

# Relationship between Internet Advertising Methods and Their Effectiveness in the Skincare Industry

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## Abstract:

This paper examines the impact of different internet advertising strategies on the effectiveness of skincare product promotion. As online shopping has become an integral part of modern consumer habits, understanding which advertising methods yield the most effective results is crucial for optimizing marketing strategies. This study analyzes various case examples of online skincare advertisements to identify patterns of effectiveness based on factors such as platform type, engagement style, and target audience. For instance, different channels like social media ads, search engine promotions, and content marketing often have their unique advantages in attracting potential customers. Moreover, the study will focus on how different engagement styles—such as interactive content, short videos, and image-rich advertisements—affect audience engagement and purchase intentions. The findings of this research will offer practical recommendations for future campaigns, helping businesses to design more effective marketing strategies that enhance advertising reach and sales conversion. These insights will not only benefit the skincare industry but also provide valuable guidance for digital marketing in other sectors.

**Keywords:** Internet Advertising; Skincare Industry; Effectiveness; Marketing Strategies

## 1. Introduction

### 1.1 Research Background

The skincare industry has become one of the fastest-growing sectors globally. It was valued at USD 109.71 billion in 2023 and is projected to grow from USD 115.65 billion in 2024 to USD 194.05 billion by

2032, exhibiting a CAGR of 6.68% during the forecast period [1]. This growth is partly driven by the increased reliance on digital platforms for marketing and consumer outreach, especially through Internet advertising. As consumers increasingly turn to social media, e-commerce, and other digital touchpoints for product discovery and purchase, companies in the skincare sector have invested heavily in online

marketing strategies. These strategies include influencer collaborations, personalized ads, social media marketing, and programmatic advertising, which aim to target specific demographics more effectively. Despite the rapid adoption of these strategies, their effectiveness remains varied across platforms and audiences. As the competition intensifies, it becomes crucial to understand how different internet advertising methods impact consumer behavior and brand growth. This research is important because it addresses the growing need for companies to optimize their advertising investments in the digital age, where consumer preferences and engagement patterns are constantly evolving. The findings of this research have both commercial value—helping companies increase return on investment (ROI)—and social value, as they shed light on how various online marketing techniques influence consumers.

## 1.2 Literature Review

Several studies have explored the relationship between internet advertising methods and their effectiveness in the skincare industry.

Chih-Yi Ma analyzed the relationship between internet advertising strategies and their effectiveness. With the rapid development of the Internet, corporate strategies are increasingly influenced by it, particularly in the field of Internet advertising in Taiwan. Through Internet technology, product information can be presented in various forms, such as text, charts, images, animations, and sound, making Internet advertising a vital medium for communication. However, while an increasing number of companies are interested in developing Internet advertising strategies, there remains considerable confusion within the advertising industry regarding this new medium. To address this, the study aims to develop a model that investigates the real relationship between internet advertising strategies and their actual effectiveness. Through a national survey of advertisers and corporations, the study examines their perceptions of the Internet as a marketing tool. The findings not only help companies better understand and utilize Internet advertising but also clarify some of the uncertainties that advertisers and marketing managers face in practice [2].

The article highlights that although Internet advertising provides new forms and opportunities for companies, advertisers still have reservations about its effectiveness. When developing internet advertising strategies, companies need to consider how to leverage the diversity of the Internet to maximize advertising impact. This has significant implications for the current research, suggesting the need for further exploration of the effectiveness of internet

advertising in different markets and the improvement and in-depth study of advertising effectiveness measurement, drawing on the methods used in this article.

Min-Huei Wu examines how internet advertising providers construct a model to explore the relationship between advertising objectives, strategies, and effectiveness. Based on data from 98 valid questionnaires, factor analysis divides advertising objectives into five dimensions: information interaction, corporate image, online sales, integrated marketing, and differentiated marketing. Advertising strategies include four aspects: theme reinforcement, copywriting design, database marketing, and presentation style. Sales, communication, and memory measure advertising effectiveness. The results from the path model analysis indicate that internet advertising objectives and strategies have a significant positive impact on advertising effectiveness, and there is also a positive correlation between objectives and strategies. The study suggests that internet advertising companies should place greater emphasis on two-way communication and media integration while also setting more reliable objectives and strategies to improve advertising effectiveness [3].

