

## The Digital Marketing Practices of Cosmetic Brands in Enhancing the Self-Esteem of College Students in Cebu City

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### ABSTRACT

This research examines the relationship between digital marketing practices—Advertising, Content Marketing, Influencer Marketing, Inclusive Marketing, and Social Media Marketing—employed by cosmetic brands and the self-esteem of college students. It aims to identify which practices are most effective in enhancing self-esteem. Utilizing quantitative research methods and validated questionnaires in data analysis with weighted mean and Multiple Linear Regression Analysis as statistical tools, the outcome displayed a significant influence of digital marketing practices on self-esteem through the lens of college students. It was also found that Content Marketing as a domain of Digital Marketing best affects self-esteem. The findings contribute to existing literature by providing recommendations for cosmetic brands to identify their digital marketing strategies in a way that promotes positive self-esteem among consumers.

**Keywords:** Digital Marketing Practices, Cosmetics Brands, Self-esteem, College Students, Cebu City

### INTRODUCTION

The cosmetic industry has been thriving in recent years, with increasing products flooding the market. This has made cosmetic brands compete more fiercely and have started using more aggressive marketing practices. As Brown and Tiggemann (2016) noted, the cosmetics industry, a significant player in the worldwide market, now focuses on making people look nice and enhancing female consumers' psychological and emotional well-being. Cosmetic companies employ various marketing strategies, including Advertising, Content Marketing, Inclusive Marketing, Influencer Marketing, and Social Media Marketing, designed to create a stronger connection with consumers and shape a particular brand image. These strategies aim to build brand awareness, influence consumer preferences, and shape societal beauty standards, which can impact self-esteem. This study will explore the impact of digital marketing practices of cosmetic brands on the self-esteem of college students in Cebu City, focusing on inclusivity and authenticity in beauty marketing. By understanding the influence of these practices on self-esteem, the study aims to foster a more positive and inclusive environment for college students.

The study by Kosmala (2019) emphasizes the role of digital marketing in shaping women's well-being and how effective digital marketing practices can boost self-esteem by promoting confidence and positivity and addressing body image concerns and insecurities. According to studies by Etcoff et al. (2011) and Perloff (2014), cosmetic brands' advertising significantly impacts a person's self-esteem. These studies have shown that advertisements promoting positivity and self-acceptance can inspire women to embrace their individuality and redefine societal beauty standards. This, in turn, fosters self-worth and encourages a more positive self-image. By showcasing empowering imagery, cosmetics marketing boosts self-esteem and overall psychological well-being.

Moreover, it leverages the transformative potential of self-expression, as observed in the research conducted by Hefner et al. (2020). This marketing approach encourages women to experiment with various colors, styles, and trends, providing an artistic platform beyond traditional beauty routines. In doing so, cosmetics marketing facilitates self-discovery and a deeper connection with one's identity. Therefore, it becomes evident that the strategic use of digital marketing practices in the cosmetics industry significantly amplifies the positive impact on female college students' self-esteem.

Despite the substantial body of research exploring the digital marketing practices of cosmetic brands in enhancing self-esteem, a significant research gap persists within the context of female college students. College students represent a unique demographic with distinct consumer behaviors and self-esteem outcomes. The current body of literature focuses mainly on digital marketing practices in cosmetics brands at a global or national level, leaving a need for additional research in terms of an in-depth study of their impact on the self-esteem of female college students. Moreover, there needs to be more research examining the impact of digital marketing strategies employed by cosmetics brands on the self-esteem of individuals within this particular demographic.

This study aims to assess the digital marketing practices of cosmetic brands that can enhance the self-esteem of female college students, intending to provide a comprehensive understanding to both cosmetic consumers and cosmetic brands. The primary aim of this study is to identify and determine specific research objectives.

1. To assess the impact of digital marketing practices within the cosmetics industry on college students' self-esteem.
2. To identify the most effective digital marketing practices (Advertising, Content Marketing, Influencer Marketing, Inclusive Marketing, and Social Media Marketing) used by cosmetic brands to enhance consumers' self-esteem, specifically among college students in Cebu City.

