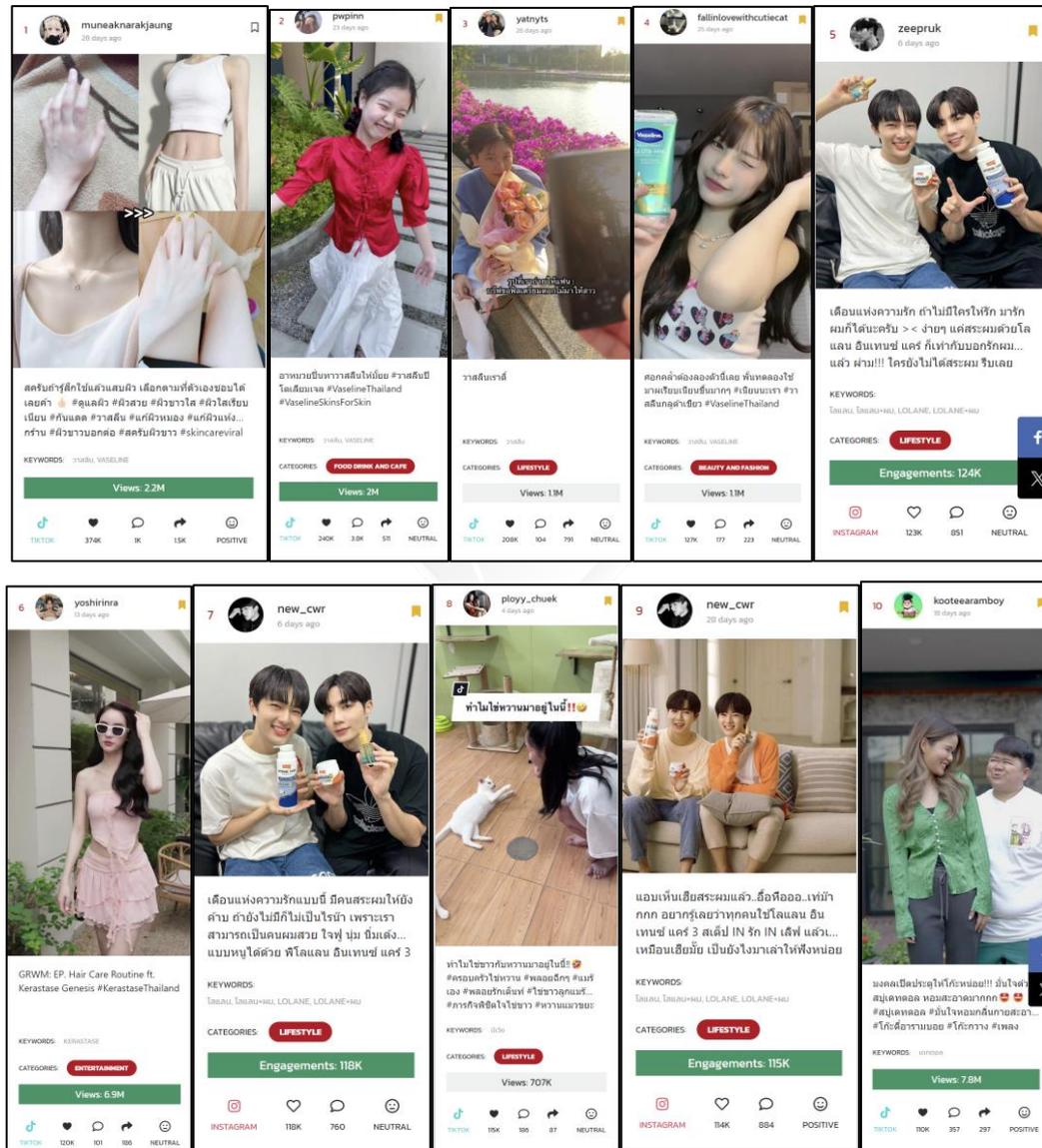
To gain a holistic understanding of skincare trends on social media, we utilized ZOCIAL EYE's Overview section, particularly the Trend View feature, concentrating on the Beauty & Personal Care category. This meticulous analysis revealed valuable insights into consumer preferences, behaviors, and engagement patterns within the skincare realm.

Our practice-based approach aimed to address two primary research questions:

1. How can social listening tools be effectively employed to analyze skincare-related conversations and engagement on platforms like Facebook and Instagram?
2. What actionable insights can digital marketers derive from social listening data in terms of understanding consumer preferences, identifying emerging trends, and optimizing digital marketing strategies within the skincare industry?

The following sections detail our key discoveries, providing a comprehensive overview of the skincare landscape on social media and offering valuable insights for digital marketers to enhance their strategies and brand engagement in this competitive industry.

Figure 4.1: Key Social Media Insights for Skincare Content Engagement and Trends



### Key Observations from the Overview:

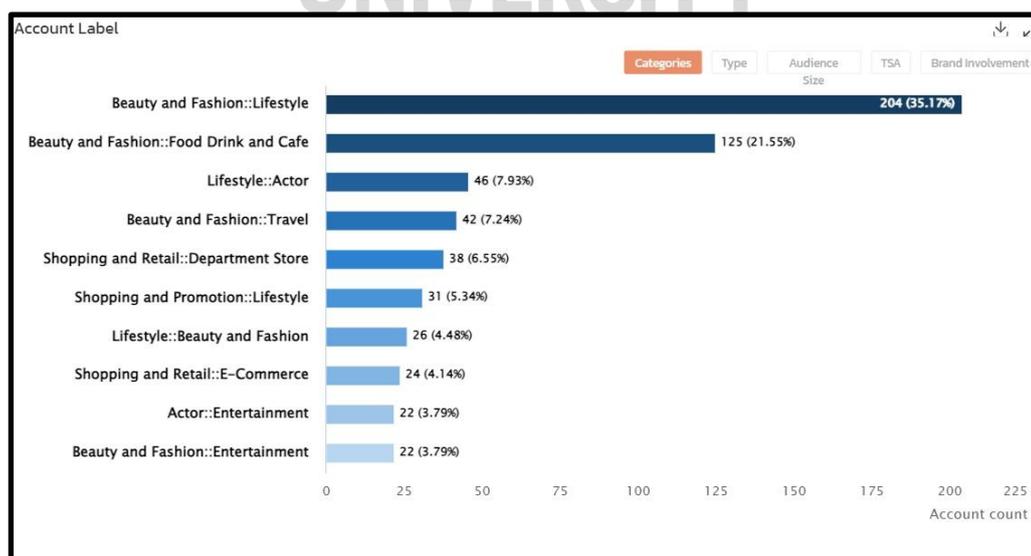
- Most Popular Social Media Platforms:** TikTok reigns supreme as the most popular social media platform for skincare content, followed closely by Instagram.
- Top-Engaging TikTok Post:** A carousel post showcasing different body parts with a variety of skincare products, including body scrubs, V-branded day and night creams, and P and N-branded sunscreens, topped the charts in terms of likes and comments. The post's caption effectively utilized hashtags related to

body care, securing its position as the number one most engaging post in the overview.

- **Top-Engaging Instagram Post:** Another carousel post captured the attention of Instagram users, featuring two popular teen celebrities and L-branded hair products and treatments. The post's strategic use of L-branded hashtags propelled it to the fifth most engaging spot in the overview.
- **Most Viewed Post:** Within the platform of TikTok, a short video (under 60 seconds) showcasing a GRWM (Get Ready With Me) routine featuring K-branded makeup products claimed the sixth position in the overview based on viewership.

These insights offer valuable takeaways for digital marketers in the beauty and personal care industry, highlighting the importance of tailoring content strategies to align with popular social media platforms and consumer preferences. By understanding the trends shaping the skincare landscape, marketers can effectively engage their target audience and drive brand awareness.

Figure 4.2: Key Content Trends Shaping the Beauty & Fashion Industry on Social

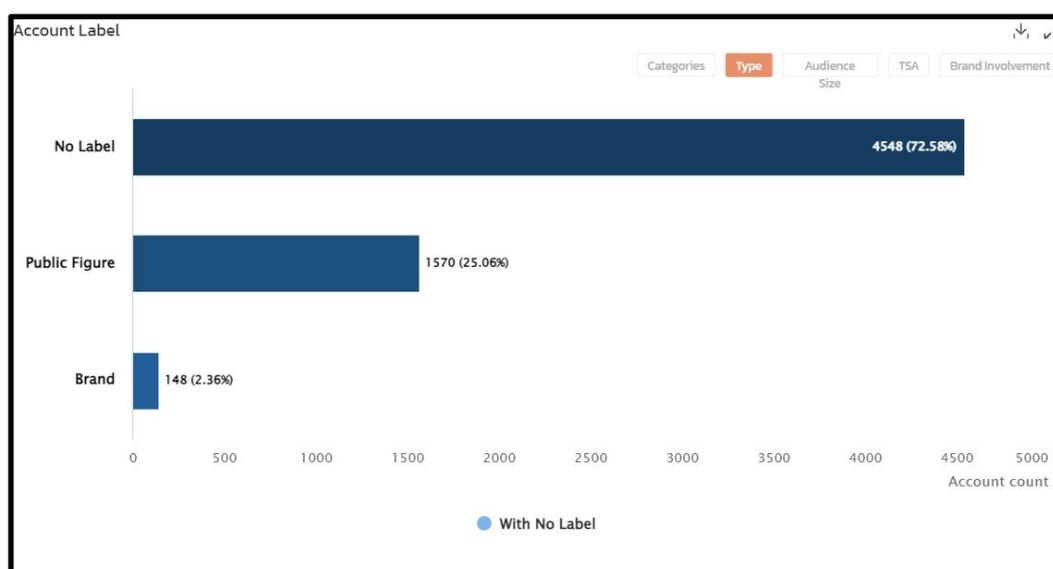


Focusing on the Beauty & Personal Care category within ZOCIAL EYE, we analyzed Account Labels to uncover compelling trends shaping the beauty and fashion landscape on social media. Here's what we discovered:

- **Lifestyle Reigns Supreme (35.71%):** Content that blends fashion, beauty tips, and daily routines dominates the scene. Beauty and fashion enthusiasts crave relatable and engaging lifestyle content.
- **Food & Beverage Influence Grows (21.55%):** The "Drink & Cafe" category highlights the rising influence of food and beverage brands. Collaborations and product placements with these brands are increasingly integrated into beauty and fashion content.
- **Celebrity Endorsements Endure (7.93%):** The "Lifestyle: Actor" category underscores the enduring popularity of celebrity endorsements and collaborations. Beauty and fashion brands effectively leverage star power to expand reach and heighten brand awareness.

By understanding these trends and implementing the recommended strategies, beauty and fashion marketers can effectively navigate the ever-evolving social media landscape, connect with their target audience, and achieve their marketing goals. Stay ahead of the curve and embrace the power of social media to elevate your beauty and fashion brand to new heights.

Figure 4.3: Account Distribution in the Beauty & Fashion Social Media Landscape



Our analysis delved deeper into the world of Account Labels, revealing the types of accounts shaping the beauty and fashion conversation on social media. Here's what we discovered:

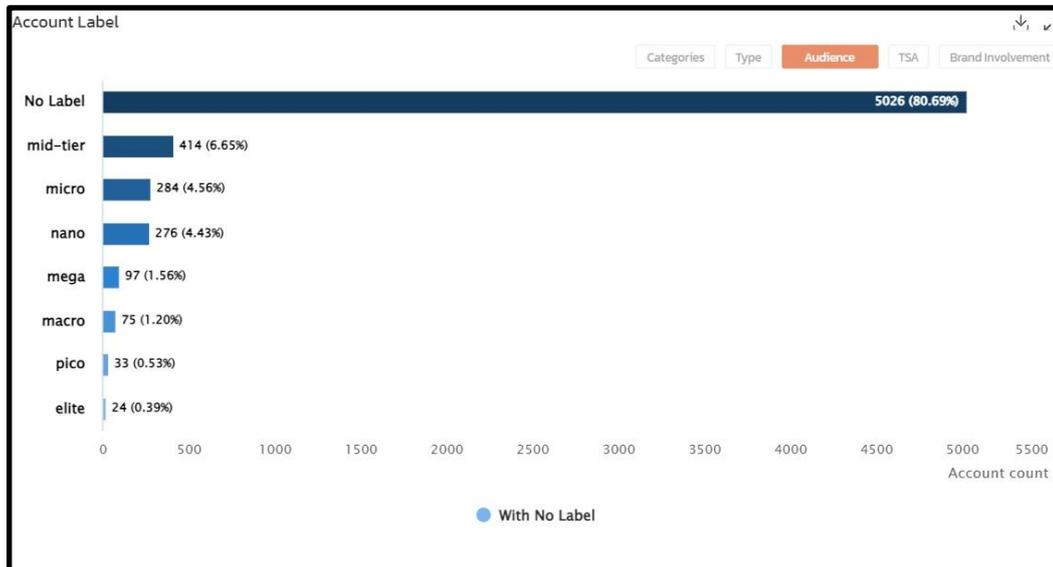
### **Beyond Content: A Look at Account Distribution**

While content trends are crucial, understanding the account landscape is equally important. Our analysis revealed:

- **No Label Reigns Supreme (72.58%):** A significant portion of content originates from accounts not categorized within the predefined label system, highlighting a diverse range of voices contributing to the beauty and fashion sphere.
- **Public Figures Take Center Stage (25.06%):** Celebrities, influencers, and thought leaders hold a substantial presence, driving engagement and influencing consumer behavior.
- **Brands Play a Supporting Role (2.36%):** Brand accounts, representing official brand pages and profiles, make up a smaller portion of the overall landscape.

A significant portion of the conversation stems from a diverse range of voices categorized as "No Label". This underscores the importance of expanding your outreach strategy to connect with a broader spectrum of individuals and tap into the authentic perspectives driving consumer trends. While public figures and established brands remain influential, fostering genuine connections with diverse voices can propel your brand to new heights.

Figure 4.4: Audience Distribution by Account Type in the Beauty & Personal Care Sector



Our analysis extended to the audience dimension within Account Labels, revealing the distribution of follower counts among accounts in the Beauty & Personal Care category. These insights provide valuable information for understanding the reach and influence of different account types.

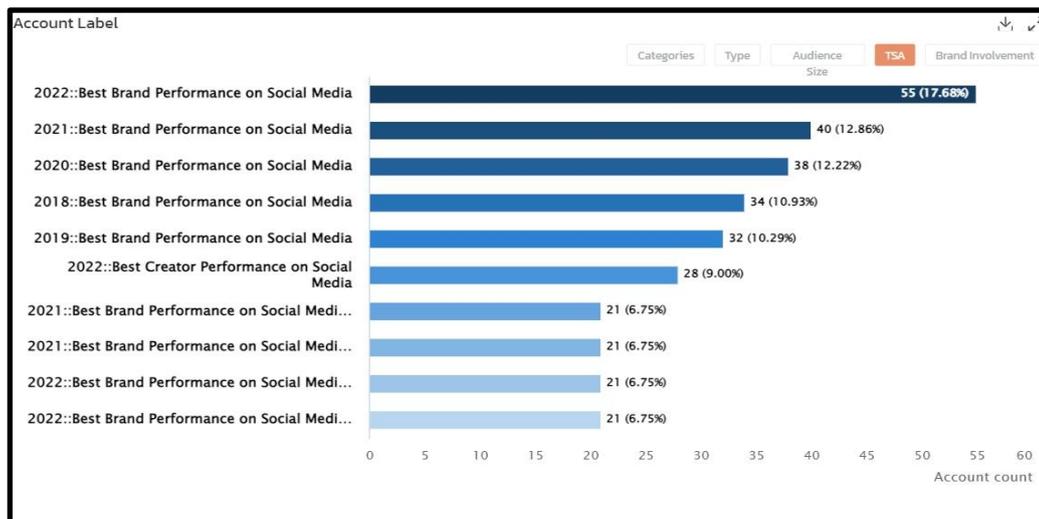
#### Key Findings:

- **No Label Accounts Dominate Audience Reach (80.69%):** Accounts categorized as "No Label" hold the largest share of the audience, indicating that a significant portion of engagement stems from individuals or entities that are not easily categorized within the predefined label system.
- **Mid-Tier Accounts Hold Substantial Influence (6.65%):** Mid-tier accounts, with follower counts ranging from 50,001 to 500,000, command a notable presence, suggesting their effectiveness in driving engagement and influencing consumer behavior.
- **Micro and Nano Accounts Offer Niche Reach (4.56% and 4.43%):** Micro and nano accounts, with follower counts between 10,001 and 50,000 and 0 to 1,000, respectively, provide access to specific niche audiences.

