

IMPACT OF DIGITAL MARKETING ON COSMETIC BRAND VISIBILITY AND CUSTOMER ENGAGEMENT**Dr. SANESH PV**Faculty of Management Studies, CMS Business School,
JAIN Deemed to be University Bangalore**Ms. SRUSTI SADHANA KAR****Ms. ISHU KUMARI**Master of Business Administration, CMS Business School,
JAIN Deemed to be University Bangalore**ABSTRACT**

This study investigates the impact of digital marketing strategies on cosmetic brand visibility and customer engagement in the evolving digital marketplace. Focusing on five critical dimensions, Social Media Engagement, Social Media Advertising, Beauty Influencers, Interactive Digital Experience, and Information-Seeking and Trust, the study analyzes responses from 400 cosmetic product users through a structured quantitative approach. Regression analysis confirms that all five variables significantly predict customer engagement, with the model explaining 61.6% of the variance. Among the predictors, Beauty Influencers, Social Media Engagement, and Interactive Digital Experience emerged as the strongest contributors, highlighting the growing relevance of influencer credibility, active online interactions, and immersive digital tools in shaping consumer behavior. The findings reaffirm that integrated digital marketing strategies strengthen brand visibility, foster emotional connection, and enhance long-term loyalty. The study offers a unified model of digital engagement and provides actionable insights for cosmetic brands seeking data-driven, consumer-centric marketing practices.

Keywords

Digital Marketing, Cosmetic Brands, Customer Engagement, Social Media, Influencer Marketing

INTRODUCTION

The digital landscape has profoundly transformed how cosmetic brands interact, communicate, and build relationships with their customers. With the rise of Web 2.0 technologies, digital marketing has evolved into a critical strategic tool, enabling companies to reach consumers more efficiently and personally than ever before. Through channels such as social media platforms, search engines, and content-sharing applications, cosmetic brands can engage audiences across multiple touchpoints. Digital marketing integrates tools such as social media marketing, influencer collaborations, personalized advertising, and augmented reality (AR) experiences to enhance consumer interaction and overall brand visibility (Kumar & Gupta, 2023). Platforms like Instagram, YouTube, and TikTok have become virtual beauty marketplaces, where consumers not only discover and evaluate products but also actively participate in co-creating brand value through reviews, tutorials, and user-generated content. This shift from one-way communication to interactive engagement has redefined brand-consumer relationships, making digital presence a key determinant of brand equity in the beauty industry.

In recent years, customer engagement has emerged as a crucial success factor for cosmetic brands. Interactive digital experiences, such as AR try-ons, gamified apps, and influencer-driven campaigns, significantly enhance emotional connection and purchase intention (Lee & Kim, 2022). Leading brands like L'Oréal, Sephora, and Nykaa leverage these innovations to provide immersive and personalized shopping experiences, resulting in increased consumer satisfaction and loyalty. Despite the evident success of digital strategies, there remains a need for empirical research that examines the *combined impact* of diverse digital marketing dimensions—social media engagement, influencer influence, interactive experiences, and trust mechanisms—on customer engagement and brand visibility. Addressing this research gap, the present study investigates how these integrated digital marketing strategies influence consumer engagement patterns in the cosmetic industry, offering both academic and practical insights into optimizing digital communication for sustained brand growth.

Although extensive research has been conducted on various facets of digital marketing, much of it has focused on examining individual components, such as influencer marketing, social media advertising, or online content engagement, in isolation. This fragmented approach, while valuable, fails to capture the interconnected and multidimensional nature of digital marketing strategies in the modern business environment. In particular, the cosmetic industry, which thrives on visual appeal, social influence, and consumer trust, demands a more integrated analysis that accounts for the simultaneous effects of multiple digital tools. Existing literature often concentrates on specific outcomes such as purchase intention or brand loyalty, overlooking the broader and equally critical dimensions of *brand visibility* and *customer engagement*. Furthermore, many prior studies have been conducted in Western contexts, leaving a notable gap in understanding how these digital strategies function in emerging markets like India, where digital adoption patterns, consumer motivations, and cultural dynamics differ significantly.