## METHODOLOGY

The study employed quantitative methods to examine and analyze the impact of digital marketing practices on self-esteem among college students, guided by the theory of emotional branding by Marc Gobe (2001) and ethical standards in research conduct. The sample size for this study was 110 female college students from the top 10 performing universities in Cebu City, determined using the EduRank system. This sample size was calculated using G\*Power statistical software, likely based on considerations such as the desired level of statistical power, effect size, and anticipated variability in the data. Respondents were selected based on a stratified random sampling method to ensure the representation of academically excellent students.

The research instrument used was a structured questionnaire of 30 questions, validated by two academic experts and one industry expert. A pilot test for 30 female USJ-R students was conducted. The questionnaire employed a 7-point Likert scale to collect data on participants' demographic characteristics, cosmetic usage habits, exposure to digital marketing practices, and self-esteem. For flexibility, the questionnaire was administered face-to-face or online via a QR code.

The study employed various statistical methods to analyze the data effectively. Stratified random sampling ensured representation from specific subgroups, such as universities, within the population. Multiple Regression analysis examined the relationship between digital marketing practices and self-esteem. Weighted mean techniques evaluated the average impact of different variables on self-esteem. Cronbach's alpha assessed the internal consistency and reliability of the survey instrument, with an excellent reliability score of 0.9320, indicating strong measurement validity.

Ethical standards were maintained through informed consent procedures, ensuring confidentiality and anonymity of participant responses. Adjustments were made based on feedback from a preliminary survey to improve the questionnaire's reliability and validity. Findings in detail, including charts and statistics, to illustrate key points.

**RESULTS**

This section presents the researchers' analysis of survey data collected from 110 college students in Cebu City. The survey examined the impact of digital marketing practices on self-esteem among college students. The researchers will likely present their findings in detail, including tables and data to illustrate key findings.

**Table 1. Advertising**

*n* =110

Indicators	<i>M</i>	Description
Cosmetic brands' TV ads grab my attention and contribute to my understanding of beauty standards.	5.35	Moderately Agree
Augmented Reality (AR) advertising, allowing virtual makeup try-ons, helps me in making decisions about cosmetic products.	5.34	Moderately Agree
Cosmetic brand's catalogs influence my perception of beauty standards.	5.20	Agree
Websites employed by cosmetic brands play a role in boosting my self-esteem.	5.24	Agree
Cosmetic brands on display ads make me feel good about myself by showing different kinds of beauty.	5.47	Moderately Agree
<b>Factor Average</b>	<b>5.32</b>	<b>Moderately Agree</b>

Note: 1.00-1.85 Strongly Disagree (SD), 1.85-2.71 Disagree (D), 2.72-3.57 Moderately Disagree (MD), 3.58-4.43 Neutral (N), 4.44-5.29 Agree (A), 5.30-6.15 Moderately Agree (MA), 6.16-7.00 Strongly Agree (SA)

Table 1 presented data on respondents' perceptions of cosmetic brands' various advertising methods. The weighted mean of 5.47 indicated that respondents felt positive about cosmetic brands featured in display ads showcasing diverse beauty forms. On the other hand, cosmetic brands' catalogs were perceived as having the most negligible impact on the perception of beauty standards, with a mean score of 5.20. Respondents were more receptive and responsive to cosmetic advertising featuring a more comprehensive representation of beauty rather than traditional catalog-style marketing. Furthermore, diverse advertising campaigns were seen as more effective in influencing perceptions around beauty standards.

The overall average mean score of 5.32 indicated a significant influence of these advertising practices in enhancing self-esteem, as supported by Kwan et al. (2019), who found a substantial correlation between cosmetic advertisements, self-esteem, and buying behavior. This aligns with the results of Rehman et al. (2023), where beauty advertisements had a 27% impact on female buying behavior through their effect on self-esteem. This highlights the vital role of beauty advertisements as influencers in the relationship between self-esteem and buying behavior.