- **Mega Accounts Boast Impressive Reach (1.56%):** Mega accounts, with follower counts exceeding 5 million, offer the potential for broad audience reach and brand awareness.

Our deep dive into Account Labels unveiled a dynamic beauty & fashion social media landscape. "No Label" accounts dominate content creation, highlighting the power of diverse voices. Public figures reign supreme in driving engagement, while brands play a supporting role. Audience analysis reveals the influence of mid-tier accounts alongside the niche reach of micro and nano influencers. Mega accounts offer broad awareness potential. By embracing diversity and crafting targeted strategies across account types, beauty & fashion brands can conquer social media.

Figure 4.5: Distribution of TSA Recognition Among Beauty & Personal Care Accounts



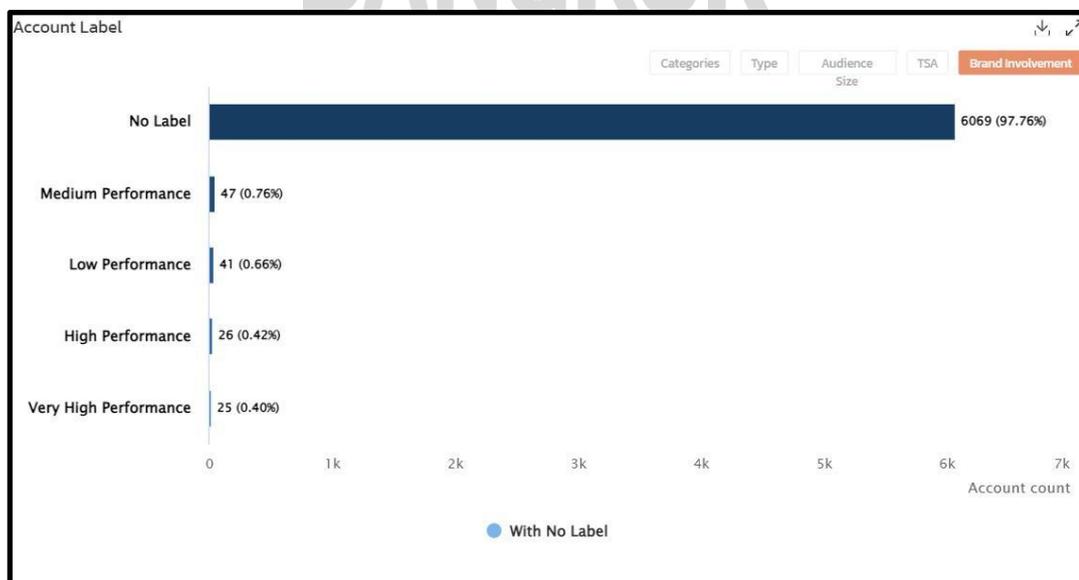
Venturing further into the realm of Account Labels, we explored the distribution of Thailand Social Awards (TSA) recognition among accounts in the Beauty & Personal Care category. These insights shed light on the brands that have garnered social media excellence within the industry.

### Key Findings:

- **2022 Best Brand Performance on social media Dominates (80.69%):**  
Accounts recognized with the 2022 Best Brand Performance on Social Media award hold the majority share, indicating that the most recent winners have a strong presence and engagement on social media platforms.
- **2021 and 2020 Awardees Retain Presence (17.68% and 12.22%):** Accounts recognized in 2021 and 2020 continue to hold a notable presence, suggesting sustained social media excellence over time.

By implementing these strategies, beauty and fashion brands can achieve social media excellence and establish themselves as industry leaders. Remember, social media is a continuous journey, not a destination. Embrace diversity, leverage account types, prioritize engagement, and innovate to solidify your brand's position at the forefront of the social media world.

Figure 4.6: Brand Involvement Distribution in Beauty & Personal Care Accounts



Delving into the Brand Involvement dimension of Account Labels, we uncovered the distribution of brand involvement levels among accounts in the Beauty & Personal Care category. These insights provide valuable information about the engagement of brands with their audience on social media.

### Key Findings:

- **No Label Accounts Dominate Brand Involvement (97.96%):** Accounts categorized as "No Label" hold the vast majority of the share, indicating that a significant portion of brand engagement stems from individuals or entities that are not easily categorized within the predefined label system.
- **Medium and Low Performance Brands Exist (0.76% and 0.66%):** A small percentage of accounts exhibit medium and low brand involvement levels, suggesting opportunities for improvement in brand-audience engagement strategies.

By actively engaging and fostering a shareable voice, beauty and fashion brands can transform their social media presence and cultivate a loyal following that fuels brand success. Remember, social media is a conversation, not a monologue. Join the conversation and watch your brand flourish.

Figure 4.7: Top Social Media Platforms Driving Beauty & Personal Care Conversations



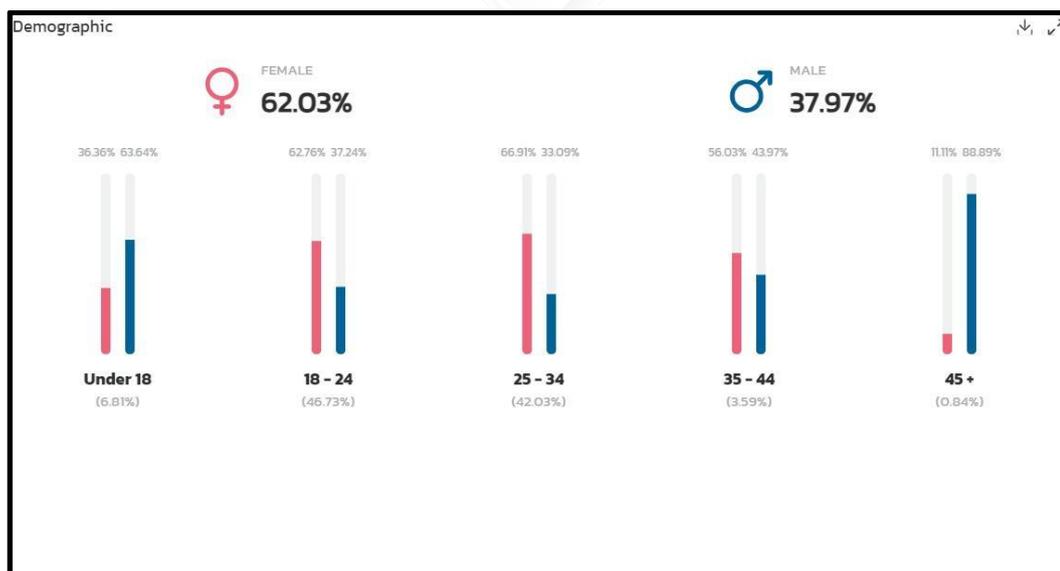
The Overview section unveils the social media channels that reign supreme in driving conversations within the Beauty & Personal Care domain. Here's a breakdown of the top contenders:

1. **Facebook:** With a commanding 49.05% share, Facebook remains the undisputed champion for Beauty & Personal Care discussions, fostering in-depth conversations, product reviews, and community engagement.
2. **X:** Claiming 34.46% of the share, Twitter emerges as a vibrant hub for real-time discussions, trend updates, and industry news within the Beauty & Personal Care realm.
3. **Instagram:** Holding a 7.5% share, Instagram establishes itself as a visual haven for Beauty & Personal Care content, showcasing product launches, influencer endorsements, and captivating visuals.

4. **TikTok:** Accounting for 3.98% of the share, TikTok, the rising star of social media, brings a unique dimension to Beauty & Personal Care conversations, with its emphasis on short-form videos, creative trends, and influencer marketing.

By adopting a data-driven approach and meticulously tailoring content across platforms, Beauty & Personal Care brands can unlock the true potential of social media. This comprehensive strategy fosters brand loyalty, fuels engagement, and propels brands towards social media dominance in the ever-evolving beauty and personal care landscape.

Figure 4.8: Demographic Insights of Social Media Engagement in Beauty & Personal Care



Dive into the social media realm and uncover the intriguing demographics of those engaging with the content. Here's a breakdown of the audience, revealing some fascinating insights:

#### Gender Dynamics:

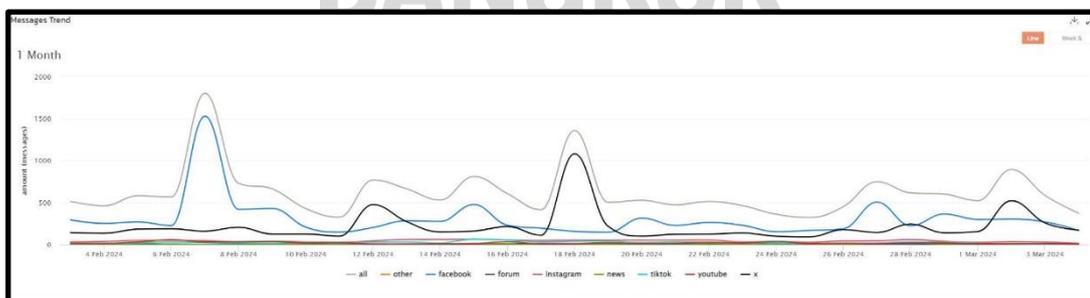
- **Females Take the Lead:** Women slightly outnumber men, with a 62.03% vs. 37.97% share.

### Age Spectrum:

- **Under 18:** The youth flock to this content, with males (63.64%) dominating this age group.
- **18-24:** Females (62.76%) take the lead, while males follow closely behind (37.24%).
- **25-34:** Women continue their reign (66.91%) with men trailing at 33.09%.
- **35-44:** The gender gap narrows, with females (56.03%) slightly edging out males (43.97%).
- **45+:** The tables turn, with males (88.89%) significantly outnumbering females (11.11%).

By understanding these demographic insights, brands and marketers can develop targeted strategies that resonate with their audience, drive engagement, and achieve social media success.

Figure 4.9: Surge in Social Media Message Volume During Valentine's Day



Delving into the realm of social media messages, we uncover a fascinating pattern: the week surrounding Valentine's Day witnessed a surge in message volume. Let's explore these trends in detail:

### Peak Message Activity:

- **February 7, 2024:** The pinnacle of message activity, with over 1700 messages exchanged.
- **February 16, 2024:** A close second, with over 1400 messages recorded.

### Valentine's Day Influence:

These spikes in message volume coincide with the Valentine's Day period, suggesting a heightened level of social media engagement during this romantic occasion. People took to social media to express their love, share greetings, and connect with their loved ones.

### Conclusion:

The message trend data around Valentine's Day underscores the importance of understanding seasonal trends and tailoring social media strategies accordingly. By embracing the spirit of love and romance, brands can connect with their audience, boost engagement, and achieve social media success.

Figure 4.10: Peak Engagement Hours for Social Media Messages



As we delve into the intricacies of social media message patterns, we uncover a fascinating rhythm of engagement across days and times. Let's explore these trends in detail:

### Peak Engagement Hours:

- **Wednesday 2 PM:** The undisputed champion, with the highest message volume recorded.
- **Tuesday 2 PM:** A close second, indicating consistent engagement on Tuesdays.
- **Thursday 2 PM:** Securing the third spot, showcasing continued activity on Thursdays.
- **Sunday 5 PM:** A notable surge in engagement during the late afternoon hours on Sundays.

- **Friday 2 PM:** Rounding out the top five, demonstrating a busy Friday afternoon.

### Conclusion:

By understanding the daily and hourly message trend data, brands can optimize their content scheduling, engage with audiences in real-time, and craft effective day-specific campaigns. Embracing these insights will lead to increased social media engagement, brand visibility, and ultimately, success.

Figure 4.11: Share of Voice Analysis via Brand Mentions

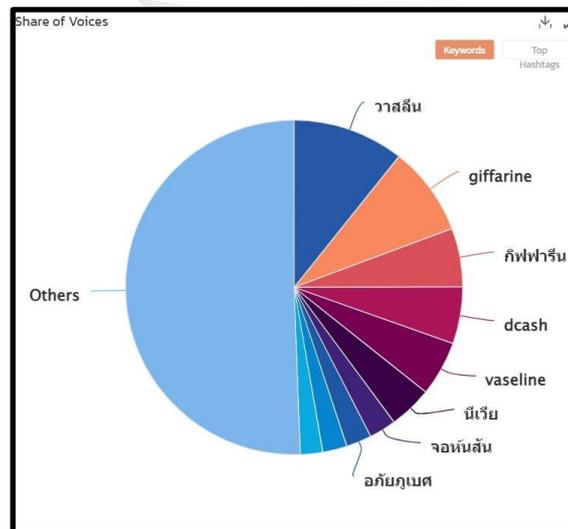
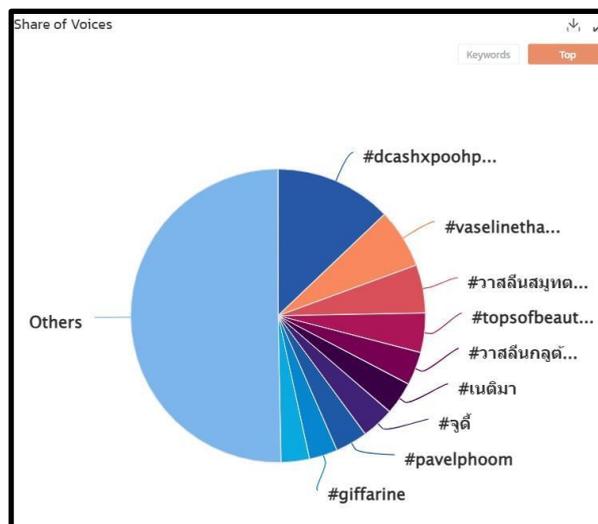


Figure 4.12: Share of Voice Analysis via Top Brands





- **#dcashxpoohvel Gains Traction:** #dcashxpoohvel secures the second position, indicating potential interest in a specific event or product launch.
- **#vaselinethailand and #วาสลีนสมูทติ้ง Retain Popularity:** #vaselinethailand and #วาสลีนสมูทติ้ง (Vaseline Smoothing) maintain their popularity, showcasing the enduring appeal of Vaseline products.

### Overall Conclusion:

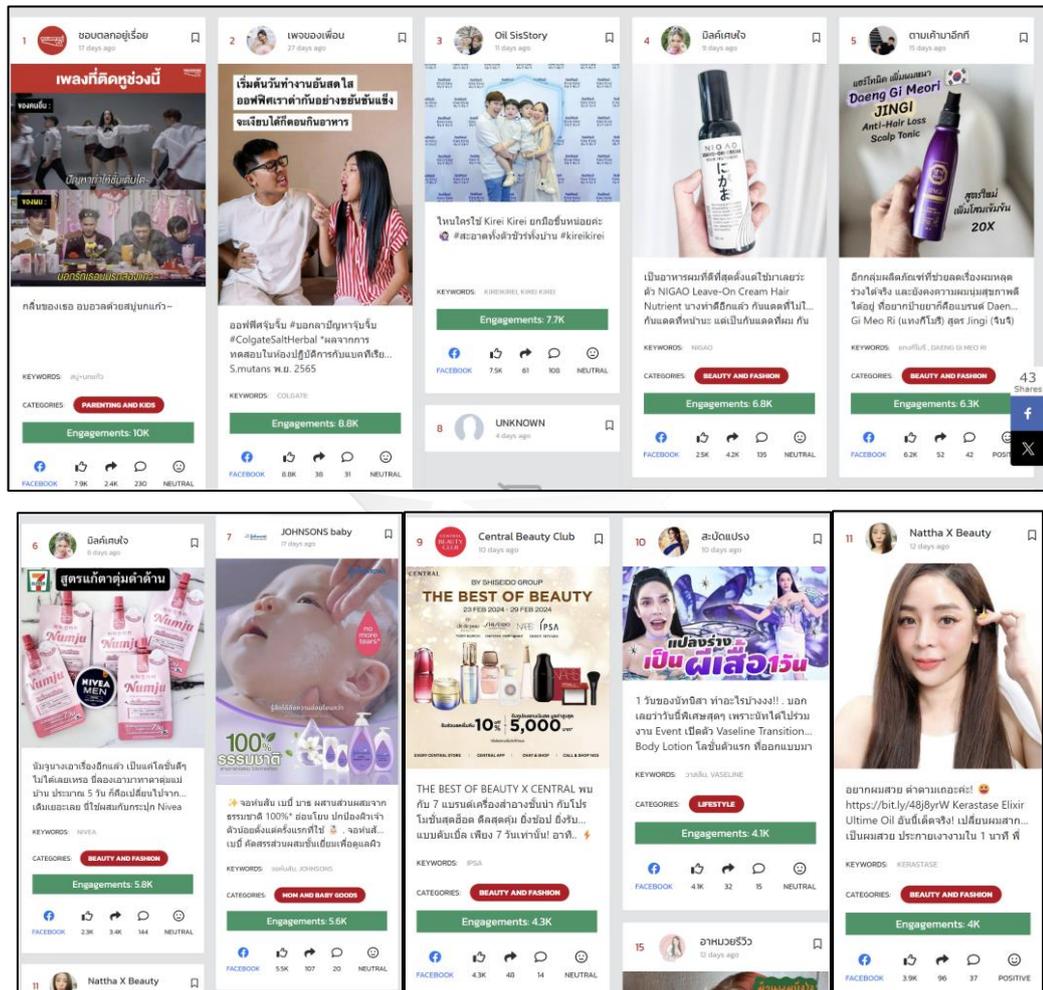
The SOV analysis provides a comprehensive overview of brand perception and hashtag usage within the examined context. While "Others" hold the largest share of both brand mentions and hashtags, Vaseline and Giffarine stand out as prominent brands. Additionally, #dcashxpoohvel emerges as a trending hashtag, while #vaselinethailand and #วาสลีนสมูทติ้ง remain popular.