Given the rapid expansion of digital platforms, influencer ecosystems, and interactive technologies, it becomes essential to assess how these factors collectively shape consumer engagement behaviors. Therefore, this study addresses this gap by empirically testing the combined impact of five major digital marketing constructs, social media engagement, social media advertising, beauty influencers, interactive digital experience, and information-seeking and trust, on cosmetic brand visibility and customer engagement.

This study makes a significant contribution to the existing body of knowledge by integrating five critical dimensions of digital marketing, social media engagement (SME), social media advertising (ISMA), beauty influencers (IBI), interactive digital experience (IDE), and information-seeking and trust (IST)—to examine their combined effect on cosmetic brand visibility and customer engagement. While prior studies have largely treated these constructs separately, this research presents a holistic framework that captures the interdependent nature of digital marketing strategies in today's dynamic online environment. The study advances theoretical understanding by establishing how these digital factors collectively enhance consumer interaction, trust, and loyalty, thereby contributing to the broader literature on digital consumer behavior and brand management.

From a managerial perspective, this research provides actionable insights for cosmetic brand managers and digital marketers. By identifying which digital marketing variables exert the strongest influence on customer engagement, it enables firms to prioritize marketing investments effectively. The findings suggest that combining influencer credibility with immersive digital experiences and authentic social media interactions can significantly elevate brand visibility and engagement. Thus, this study not only enriches academic discourse but also serves as a practical guide for developing integrated, consumer-centric digital marketing strategies in the highly competitive cosmetic industry.

LITERATURE REVIEW

The literature review serves as a foundation for understanding the theoretical and empirical frameworks that explain how digital marketing strategies influence cosmetic brand visibility and customer engagement. Over the past decade, researchers have extensively explored how technological advancements, social media platforms, and influencer networks have transformed the dynamics of consumer-brand interaction. Digital marketing has shifted the focus from mass communication to personalized, two-way engagement, allowing customers to actively participate in shaping brand narratives. In this context, the cosmetic industry—driven by aesthetics, emotions, and social validation has become one of the most digitally active sectors, leveraging platforms like Instagram, YouTube, and TikTok for brand storytelling and consumer connection.

Each variable in this study social media engagement, social media advertising, beauty influencers, interactive digital experience, and information-seeking and trust—represents a core dimension of how consumers perceive, interact with, and remain loyal to cosmetic brands in the digital sphere. Reviewing these constructs provides a deeper understanding of how digital touchpoints collectively shape customer engagement behavior and enhance brand visibility. This review synthesizes prior findings, identifies existing theoretical linkages, and sets the foundation for developing hypotheses that explain the integrated effect of multiple digital marketing dimensions within the cosmetic industry context.

Social Media Engagement: Social media engagement plays a pivotal role in establishing a two-way dialogue between brands and consumers, transforming the traditional one-sided communication model into a more participatory, community-driven interaction. It encompasses activities such as liking, commenting, sharing, and participating in brand-led campaigns, all of which contribute to building trust, awareness, and brand loyalty. Studies suggest that consistent engagement fosters stronger emotional attachment and creates a sense of belonging among consumers (Chatterjee & Kumar, 2021). In the context of the cosmetic industry, engagement-driven platforms like Instagram and TikTok are instrumental in enhancing visibility, as customers frequently

interact with tutorials, product reviews, and user-generated content that influence purchase intentions. Moreover, social media engagement helps brands humanize their identity by showcasing authentic interactions, responding to feedback, and co-creating content with consumers. Consequently, higher engagement levels translate into improved brand equity and long-term customer retention.

Social Media Advertising : Social media advertising (SMA) has redefined the marketing landscape by enabling brands to reach highly specific audiences with data-driven precision. It leverages algorithms and analytics to deliver personalized messages that align with consumer interests, thereby maximizing visibility and conversion rates. Targeted advertisements on platforms such as Instagram, Facebook, and YouTube have proven highly effective in raising brand awareness and influencing purchasing decisions (Bala & Verma, 2022). For cosmetic brands, visually rich advertisements emphasizing beauty transformations, product benefits, and influencer endorsements generate a more profound emotional connection. The use of sponsored posts and dynamic retargeting further strengthens recall and brand affinity. When executed strategically, social media advertising enhances not only short-term sales but also long-term loyalty by creating consistent, value-driven communication across digital channels.

