ANALYSIS OF BEAUTY PRODUCT MARKETING CONTENT ON SOCIAL MEDIA ON CONSUMER PURCHASE DECISIONS FROM A MARKETING MANAGEMENT PERSPECTIVE

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Keywords:	Abstract
Beauty Marketing, Instagram Marketing, Social Media, Brand Image, Cosmetics Industry, Consumer Behavior.	*This article presents an in-depth analysis of marketing dynamics in the beauty sector content in Indonesia, with an emphasis on digital changes in 2020 to 2025. In saturated market conditions it has evolved into a transactional ecosystem where platforms such as TikTok and Instagram play an important role in shaping the consumer behavior of Gen Z and Millennials. Through a systematic literature review of recent publications, this article will discuss assessing the effectiveness of user-generated content strategies, influencer marketing, live streaming shopping, as well as the application of artificial intelligence. The results show that social interaction has a very significant influence on consumer trust in the brands offered. Psychological variables such as fear of missing out and understanding green marketing were found to be important ideas. This article provides managerial advice and evaluation in optimizing the combination of digital promotions in the Indonesian cosmetics market.*

INTRODUCTION

The beauty and personal care (BPC) industry in Indonesia is experiencing rapid growth. In 2024, the BPC market value was recorded at USD 3.2 billion and is predicted to grow at a compound annual growth rate of 9.3% until 2028 (Meiyume, 2024). This growth is primarily driven by the skincare segment, dominated by a young, tech-savvy population. Consumer behavior has changed significantly with the increase in digital users. With 139 million social media users in early 2024, digital platforms have served as the primary source of information for consumers to research products (Mallawa, 2024). Consumers are no longer merely passive objects of advertising, but rather active information seekers who demand transparency and education about the products they want to use. This phenomenon has encouraged 65 local brands such as The Originote,

Skintific, and Wardah to shift from conventional marketing to an integrated content marketing strategy.

Complexity increases with the arrival of the Live Streaming Shopping feature on TikTok Shop, which triggers spontaneous purchases through direct interaction (Riandi & Sarah, 2024). Furthermore, the adoption of technologies like Augmented Reality (AR) for Virtual Try-On is becoming the new standard for creating immersive shopping experiences (Harahap & Siregar, 2024). In this regard, a deep understanding of the effectiveness of various types of content—whether it's educational content from experts or honest reviews from fellow users—is crucial to the success of any marketing strategy.

Furthermore, the characteristics of beauty products, which are closely related to appearance and self-confidence, make consumers more cautious in making purchasing decisions. Before finally making a choice, consumers will gather information, compare products, and assess brand credibility before finally making a decision. This demonstrates that understanding consumer behavior is a crucial aspect of developing an effective and targeted marketing strategy.

Given these conditions, research on beauty marketing through social media is relevant and warrants further investigation. This research is expected to provide insight into how digital marketing methods, particularly through social media platforms, can influence consumer behavior and beauty product purchasing decisions, thus serving as a reference for businesses in designing sustainable marketing strategies.

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Marketing is an important approach because it can provide consumers with the information they need before making a purchase. User-generated content (UGC) tends to be perceived as more honest and convincing because it's based on real-life experiences, while firm-generated content (FGC) serves to consistently direct marketing messages in line with brand identity. The combination of the two can strengthen consumers' perceptions of product quality and credibility.

On the other hand, the use of influencer marketing and live streaming commerce features also significantly impact purchasing behavior. Direct interaction between hosts and audiences creates a more personalized shopping experience and increases consumer trust. Furthermore, psychological factors such as fear of missing out (FOMO) and increased attention to environmental issues through green marketing are supporting factors that drive consumers' purchasing decisions for beauty products.

METHOD STUDY

This research uses a descriptive qualitative method, which aims to describe and explain phenomena in depth. The main focus of the research is on understanding the meaning, concepts, and processes that occur in a phenomenon, in this case the marketing of beauty products. This research is a literature study, meaning that the sources of information used come from written sources such as scientific journals, books, articles, and other academic references related to the topic of beauty marketing and consumer behavior. The researcher did not carry out direct data collection in the field, but rather focused on reviewing and analyzing various theories and findings from previous researchers.

RESULTS AND DISCUSSION

The effectiveness of User Generated Content (UGC) and Firm Generated Content (FGC) in influencing purchasing choices

Content marketing focuses on creating value for consumers by presenting engaging, informative, and relevant content, aiming to build long-term relationships between brands and audiences. In the beauty sector, which is heavily influenced by perception, individual experience, and trust levels, content marketing strategies are crucial because consumers tend to seek references before making purchasing decisions. Generally, there are two main streams in producing content marketing: User-Generated Content (UGC) and Firm-Generated Content (FGC).