In the ever-evolving world of social media, understanding audience preferences and trending topics is crucial for brands to stay ahead of the curve. Our previous analysis delved into the overall share of voice across various platforms, revealing Facebook as the channel with the highest message volume. Now, we embark on a journey into the realm of beauty and personal care, specifically focusing on Facebook trends.

Utilizing WISESIGHT's Overview - Trend View feature, we'll uncover the most talked-about topics, keywords, and hashtags related to beauty and personal care on Facebook. This exploration will provide valuable insights into what resonates with beauty enthusiasts on this popular social media platform.

Prepare to immerse yourself in the beauty trends that captivate Facebook users, gaining insights that can empower brands to craft effective marketing strategies, connect with their target audience, and establish a strong presence in the ever-dynamic beauty landscape.

Figure 4.14: Top-Performing Facebook Pages in Beauty &amp; Personal Care



Our comprehensive analysis of Facebook's Overview Trend for the Beauty & Personal Care category over the past month reveals two top-performing pages that masterfully leverage humor, trending elements, and creative content formats to capture audience attention and drive engagement:

### 1. "ชอบตลกอยู่เรื่อย" (Love to Laugh All the Time):

- **Engagement:** 10K
- **Top Likes:** 7.9K
- **Content Strategy:**
  - Humorous memes featuring popular YouTube influencer Buffet Channel.

- Accompanied by trending music to enhance relatability and engagement.
- Possible casual mentions of "Brand N" soap within the meme's text or caption, potentially integrated into the humorous narrative or as a contextual reference point.

## 2. "เพจของเพื่อน" (Friend's Page):

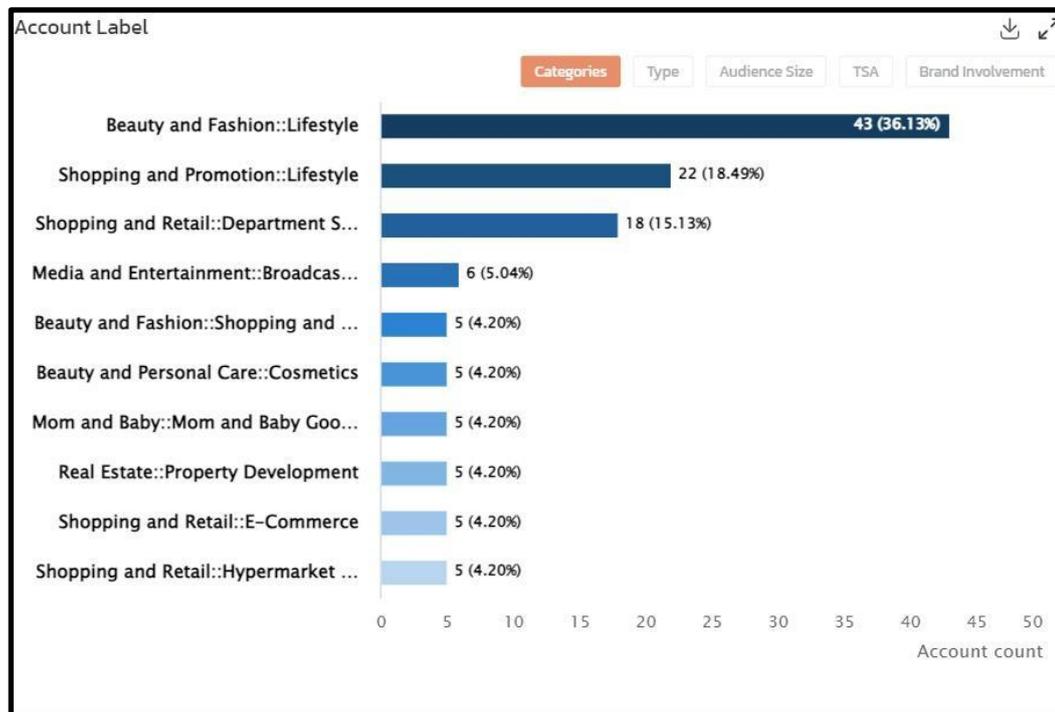
- **Engagement:** 8.8K
- **Content Strategy:**
  - Humorous content featuring everyday situations or relatable scenarios.
  - Tie-ins with "Brand C" oral care products seamlessly integrated into the content.

### Key Insights:

- **Humor as a Winning Formula:** Both top pages demonstrate the power of humor in connecting with the audience and effectively promoting their respective brands.
- **Creative Content Formats:** The use of memes and relatable content formats resonates with the audience and captures their attention.
- **Trending Topics and Music Integration:** Incorporating trending music and topics into content enhances relatability and keeps the content fresh and engaging.
- **Seamless Brand Integration:** The subtle integration of brand messaging within the content ensures brand awareness without disrupting the user experience.

By implementing these recommendations, brands can effectively capture audience attention, drive engagement, and achieve their marketing goals within the Beauty & Personal Care category on Facebook.

Figure 4.15: Account Label Distribution in Beauty &amp; Personal Care on Facebook



In the ever-evolving world of social media, understanding audience preferences and trending topics is crucial for brands to stay ahead of the curve. Our previous analysis delved into the overall share of voice across various platforms, revealing Facebook as the channel with the highest message volume. Now, we embark on a journey into the realm of beauty and personal care, specifically focusing on Facebook trends.

Utilizing WISESIGHT's Overview - Trend View feature, we'll uncover the most talked-about topics, keywords, and hashtags related to beauty and personal care on Facebook. This exploration will provide valuable insights into what resonates with beauty enthusiasts on this popular social media platform.

### **Decoding Account Label Distribution: Unveiling Beauty and Fashion Trends**

Delving into the realm of beauty and personal care on Facebook, we encounter a diverse landscape of account labels. Our analysis reveals that the top three categories, accounting for over 70% of the total, paint a compelling picture of the industry's online presence:

**Lifestyle (36.13%):**

This dominant category suggests that beauty and personal care are deeply intertwined with lifestyle choices and aspirations. Brands that seamlessly integrate these elements into their messaging and content can effectively connect with a broader audience.

**Shopping and Promotion (18.49%):**

The presence of this category highlights the importance of e-commerce and promotional strategies in the beauty and personal care industry. Brands should leverage effective online shopping experiences and enticing promotions to capture consumer attention and drive sales.

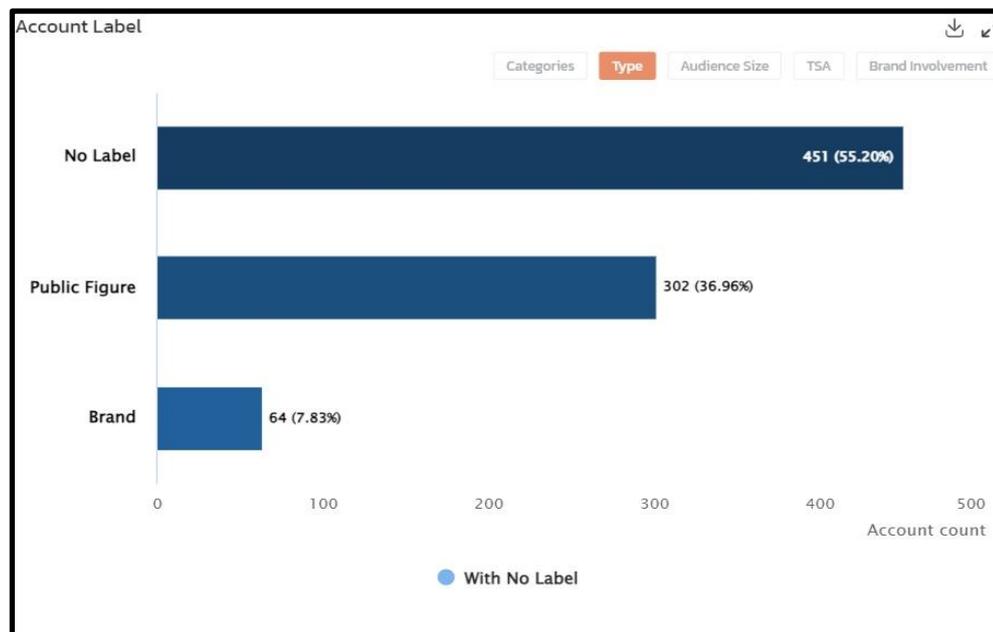
**Shopping and Retail (15.13%):**

This category underscores the significance of physical retail stores in the beauty and personal care landscape. Brands should optimize their in-store experiences, ensuring they complement their online presence and provide a cohesive brand experience.

**Conclusion:**

The distribution of account labels in the beauty and personal care categories on Facebook reveals a multifaceted industry that encompasses lifestyle aspirations, e-commerce opportunities, and physical retail experiences. By understanding these insights, brands can develop effective strategies that align with consumer preferences and drive success in the dynamic beauty and personal care landscape.

Figure 4.16: Distribution of Section Types in Beauty &amp; Personal Care on Facebook



Our previous analysis explored the account label distribution within the categories of the Beauty & Personal Care section on Facebook. Now, we'll take a closer look at the distribution within section types, revealing further insights into the dynamics of this engaging social media landscape.

#### **Section Type: No Label (55.20%)**

The dominance of "no label" accounts (55.20%) in the Beauty & Personal Care section highlights the significant role of individual users in shaping online conversations and trends. This suggests that brands should actively engage with these individuals, understanding their perspectives and preferences to create authentic and relatable content.

#### **Figure 18: Section Type: Public Figure (36.69%)**

The presence of public figures (36.69%) emphasizes the power of influencers in the Beauty & Personal Care industry. Brands can collaborate with relevant influencers to reach wider audiences, enhance brand credibility, and drive product awareness.

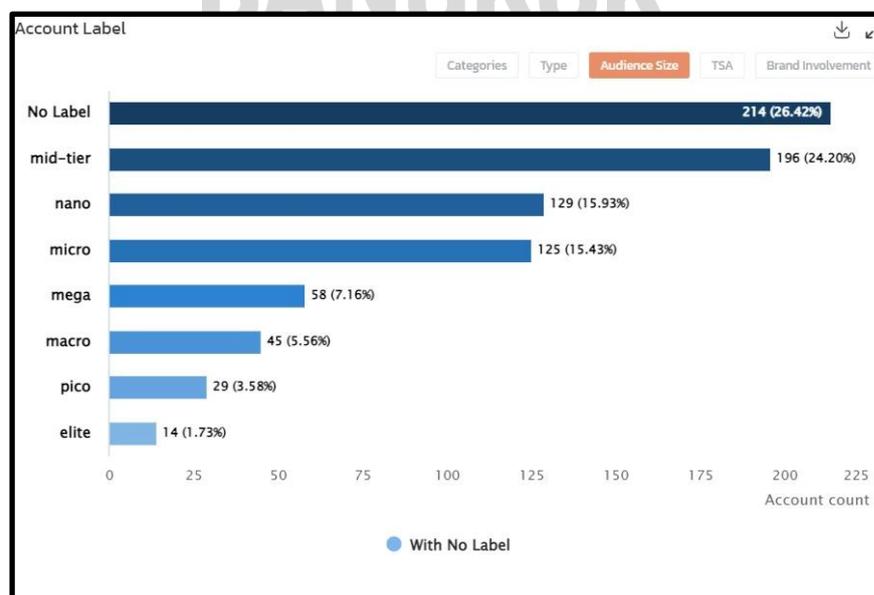
### Section Type: Brand (7.83%)

While brand accounts (7.83%) represent a smaller percentage, their presence on Facebook is crucial for direct communication with consumers and establishing brand identity. Brands should utilize their social media presence effectively to build relationships with their audience.

### Conclusion:

The distribution of account labels in the section types of the Beauty & Personal Care section on Facebook reveals a dynamic social media landscape where individual users, influencers, and brands play distinct roles. By understanding these dynamics, brands can develop effective strategies that connect with their target audience, leverage influencer power, and establish a strong brand presence across Facebook.

Figure 4.17: Audience Distribution by Account Label in Beauty & Personal Care on Facebook



Our previous analyses delved into the distribution of account labels within categories and section types of the Beauty & Personal Care section on Facebook. Now, we'll explore the account label distribution within the section audience,

providing further insights into the demographics of this engaging social media community.

#### **Section Audience: No Label (26.42%)**

The prevalence of "no label" accounts (26.42%) in the section audience highlights the significant role of individual users in consuming and sharing beauty and personal care content on Facebook. This suggests that brands should focus on creating content that resonates with a broad audience, catering to diverse interests and preferences.

#### **Section Audience: Mid-Tier (24.20%)**

The presence of mid-tier accounts (24.20%) indicates the engagement of established influencers with a significant following. Brands can leverage these influencers to reach a wider audience and enhance brand credibility.

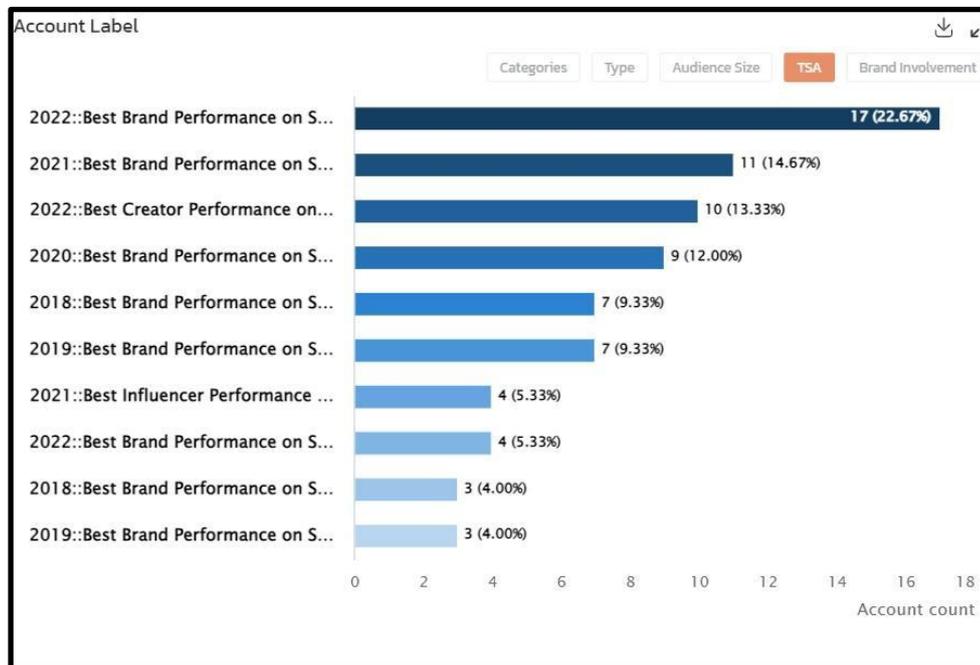
#### **Section Audience: Nano (15.93%)**

The presence of nano-influencers (15.93%) highlights the growing importance of niche communities and targeted engagement. Brands can collaborate with nano-influencers to reach specific audience segments and build authentic connections.

#### **Conclusion:**

The distribution of account labels in the section audience of the Beauty & Personal Care section on Facebook reveals a diverse audience landscape, encompassing individual users, established influencers, and niche community leaders. By understanding these audience dynamics, brands can develop effective strategies that reach a wider audience, leverage influencer power, and build meaningful connections with their consumers across various demographics and interests.