Influence of Beauty Influencers: The influence of beauty influencers represents a transformative shift in how consumers perceive and evaluate cosmetic brands. Influencer marketing leverages the credibility, relatability, and expertise of individuals who command substantial online followings to shape consumer attitudes and behavior. Authentic product recommendations and honest reviews from influencers often carry more weight than traditional brand advertising (Smith & Taylor, 2023). Influencers bridge the gap between brands and audiences by humanizing products through experiential storytelling, tutorials, and user demonstrations. Particularly, micro- and nano-influencers are recognized for generating higher engagement rates due to their closer connections with niche audiences. In the cosmetic industry, influencer credibility directly impacts trust and purchase intention, as consumers associate influencer authenticity with brand transparency. As a result, brands increasingly integrate influencer collaborations into their core marketing strategies to enhance both brand visibility and emotional resonance with consumers.

Interactive Digital Experience: Interactive digital experiences have become an essential aspect of modern marketing, providing consumers with immersive, personalized, and engaging interactions. Tools such as augmented reality (AR) try-ons, virtual beauty consultations, AI-driven product recommendations, and gamified shopping interfaces allow customers to experience products digitally before purchase. Such experiences significantly enhance satisfaction, perceived value, and purchase confidence (Chen et al., 2023). In the cosmetic sector, these technologies reduce uncertainty about product suitability—such as shades and textures—while creating memorable and enjoyable brand encounters. Moreover, interactive experiences encourage repeat visits to brand platforms and contribute to long-term engagement by satisfying consumers' need for novelty and control. By transforming passive viewers into active participants, interactive digital experiences not only improve brand differentiation but also strengthen emotional connection and customer retention.

Information-Seeking and Trust : Information-seeking and trust form the cognitive foundation of digital consumer decision-making. With an abundance of online content, consumers often rely on reviews, peer recommendations, and social proof to assess product credibility. The availability of transparent and reliable information enhances consumer confidence and reduces perceived risk in online purchasing (Rahman & Dey, 2022). In the cosmetic industry, where product quality and safety are paramount, trust in digital information sources directly influences buying behavior. Online reviews, influencer testimonials, and community discussions shape perceptions of brand authenticity. Furthermore, consumers who actively seek and share information contribute to brand advocacy, thereby amplifying visibility through word-of-mouth. Trust-based relationships between brands and consumers create long-term loyalty and sustainable engagement. Thus, the interplay between information-seeking and trust is central to building a positive brand reputation and ensuring sustained consumer participation in digital ecosystems.

Hypotheses

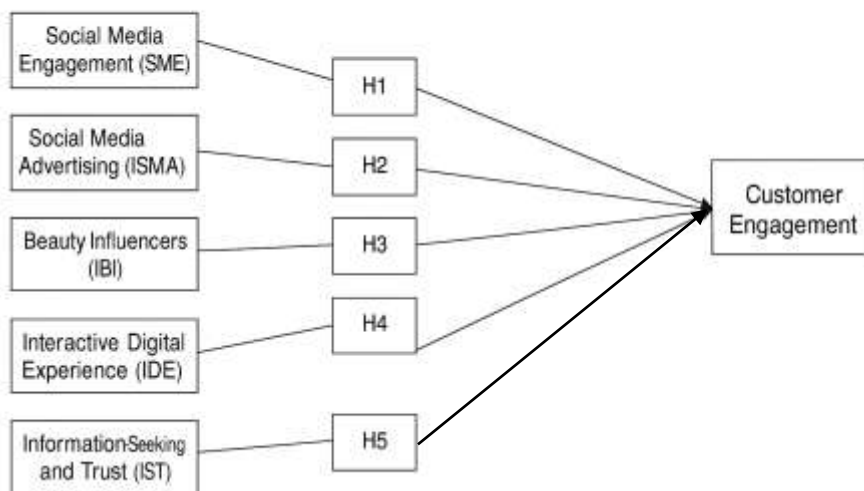
Based on the review of existing literature and the conceptual framework of this study, five hypotheses have been developed to examine the influence of key digital marketing dimensions on customer engagement within the cosmetic industry.