This article provides valuable insights for the current research, highlighting that when studying the effectiveness of internet advertising, it is crucial not only to focus on strategies but also to consider how the setting of advertising objectives influences overall performance. Path model analysis helps clarify the relationships between various advertising elements, offering guidance for companies to develop more effective advertising strategies.

Chang Kun explores the development trends of advertising films in the Internet age and how to leverage Internet platform technology to create new models for advertising production and dissemination. As the Internet increasingly influences people's lives, traditional retail, and media are gradually being replaced by e-commerce and smart media, and advertising platforms have achieved significant growth through the Internet. Internet advertising platforms, with their openness, interactivity, and widespread use of smart terminals, have become key platforms for the creation of advertising films. The article points out that Internet advertising has several notable features, such as quickly responding to user needs, cultivating brand fans, delivering customer value through new technologies, and open dissemination. Based on this, the creation of advertising films needs to incorporate the technological advantages of internet platforms, innovate advertising content and communication methods, and enhance the interaction between brands and users to improve the effectiveness of advertising dissemination and provide direction for the healthy development of the advertising industry [4].

This article provides important insights for the current

research. First, it suggests that in the Internet age, advertising creation should not be limited to traditional media formats but should take full advantage of the technological benefits of Internet platforms, such as the widespread use of smart terminals and strong interactivity, to enhance user engagement and build a loyal fan base for brands. Second, the openness and immediacy of internet platforms require more flexible and diverse advertising dissemination methods. Advertisers can quickly adjust strategies to adapt to market changes through precise data analysis. Lastly, by combining internet technology with creativity, advertising films can better convey the core values of the brand and strengthen customer identification and loyalty. Thus, future advertising creation must not only focus on artistic expression but also integrate technological tools to drive the advertising industry toward a more efficient and personalized direction.

### 1.3 Research Gap

Most scholars and articles mainly focus on the relationship between internet advertising strategies and their effectiveness, particularly on how personalized ads and creative content can improve conversion rates. For example, Chih-Yi Ma's study, based on a national survey, analyzes advertisers' perceptions of Internet advertising as a marketing tool and highlights the connection between advertising strategies and their effectiveness. Min-Huei Wu, through a questionnaire survey and path model analysis, further confirms that advertising objectives and strategies positively impact advertising effectiveness, suggesting that advertising companies should emphasize two-way communication and media integration. Chang Kun's research focuses on the influence of Internet technology on advertising production and dissemination, emphasizing the advantages of interactivity and openness in the Internet age and pointing out that Internet advertising platforms can enhance communication through technological innovation.

However, few scholars or articles delve deeply into the long-term effects of Internet advertising in different industries and markets. Most existing literature focuses on the immediate impact of ads, such as sales conversions, but lacks discussion on the sustainability of advertising effectiveness and its long-term impact on brand development. Additionally, the relationship between Internet advertising strategies and brand loyalty or user retention has not been sufficiently addressed. These research gaps indicate that future studies should explore the long-term effectiveness of Internet advertising across various markets and investigate how continuous optimization of advertising strategies can strengthen brand loyalty and user engagement.

### 1.4 Research Framework

First, by reviewing the existing literature, the paper identifies that most scholars focus on the relationship between internet advertising strategies and their immediate effects, particularly on how personalized ads and creative content improve conversion rates. For example, existing research often emphasizes short-term effects like click-through rates and sales conversions, primarily exploring how to leverage the diversity and interactivity of internet platforms to enhance the immediate performance of ads. While these studies reveal the potential of Internet advertising to boost short-term marketing results, they pay little attention to its long-term effects.