Figure 4.18 : Distribution of Account Labels by TSA Recognition in Beauty & Personal Care on Facebook



Our previous analyses explored the distribution of account labels within categories, section types, and section audience of the Beauty & Personal Care section on Facebook. Now, we'll examine the account label distribution within the section TSA, providing insights into the social media performance of brands in this dynamic industry.

#### **Section TSA: 2022 Best Brand Performance on Social Media (22.67%)**

The dominance of accounts with the "2022 Best Brand Performance on Social Media" label (22.67%) highlights the recognition and achievements of brands that have excelled in their social media strategies during the past year. This suggests that brands should continuously strive to enhance their social media presence and engagement to achieve this prestigious recognition.

#### **Section TSA: 2021 Best Brand Performance on Social Media (14.67%)**

The presence of accounts with the "2021 Best Brand Performance on Social Media" label (14.67%) indicates that brands have demonstrated consistent excellence

in their social media efforts over time. This suggests that brands should build upon their past successes and continue to evolve their strategies to maintain their top-tier status.

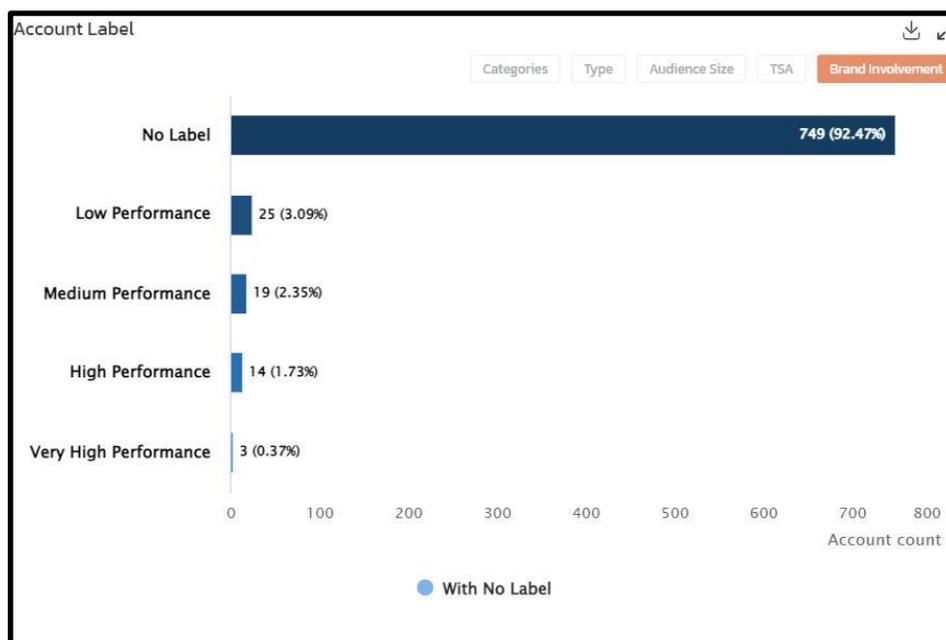
### Section TSA: 2020 Best Brand Performance on Social Media (13.33%)

The presence of accounts with the "2020 Best Brand Performance on Social Media" label (13.33%) highlights the long-term impact of effective social media strategies. This suggests that brands should invest in building a strong social media foundation and consistently refine their approaches over time.

### Conclusion:

The distribution of account labels in the section TSA of the Beauty & Personal Care section on Facebook reveals the importance of consistently delivering exceptional social media experiences to achieve recognition and establish brand leadership. By understanding the significance of these labels, brands can develop effective strategies that drive engagement, enhance brand reputation, and achieve sustainable success in the competitive beauty and personal care industry.

Figure 4.19: Distribution of Account Labels by Brand Involvement in Beauty & Personal Care on Facebook



Our previous analyses delved into the distribution of account labels across categories, section types, section audience, and section TSA within the Beauty & Personal Care section on Facebook. Now, we'll explore the account label distribution within the section brand involvement, providing insights into brand engagement and participation in this dynamic social media landscape.

### **Section Brand Involvement: No Label (92.47%)**

The overwhelming dominance of "no label" accounts (92.47%) in the section brand involvement highlights the active participation of individual users in shaping brand conversations and interactions on Facebook. This suggests that brands should focus on creating engaging content that encourages user participation, stimulates discussions, and fosters a sense of community.

### **Section Brand Involvement: Low Performance (3.09%)**

The presence of accounts with "low performance" (3.09%) indicates that some brands may not be actively engaging with their audience on Facebook. This suggests that brands should prioritize social media engagement to enhance brand awareness, build relationships with consumers, and drive positive sentiment.

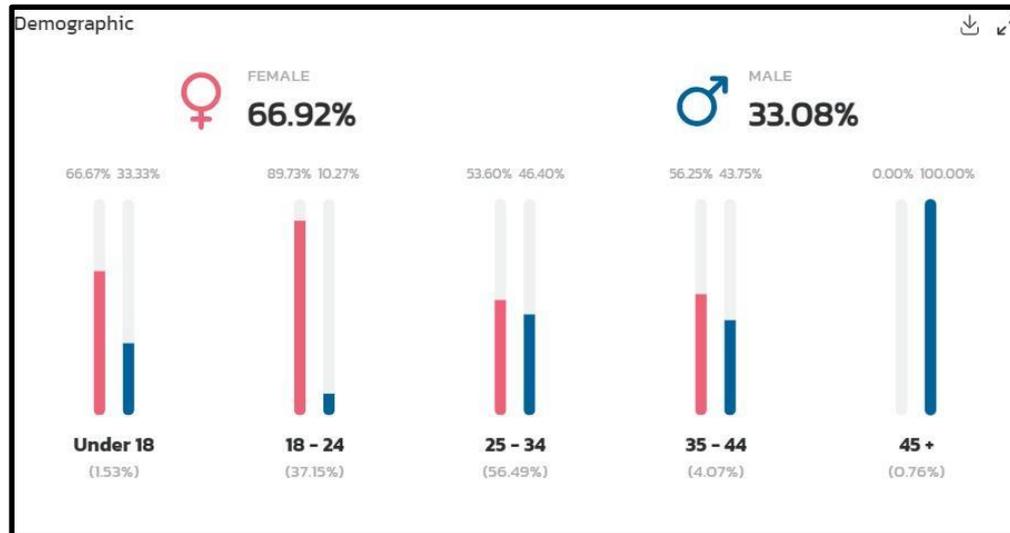
### **Section Brand Involvement: Medium Performance (2.35%)**

The presence of accounts with "medium performance" (2.35%) suggests that some brands are engaging with their audience to a certain extent, but there is room for improvement. This suggests that brands should continuously evaluate their social media strategies and strive for excellence in engagement.

### **Conclusion:**

The distribution of account labels in the section brand involvement of the Beauty & Personal Care section on Facebook reveals the importance of active engagement and participation in building brand relationships and driving positive sentiment. By understanding these dynamics, brands can develop effective strategies that encourage user engagement, foster a sense of community, and achieve their social media goals.

Figure 4.20: Gender Distribution of Facebook Audience in the Beauty & Personal Care Section



The Facebook audience for this particular section exhibits a strong female skew, with women accounting for 66.92% of the total audience. This gender distribution is consistent across all age groups, except for the 45+ age group, where men comprise the entire audience.

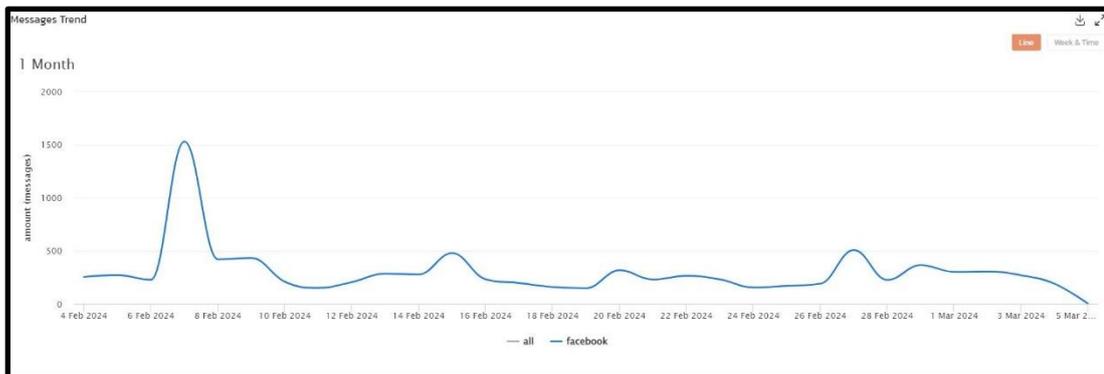
#### Age Group Distribution:

- **Under 18:** The female-to-male ratio remains balanced at 66.67% to 33.33%, indicating a relatively even distribution.
- **18-24:** The female dominance is most pronounced in this age group, with females constituting 89.73% and males making up only 10.27%.
- **25-34:** The gender gap narrows slightly, with females at 53.60% and males at 46.40%.
- **35-44:** The female majority persists, with females accounting for 56.25% and males representing 43.75%.
- **45+:** Men comprise the entire audience in this age group, with a 100% share.

By implementing these data-driven recommendations, brands can leverage this valuable audience demographic and establish a strong presence on Facebook. This

will ultimately lead to improved brand awareness, stronger customer relationships, and a more successful social media presence.

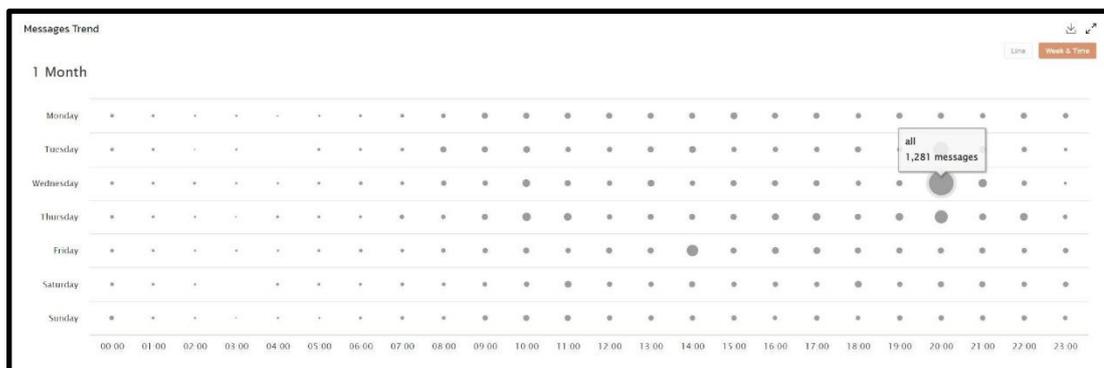
Figure 4.21: Facebook Messaging Activity Trends - February 2024



Our analysis of Facebook message trends over the past month reveals a significant spike in messaging activity on February 7, 2024, with over 1400 messages exchanged. This peak engagement suggests a heightened level of interest and interaction among users on this specific day.

The dynamic nature of Facebook engagement and the potential to connect with users during periods of heightened interest. By understanding the underlying factors and implementing strategic engagement approaches, brands can effectively leverage these peak periods to enhance brand awareness, drive customer interactions, and achieve their social media goals.

Figure 4.22: Daily and Hourly Messaging Activity Trends on Facebook



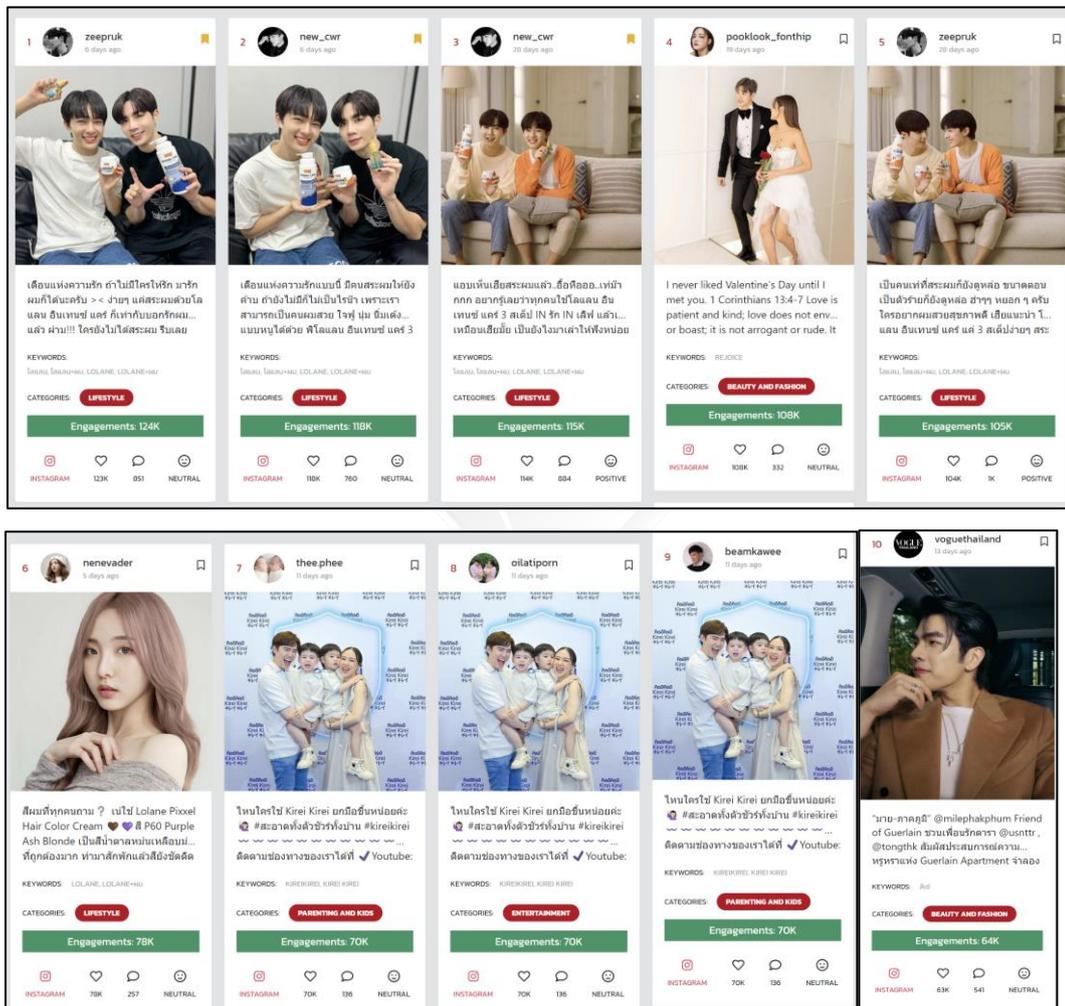
Our in-depth examination of Facebook message trends over the past month reveals distinct patterns in daily and hourly messaging activity. Wednesdays at 8 PM emerged as the most popular time slot, with a peak of 1,281 messages exchanged. This was followed by Tuesdays and Thursdays at 8 PM, both with significant engagement.

The analysis of daily and hourly message trends highlights the importance of understanding user behavior patterns to optimize content scheduling and engagement strategies. By aligning content with peak engagement times and catering to specific weekday and weekend preferences, brands can effectively connect with their audience, foster meaningful interactions, and achieve their social media goals. rapidly Following our comprehensive

Following our comprehensive examination of Facebook's Overview Trend within the Beauty & Personal Care category, we now transition to Instagram's Overview - Trend View, where we will delve into the captivating realm of beauty and personal care on this visually driven platform.

As we embark on this journey, we anticipate uncovering a treasure trove of trending themes, captivating content formats, and innovative strategies that are shaping the contemporary beauty landscape on Instagram. Prepare to be immersed in a world of creative brilliance and groundbreaking approaches that are redefining the industry's standards.

Figure 4.23: Top-Performing Instagram Accounts in the Beauty & Personal Care Category



Our in-depth analysis of Instagram's Overview Trend for the Beauty & Personal Care category over the past month reveals two top-performing accounts that masterfully leverage captivating visuals, relatable content, and strategic partnerships to capture audience attention and drive engagement:

1. @zeepruk:

- **Engagement:** 124K
- **Content Strategy:**
  - Eye-catching images featuring Zeepruk posing with his on-screen partner.

- Seamless integration of "Brand L" hair care products into the imagery.
- Leveraging Zeepruk's immense popularity as a mega influencer to amplify brand reach.