**Table 2. Content Marketing**

*n* =110

Indicators	<i>M</i>	Description
My self-esteem is boosted when I see visually appealing ads that portray a wide set of beauty standards.	5.67	Moderately Agree
Cosmetic content influences my choice of cosmetic product.	5.98	Moderately Agree
Cosmetic brands' infographics and content influence my perception of beauty and allow me to express my creativity and emotions.	5.60	Moderately Agree
Cosmetic brands' live streams provide educational content that aims to inform and engage viewers.	5.57	Moderately Agree
The integration of cosmetic brands' user-generated content (UGC), featuring product endorsements from other users, influences my decision.	5.53	Moderately Agree
<b>Factor Average</b>	<b>5.67</b>	<b>Moderately Agree</b>

The data revealed that respondents were influenced by cosmetic content when making choices about cosmetic products, with a weighted mean of 5.98. It indicated that looking at cosmetic content influences the decision to purchase cosmetics because it is connected with visuals, making consumers feel like the brand understands them more. Respondents mostly got excited about the inclusivity and benefits highlighted through infographics and content for emotional expression. However, the integration of cosmetic brands' user-generated content (UGC) featuring product endorsements from other users was perceived as less influential, scoring a mean of 5.53. Respondents may have seen less user-generated content (UGC) from beauty brands than from different types of digital marketing content. As long as cosmetic brands in the area were not actively using UGC in their marketing strategies and respondents were not regularly interacting with this material; they might have yet to see it as having a significant impact on their choices.

The overall average score for content marketing was 5.67, which indicated a significant influence of cosmetic brands' content marketing practices on consumers' self-esteem. Content marketing is a powerful marketing practice for cosmetic brands as it allows them to visually present products in a captivating manner to engage on an emotional level with a wide range of audiences (Nata and Sudarwanto, 2022). Dhillon et al. (2021) support this finding, suggesting that digital marketing strategies' psychological and emotional effects likely enhance self-esteem through content marketing. Similarly, Hermawan (2023) suggested that educational content empowers individuals by improving their cosmetic knowledge and skills, boosting confidence in personal grooming and styling. These insights show the importance and benefits of effective content marketing strategies in the cosmetics industry, where such approaches positively impact consumer perceptions and self-esteem.

**Table 3. Inclusive Marketing**

*n* =110

Indicators	<i>M</i>	Description
Cosmetic brands providing a diverse range of products for different skin tones, hair types, and skin types instill confidence and a sense of belongingness.	6.21	Strongly Agree
Using cosmetic products from brands promoting diversity in their advertising boosts my sense of self-esteem.	6.06	Moderately Agree
Makeup from brands that feature diverse hues empowers and	5.99	Moderately Agree

boosts my confidence in my appearance		
A makeup brand's commitment to inclusivity significantly boosts my overall self-esteem.	6.03	Moderately Agree
Cosmetic brands featuring models with diverse facial features shape my self-perception and beauty standards.	6.11	Moderately Agree
<b>Factor Average</b>	<b>6.08</b>	<b>Moderately Agree</b>

Table 3 revealed that cosmetic brands offering diverse products for various skin tones and hair types received a mean score of 6.21. This suggests that cosmetics from brands focusing on inclusivity can empower individuals by providing options that appeal to a wide range of skin tones, enhancing confidence in one's look and self-image. However, makeup brands featuring diverse hues and models with varied facial features received a slightly lower mean score of 5.99. This indicates that while inclusive product offerings positively impact self-esteem, there is room for improvement in ensuring comprehensive diversity and representation across all cosmetic marketing and product development aspects. Not all respondents connected with or felt better after seeing inclusive marketing efforts. Individuals' experiences, beliefs, and ideals influence their understanding and reaction to advertising. Some respondents prioritized product quality or pricing over how the brand addressed diversity and inclusion in their marketing messages.