Second, the paper analyzes the shortcomings of existing research, pointing out that most studies overlook the long-term impact of internet advertising on brand development. While internet ads may drive short-term sales or increase brand exposure, systematic research on their effects on long-term metrics like brand loyalty and user retention is scarce. Current studies fail to explore the role of Internet advertising strategies in fostering sustained user engagement and enhancing brand loyalty. This lack of focus makes it difficult for advertisers to evaluate the long-term value of their advertising strategies or guide them in crafting more durable marketing plans in different market conditions.

Third, the paper proposes that internet advertising strategies should not only prioritize short-term conversion rates but also incorporate long-term goals such as brand loyalty and user retention into the evaluation of advertising effectiveness. By analyzing the persistent effects of advertising strategies, the paper aims to explore how strategies can be continuously optimized across different industries and market environments to strengthen long-term brand competitiveness. To fill the gap in current research, this paper will investigate how various advertising strategies influence user behavior and brand perception over the long term, offering targeted recommendations to help advertisers build and maintain brand loyalty in highly competitive markets.

Finally, through empirical research supported by data analysis and case studies, this paper will systematically explore the long-term effects of Internet advertising strategies and propose ways to continuously optimize advertising content, dissemination methods, and user interactions. The findings will provide new insights for advertisers, enabling them to evaluate better and adjust their internet advertising strategies to balance both short-term and long-term outcomes while also offering valuable theoretical contributions to the field.

## 2. Case Description

The case study focuses on how Avène, a French skincare brand, increased its online visibility and sales through a comprehensive PPC (pay-per-click) strategy in partnership with First Page Digital. Targeting the Singapore market, Avène used multiple paid media channels, including Google Ads, Meta, Instagram, TikTok, and Shopee Collaborative Ads, to reach a wider audience. The campaign was tailored to maximize conversions by constantly optimizing ad placements and refreshing creative content. This approach is closely related to the article's theme of internet advertising strategies and effectiveness, especially in leveraging digital platforms to achieve targeted marketing goals [5].

By following a structured process, from pre-planning to post-campaign reporting, Avène successfully increased online impressions and clicks, providing insights into how digital advertising can enhance brand presence in a competitive industry. The detailed strategy used in the case highlights the importance of targeted ads, retargeting, and ongoing optimization, all of which align with the discussion on how internet advertising impacts consumer behavior and overall marketing effectiveness.

## 3. Analysis of the Problem

Avène's case study illustrates how strategic pay-per-click (PPC) campaigns across various digital platforms can significantly influence a brand's online visibility and sales. To delve into the effectiveness of this advertising method, it's essential to analyze the key factors that shaped the outcome of Avène's strategy [6]. The purpose of this analysis is to explore how different facets of Internet advertising impacted the campaign results. Specifically, the paper will examine the role of targeted advertising, multi-platform integration, and continuous content optimization as significant factors influencing campaign success.

### 3.1 Precision in Targeted Advertising and its Effect on Conversion

A key component of Avène's PPC strategy was the precision of its targeted advertising. In the realm of digital marketing, being able to define and reach a specific audience is essential, especially for brands that need to minimize ad spending while maximizing conversion rates. Avène leveraged the granular targeting capabilities of platforms like Google Ads, Facebook, and Instagram to pinpoint users who were most likely to engage with and purchase their products. This was particularly effective in a niche market like skincare, where consumer interests can be segmented based on demographic, geographic, and behavioral data.

#### 3.1.1 Enhancing relevance through demographic and behavioral targeting

Avène's use of demographic and behavioral targeting allowed the brand to show its ads to specific groups of users who fit the profile of their ideal customers. For instance, by focusing on young women in Singapore who had previously shown interest in skincare products or beauty content, Avène could tailor its messaging to resonate with this audience. This targeted approach ensured that the ad spend was directed toward those with a higher likelihood of conversion, minimizing wasted impressions.

Behavioral targeting, which tracks users based on their past online actions (e.g., browsing history, search queries, and social media interactions), further sharpened Avène's reach. By targeting users who had already expressed interest in skincare-related content, Avène improved the relevance of its ads. This not only increased click-through rates but also led to higher conversion rates since users who were already engaged with skincare topics were more likely to respond positively to the ads.