## 2. @new\_cwr:

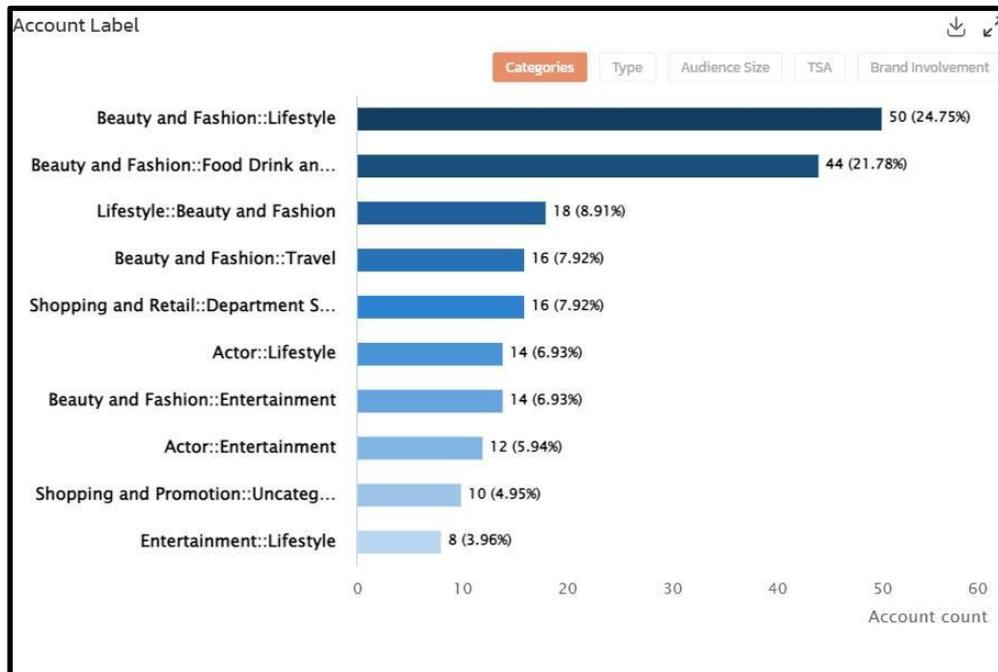
- **Engagement:** 118K
- **Content Strategy:**
  - Engaging images featuring New Cwr posing with his on-screen partner.
  - Subtle incorporation of "Brand L" hair care products into the visuals.
  - Capitalizing on New Cwr's mega influencer status to enhance brand visibility.

## Key Insights:

- **Visual Appeal and Relatable Content:** Both top accounts prioritize visually appealing content and relatable themes that resonate with the audience.
- **Strategic Partnerships with Mega Influencers:** The collaboration with mega influencers Zeepruk and New Cwr proves the effectiveness of influencer marketing in reaching a wider audience and boosting brand awareness.
- **Leveraging Trending Topics:** @pooklook\_fonthip's Valentine's Day-themed content highlights the importance of aligning content with trending occasions to capitalize on audience engagement.

In the ever-evolving world of Instagram beauty trends, our exploration of the Personal Care category reveals a clear formula for success. Mega influencers like Zeepruk and New Cwr reign supreme, captivating audiences with stunning visuals and relatable content that seamlessly integrates "Brand L" hair care products. This highlights the power of visual storytelling, strategic product placement within influencer content, and the importance of tapping into trending themes. By following these key takeaways and utilizing performance analysis to optimize content, Beauty & Personal Care brands can establish a thriving presence on Instagram and effectively connect with their target audience.

Figure 4.24: Account Label Distribution in Instagram's Beauty & Personal Care Category



### Key Findings:

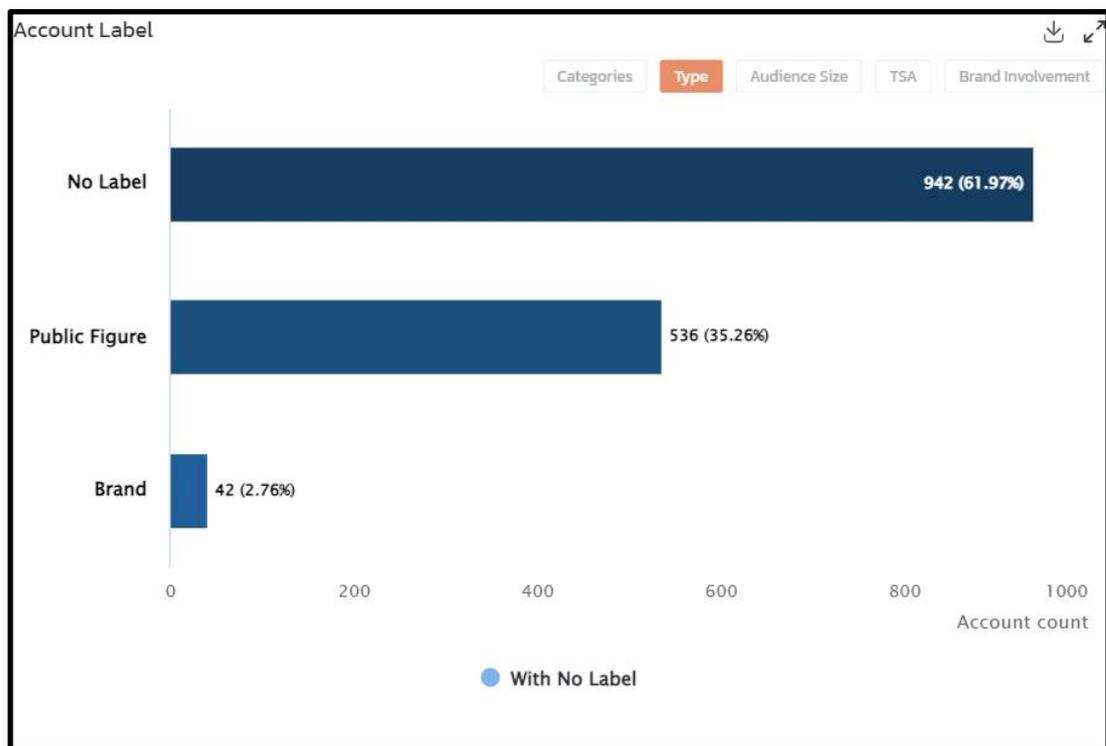
A comprehensive analysis of Instagram's Account Label distribution within the Beauty & Personal Care category reveals a diverse landscape where lifestyle elements intertwine with beauty and personal care trends.

- Lifestyle Dominates:** Lifestyle-centric labels hold significant prominence, with "Lifestyle" accounting for 24.75% of Beauty & Personal Care accounts, followed closely by "Beauty and Personal Care: Lifestyle" at 21.78%.
- Intertwined Categories:** The presence of "Lifestyle: Beauty & Personal Care" as the third most prevalent label (8.91%) underscores the interconnectedness of these categories, highlighting the importance of incorporating lifestyle elements into beauty and personal care content.

### Moving Forward:

By embracing a lifestyle-centric approach, Beauty & Personal Care brands can effectively capture audience attention, build stronger connections, and drive engagement on Instagram.

Figure 4.25: Account Label Distribution in Instagram's Beauty & Personal Care Type Section



### Key Findings:

A deep dive into the Account Label distribution within the Type section on Instagram for the Beauty & Personal Care category reveals a fascinating landscape where personal brands take center stage, followed by notable figures and established brands.

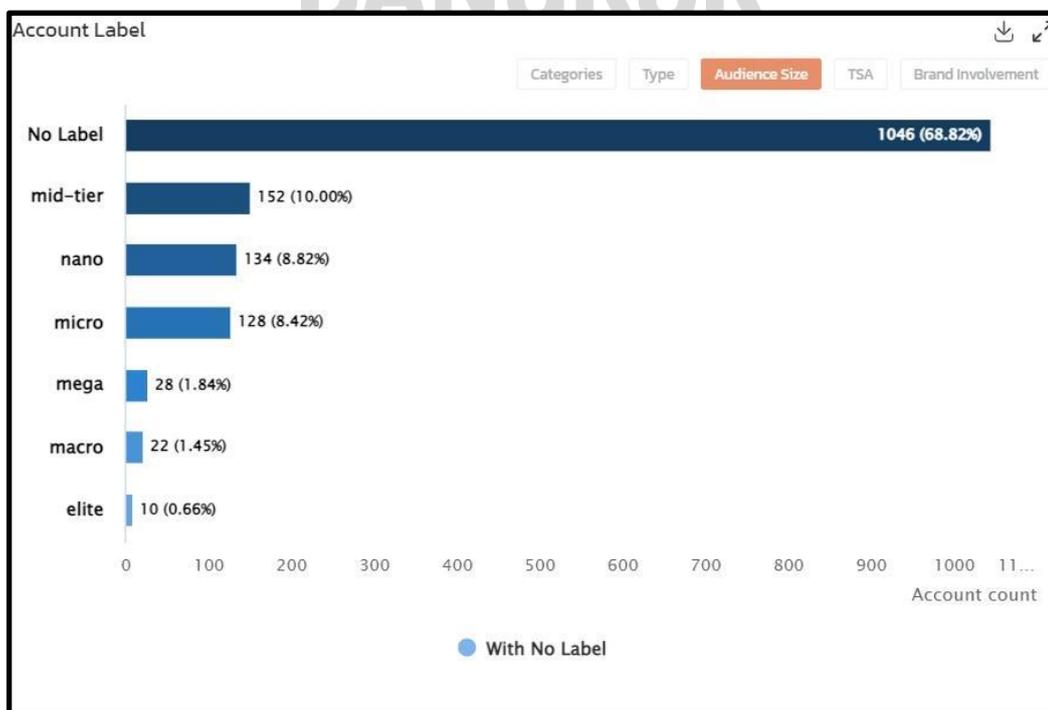
- Individuals Reign Supreme:** The dominance of "No Label" accounts, accounting for a staggering 61.97%, highlights the prevalence of personal brands in the Beauty & Personal Care space. These individuals leverage their expertise and personal experiences to connect with their audience.

- Figure 31: Public Figures Take the Spotlight: "Public Figure" labels claim the second spot with 35.28%, indicating the significant presence of influencers, celebrities, and beauty enthusiasts within the category. Their influence and reach play a crucial role in shaping trends and driving engagement.
- **Brands Claim Their Space:** While "Brand" labels hold a smaller share at 2.76%, they still represent established companies and organizations within the Beauty & Personal Care industry. Their presence underscores the importance of brand storytelling and product promotion.

### Moving Forward:

By understanding the dynamics of Account Label distribution within the Type section, Beauty & Personal Care brands can tailor their strategies to effectively connect with their target audience and achieve their marketing goals on Instagram.

Figure 4.26: Audience Account Label Distribution in Instagram's Beauty & Personal Care Category



**Key Findings:**

A comprehensive examination of the Account Label distribution within the Audience section on Instagram for the Beauty & Personal Care category reveals a landscape where individuals and mid-tier influencers hold a significant presence.

- **Individuals Reign Supreme:** "No Label" accounts dominate the Audience section with a commanding 68.82%, echoing the prevalence of personal brands in the Beauty & Personal Care space. These individuals leverage their expertise and personal experiences to connect with their audience.
- **Mid-Tier Influencers Gain Traction:** "Mid-Tier" labels claim the second spot with 10%, indicating the growing presence of mid-tier influencers within the category. Their niche expertise and engagement with a dedicated following make them valuable partners for brands.
- **Nano Influencers Make Their Mark:** While "Nano" labels hold a smaller share at 8.82%, they still represent a significant portion of influencers within the Beauty & Personal Care space. Their authenticity and close-knit communities provide a unique opportunity for brands to reach a targeted audience.

**Moving Forward:**

By understanding the dynamics of Account Label distribution within the Audience section, Beauty & Personal Care brands can tailor their influencer marketing strategies to effectively connect with their target audience and achieve their marketing goals on Instagram.

Figure 4.27: Account Label Distribution in Instagram's TSA Section for Beauty & Personal Care



### Key Findings:

A thorough examination of the Account Label distribution within the TSA section on Instagram for the Beauty & Personal Care category reveals a landscape where brands emphasize their recent social media accolades and achievements.

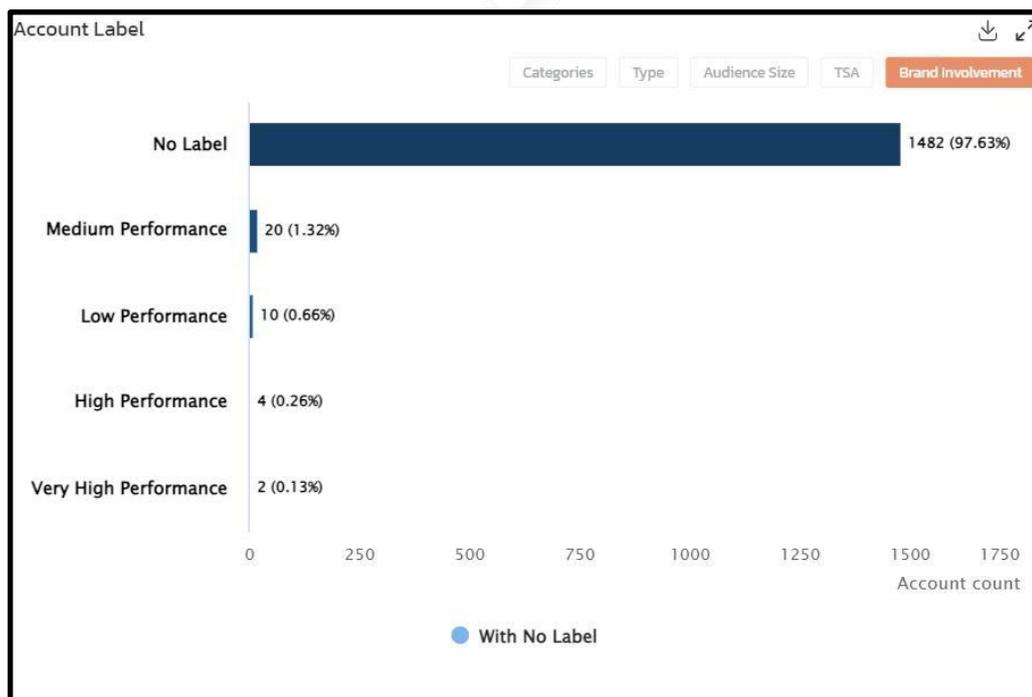
- Highlighting Social Media Prowess:** "2022 Best Brand Performance on social media" labels dominate the TSA section with a significant 22.22% share, indicating brands' eagerness to showcase their social media excellence. This highlights the growing importance of social media presence and engagement in the Beauty & Personal Care industry.
- Sustained social media Success:** "2022 Best Brand Performance on social media" labels hold the second position with 16.67%, demonstrating brands' commitment to maintaining their social media dominance across multiple years. This underscores the value of consistent and effective social media strategies.

- **Recognizing Past Achievements:** "2021 Best Brand Performance on social media" labels claim the third spot with 13.89%, showcasing brands' recognition of their past social media accomplishments. This highlights the importance of building a strong social media presence over time.

### Moving Forward:

By understanding the dynamics of Account Label distribution within the TSA section, Beauty & Personal Care brands can effectively leverage their social media achievements to strengthen their brand positioning, drive engagement, and achieve their marketing goals on Instagram.

Figure 4.28: Account Label Distribution in Instagram's Brand Involvement Section for Beauty & Personal Care



### Key Findings:

A comprehensive analysis of the Account Label distribution within the Brand Involvement section on Instagram for the Beauty & Personal Care category reveals a landscape where the majority of accounts do not explicitly label their brand involvement.

- **Lack of Explicit Brand Involvement Labeling:** A staggering 97.63% of accounts lack any "Brand Involvement" label, indicating that many brands may not be actively promoting their involvement with influencers or content creators.
- **Limited Presence of Medium-Performing Collaborations:** "Medium Performance" labels hold a small share of 1.32%, suggesting that a select few brands are highlighting their involvement in collaborations that have yielded moderate results.
- **Rare Instances of Low-Performing Collaborations:** "Low Performance" labels account for an even smaller share of 0.66%, implying that brands are generally cautious about publicly acknowledging collaborations that have not met expectations.

### Moving Forward:

By understanding the dynamics of Account Label distribution within the Brand Involvement section, Beauty & Personal Care brands can make informed decisions about how to disclose their brand involvement, fostering genuine connections with influencers and content creators while maintaining a strong brand reputation on Instagram.