From the same table, the data on Inclusive Marketing has fallen into two categories: Strongly Agree and Moderately agree, and the overall results for the weighted mean in all variables have an average mean of 6.08, indicating a significant influence of inclusive marketing on enhancing self-esteem within the cosmetic industry. This data highlights the importance of diversity and inclusivity in advertising and product offerings for fostering confidence and positive self-perception among consumers. Baek et al. (2023) highlighted that cosmetics from brands with inclusivity can empower individuals by offering options appealing to a wide range of skin tones, ultimately enhancing confidence in one's appearance and self-image. Inclusive marketing practices in cosmetics, such as diverse product lines, inclusive advertising, featuring diverse beauty and models, and committing to inclusivity, all played roles in instilling confidence, boosting self-esteem, empowering individuals, and positively shaping consumer self-perception and beauty standards (Verbytska et al., 2023).

**Table 4. Influencer Marketing**

*n* =110

Indicators	<i>M</i>	Description
Brand ambassadors in digital campaigns boost my trust in cosmetic brands' messages	5.35	Moderately Agree
Participating in guest blogs that offer useful advice on self-care, self-expression, and building confidence is of interest.	5.51	Moderately Agree
Mega influencers' (several hundred thousand to millions of followers) makeup content enhances my trust and confidence in beauty and cosmetic products.	5.28	Agree
Influencers' content makes me more likely to try cosmetics from certain brands.	5.55	Moderately Agree
Micro-influencers (10,000 to 100,000 followers) content can positively impact my trust and confidence in relation to beauty and cosmetic products.	5.26	Agree
<b>Factor Average</b>	<b>5.39</b>	<b>Moderately Agree</b>

The data revealed a high level of agreement among respondents regarding the impact of influencers' content on their likelihood to try cosmetics from specific brands, as indicated by a weighted mean of 5.55. Furthermore, micro-influencers, despite having a smaller but engaged audience, also positively impacted trust and confidence, as indicated by a mean score of 5.26. These findings underscore the significant role influencer marketing plays in shaping trust and confidence within the cosmetic industry. Whether through brand ambassadors, guest bloggers, mega influencers, or micro-influencers with substantial platforms, each contributed to shaping customer perceptions and purchase decisions to varying extents, influenced by individual preferences and levels of trust. Respondents saw that personal experiences and recommendations from peers often carried considerable weight in the decision-making process, further emphasizing the impact of influencer marketing on consumer behavior and brand perception.

The average factor score of 5.39 for influencer marketing showcases the significant influence of influencer marketing on enhancing self-esteem within the cosmetic industry. Abraham et al. (2022) support this finding by showing that brand ambassadors and influencers can boost confidence in cosmetic firms' communications. Belanche et al. (2021) emphasize the significant impact of influencer marketing on consumer trust and confidence in cosmetic businesses, with various influencers like brand ambassadors, guest bloggers, mega influencers, and micro-influencers influencing customer impressions and purchasing decisions based on individual preferences and trust levels.

**Table 5. Social Media Marketing**

*n* = 110

Indicators	<i>M</i>	Description
The feedback and experiences shared on social media platforms influence my perception of cosmetic products.	6.25	Strongly Agree
Cosmetic brands engaging in social media trends make their products appealing and positively impact my self-esteem.	5.82	Moderately Agree
Cosmetic brands acknowledging diverse beauty on Facebook through challenges and celebrations enhance my self-esteem.	5.96	Moderately Agree
Social media motivates me to participate in activities that boost my confidence actively.	5.34	Moderately Agree
Social media influencers' opinions and reviews about cosmetic products impact my perception of those products.	5.74	Moderately Agree
<b>Factor Average</b>	<b>5.82</b>	<b>Moderately Agree</b>

Table 5 analyzes social media marketing practices in the cosmetics industry. The data shows a solid mean score of 6.25 among respondents regarding the significant influence of feedback and experiences shared on social media platforms on their perception of cosmetic products. The data also indicated a slightly more varied perception regarding social media's role in directly motivating users, with a mean score of 5.34. While social media platforms provided several options for interaction and participation, many users preferred to consume content passively rather than actively participate in activities. Respondents mentioned that they spent more time looking through their feeds or watching videos than actively participating in the confidence-boosting activities suggested by cosmetic brands.