The precision of targeted advertising allowed Avène to achieve a higher return on investment (ROI) by efficiently connecting with potential customers at the right stage of their decision-making process.

#### 3.1.2 Limiting Ad waste through geographic targeting

In addition to demographic and behavioral targeting, Avène utilized geographic targeting to focus on the Singapore market. Geographic targeting is crucial for brands aiming to capture specific regional markets while minimizing unnecessary ad exposure to irrelevant audiences. By concentrating its efforts within the local Singaporean market, Avène not only boosted brand awareness in that region but also tailored its messaging to the preferences and needs of Singaporean consumers.

This geographic specificity helped the campaign remain cost-effective, as ads were not shown to users outside of Avène's intended target area, where brand relevance and sales potential may have been lower. The ability to control who sees an ad based on their location allows brands like Avène to engage more meaningfully with their audience, which is critical in achieving the desired conversion rates.

### 3.2 Multi-Platform Integration: Expanding Reach and Diversifying Audience Engagement

The integration of multiple advertising platforms played a crucial role in Avène's campaign success, helping the brand tap into diverse audience segments and increase visibility across the digital space [7]. By utilizing a wide array of platforms such as Google Ads, Meta (Facebook and Instagram), TikTok, and Shopee Collaborative Ads,

Avène expanded its reach and created opportunities for cross-platform engagement.

### 3.2.1 Capitalizing on platform-specific strengths

Each platform in Avène's PPC strategy was chosen for its unique strengths in reaching different audience segments and serving distinct purposes in the customer journey. For example, Google Ads enabled Avène to capture intent-driven users who were actively searching for skin-care solutions, while Facebook and Instagram allowed the brand to engage with users in a more visually rich, discovery-oriented context. TikTok, with its viral video format, was particularly effective in reaching a younger, trend-sensitive audience, leveraging video content to create deeper engagement.

The inclusion of Shopee Collaborative Ads further streamlined the path from discovery to purchase. Unlike social media platforms where users engage with content but may not be immediately ready to buy, Shopee's e-commerce platform placed Avène's products directly in front of users who were actively shopping for beauty products. By shortening the customer journey and reducing friction between ad engagement and purchase, this multi-platform strategy contributed to higher conversion rates and more efficient ad spending.

### 3.2.2 Cross-platform retargeting: reinforcing brand awareness

Retargeting across multiple platforms was another critical component of Avène's strategy. Retargeting involves displaying ads to users who have previously interacted with the brand, such as visiting the website or engaging with social media content. Avène's cross-platform retargeting ensured that potential customers who had shown interest but had not yet converted were continuously reminded of the brand.

The effectiveness of retargeting lies in its ability to maintain brand presence in the minds of consumers who are already familiar with the product [8]. This persistent exposure often leads to higher conversion rates, as repeated interactions increase the likelihood of a purchase. In Avène's case, users who saw the brand's ads on Instagram or TikTok and later encountered retargeted ads on Shopee or Google were more likely to complete their purchase. By engaging users across different platforms, Avène reinforced brand recall and drove more conversions.

## 3.3 Continuous Optimization of Creative Content: Maximizing Engagement and Conversion

In digital advertising, creative content plays a pivotal role in capturing user attention and driving engagement. Avène's PPC campaign was marked by its commitment to

continuously optimizing and refreshing creative assets to avoid ad fatigue and maintain user interest. This ongoing optimization was crucial to keeping the campaign relevant and effective throughout its duration.

### 3.3.1 Ad fatigue: addressing audience engagement decline

One of the challenges of long-running digital ad campaigns is the risk of ad fatigue, where users become desensitized to seeing the same content repeatedly. When ad fatigue sets in, engagement rates drop, leading to lower click-through and conversion rates. Avène mitigated this issue by consistently updating its creative content to keep it fresh and engaging.

By periodically introducing new visuals, messaging, and formats, Avène was able to prevent its ads from becoming stale and repetitive. For example, on platforms like Instagram and TikTok, Avène frequently refreshed its content with new product images, videos, and user-generated content (UGC) that aligned with current trends and user preferences. This kept the audience engaged and ensured that the brand remained top-of-mind without causing ad fatigue.