Social media is currently used not only as a means of communication but also a place to produce a number of content and works by its users. This active participation is supported by technological advances such as smartphones and high-resolution cameras as well as the availability of editing applications that are more easily accessible to all social media users. With the high number of social media users, this is utilized as a business tool by conducting UGC (user-generated content) which not only functions as a promotional tool but also as an element in building long-term relationships with consumers. UGC is natural and authentic, making it easier to gain consumer trust. This has also been proven by various studies that say consumer buying interest has a significant influence on the content produced by social media users (Liestyaningrum, 2025).

With the development of technology and the surge in social media users, companies have begun implementing digital marketing strategies to follow emerging trends. Various studies have observed a significant link between FGC and UGC in driving purchasing interest. This occurs significantly by utilizing information regarding buyer perspectives, which companies use as guidelines in launching their product marketing strategies to the public (Clara & Agusty, 2024). Nevertheless, FGC still influences purchasing interest through relevant content that introduces products to potential consumers. UGC, which is deemed to have higher credibility, remains under further control to ensure that the resulting UGC does not harm the company.

Influencer Marketing & live Streaming Commerce

Digital marketing has grown rapidly over the past few decades, a phenomenon marked by the emergence of influencer marketing. Influencer marketing is a strategy where brands collaborate with individuals who have significant influence on social media to promote their products or services to a digitally connected audience (Hidayatullah, 2024). The definition of an influencer can vary depending on the number of followers they have. In recent years, influencer marketing has become the most effective digital marketing tool due to its ability to create a more personal and authentic connection with the audience. In building partnerships with influencers, it is necessary to consider values that align with the brand so that it reaches its target, can also build brand image and build consumer trust. However, this influencer marketing strategy does not forget the challenges it must face, especially in an era of growing ethical issues in influencer practices. Influencers are also required to be consistent and have a handle to avoid raising consumer doubts. Furthermore, influencers must conduct in-depth analysis to adapt to market trends and changes in consumer responsiveness.

Previous research has shown that live streaming generates dramatic sales figures. Branding through live streaming significantly increases consumer loyalty to a

brand, influenced by active interaction and content quality. Consumer purchasing intention is also influenced by the host's personal approach to the audience and interactive reviews of other users' buying experiences (Fadhila & Naura, 2024).

Psychological Factors: FOMO and Green Marketing

FOMO (fear of missing out) is a psychological condition where someone feels afraid and worried about missing out on a moment, information, or experience experienced by others. Marketing strategies that trigger FOMO are usually very effective for Gen Z, such as trends that are "going viral on TikTok" or "limited stock." The occurrence of this phenomenon influences companies to take the opportunity to trigger purchasing decisions without delay. Based on previous research data, Gen Z has a figure of 48% as social media users and is the most dominant online shop such as Shopee, TikTok, Lazada, Tokopedia, and several other online shops. The spread of trends and product promotions make Gen Z a target in market segmentation (Baihaqi, 2024).

Meanwhile, in the era of globalization that is increasingly changing into a modern one, people are quicker to know and respond to developing issues, especially health issues that are intensely looked at and discussed due to the decreasing awareness of generations towards environmental concerns. Looking at the development of the industry in Indonesia, the beauty industry has developed quite rapidly, influenced by beauty products that have become a primary need for women. Many beauty products are sold freely, this makes it a little difficult for consumers to choose products that are healthy and good for their skin (Maya & Nanda, 2024) found that honest and transparent *green product claims* (not greenwashing) are a significant determining factor in decisions, creating stronger brand loyalty more than just viral trends.

CONCLUSION

Based on the analysis, it can be concluded that the advancement of social media has resulted in a major transformation in beauty product marketing strategies, particularly in the context of marketing management. Social media platforms such as Instagram and TikTok are not only useful as promotional media but also become strategic tools for companies in building relationships with consumers, shaping brand perceptions, and influencing purchasing decisions. The use of User Generated Content (UGC) has proven effective in increasing consumer trust because it is authentic and based on real experiences. However, Firm Generated Content (FGC) still plays a crucial role in promoting product value, brand positioning, and a company's competitive advantage. Therefore, managing content related to UGC and FGC is an important strategy for companies to optimally achieve their marketing goals.

Furthermore, the implementation of strategies through influencer marketing and live streaming commerce has demonstrated high effectiveness in driving purchasing interest through direct interaction and a more personalized approach. This strategy is able to create strong engagement between consumers and producers and accelerate the consumer decision-making process. Psychological factors such as Fear of Missing Out (FOMO) are also utilized in marketing strategies to encourage purchases, especially among the younger market segment (Gen Z). Furthermore, increasing consumer awareness of environmental issues is encouraging companies to implement green marketing honestly and transparently to build long-term brand loyalty.

Therefore, from a marketing management perspective, companies in the beauty

industry are required to design digital marketing strategies that are not only oriented towards increasing sales but also on implementing brand values, trust, and sustainability to gain loyalty from consumers and potential consumers. Marketing decision-making based on an understanding of consumer behavior and appropriate content management will be the determining factors for success in facing competition in the beauty industry in the digital era.

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