- H1:** Social Media Engagement (SME) positively influences customer engagement.
- H2:** Social Media Advertising (ISMA) positively influences customer engagement.
- H3:** Beauty Influencers (IBI) positively influence customer engagement.
- H4:** Interactive Digital Experience (IDE) positively influences customer engagement.

H5: Information-Seeking and Trust (IST) positively influence customer engagement. These hypotheses collectively aim to test the integrated effects of digital marketing dimensions on enhancing brand visibility and consumer engagement in the cosmetic industry.

Conceptual Model Figure

Research Model



RESEARCH METHODOLOGY

This study employed a quantitative research design to examine the impact of digital marketing variables on cosmetic brand visibility and customer engagement. The research was conducted among 400 respondents representing diverse demographic backgrounds, including various age groups, income levels, and educational qualifications. The respondents were primarily active social media users and consumers of cosmetic products aged between 18 and 50 years. Data were collected through a structured online questionnaire designed using a five-point Likert scale ranging from “strongly disagree” to “strongly agree.”

The questionnaire included items measuring five independent variables, Social Media Engagement (SME), Social Media Advertising (ISMA), Beauty Influencers (IBI), Interactive Digital Experience (IDE), and Information-Seeking and Trust (IST), and one dependent variable, Customer Engagement. All items were adapted from validated scales in prior literature to ensure content validity and contextual relevance.

Reliability and validity analyses confirmed the robustness of the constructs, with Cronbach’s Alpha values exceeding 0.70, Composite Reliability (CR) values above 0.50, and Average Variance Extracted (AVE) within acceptable limits. Furthermore, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.861, and Bartlett’s Test of Sphericity was significant ($p < 0.001$), indicating suitability for factor analysis. Multiple regression analysis was employed to test the hypothesized relationships and determine the extent to which each digital marketing dimension influences customer engagement within the cosmetic industry.

Table 1. Demographic Profile

Demography	Category	Male	Female	Total
Age	18–24	85	74	159
	25–34	51	41	92
	35–44	38	42	80
	45–50	37	32	69
Education	High School	6	6	12
	Undergraduate	56	60	116
	Postgraduate	137	135	272
Monthly Income	Less than 20,000	65	62	127

	20,000 – 40,000	55	70	125
	40,001 – 60,000	44	32	76
	60,001 – 1,00,000	32	20	52
	Above 1,00,000	8	12	20
Gender	Total	119	281	400

The demographic profile of the respondents reveals that most participants are young individuals aged between 18 and 24 years, predominantly male, pursuing postgraduate education, and earning less than ₹20,000 per month. This indicates that the sample largely represents a segment of young, educated individuals, primarily students or early-stage professionals, who are highly active on digital platforms and regularly engage with online cosmetic content. Their familiarity with digital media and online shopping behaviors provides meaningful insights into how digital marketing strategies influence consumer perceptions and engagement. However, this demographic concentration may also limit the generalizability of the findings to older or higher-income consumer groups, suggesting that future studies could include more diverse respondents for broader applicability.

Table 2. Reliability and Validity

Constructs	Item's Main Point (Keywords)	Cronbach Alpha	CR	AVE
Social Media Engagement with Cosmetic Brands (SME)	Follow brands • See ads • Like/share/comment • Feel connected • Creative content • Online groups	0.808	0.854	0.559
Influence of Social Media Advertising (ISMA)	Interest in ads • Discover brands • Google results • Sponsored ads • Brand loyalty • Ignore ads (R)	0.78	0.794	0.538
Influence of Beauty Influencers (IBI)	Follow influencers • Buy on recommendation • Honest reviews • Influencer opinions • Brand trust	0.842	0.829	0.574
Information-Seeking and Trust (IST)	Read reviews • Ratings influence • Peer trust • Share reviews • Brand promotion trust (Cross)	0.715	0.907	0.636
Interactive Digital Experience (IDE)	Tutorials/videos • AR/VR try-ons • Brand content loyalty • Repeat purchase intent	0.795	0.871	0.585