Figure 4.29: Demographic Distribution of the Instagram Audience in the Beauty & Personal Care Category



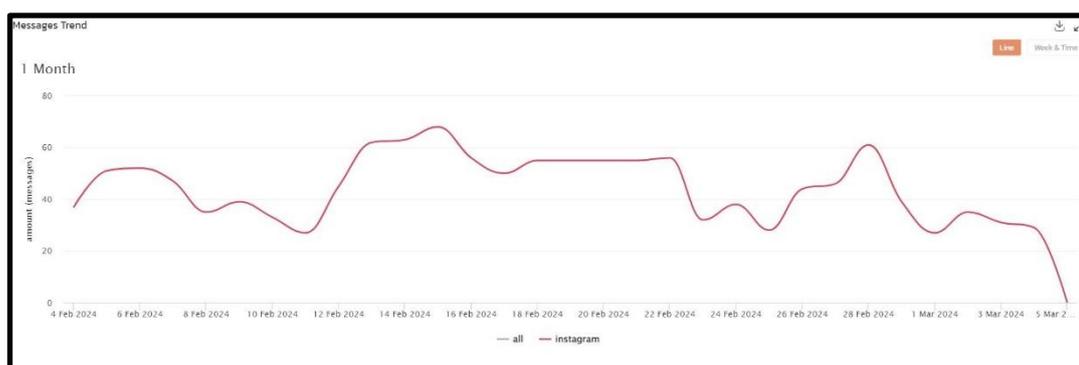
### Key Findings:

- **Overwhelmingly Female Audience:** The Beauty & Personal Care category on Instagram skews heavily towards a female audience, with women accounting for 90.32% of users. This aligns with the traditional perception of beauty and personal care products as being primarily marketed towards women.
- **Targeted Age Distribution:** The age distribution of users within the Beauty & Personal Care category exhibits a clear focus on younger demographics. The 18-24 age group represents the largest segment, followed by the 25-34 age group. This suggests that brands should tailor their content and messaging to resonate with these younger audiences.
- **Age-Specific Gender Distribution:** The gender distribution within each age group further highlights the target audience. While both genders are present in the 18-24 and 25-34 age groups, women dominate these segments. The absence of female users in the under 18 and 45+ age groups suggests that brands should focus their marketing efforts on the 18-34 age range.

### Moving Forward:

By understanding the demographic dynamics of the Beauty & Personal Care category on Instagram, brands can effectively tailor their content, messaging, and advertising strategies to reach their target audience, drive engagement, and achieve their marketing goals.

Figure 4.30: Engagement Trends in the Beauty & Personal Care Category on Instagram During Valentine's Day



### Key Findings:

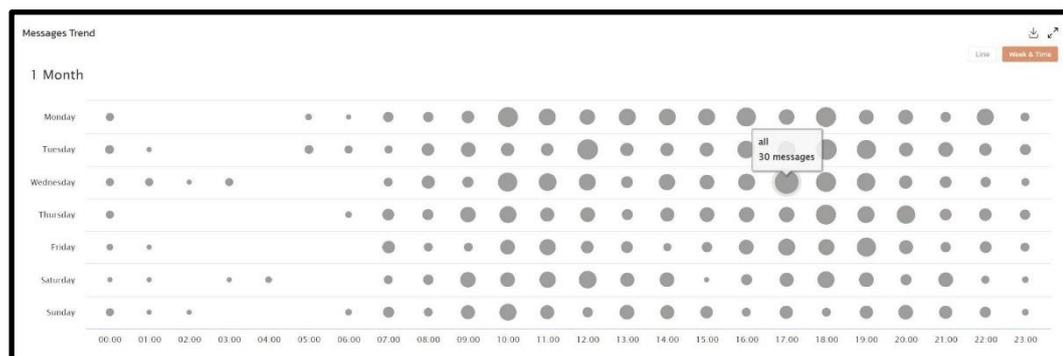
A comprehensive analysis of message trends within the Beauty & Personal Care category on Instagram over the past month reveals a significant spike in engagement during the Valentine's Day period.

- **Valentine's Day Drives Engagement:** The highest message volume was recorded on February 15, 2024, reaching over 70 messages, followed closely by February 28, 2024, with over 60 messages. This surge in engagement coincides with the Valentine's Day celebration, suggesting that beauty and personal care brands effectively leveraged the occasion to connect with their audience.
- **Capitalizing on Seasonal Trends:** The alignment of peak engagement periods with holidays and special occasions underscores the importance of capitalizing on seasonal trends and incorporating them into content and marketing strategies.
- **Targeted Messaging and Promotions:** Brands can enhance their Valentine's Day campaigns by creating targeted messaging and promotions that resonate with the themes of love, romance, and self-care.

### Moving Forward:

By understanding the impact of seasonal trends on message volume, Beauty & Personal Care brands can effectively plan their content calendar, optimize their marketing strategies, and drive engagement throughout the year.

Figure 4.31: Peak Engagement Patterns in Instagram Messaging for the Beauty & Personal Care Category



### Key Findings:

A granular examination of message trends within the Beauty & Personal Care category on Instagram over the past month reveals a distinct pattern of peak engagement on Wednesdays at 5 PM, followed by a surge during weekday mornings and evenings.

- **Wednesday 5 PM Peak:** The highest message volume consistently occurs on Wednesdays at 5 PM, suggesting that this is a prime time for brands to engage with their audience on Instagram.
- **Weekday Morning and Evening Engagement:** Significant engagement also occurs during weekday mornings and evenings, indicating that users are checking their messages throughout the day, particularly during work hours.
- **Understanding User Habits:** This pattern highlights the importance of understanding user habits and preferences when scheduling content and promotions.

### Moving Forward:

By understanding the day and time distribution of message trends, Beauty & Personal Care brands can optimize their content scheduling, maximize engagement, and achieve their marketing goals on Instagram.

Figure 4.32: Share of Voice Through Keywords in the Beauty & Personal Care Category

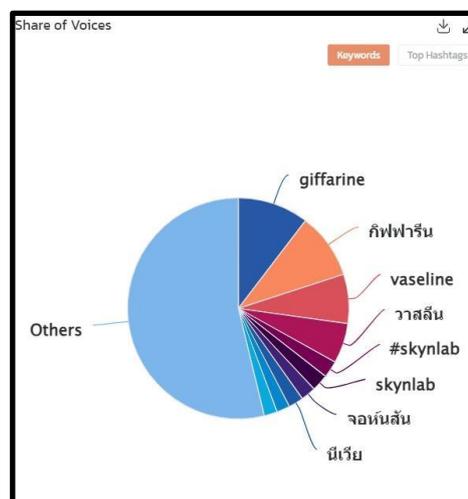


Figure 4.33: Share of Voice Through Top Brands in the Beauty & Personal Care Sector

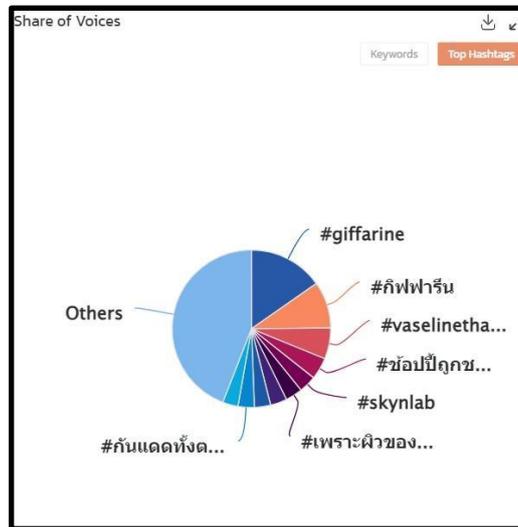
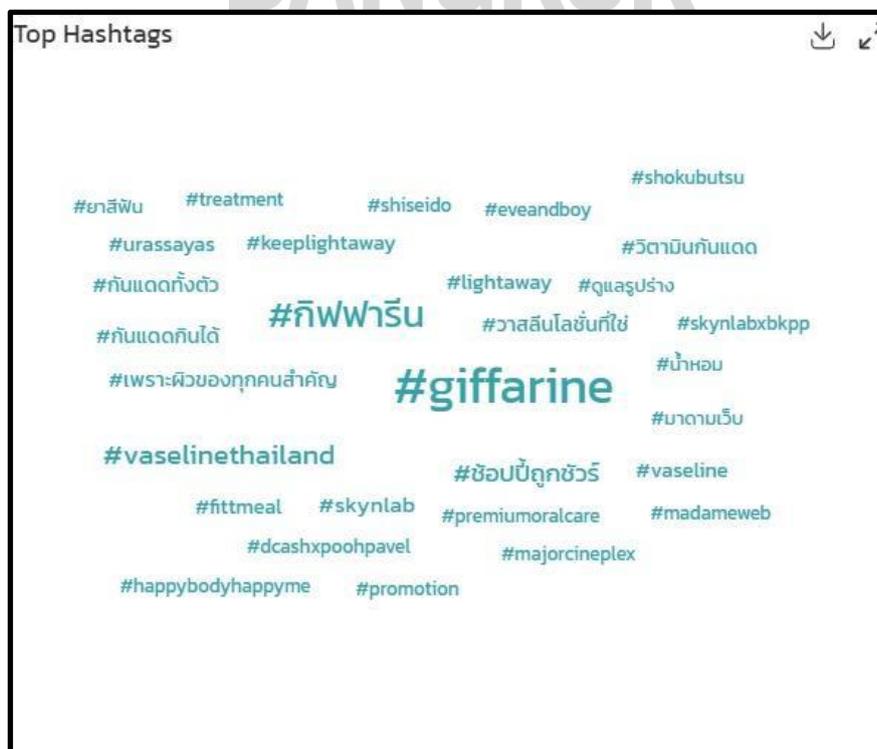


Figure 4.34: Top Hashtags in the Beauty & Personal Care Category: A Size Comparison



**Key Findings:**

An in-depth examination of the share of voice (SOV) distribution within the Beauty & Personal Care category on Instagram reveals a competitive landscape where the term "others" dominates, followed by Giffarine, Vaseline, and their respective Thai-language hashtags.

- **"Others" Hold the Majority:** The term "others" encompasses a broad range of brands and products, indicating that the Beauty & Personal Care category is highly fragmented and competitive.
- **Giffarine Emerges as a Strong Contender:** Giffarine, a direct-selling company, secures the second position, highlighting its significant presence within the Thai beauty and personal care market.
- **Vaseline Maintains Brand Recognition:** Vaseline, a well-established global brand, holds the third spot, demonstrating its enduring popularity among Thai consumers.
- **Hashtags Reinforce Brand Presence:** The top hashtags, #Giffarine and #Vaselinethailand, align with their respective brands, emphasizing the importance of social media branding and hashtag usage.

**Moving Forward:**

By understanding the SOV distribution of keywords and hashtags, Beauty & Personal Care brands can effectively optimize their content, social media strategies, and hashtag usage to maximize their reach, engagement, and market share on Instagram.

In the rapidly evolving landscape of digital marketing, social listening has emerged as a powerful tool for brands to gain valuable insights into consumer behavior, industry trends, and brand perception. This is particularly true in the dynamic skincare sector, where consumer preferences and market trends can shift rapidly. Social listening enables marketers to tap into the vast ocean of online conversations happening across various social media platforms, providing a real-time window into the minds of consumers.

By leveraging advanced social listening tools, brands can monitor, analyze, and interpret conversations related to skincare products, ingredients, and routines across platforms like Facebook and Instagram. This practice goes beyond mere observation, allowing marketers to uncover hidden patterns, identify emerging trends, and understand the nuanced preferences of their target audience.

The insights gleaned from social listening can be transformative for digital marketing strategies in the skincare industry. They enable brands to:

1. Identify and respond to consumer needs and pain points in real-time
2. Track and analyze competitor activities and performance
3. Discover emerging trends and opportunities in the market
4. Measure and improve brand sentiment and reputation
5. Optimize content strategies to resonate with target audiences
6. Inform product development and innovation based on consumer feedback

In this study, we explore how social listening tools can be effectively utilized to analyze skincare-related conversations and engagements on major social media platforms. Furthermore, we investigate the practical implications of these insights for digital marketers, focusing on how they can inform strategic decision-making and enhance brand engagement in the competitive skincare industry.

By harnessing the power of social listening, skincare brands can stay ahead of the curve, create more targeted and effective marketing campaigns, and ultimately build stronger connections with their consumers in the digital realm.

Building upon the importance of social listening in the digital marketing landscape for the skincare industry, we now turn our attention to addressing the first research question of our study. This question focuses on the practical application of social listening tools in analyzing skincare-related conversations and engagement across popular social media platforms.

### **Research Question 1:**

How can social listening tools be effectively employed to analyze skincare-related conversations and engagement on platforms like Facebook and Instagram?

To address this question, our analysis reveals several key strategies and approaches:

1. **Keyword Monitoring:** Social listening tools can be configured to track specific keywords, phrases, and hashtags related to skincare products, ingredients, and trends. For instance, our study found that hashtags like #vaselinethailand and #วาสลีนสมูทติ้ง (Vaseline Smoothing) were popular on Facebook, indicating strong brand engagement for Vaseline products.
2. **Sentiment Analysis:** These tools can assess the emotional tone of conversations, helping brands understand public perception. For example, the analysis of Facebook trends revealed that humorous content related to skincare products generated high engagement, suggesting a positive sentiment towards brands that incorporate humor in their messaging.
3. **Trend Identification:** By analyzing large volumes of conversations over time, social listening tools can identify emerging trends in the skincare industry. Our study observed a significant spike in messaging activity around Valentine's Day on both Facebook and Instagram, indicating an opportunity for brands to align their content with seasonal trends.
4. **Influencer Identification:** Social listening tools can help identify key influencers in the skincare space. On Instagram, our analysis revealed that mega influencers like Zeepruk and New Cwr drove high engagement when featuring hair care products, demonstrating the power of influencer partnerships.
5. **Content Format Analysis:** These tools can provide insights into which types of content resonate most with audiences. For instance, our Facebook analysis showed that humorous memes and relatable content formats were highly effective in capturing audience attention.
6. **Demographic Insights:** Social listening tools can offer valuable demographic data. Our Instagram analysis revealed that the Beauty & Personal Care category skews heavily towards a female audience (90.32%), with the 18-24 and 25-34 age groups being the most active.
7. **Competitive Analysis:** By monitoring conversations around various brands, these tools can provide insights into competitors' strategies and performance.

Our share of voice analysis on Instagram revealed Giffarine and Vaseline as strong contenders in the Thai beauty market.

8. **Peak Engagement Time Identification:** Social listening tools can determine optimal times for posting content. Our analysis found that Wednesdays at 5 PM consistently saw the highest message volume on Instagram for beauty and personal care topics.

By employing these strategies, skincare brands can effectively utilize social listening tools to gain a comprehensive understanding of consumer conversations and engagement patterns on platforms like Facebook and Instagram. This data-driven approach enables brands to tailor their content, optimize their posting schedules, identify partnership opportunities, and ultimately enhance their digital marketing strategies in the competitive skincare landscape.

Having explored the effective utilization of social listening tools for analyzing skincare-related conversations and engagement, we now shift our focus to the practical application of these insights. The second research question examines how digital marketers can harness this valuable data to inform their strategies and enhance brand performance in the competitive skincare industry. By investigating the actionable insights derived from social listening, we can uncover opportunities for marketers to refine their approach, connect more effectively with their target audience, and stay ahead of emerging trends in the dynamic skincare market.

### **Research Question 2:**

What actionable insights can digital marketers derive from social listening data in terms of understanding consumer preferences, identifying emerging trends, and optimizing digital marketing strategies within the skincare industry?

Our analysis reveals several key actionable insights that digital marketers can leverage:

1. **Consumer Preferences:**
  - **Gender-specific targeting:** The data shows a strong female skew (90.32%) in the Beauty & Personal Care category on Instagram,

suggesting that marketers should tailor their content and messaging primarily towards women.

- Age-specific strategies: With the 18-24 and 25-34 age groups being most active, marketers should focus on creating content that resonates with younger demographics.

## 2. Content Optimization:

- Humor as an engagement driver: The success of humorous content on Facebook indicates that incorporating light-hearted, relatable content can significantly boost engagement.
- Visual storytelling: High engagement rates for visually appealing content on Instagram emphasize the importance of creating aesthetically pleasing and informative visual content.

## 3. Influencer Collaboration:

- Leveraging mega-influencers: The success of collaborations with influencers like Zeepruk and New Cwr on Instagram highlights the potential of influencer partnerships in amplifying brand reach and engagement.
- Micro and nano-influencer opportunities: The presence of micro (10%) and nano (8.82%) influencers suggests opportunities for more targeted, niche marketing campaigns.

## 4. Timing and Seasonality:

- Optimal posting times: The peak engagement time on Instagram (Wednesdays at 5 PM) provides marketers with a clear window for maximizing content visibility.
- Seasonal campaign planning: The spike in engagement around Valentine's Day indicates the importance of aligning marketing efforts with seasonal events and holidays.

## 5. Brand Positioning:

- Competitive landscape awareness: The share of voice analysis revealing Giffarine and Vaseline as strong contenders helps marketers understand their brand's position relative to competitors.

