

DIGITAL MARKETING STRATEGY: EFFICIENCY OF INFLUENCER IN PROMOTING COSMETICS PRODUCTS AMONG GRADE 12 ABM-A STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES-BULACAN CAMPUS

ABSTRACT

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Digital marketing strategies allow businesses to leverage online platforms to achieve objectives such as brand awareness, lead generation, and increased sales. One effective method is influencer marketing, where brands collaborate with social media personalities to influence consumer purchasing behavior. Unlike many brands, Ellana Minerals—a cosmetics company known for high-quality, natural, and hypoallergenic mineral makeup suitable for various skin types—has established a strong market presence without heavily depending on influencers. While it highlights the use of ethically sourced and skin-friendly ingredients, it does not make explicit claims about FDA approval. As noted by Puthuserry (2020), digital marketing blends traditional and modern techniques to promote products across both online and offline platforms, with social media tools like Facebook, TikTok, Twitter, and Instagram playing a vital role in driving consumer engagement. This study used a mixed-method research design to assess the effectiveness of influencer marketing in promoting beauty products. A purposive sampling technique was used to select 30 Grade 12 Accountancy, Business, and Management (ABM) students from Bestlink College of the Philippines-Bulacan Campus who had experience purchasing cosmetics through online platforms. Data were gathered through a structured Google Form questionnaire containing 36 items. The responses were reviewed, tallied, and analyzed to determine patterns and insights regarding digital marketing and influencer efficiency. Findings showed a generally positive response to the influence of digital marketing strategies on consumer behavior. Respondents agreed that technology-based consumer education is engaging and easy to understand, yielding a weighted mean of 3.73. Additionally, learners agreed that online resources serve as accessible tools for consumer education (3.60) and that technology has improved access to such education (3.53). These results reflect favorable perceptions of how digital platforms support informed purchasing decisions. The study highlights the growing influence of digital marketing and social media influencers on consumer choices among students. It raises awareness among Grade 12 ABM-A learners about the purchasing of cosmetic products and the role of influencers in shaping perceptions. The research underscores how influencers enhance product visibility and consumer education, especially regarding skin sensitivity and diversity, such as products suitable for morena skin tones. The findings affirm the relevance of influencer marketing as an efficient tool in the digital promotion of cosmetics to young consumers.

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