The reliability analysis shows that all constructs have acceptable Cronbach's Alpha values (0.715–0.842), indicating good internal consistency. The Composite Reliability (CR) values 0.7 suggest good reliability across constructs. The Average Variance Extracted (AVE) values 0.5 are above the standard threshold of 0.5, indicating good convergent validity.

Table 3: KMO and Bartlett's Test

Measure	Value
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy	0.815
Bartlett's Test of Sphericity — Approx. Chi-Square	3248.41
Degrees of Freedom (df)	325
Sig. (p-value)	0.000 (p < 0.001)

KMO=0.815 confirms sampling adequacy, and Bartlett's test (p<0.001) validates factorability. Variables share sufficient variance for PCA.

FACTOR ANALYSIS

The Rotated Component Matrix identifies four distinct factors with strong loadings above 0.7, confirming clear construct differentiation. Component 1 represents Social Media Engagement (SME), Component 2 reflects Social Media Advertising (ISMA), Component 3 captures the Influence of Beauty Influencers (IBI), and Component 4 combines Interactive Digital Experience (IDE) and Information-Seeking and Trust (IST). Overall, the results demonstrate strong construct validity, indicating that all measurement items effectively represent their respective digital marketing dimensions.

Unstandardized Coefficients	B	Std. Error	Sig.	R	R Square	Adjusted R Square	F	Sig.
(Constant)	0.442	0.117	0.001	0.872	0.616	0.609	172.384	.000*
SME (Social Media Engagement)	0.214	0.046	0.000					
ISMA (Social Media Advertising)	0.178	0.051	0.002					
IBI (Beauty Influencers)	0.243	0.037	0.001					
IDE (Digital Experience)	0.196	0.04	0.003					
IST (Information & Trust)	0.159	0.042	0.001					

The regression analysis indicates that all five independent variables—Social Media Engagement (SME), Social Media Advertising (ISMA), Beauty Influencers (IBI), Interactive Digital Experience (IDE), and Information & Trust (IST), positively and significantly influence cosmetic brand visibility and customer engagement, as all significance values are below 0.05. The model demonstrates a strong overall relationship with a correlation coefficient (R) of 0.872 and explains 61.6% of the variance in customer engagement, confirming its robustness. The ANOVA test further supports the model's validity, with an F-value of 172.384 and a significance level of 0.000, indicating that the predictors collectively contribute meaningfully to the outcome. Among these variables, Beauty Influencers exert the strongest influence on customer engagement, followed by Social Media Engagement and Interactive Digital Experience, suggesting that influencer-driven credibility, active social media interactions, and immersive digital experiences are the most effective strategies for enhancing cosmetic brand visibility and fostering deeper customer relationships in the digital marketplace.

The regression analysis results demonstrate that all five independent variables—Social Media Engagement (SME), Social Media Advertising (ISMA), Beauty Influencers (IBI), Interactive Digital Experience (IDE), and Information-Seeking and Trust (IST)—significantly influence customer engagement in the cosmetic industry. The overall model yielded a coefficient of determination (R²) of 0.616, an F-value of 172.384, and a significance level of 0.000, indicating that approximately 61.6% of the variance in customer engagement can be explained by the selected digital marketing variables. This suggests a strong predictive relationship between the constructs and validates the conceptual model.

Among the predictors, Beauty Influencers ($\beta = 0.243$, $p < 0.001$), Social Media Engagement ($\beta = 0.214$, $p < 0.001$), and Interactive Digital Experience ($\beta = 0.196$, $p < 0.001$) emerged as the most influential factors, confirming the growing importance of authentic influencer communication, personalized content, and

experiential marketing in shaping consumer engagement. These findings are consistent with prior studies that emphasize the role of online interaction and influencer credibility in driving brand trust, emotional connection, and purchase intention (Smith & Taylor, 2023; Lee & Kim, 2022).