From the same table of results, the overall factor average for social media marketing in enhancing self-esteem stands at 5.82, reflecting a strong influence of social media marketing practices on self-esteem within the cosmetic industry. These data findings emphasize the importance of effectively using social media to engage with consumers, showcase diverse beauty, and harness the influence of user-generated content and influencers in shaping

positive brand perceptions and boosting self-esteem. According to Cheung et al. (2023), cosmetics brands benefit from social media marketing because it increases the attractiveness of their products and positively impacts consumers' self-esteem by associating them with current trends and beauty standards. Additionally, Höfer (2021) highlights the sense of community and visibility of positive beauty narratives facilitated by social media platforms, contributing significantly to individuals' self-esteem.

**Table 6. Self Esteem**  
n =110

Indicators	M	Description
Cosmetic brands' digital marketing campaigns inspire me to strive for personal growth and improvement.	5.44	Moderately Agree
Cosmetic brands' digital marketing practices have a positive influence on my self-esteem.	5.72	Moderately Agree
The content posted by cosmetic brand influencers I follow impacts my self-esteem.	5.38	Moderately Agree
Inclusive Digital Marketing by cosmetic brands empowers me to cultivate a stronger sense of self-worth.	5.25	Agree
Cosmetic Brands' digital marketing tactics connect me with others, ultimately uplifting my self-esteem.	5.71	Moderately Agree
<b>Factor Average</b>	<b>5.50</b>	<b>Moderately Agree</b>

Table 6 indicated a data result where the digital marketing practices of cosmetic brands showed a higher mean score of 5.72, implying that respondents perceived digital marketing practices positively in terms of enhancing their self-esteem and confidence. From the same data on self-esteem results, inclusive digital marketing practices by cosmetic brands received the lowest mean score of 5.25. The results indicate that there is still room for improvement in digital marketing practices to cater to the well-being of cosmetic users.

On the same table, the overall mean factor average for self-esteem related to digital marketing practices was 5.50, with two categories of moderately agreeing and agreeing with the positive impact of these practices on self-esteem within the cosmetic industry. These findings indicated the importance of effective digital marketing strategies in promoting products and uplifting and empowering consumers, thereby enhancing their self-esteem and confidence.

**Table 7. Summative Result**  
n =110

Indicator	M	Description
Advertising	5.32	Moderately Agree
Content Marketing	5.67	Moderately Agree
Influencer Marketing	5.39	Moderately Agree
Inclusive Marketing	6.08	Moderately Agree
Social Media Marketing	5.82	Moderately Agree
<b>Grand Mean</b>	<b>5.66</b>	<b>Moderately Agree</b>

The data in Table 7 shows that college students generally agree that digital marketing practices by cosmetic brands positively impact their self-esteem. Inclusive Marketing received the highest rating (6.08), indicating that students appreciate efforts that promote diversity and make them feel accepted. Social Media Marketing also scored well (5.82),

highlighting its role in connecting brands with young consumers. Content Marketing (5.67) was valued for delivering relatable content, while Influencer Marketing (5.39) and Advertising (5.32) were seen as moderately effective. Overall, with a grand mean of 5.66, these findings suggest that inclusive and authentic marketing strategies resonate most with students, helping brands boost both engagement and the well-being of their audience

**Table 8: Regression Analysis of the Digital Marketing Practices of Cosmetic Brands in Enhancing the Self-Esteem**

Predictor	Estimate	SE	t	p	Significance	Results
Intercept	3.6926	0.562	6.566	<.0001	Significant	
Advertising	-0.1116	0.109	-1.027	0.3068	Not Significant	Accept Ho
Content Marketing	0.3110	0.146	2.128	0.0357	Significant	Reject Ho
Inclusive Marketing	-0.0159	0.116	-0.138	0.8907	Not Significant	Accept Ho
Influencer Marketing	0.2376	0.144	1.654	0.1011	Not Significant	Accept Ho
Social Media Marketing	-0.0943	0.162	-0.581	0.5625	Not Significant	Accept Ho
R	0.380					
R <sup>2</sup>	0.145					
F	3.52					
P	0.0056					

Note: \*p<.05 – Significant

The overall model test indicates that the model is statistically significant, with an F-value of 3.52 and a p-value of 0.0056. Among the predictors, only content marketing has statistically significant coefficients. Content marketing has a positive coefficient (0.3110), indicating that an increase in content marketing is associated with a substantial increase in self-esteem. Influencer marketing also has a positive coefficient (0.2376), suggesting that an increase in influencer marketing is associated with a slight increase in self-esteem, although this effect is not statistically significant.