### 3.3.2 A/B testing for continuous improvement

Another important factor in the success of Avène's PPC campaign was its use of A/B testing to optimize ad performance. A/B testing, or split testing, involves running multiple versions of an ad to see which one performs better in terms of engagement and conversions. Avène applied this method to test different creative elements, such as headlines, visuals, calls-to-action, and landing pages.

Through A/B testing, Avène was able to identify which combinations of content resonated most with its target audience and adjusted its strategy accordingly. This iterative approach allowed the brand to make data-driven decisions that improved the overall effectiveness of the campaign, leading to higher conversion rates and a more efficient use of the ad budget.

## 4. Suggestions

### 4.1 Optimizing Audience Segmentation for Higher Conversion Rates

One of the key factors identified in the analysis was the importance of precision in targeted advertising. While Avène effectively utilized demographic, behavioral, and geographic targeting, there is room for further optimization to enhance conversion rates and improve the return on investment (ROI) [9]. A more granular approach to audience segmentation can help Avène achieve even greater

success by personalizing the messaging and creative content to specific sub-groups within the target market.

#### 4.1.1 Create micro-segments

Instead of targeting broad demographic groups such as “young women interested in skincare,” Avène can create micro-segments based on specific interests, behaviors, or product preferences. For example, within the target group of young women, segments can be created for those interested in acne solutions, anti-aging products, or sensitive skin care. Tailoring ads to address the specific needs and concerns of these sub-groups will make the messaging more relevant, increasing engagement and conversion rates.

#### 4.1.2 Leverage dynamic ads

Dynamic ads allow advertisers to automatically adjust creative content based on the user’s behavior or preferences. For instance, users who have browsed anti-aging products on Avène’s website can be shown personalized ads highlighting anti-aging products or special offers. This type of personalization helps to create a seamless, relevant user experience, which can drive higher conversions.

#### 4.1.3 Utilize lookalike audiences

To expand reach while maintaining precision, Avène can use lookalike audiences on platforms like Facebook and Google. These tools help identify users who share similar characteristics with the brand’s existing customers, allowing Avène to expand its audience without compromising on relevance.

### 4.2 Enhancing Multi-Platform Integration for Seamless User Experiences

Avène’s use of multiple advertising platforms, including Google Ads, Meta (Facebook and Instagram), TikTok, and Shopee Collaborative Ads, was an essential aspect of the campaign’s success [10]. However, while integrating these platforms helped diversify audience engagement, there is an opportunity to enhance the user experience by creating a more seamless journey across platforms.

#### 4.2.1 Consistent messaging across platforms

Although each platform offers different opportunities for engaging users, maintaining consistency in messaging and brand identity is crucial. Avène should ensure that the tone, style, and key messaging of the ads remain aligned across all platforms. For instance, if a promotion is advertised on Instagram, users should encounter the same promotion if they later see an ad on TikTok or Google. This consistency reinforces the brand and prevents confusion, making it easier for users to connect with the brand across multiple touchpoints.

#### 4.2.2 Cross-platform campaign management tools

To ensure a smooth integration across various advertising platforms, Avène can implement cross-platform campaign management tools. Platforms such as Google Marketing Platform or HubSpot can help centralize campaign data, allowing the brand to monitor performance, optimize strategies, and maintain coherence across channels. This will enable more efficient budget allocation and allow the team to adjust campaigns in real-time based on performance data.

#### 4.2.3 Optimize for omnichannel retargeting

Retargeting users across different platforms is a powerful way to reinforce brand presence and drive conversions. Avène should ensure that retargeting campaigns are fully optimized for omnichannel engagement. For example, a user who interacts with a product on Shopee can later be retargeted on Instagram with additional product information or offers, creating a more connected user journey. By using synchronized retargeting across platforms, Avène can drive higher conversion rates and reduce drop-offs in the customer journey.