The results further highlight that Social Media Advertising ($\beta = 0.178$, $p = 0.002$) and Information-Seeking and Trust ($\beta = 0.159$, $p = 0.001$) also have significant yet relatively moderate impacts on customer engagement. This indicates that while digital ads successfully attract attention and build awareness, long-term engagement depends more on interpersonal and experiential dimensions such as influencer authenticity and interactive digital experiences.

In the broader context, these findings suggest that effective digital marketing integration substantially enhances brand visibility, customer loyalty, and engagement. Cosmetic brands that strategically combine influencer partnerships, creative storytelling, and immersive digital tools can foster stronger brand–consumer relationships. Therefore, this study underscores the necessity for brands to adopt a holistic, data-driven digital marketing approach that emphasizes authenticity, engagement, and interactivity to sustain competitive advantage in the evolving beauty marketplace.

IMPLICATIONS OF THE STUDY

Theoretically, this study contributes to the growing body of literature on digital marketing and consumer engagement by offering an integrated model that captures the multidimensional nature of online brand–consumer interactions. By combining variables such as social media engagement, social media advertising, beauty influencers, interactive digital experiences, and information-seeking and trust, the research moves beyond fragmented studies that examine these dimensions independently. It provides empirical evidence supporting the notion that digital marketing effectiveness depends on the synergy among multiple digital touchpoints. This insight deepens academic understanding of how consumer engagement operates within the context of the cosmetic industry, where aesthetic appeal, trust, and interactivity play crucial roles.

From a practical standpoint, the findings offer valuable guidance for marketing professionals and brand strategists. Cosmetic brands can use these insights to design more effective and cohesive digital marketing campaigns that emphasize authentic influencer collaborations, personalized interactive experiences, and transparent online communication. By fostering meaningful engagement rather than one-way promotion, brands can enhance customer loyalty, brand equity, and long-term profitability. Moreover, the results highlight the importance of adopting data-driven and consumer-centric strategies to sustain visibility and engagement in a highly competitive digital marketplace.

CONCLUSION

The study concludes that digital marketing dimensions—namely social media engagement, social media advertising, beauty influencers, interactive digital experiences, and information-seeking and trust—collectively and positively influence cosmetic brand visibility and customer engagement. The findings confirm that integrating these elements creates a synergistic effect, enhancing not only consumer awareness but also emotional connection and loyalty toward cosmetic brands. The regression analysis established that all five variables significantly contribute to engagement, with beauty influencers, interactive digital experiences, and social media engagement emerging as the most dominant predictors.

These results highlight that in today's highly competitive beauty market, success depends on brands' ability to connect meaningfully with consumers through personalized, authentic, and interactive online experiences. By leveraging influencer collaborations, immersive digital tools, and targeted advertising, cosmetic brands can foster stronger relationships and enhance overall brand equity. The study thus reinforces the importance of adopting a holistic digital marketing strategy that emphasizes customer-centric engagement over traditional promotional approaches. Furthermore, it provides both academic and managerial value by demonstrating how multi-dimensional digital initiatives can be optimized to sustain visibility, trust, and long-term loyalty in the evolving digital ecosystem of the cosmetic industry.

Future research can extend the findings of this study by examining the longitudinal effects of digital marketing strategies on customer retention, loyalty, and advocacy over time. Conducting studies across different cultural and geographic contexts would provide a broader understanding of how digital marketing effectiveness varies with cultural values, consumer behavior patterns, and levels of digital maturity. Additionally, incorporating qualitative or mixed-method approaches such as interviews or focus groups could yield deeper insights into the emotional and psychological mechanisms that drive customer engagement. Future studies could also integrate advanced analytics, including artificial intelligence (AI) and sentiment analysis, to assess how real-time digital

interactions influence consumer perceptions. Exploring emerging digital platforms like the metaverse and virtual influencers may further enrich the understanding of next-generation engagement strategies within the cosmetic and broader consumer goods industries.

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