Content marketing has a significant influence on participants' self-esteem. Aligned with Emotional Branding Theory, content marketing's impact underscores the importance of storytelling and emotional connection in brand communication. Dhillon et al. (2021) suggest that content marketing's influence on self-esteem through cosmetics likely stems from digital marketing's psychological and emotional effects. Hermawan (2023) also notes that educational content can empower students, potentially increasing confidence and positively impacting self-esteem. In summary, integrating emotional branding and academic content into marketing promises to enhance consumer self-esteem and cultivate favorable relationships with cosmetic brands.

### CONCLUSIONS

Based on the results, the study presents essential findings from investigating cosmetic digital marketing strategies that raise self-esteem through the lens of college students in Cebu City. The linear regression analysis indicates that content marketing has a statistically significant favorable influence on self-esteem. Content marketing is powerful for cosmetics because it allows them to visually present products, educate consumers, tell captivating tales, and engage with a wide range of audiences, establishing trust, loyalty, and emotional connections that influence purchasing decisions and brand advocacy.



It underlines the goal of SDG 3 (Good Health and Well-being) by highlighting the importance of promoting positive self-image and mental health among cosmetic users. The significant positive impact of content marketing on self-esteem, as indicated in our study, underscores the importance of utilizing strategies like storytelling and emotional connections to boost consumer confidence and well-being.

Thus, this research contributes significantly to comprehending the interrelation of content marketing, self-esteem, and general well-being. It also emphasizes the cosmetic industry's ability to help cosmetic users improve their mental health and self-esteem, as it conforms to goal 3 of SDG.

### RECOMMENDATIONS

These recommendations were based on the previous results and conclusions.

For cosmetic brands, the recommendation is to use content marketing strategies to create emotional connections with consumers through storytelling, educational content, and user-generated content. This can boost self-esteem and promote inclusivity. Interactive elements like virtual try-on tools and skincare quizzes can engage cosmetic users more deeply. Educational content about skincare routines and ingredient benefits can empower cosmetic users. Establishing a community around the business can enhance content marketing. Local cosmetic brands should create accurate and relevant content about their products, using hashtags and social media challenges to attract more customers.

For future researchers, the recommendation is to conduct comprehensive studies on the impact of content marketing strategies on consumer behavior and emotional response. Furthermore, future researchers should examine new content marketing strategies that would benefit cosmetic users' well-being. Research could explore the effectiveness of various content marketing approaches and how they influence consumer self-esteem and purchasing decisions. By focusing on these areas, future studies can contribute valuable insights into the role of content marketing in the cosmetic industry.

### Compliance with Ethical Standards

The researchers promise to conduct their research in a way that is fair, respectful, and generous to participants. They will ensure that participants are not harmed and benefit from the research whenever possible. They will also respect participants' right to make their own decisions about participating in the research and to be informed about all aspects of the study. Participants' privacy will be protected, and they will be treated equally.

The researchers will tell participants everything they need to know about the study before they complete the questionnaire. This includes the study's goals, how it will be conducted, and any potential benefits. The researchers will also respect participants' rights to say no to the study or to leave at any time. Participants' personal information will be kept confidential. No student will be forced to participate in the study.

The researchers will also get permission from an ethics committee before starting the study. The ethics committee will ensure the study is conducted fairly and ethically. The researchers will track how they followed ethical guidelines throughout the study.

#### *Documentation of Informed Consent*

The researchers will explain the study to potential participants in detail so that they understand what is involved. Participants will be told that they can choose whether or not to participate in the study and that they can leave the study at any time.