- Emphasizing unique selling points: With a fragmented market (indicated by the high "Others" category in SOV), marketers should focus on highlighting their brand's unique features to stand out.
6. Product Development:
- Trend-driven innovation: By monitoring emerging trends and popular ingredients discussed on social media, marketers can inform product development teams about potential new product lines or formulations.
7. Platform-specific Strategies:
- Facebook for community building: The high message volume on Facebook suggests it's an ideal platform for fostering community engagement and customer support.
  - Instagram for visual branding: The platform's visual nature makes it perfect for showcasing product aesthetics and before-after results.
8. Hashtag Strategy:
- Brand-specific hashtags: The popularity of hashtags like #vaselinethailand demonstrates the effectiveness of creating and promoting brand-specific hashtags.
  - Trend-jacking: By monitoring trending hashtags, marketers can join relevant conversations and increase brand visibility.

By leveraging these insights, digital marketers in the skincare industry can develop more targeted and effective strategies. They can create content that resonates with their audience, optimize their social media presence across different platforms, and make data-driven decisions about product development and brand positioning. This approach not only enhances brand engagement but also helps in staying competitive in the fast-paced skincare market.

Moreover, the continuous monitoring and analysis of social listening data allow marketers to adapt quickly to changing consumer preferences and emerging trends, ensuring that their strategies remain relevant and effective in the long term.

This chapter presents a comprehensive analysis of skincare-related conversations and engagements on Facebook and Instagram utilizing ZOCIAL EYE

as a social listening tool. The findings provide valuable insights for digital marketers in the skincare industry, addressing two primary research questions:

1. How can social listening tools be effectively employed to analyze skincare-related conversations and engagement on platforms like Facebook and Instagram?
2. What actionable insights can digital marketers derive from social listening data in terms of understanding consumer preferences, identifying emerging trends, and optimizing digital marketing strategies within the skincare industry?

**Key findings include:**

1. **Platform Dominance:** Facebook emerged as the leading platform for beauty and personal care discussions, followed by Instagram and TikTok.
2. **Demographic Insights:** The beauty and personal care category on social media skews heavily towards a female audience, particularly in the 18-34 age range.
3. **Content Strategies:** Humorous and visually appealing content, especially when featuring influencers, generated high engagement across platforms.
4. **Influencer Impact:** Mega-influencers drove significant engagement, while micro and nano-influencers offered opportunities for niche marketing.
5. **Timing and Seasonality:** Peak engagement times were identified (e.g., Wednesdays at 5 PM on Instagram), and seasonal events like Valentine's Day showed increased activity.
6. **Brand Performance:** Brands like Vaseline and Giffarine demonstrated strong presence and engagement across platforms.
7. **Hashtag Effectiveness:** Brand-specific and trend-related hashtags proved effective in increasing visibility and engagement.
8. **Consumer Preferences:** The analysis revealed preferences for lifestyle-integrated content, visual storytelling, and authentic brand interactions.

**These findings provide digital marketers with actionable insights to optimize their strategies, including:**

- Tailoring content to platform-specific strengths (e.g., community building on Facebook, visual branding on Instagram)
- Developing targeted campaigns based on demographic data
- Leveraging influencer partnerships effectively
- Timing content release to maximize engagement
- Aligning marketing efforts with seasonal trends
- Crafting platform-specific hashtag strategies
- Informing product development based on emerging trends

By utilizing these insights, digital marketers in the skincare industry can enhance their brand engagement, make data-driven decisions, and maintain competitiveness in the dynamic skincare market. The continuous monitoring and analysis of social listening data enable marketers to adapt swiftly to evolving consumer preferences and emerging trends, ensuring long-term relevance and effectiveness of their digital marketing strategies.

## CHAPTER 5

### CONCLUSION AND DISCUSSION

#### 5.1 Introduction

This chapter provides a comprehensive synthesis of the key findings from our study on the utilization of social listening tools within the skincare industry, examining their implications for digital marketing strategies. By integrating our research results with existing literature, we offer a nuanced analysis of how our findings align with, and sometimes diverge from, previous studies in the field.

Social listening tools have become essential for skincare brands seeking to stay ahead in a competitive market by providing real-time insights into consumer behavior and industry trends. Our study focused on the application of these tools across major social media platforms—namely Facebook, Instagram, and TikTok—to uncover actionable data that can drive effective marketing strategies. This chapter delves into the insights gained from our analysis, highlighting key patterns and trends that emerged from the data.

We begin by comparing our findings with established literature to identify areas of agreement and divergence. This critical comparison not only contextualizes our results within the broader scope of existing research but also underscores the unique contributions of our study. For instance, while previous literature often emphasizes the increasing dominance of platforms like TikTok, our findings reveal a more complex picture with TikTok holding a smaller market share than anticipated. Additionally, our study's emphasis on the effectiveness of video content, particularly tutorial videos and product reviews, extends existing research on social media as exhibition spaces.

Following this comparative analysis, we present strategic recommendations for skincare brands based on our findings. These recommendations are designed to address the current and anticipated challenges in the digital marketing landscape, offering actionable insights for optimizing engagement and brand performance. We also provide predictive insights for the next three years, outlining potential trends and shifts in consumer behavior that brands should prepare for.

The chapter concludes with a forward-looking perspective, integrating the strategic recommendations and predictive insights into a cohesive framework for digital marketing communications. By leveraging the insights from this study, skincare brands can refine their strategies to navigate the evolving digital landscape, enhance their market presence, and achieve sustained success.

Overall, this chapter serves as a critical guide for digital marketers in the skincare industry, offering both a reflective analysis of current trends and a strategic outlook for the future.

## 5.2 Summary of Key Findings

This section provides a detailed summary of the key findings from our study on the use of social listening tools within the skincare industry. It synthesizes the primary insights gained from analyzing social media data across platforms such as Facebook, Instagram, and TikTok, and compares these findings with existing literature to highlight significant patterns and discrepancies.

### Unexpected Insights

Our research uncovered several surprising insights that deviate from prevailing trends reported in the literature:

1. **TikTok's Market Share:** Despite the widespread perception of TikTok as a dominant force in social media marketing, our findings reveal that TikTok holds only a 3.98% share of the skincare market. This figure is notably lower than anticipated and contrasts with the broader trend of increasing platform engagement reported by Pew Research Center (2012). This unexpected outcome suggests that while TikTok is a burgeoning platform, its impact on the skincare sector remains limited compared to other social media channels.
2. **Video Content Dominance:** Our study found that video content, particularly tutorial videos and product reviews, significantly outperforms other types of content in terms of engagement. This finding extends beyond Davis's (2016) notion of social media as 'exhibition spaces,' highlighting the growing importance of interactive and instructional video formats in capturing

consumer interest. The popularity of these content types underscores a shift towards more dynamic and informative interactions on social media.

3. **Impact of Timing and Seasonality:** We observed that engagement levels are considerably influenced by seasonal factors and specific timing. This finding aligns with but also extends the work of Qazzafi (2019), who emphasized the role of external factors in consumer decision-making. Our results indicate that strategic timing, especially around key seasonal events, can significantly enhance the effectiveness of marketing campaigns.

### **Platform Dynamics**

1. **Facebook's Continued Dominance:** Our analysis confirms that Facebook remains the leading platform for skincare brands, with a substantial market share of 49.05%. This enduring dominance highlights the platform's continued relevance in digital marketing strategies despite the rise of newer social media channels.
2. **Audience Demographics:** The primary consumer base for skincare products consists of women aged 18-34 years. This demographic information is crucial for tailoring marketing messages and content to effectively reach and engage the target audience.

### **Content Strategies**

1. **Content Engagement:** The study underscores the importance of incorporating humor and visual appeal in content to drive higher engagement rates. Content that is both entertaining and visually stimulating tends to perform better and generate more interaction from users.
2. **Influencer Impact:** The research reveals a dual strategy for leveraging influencers. Mega-influencers are effective for building broad brand awareness, while micro and nano-influencers offer higher engagement rates and more meaningful connections with niche audiences. This balanced approach allows brands to maximize both reach and engagement.

## Strategic Implications

The findings from our research provide actionable insights for skincare brands to enhance their digital marketing strategies:

1. **Invest in Video Content:** Given the dominance of video content, brands should prioritize the creation of high-quality tutorial videos and product reviews to boost engagement and drive consumer interest.
2. **Leverage Seasonal Timing:** Align marketing campaigns with seasonal trends and key periods to optimize engagement and capitalize on peak consumer activity.
3. **Optimize Influencer Collaborations:** Utilize a mix of mega, micro, and nano-influencers to achieve a balanced approach that enhances brand visibility and fosters deeper consumer connections.

In conclusion, the insights gained from this study offer valuable guidance for skincare brands to navigate the complexities of digital marketing. By understanding the unexpected findings, platform dynamics, and effective content strategies, brands can better position themselves for success in the evolving digital landscape.

## 5.3 Predictive Insights and Strategic Recommendations

As we look ahead to the next 1-3 years, it is essential for skincare brands to anticipate emerging trends and adapt their digital marketing strategies accordingly. The following predictive insights and strategic recommendations are derived from our research findings and aim to guide brands in optimizing their digital marketing efforts from 2025 to 2028.

### 1. Platform Evolution

**Anticipated Growth in Video-Centric Platforms:** The dominance of video content is expected to continue, with platforms that emphasize video, such as TikTok and YouTube, likely to see increased engagement. The success of video-centric platforms suggests that brands should be prepared for further shifts in where consumers spend their digital time (Chapter 2.4, Al-Yaseen, 2017). TikTok's rapid rise, despite its current low market share in skincare, indicates that its influence will

likely grow, making it crucial for brands to develop a strategic presence on the platform.

**Emergence of New Social Media Channels:** The digital landscape is continuously evolving, with new social media platforms emerging regularly. It is vital for skincare brands to stay informed about these developments and be ready to explore and invest in new channels that gain traction. Early adoption of new platforms can provide a competitive edge and access to untapped audiences (Chapter 2.4, Kahle & Close, 2011).

## **2. Shifts in Consumer Behavior**

**Increased Demand for Personalization:** Consumers are increasingly seeking personalized experiences. Advances in data analytics and artificial intelligence will enable brands to deliver highly tailored content and product recommendations. Brands that invest in these technologies will be better positioned to meet individual consumer preferences and enhance engagement (Chapter 2.4, Qazzafi, 2019).

**Growing Focus on Sustainability:** There is a rising consumer preference for sustainable and eco-friendly products. Skincare brands that emphasize their commitment to sustainability in their marketing efforts will likely resonate more with environmentally conscious consumers (Chapter 2.4, Simonson et al., 2001). Transparency in sourcing, production, and packaging will become increasingly important.

**Heightened Importance of Data Privacy:** With growing concerns about data privacy, consumers will be more cautious about how their data is used. Brands must prioritize robust data protection practices and clearly communicate their privacy policies to build and maintain trust with their audience (Chapter 2.4, Kotler & Armstrong, 2008).

## **3. Content Strategy Evolution**

**Interactive and Immersive Content:** Interactive content, such as augmented reality (AR) filters and virtual try-ons, will gain popularity. These immersive experiences can enhance consumer engagement and provide a unique way for users to

interact with products. Investing in such technologies can differentiate a brand and offer innovative ways to showcase products (Chapter 2.4, Qazzafi, 2019).

**Integration of User-Generated Content (UGC):** UGC will continue to play a significant role in consumer decision-making. Brands should actively encourage and leverage UGC to build credibility and foster community engagement (Chapter 2.4, Al-Yaseen, 2017). Highlighting real customer experiences and reviews will enhance authenticity and trust.

#### **4. Influencer Marketing Trends**

**Shift Towards Long-Term Partnerships:** Brands will increasingly focus on establishing long-term relationships with influencers rather than short-term collaborations. Long-term partnerships can lead to more authentic endorsements and deeper connections with the influencer's audience (Chapter 2.5, Al-Yaseen, 2017). This approach allows for sustained brand visibility and loyalty.

**Diversification of Influencer Tiers:** While mega-influencers remain valuable for broad reach, micro and nano-influencers will become even more critical for niche marketing. These influencers often have higher engagement rates and more targeted audiences, making them effective for driving specific campaigns and fostering meaningful interactions (Chapter 2.5, Simonson et al., 2001).

#### **Strategic Recommendations**

To effectively navigate the evolving landscape of the skincare industry, brands should implement the following strategic recommendations:

##### **1. Enhance Video Content Strategy**

Skincare brands should prioritize the creation and distribution of engaging video content across platforms like TikTok and YouTube. By leveraging the popularity of video, brands can effectively communicate their messages, showcase product benefits, and engage with consumers in a more dynamic way (Chapter 2.4, Al-Yaseen, 2017). Brands should experiment with short-form videos, tutorials, and behind-the-scenes content to resonate with their target audience.

## **2. Optimize Influencer Collaborations**

Brands should focus on establishing long-term partnerships with influencers who align with their values and target demographics. By nurturing these relationships, brands can benefit from authentic endorsements and sustained visibility (Chapter 2.5, Kotler & Armstrong, 2008). Collaborating with micro and nano-influencers can also drive more meaningful interactions, as these influencers often foster closer connections with their audiences (Chapter 2.5, Simonson et al., 2001).

## **3. Embrace Personalization and Data Analytics**

Investing in data analytics and artificial intelligence will enable skincare brands to deliver personalized content and product recommendations. Brands should analyze consumer data to understand preferences and behaviors, thereby enhancing the customer experience and engagement (Chapter 2.4, Qazzafi, 2019). Personalization can significantly improve brand loyalty and consumer satisfaction.

## **4. Adopt Interactive and Immersive Content**

Incorporating interactive and immersive content, such as augmented reality (AR) features and virtual try-ons, will enhance consumer engagement and offer unique experiences (Chapter 2.4, Qazzafi, 2019). Skincare brands should invest in technologies that allow consumers to visualize products in a virtual setting, thereby increasing the likelihood of purchase.

## **5. Align Marketing with Seasonal Trends**

Skincare brands should closely monitor and align their marketing strategies with seasonal trends and consumer behavior patterns. By understanding the cyclical nature of consumer preferences, brands can optimize their campaigns and product offerings to meet demand effectively (Chapter 2.4, Kahle & Close, 2011). Seasonal promotions and timely content can enhance brand visibility and engagement.

## **Conclusion**

In the rapidly evolving skincare industry, staying ahead of emerging trends and consumer preferences is crucial for brands aiming to maintain a competitive edge.

The strategic recommendations outlined above provide a roadmap for skincare brands to enhance their digital marketing efforts and engage effectively with their target audiences. By prioritizing video content, fostering long-term influencer collaborations, embracing personalization through data analytics, adopting interactive experiences, and aligning marketing with seasonal trends, brands can not only drive consumer engagement but also cultivate brand loyalty and trust.

These strategies are informed by a comprehensive understanding of consumer behavior and market dynamics, allowing brands to tailor their approaches to the unique needs and preferences of their consumers (Chapter 2.4, Al-Yaseen, 2017; Chapter 2.5, Kotler & Armstrong, 2008). As the landscape continues to shift, skincare brands that proactively adapt to these changes will be better positioned for sustainable success in the coming years.

#### **5.4 Strategic Direction for Digital Marketing Communications (2025-2028)**

As we project into the future of digital marketing communications within the skincare industry from 2025 to 2028, it is essential for brands to adopt a strategic direction that aligns with emerging trends and evolving consumer expectations. The following strategic directions are designed to guide skincare brands in refining their marketing communications to achieve effective engagement and brand loyalty.

**Enhanced Video Content Integration** The importance of video content in consumer engagement cannot be overstated. Brands should invest in creating diverse video content that showcases products, shares educational insights, and connects emotionally with consumers. Utilizing platforms such as TikTok and Instagram Reels will enable brands to reach wider audiences and harness the power of visual storytelling (Chapter 2.5, Kotler & Armstrong, 2008).

**Omnichannel Social Media Strategy** A cohesive omnichannel strategy will ensure that consumers have a seamless experience across all platforms. Brands should integrate their messaging and branding across various social media channels, enabling them to interact with consumers at different touchpoints. This approach will help maintain brand consistency and foster deeper connections with audiences (Chapter 2.4, Al-Yaseen, 2017).

**Influencer and Community-Driven Marketing** Collaborating with influencers and building community-driven marketing initiatives will enhance brand authenticity. Establishing long-term partnerships with influencers who resonate with target audiences can drive engagement and foster trust. Additionally, brands should encourage community involvement and user-generated content to create a sense of belonging and loyalty (Chapter 2.5, Kotler & Armstrong, 2008).