### 4.3 Addressing Ad Fatigue with Fresh Creative Strategies

Ad fatigue was identified as a potential challenge in the campaign analysis, where users may become desensitized to ads they see too frequently. While Avène addressed this issue through periodic creative refreshes, a more proactive and strategic approach to creative development can help mitigate ad fatigue and maintain engagement over the long term.

#### 4.3.1 Introduce seasonal campaigns

Incorporating seasonal themes and promotions into the campaign can help refresh the creative content and make it feel timelier and more relevant. For example, during the summer months, Avène can focus on promoting products that are well-suited for sun protection or hydration, while the winter months can highlight moisturizers or products for dry skin. These seasonal variations not only keep the content fresh but also resonate with the specific needs of consumers during different times of the year.

#### 4.3.2 User-generated content (UGC)

UGC is a highly effective way to create fresh, authentic content that resonates with audiences. Avène can encourage customers to share their experiences with its products on social media and then feature this content in their ads. This strategy not only provides a continuous stream of new content but also increases trust and credibility, as potential customers see real people using and endorsing the

products.

#### 4.3.3 Interactive and engaging formats

To further combat ad fatigue, Avène can experiment with interactive ad formats that encourage user participation. For example, polls, quizzes, or “swipe-up” features on Instagram Stories can drive engagement by making the ad experience more dynamic. TikTok challenges or contests can also be an effective way to generate excitement and involve the audience in creating brand-related content.

### 4.4 Implementing Advanced Analytics for Data-Driven Decision-Making

While Avène’s campaign performance can be measured using standard KPIs such as clicks, impressions, and conversion rates, deeper insights can be gained using advanced analytics. By leveraging these insights, Avène can make more informed decisions about future campaigns and optimize performance continuously.

#### 4.4.1 Attribution modeling

Understanding which touchpoints in the customer journey contribute most to conversions is key to optimizing ad spend. Avène can implement multi-touch attribution models to track how users interact with ads across different platforms and at various stages of the buying journey. This will help the brand allocate resources more effectively and optimize the channels that drive the highest ROI.

#### 4.4.2 Predictive analytics

Using predictive analytics can help Avène anticipate future trends and consumer behavior based on historical data. For instance, Avène can predict which products are likely to perform well in upcoming seasons or which audience segments are most likely to convert. By utilizing machine learning algorithms, Avène can proactively adjust its advertising strategy to capitalize on these insights, ensuring continued success.

#### 4.4.3 Real-time performance monitoring

To stay agile in a fast-paced digital environment, Avène should implement real-time performance monitoring tools. This will allow the marketing team to detect underperforming ads or platforms immediately and make necessary adjustments without waiting for the end of a campaign. Quick action based on real-time data ensures that the campaign remains optimized for peak performance throughout its duration.

## 5. Conclusion

In this study, we examined the impact of various internet advertising strategies on the effectiveness of skincare

product promotion. The analysis of different platforms, engagement styles, and target audiences highlighted the importance of precision in targeted advertising, multi-platform integration, and the continuous optimization of creative content. The Avène case study demonstrated that a well-executed PPC strategy could significantly enhance brand visibility and conversion rates by leveraging targeted advertising and engaging audiences across multiple platforms. Additionally, suggestions provided in this paper, such as optimizing audience segmentation, enhancing multi-platform integration, addressing ad fatigue, and implementing advanced analytics, offer practical recommendations for improving future digital advertising campaigns.

The findings of this research have important business and social implications. For the skincare industry, the insights gained can help companies develop more effective Internet advertising strategies, thereby increasing return on investment (ROI) and brand competitiveness in a highly dynamic market. Moreover, this study contributes to the broader understanding of how digital marketing strategies can be optimized across different industries, providing valuable guidance for businesses looking to strengthen their online presence and customer engagement.

However, this study has certain limitations. The research primarily relied on secondary data, and there was a lack of primary data such as surveys or interviews. Future studies could incorporate primary data collection methods to gain deeper insights into consumer behavior and preferences. Additionally, exploring the long-term effects of Internet advertising strategies on brand loyalty and user retention would further enrich the findings and provide a more comprehensive understanding of digital marketing effectiveness.

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