

THE LEVEL OF EFFECTIVENESS OF INFLUENCER MARKETING ON BEAUTY PRODUCTS: BASIS FOR A PROPOSED MARKETING STRATEGY

ABSTRACT

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Influencer marketing has become a powerful strategy for promoting beauty products, particularly within the digital landscape of the Philippines. With the rise of social media platforms like Instagram, TikTok, and Facebook, brands face increasing challenges in capturing consumer attention amid a crowded online environment. Consequently, influencer collaborations have emerged as a popular alternative to traditional advertising, leveraging the trust influencers have built with their audiences. However, despite its widespread adoption, the success of these campaigns varies considerably across different brands and initiatives. Using a descriptive-correlational research design, this study involved 100 purposively selected social media users aged 15 to 40. Data were collected through a researcher-developed survey questionnaire distributed via Google Forms. Statistical analyses, including percentages, weighted means, the Kruskal-Wallis test, and ranking methods, were applied to assess the impact of influencer marketing on beauty products and to explore demographic differences. Survey results from social media users aged 15 to 40 indicate that influencer marketing is perceived as highly effective in promoting beauty products. Engagement and credibility received the highest ratings, underscoring the importance of interactive and trustworthy influencers. Additionally, content quality, message clarity, relevance, and consistency were rated positively. These Findings suggested that successful influencer marketing depends on authentic communication, expertise, and content that aligns with audience preferences and current trends. The results emphasize the critical role of both influencers and brands in ensuring the success of influencer marketing efforts. Influencers who establish strong connections with their audience are more likely to drive effective marketing outcomes. Consistency and active engagement in executing influencer marketing strategies are essential factors that contribute to their success in promoting beauty products.

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