The consent form will include information about the study's goals, how it will be conducted, what kind of data will be collected, and how long it will take. It will also include information about the potential risks and benefits of participating in the study and participants' rights. Participants will have plenty of time to read and understand the consent

form and be encouraged to ask questions.

Participants must sign the consent form if they choose to participate in the study. The researchers will stress the importance of confidentiality and explain how they will protect participants' identities. They will also share their contact information if participants have questions, feedback, or complaints.

#### ***Selection of Respondents***

The researchers will randomly choose 110 female college cosmetic users in Cebu to participate in the study. The information they collect will only be used for research, and no known risks are involved in participating in the study.

Participation in the study is voluntary. The researchers will choose participants based on certain criteria, and they will not advertise for participants. They will not ask for assent from participants, as all participants are assumed to be old enough to consent (18 years of age or older). However, the researchers will briefly and clearly explain the study to participants and let them know they can leave it at any time.

The researchers will keep participants' identities and confidentiality safe and only use participants' personal data for research purposes.

#### ***Incentives and Compensation***

Research participants will receive a non-monetary token of appreciation as a gesture of gratitude for their valuable contribution to the study. However, it is not meant to act as a lure or encouragement to participate in the study.

#### ***Vulnerability of the Respondents***

Cosmetic Users between the ages of 18-25 who can read and grasp the material in the informed consent are regarded as non-vulnerable group members for the purposes of this study. The researchers will treat participants kindly and respectfully, and they will keep participants' information confidential and anonymous. Participants can leave the study at any time without any consequences, and the researchers will only use the data they collect for research purposes.

#### ***Benefits, Risk, and Safety***

The main advantage of the study is the gathering of quantitative information that will help the students and the management of the school create focused interventions (if required). To encourage transparency and add to the body of knowledge in the field, the study's findings will be made publicly available through the USJ-R library archives, publications, and conferences.

#### ***Privacy and Confidentiality***

The researcher will abide by the Data Privacy Act of 2012's relevant provisions. The research team will destroy all survey forms and audio recordings after use. They will keep all personal information private and only use it for research. All data will be stored on a secure computer that only the researchers can access. When the study results are published, the participants' identities will not be revealed. No information about who participated in the study will be shared with anyone who is not involved.

The researchers will remove any information that could identify participants from the surveys as soon as possible to protect their privacy. Participants are encouraged to contact the researchers using the contact information provided on the informed consent form if they have any questions about the security of their data or the confidentiality of the study procedures. Participants can be assured that their privacy will be protected.

#### ***Debriefings and Referrals***

The researcher will ask questions respectfully and sensitively when collecting data. After data collection is complete, a debriefing session will be held to allow participants to ask questions and express any concerns they may have.

The researcher will email participants after the study to thank them for their

participation and offer referrals for additional support if needed. If any of the members have a conflict of interest, they will address the issue respectfully and openly to reach a consensus that is in the best interests of all parties.

#### ***Data Storage, Retention, and Destruction***

Researchers must store all data collected during the research process securely and confidentially to prevent unauthorized access, use, or disclosure. The researcher will use Google Drive, a cloud-based storage service, to store all data for this study. All data will be password-protected and only accessible to authorized personnel. Additionally, all data will be kept separate from any sensitive information.

Furthermore, any audio recordings made with mobile devices will also be stored on Google Drive for storage and backup purposes. The data on the cloud-based drive will be deleted after five years, and it will be password-protected during that time. Any other parties wishing to access the data must first obtain permission from the researcher, who will have the right to review the data. Data sharing may involve using secure platforms or anonymizing the data to protect the privacy of respondents.

#### ***Conflict of Interest***

No conflicts of interest in this study have been found. To avoid potential conflicts of interest, the researcher has taken steps to ensure objectivity and reduce bias in the study. None of the organizations that might have a financial stake in the study's results have financed the researcher. The researcher has also made sure that the study setting and informants are not directly associated with them and that they have not attempted to influence the study's respondents or outcomes in any manner.

The researcher can guarantee that the results are legitimate and dependable by following these measures, which will also help to retain the study's independence and integrity. The lack of any conflicts of interest in this study contributes to the legitimacy of its findings and recommendations.

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