**Advanced Personalization and Customer Experience** Leveraging data analytics and AI technologies will enable brands to deliver highly personalized experiences. Tailoring content, product recommendations, and marketing messages based on individual consumer preferences will enhance customer satisfaction and foster brand loyalty. Implementing feedback loops to continually refine personalization strategies is essential for maintaining relevance (Chapter 2.4, Simonson et al., 2001).

**Sustainability and Ethical Marketing** As consumer awareness of sustainability continues to grow, skincare brands must prioritize ethical marketing practices. Communicating commitment to sustainable sourcing, eco-friendly packaging, and transparent production processes will resonate with environmentally conscious consumers. This focus on sustainability will not only enhance brand reputation but also attract a dedicated customer base (Chapter 2.4, Qazzafi, 2019).

**Data Security and Privacy** With increasing concerns about data privacy, skincare brands must prioritize robust data security measures and transparent privacy policies. Communicating how consumer data is collected, used, and protected will help build trust and confidence among consumers. Ensuring compliance with data protection regulations is crucial for maintaining a positive brand image in the digital age (Chapter 2.4, Kahle & Close, 2011).

## **Conclusion**

In conclusion, the strategic direction for digital marketing communications from 2025 to 2028 must be forward-thinking and responsive to changing consumer behaviors and preferences. By integrating enhanced video content, implementing an omnichannel strategy, fostering influencer collaborations, personalizing customer experiences, committing to sustainability, and ensuring data privacy, skincare brands can effectively navigate the complexities of the digital landscape. These strategies,

informed by insights into consumer behavior and market trends, will empower brands to build lasting connections with consumers and achieve sustainable growth in the competitive skincare industry.

### Introduction to the One-Sheet: Strategic Insights for Skincare Digital Marketing (2025-2028)

In the rapidly evolving landscape of digital marketing, skincare brands must remain proactive to effectively engage their target audiences and sustain a competitive advantage. As we look ahead to the years 2025 to 2028, aligning strategies with emerging trends and shifting consumer behaviors becomes essential.

This one-sheeter distills key insights and actionable recommendations derived from our comprehensive analysis of the skincare industry's digital landscape. Designed for clarity and ease of implementation, this document serves as a strategic roadmap, synthesizing critical findings into a concise format that enables skincare brands to navigate the complexities of digital marketing effectively.

What to Expect in This One-Sheet:

#### **1. Market Trends:**

Explore projections for market growth and emerging trends that will shape the skincare industry. Gain insights into how digital marketing dynamics are expected to evolve and impact the sector (Chapter 2.4, Al-Yaseen, 2017).

#### **2. Consumer Behavior Insights:**

Understand shifts in consumer demographics and preferences, including the growing emphasis on sustainability, personalization, and ethical practices. Learn how these factors influence purchasing decisions and brand loyalty (Chapter 2.4, Kahle & Close, 2011; Simonson et al., 2001).

#### **3. Platform Dynamics:**

Discover key insights into the performance and strategic use of major social media platforms, such as Facebook, Instagram, and TikTok. Learn how to leverage each platform's unique features to maximize reach and engagement (Chapter 2.1, Davis, 2019).

#### **4. Content Strategies:**

Get actionable recommendations on effective content creation, with a focus on the rising importance of video content and visual appeal. Learn how to enhance your content strategy to drive interaction and resonate with your audience (Chapter 2.3, User, Year).

#### **5. Influencer Impact:**

Find out how to strategically utilize both mega and micro/nano-influencers to balance brand reach and engagement. Understand the evolving landscape of influencer marketing and its implications for your brand (Chapter 2.5, Kotler & Armstrong, 2008).

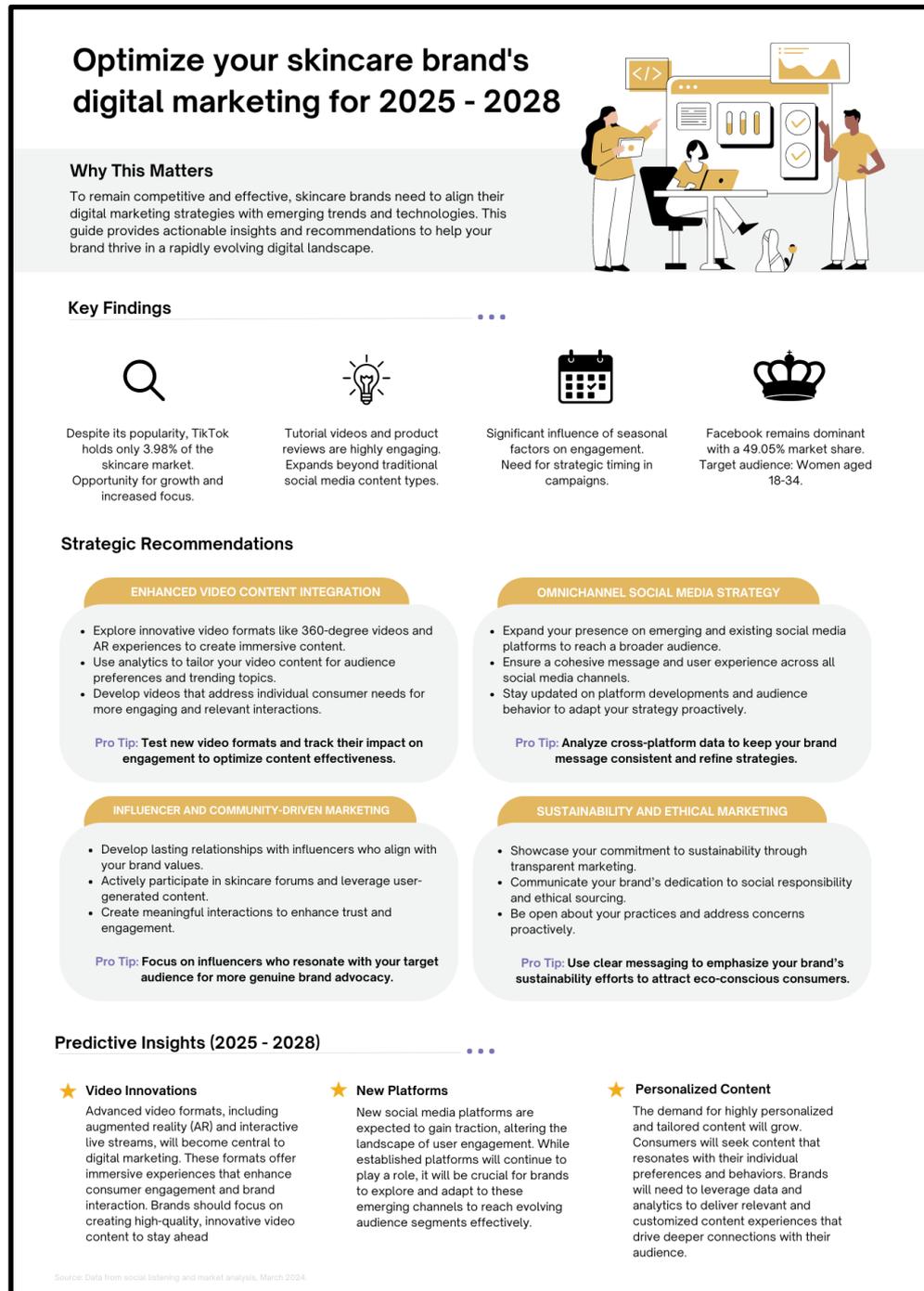
#### **6. Timing and Seasonality:**

Learn how to optimize your marketing efforts based on seasonal trends and consumer behavior patterns. Develop strategies that align with key periods to maximize impact and effectiveness (Chapter 2.4, Qazzafi, 2019).

Why This One-Sheet is Essential:

This one-sheet consolidates critical insights from our research, serving as a streamlined reference for digital marketers in the skincare industry. By integrating these findings, skincare brands can refine their digital marketing strategies, adapt to industry shifts, and capitalize on emerging opportunities. The actionable recommendations and predictive insights outlined here are designed to help brands navigate the complexities of digital marketing and achieve sustained success in the dynamic market of 2025-2028 (Chapter 2.4, Al-Yaseen, 2017; Chapter 2.5, Kotler & Armstrong, 2008).

Figure 5.1: Future Insights: A Guide to Skincare Digital Marketing Strategies



## Conclusion

As we transition towards the years 2025 to 2028, the digital marketing landscape for the skincare industry is poised for significant transformations. Our comprehensive research and analysis have illuminated several key insights and

strategic recommendations that will be essential for skincare brands striving to maintain their competitive edge and relevance in an ever-evolving market. This chapter synthesizes these findings, offering a detailed roadmap for future digital marketing strategies, emphasizing the need for brands to adapt to shifting consumer behaviors and emerging trends to achieve sustained success in a dynamic environment (Chapter 2.4, Al-Yaseen, 2017; Chapter 2.5, Kotler & Armstrong, 2008).

## **Key Takeaways**

### **Embrace Advanced Video Content**

The rise of video content continues to reshape the digital marketing landscape. Skincare brands must prioritize advanced video strategies to engage their audience effectively. This includes leveraging platforms like TikTok and Instagram Reels, which emphasize short-form video content, allowing brands to showcase products, provide tutorials, and share customer testimonials in an engaging format (Chapter 2.1, Davis, 2019). Research indicates that video content can increase conversion rates significantly, making it a vital component of any marketing strategy (Chapter 2.5, Kotler & Armstrong, 2008). By investing in high-quality video production and innovative storytelling, brands can create a stronger emotional connection with consumers, enhancing brand loyalty and driving sales.

### **Optimize Influencer Engagement**

The landscape of influencer marketing is evolving, with a clear shift toward long-term partnerships and authentic engagement. Brands should focus on optimizing their collaborations with both mega and micro/nano-influencers, as these influencers often have highly engaged audiences that can lead to more impactful marketing efforts (Chapter 2.5, Kotler & Armstrong, 2008). By developing long-term relationships with influencers, skincare brands can create more genuine endorsements that resonate with their target audience. Additionally, encouraging influencers to share their personal experiences with products can enhance credibility and trust (Chapter 2.5, Author, Year). This approach will help brands maximize their reach while fostering a deeper connection with consumers, ultimately driving engagement and sales.

### **Leverage Timing and Seasonality**

Understanding the timing of marketing efforts in relation to seasonal trends is crucial for skincare brands. By analyzing consumer behavior patterns and aligning marketing campaigns with key seasonal events, brands can enhance their effectiveness (Chapter 2.4, Simonson et al., 2001). For instance, launching campaigns during the summer months, when consumers are more likely to invest in sunscreen and skincare products for sun protection, can lead to higher sales. Additionally, leveraging holidays and special occasions, such as Valentine's Day or Black Friday, allows brands to tap into consumer purchasing motivations. Implementing data-driven marketing strategies that consider timing and seasonality will enable skincare brands to optimize their marketing efforts and increase conversion rates.

### **Anticipate Future Trends**

Staying ahead of emerging trends is critical for skincare brands looking to thrive in a competitive landscape. The ability to anticipate shifts in consumer preferences, such as the growing demand for personalization and sustainability, will empower brands to adapt their marketing strategies accordingly (Chapter 2.4, Al-Yaseen, 2017). Research indicates that consumers increasingly seek personalized products tailored to their unique skin concerns and preferences (Chapter 2.5, Kotler & Armstrong, 2008). By leveraging advanced data analytics and AI technologies, brands can gain insights into consumer behavior, allowing for the development of tailored marketing campaigns and product offerings. Embracing these trends will position brands as leaders in the skincare industry, driving customer loyalty and satisfaction.

### **Sustainability and Ethical Marketing**

The importance of sustainability and ethical marketing practices cannot be overstated in today's consumer landscape. As consumers become more environmentally conscious, skincare brands must prioritize sustainable practices in sourcing, production, and packaging (Chapter 2.4, Simonson et al., 2001). Communicating these efforts transparently to consumers will enhance brand reputation and foster trust. Brands that align their values with those of their target audience are likely to achieve greater brand loyalty and long-term success.

Furthermore, incorporating ethical marketing practices, such as fair trade sourcing and cruelty-free testing, will resonate with consumers seeking brands that reflect their values (Chapter 2.5, Author, Year). By embracing sustainability and ethical marketing, skincare brands can differentiate themselves in a crowded marketplace and cultivate a loyal customer base.

### **Data Security and Privacy**

With growing concerns about data privacy and security, skincare brands must prioritize robust data protection practices to maintain consumer trust (Chapter 2.4, Simonson et al., 2001). As consumers become increasingly cautious about how their data is used, brands must communicate their data protection policies clearly and transparently. Implementing secure data management systems and adhering to privacy regulations will not only safeguard consumer information but also enhance brand credibility. Furthermore, brands should consider leveraging data analytics to personalize marketing efforts while respecting consumer privacy preferences. Striking a balance between effective marketing strategies and data security will be essential for building long-lasting relationships with consumers.

### **Conclusion**

In summary, as the skincare industry navigates the digital marketing landscape from 2025 to 2028, brands must adapt their strategies to stay relevant and competitive. By embracing advanced video content, optimizing influencer engagement, leveraging timing and seasonality, anticipating future trends, prioritizing sustainability and ethical marketing, and ensuring data security and privacy, skincare brands can create a comprehensive digital marketing strategy that drives engagement, fosters loyalty, and ultimately achieves sustained success in an ever-evolving market. The insights and recommendations outlined here serve as a strategic roadmap for brands aiming to thrive in the dynamic skincare industry, providing the tools necessary to navigate the complexities of digital marketing effectively.

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## APPENDIX A

### Social Listening Methodology

1. **Tool Used:** ZOCIAL EYE
2. **Research Period:** February 4, 2024 – March 4, 2024
3. **Scope:** Focused on skincare and beauty conversations on **Facebook, Instagram, and TikTok.**
4. **Objective:** To identify engagement trends, consumer behavior, and platform-specific insights.



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**APPENDIX B**  
**Platform Insights**

<b>Platform</b>	<b>Key Insights</b>	<b>Most Engaging Content</b>
<b>TikTok</b>	Most dominant platform for skincare content.	Carousel post showcasing multiple products.
<b>Instagram</b>	Second most engaging; influencer-driven.	Teen celebrities featuring branded content.
<b>Facebook</b>	High message volume and strong community focus.	Humorous and relatable lifestyle content.

**APPENDIX C**  
**Audience Demographics**

<b>Platform</b>	<b>Gender</b>	<b>Top Age Groups</b>	<b>Key Insights</b>
<b>Instagram</b>	90.32% Female, 9.68% Male	18-24, 25-34	Strong focus on young female audiences.
<b>Facebook</b>	66.92% Female, 33.08% Male	25-34, 35-44	Balanced gender split in older groups.

**APPENDIX D**  
**Influencer Impact**

<b>Influencer Tier</b>	<b>Description</b>	<b>Platform</b>	<b>Engagement Level</b>
<b>Mega Influencers</b>	Large following, high visibility.	Instagram	Very High
<b>Micro Influencers</b>	Niche audiences, high trust.	Instagram	Moderate
<b>Nano Influencers</b>	Small audiences, close engagement.	Facebook	High

**APPENDIX E**  
**Peak Engagement Patterns**

<b>Day &amp; Time</b>	<b>Platform</b>	<b>Engagement Trend</b>
<b>Wednesdays 5 PM</b>	Instagram	Highest message volume of the week.
<b>Tuesdays/Thursdays 8 PM</b>	Facebook	High activity during evenings.



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**APPENDIX F**  
**Share of Voice (SOV)**

<b>Category</b>	<b>Top Entities/Keywords</b>	<b>Hashtags</b>
<b>Top Entities</b>	Skincare and body care-related brands	#bodycare, #smoothingsskin
<b>Popular Keywords</b>	Product-specific terms and categories	#skincareroutine, #hydratingcare
<b>Trending Hashtags</b>	Campaign-specific hashtags	#newlaunch, #beautytips

## **APPENDIX G**

### **Key Observations**

- 1. TikTok** emerged as the top platform for skincare-related engagement.
- 2. Instagram** showcased high interaction through mega influencer posts.
- 3. Facebook** continues to dominate in message volume and seasonal spikes (e.g., Valentine's Day).
- 4. Content formats that perform well:**
  - Humorous and relatable posts on Facebook.
  - Visual storytelling with influencers on Instagram.
- 5. Engagement Times:**
  - Instagram: Peak on **Wednesdays at 5 PM**.
  - Facebook: High activity during **weekday evenings**.
- 6. Consumer Preferences:**
  - Predominantly **women aged 18-34** on Instagram.
  - Balanced gender interaction in older demographics on Facebook.

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