



“A Study On Customer Engagement On The Instagram Brand Pages In The Makeup Cosmetics”

¹Nivithaasree R, ²Surendher R

¹MBA Student, ²Assistant Professor

¹MBA Department,

¹Jerusalem College of Engineering , Chennai, India

Abstract

The research entitled ‘A study on customer engagement on the instagram brand pages in the makeup cosmetics industry’ is an attempt to understand the factor influence of customer engagement within the makeup cosmetics industry. Analyse relation between content types and engagement metrics and investigate the association of Instagram brand page on purchase decision. To know the effective on the brand awareness .the data were collected through questionnaires. This research study aims to to further close the knowledge gap that exists within the social media field, and discover the impact of social media marketing, or more precisely electronic word of mouth and influencer marketing, on customers’ purchasing decisions in the cosmetics industry. This research will contribute to expand existing literature by advancing the understanding of the Cosmetics Industry, Social Media Influencer Marketing, Electronic Word-of-Mouth, and customers’ decision-making-processes. it will identify whether influencer marketing or electronic word of mouth has a greater impact, and which social media platform has the greater influencer on customers when it comes to purchasing cosmetics products . The research design used for this study is descriptive in nature. The descriptive study helps the researcher to find out various characteristics of the population. The convenience sampling technique was adopted for selecting sample units from the population. The method of data collection for the study includes both primary and secondary data. A sample of 120 members was helped to analyze their perception towards Instagram brand pages in customer engagement and loyalty of purchase decisions. The statistical tool used for analyzing the influencing of your customer engagement with makeup cosmetics brands posts on Instagram,analyse the relation in content types and metrics and the association of Instagram pages on purchase decisions and the tools includes percentage analysis (anova, correlation, chi square). The results were presented with the help of charts and diagrams were drawn from the analyzing of data. The suggestions and conclusions have been made based.

I INTRODUCTION

In the make up, cosmetics industry, where visual appeal and personal expression are paramount, Instagram has become an essential platform for brands to connect with their audiences. The platform's emphasis on imagery and interaction makes it an ideal space for brands to engage with consumers, particularly through strategies that leverage user-generated content and foster high levels of post engagement. User-generated content, which includes images, videos, reviews, and testimonials created by customers, has become a powerful tool for cosmetics brands on Instagram. User Generated content not only enhances brand authenticity but also helps build trust among potential customers. When consumers share their experiences with a product, it creates a sense of community and reliability, encouraging others to engage with the brand. High vivid post engagement is another crucial aspect of Instagram marketing. In the context of cosmetics, this involves creating visually striking and interactive posts that captivate the audience. Such posts are designed to encourage users to like, share, and comment, thereby increasing the brand's visibility and reach. The level of engagement on these posts measured through likes, shares, comments, and other interactions serves as a key metric for assessing the success of a brand's social media strategy. This project aims to explore the methods cosmetics brands use on Instagram to drive customer engagement through user-generated content and vivid post creation. It will examine the effectiveness of various social media marketing strategies, analyzing how these approaches contribute to higher engagement rates and stronger brand loyalty. By studying the interaction patterns and engagement metrics of leading cosmetics brands, this research will provide insights into the best practices for leveraging Instagram as a tool for customer engagement in the cosmetics industry.

In the ever-evolving landscape of social media, customer engagement on Instagram brand pages has emerged as a cornerstone of success for the cosmetics industry. This visually-driven platform Word-of-Mouth, and customers' decision-making-processes. it will identify whether influencer marketing or electronic word of mouth has a greater impact, and which social media platform has the greater influencer on customers when it comes to purchasing cosmetics products. The research design used for this study is descriptive in nature. The descriptive study helps the researcher to find out various characteristics of the population. The convenience sampling technique was adopted for selecting sample units from the population. The method of data collection for the study includes both primary and secondary data. A sample of 120 members was helped to analyze their perception towards Instagram brand pages in customer engagement and loyalty of purchase decisions. The statistical tool used for analyzing the influencing of your customer engagement with makeup cosmetics brands posts on Instagram, analyse the relation in content types and metrics and the association of Instagram pages on purchase decisions and the tools includes percentage analysis (anova, correlation, chi square). The results were presented with the help of charts and diagrams were drawn from the analyzing of data. The suggestions and conclusions have been made based.offers cosmetics brands an unparalleled opportunity to showcase their products, connect with their audience, and build a loyal community. Instagram's emphasis on visuals and interactivity aligns perfectly with the needs of the cosmetics industry, where aesthetics and personal expression are paramount. Customer engagement: on Instagram is not just about accumulating likes or followers; it's about fostering meaningful interactions between the brand and its audience. These interactions—ranging from likes, comments, and shares to deeper engagements like saves and direct messages—are indicators of how well a brand resonates with its audience. High engagement levels often correlate with increased brand loyalty, higher conversion rates, and a stronger brand presence in a competitive market. One of the most powerful tools in driving engagement is user-generated content. By encouraging customers to share their experiences and showcase their looks using a brand's products, cosmetics companies can create a more authentic and relatable presence. User Generated Content not only enhances the credibility of the brand but also builds a sense of community among users, who are more likely to engage with content created by their peers. The concept of high vivid post engagement plays a crucial role in capturing and maintaining the attention of Instagram users. Cosmetics brands leverage bold, vibrant imagery, coupled with creative storytelling, to make their p posts stand

out in a crowded feed. Interactive elements such as polls, contests, and shoppable posts further drive engagement by encouraging users to participate actively rather than passively consuming content.

This study aims to further close the knowledge gap that exists within the social media field, and discover the impact of social media marketing, or more precisely electronic word of mouth and influencer marketing, on customers' purchasing decisions in the cosmetics industry. This research will contribute to expand existing literature by advancing the understanding of the Cosmetics Industry, Social Media Influencer Marketing, Electronic Word-of-Mouth, and customers' decision-making-processes. It will identify whether influencer marketing or electronic word of mouth has a greater impact, and which social media platform has the greater influence on customers when it comes to purchasing cosmetics products. A categorize Instagram followers in the cosmetics industry into active, passive, and resistant groups based on their engagement with influencers and trust in their product recommendations. This classification helps explain varying audience behaviors and their likelihood of being influenced by promoted products. To categorize Instagram followers in the makeup and cosmetics industry into "active," "passive," and "resistant" based on their engagement with influencers and trust in their product

II REVIEW OF LITERATURE

Annika Vignisdottir (2017):

A research paper in the makeup cosmetics industry explores specific questions, presenting original findings supported by evidence. Its objectives include contributing to knowledge about industry trends, critically analyzing factors influencing customer behavior, and offering evidence-based insights to inform marketing and product development strategies. The research paper in the makeup cosmetics industry investigates key questions regarding market dynamics, revealing original findings that are rigorously supported by evidence. It aims to enhance understanding of industry trends, critically analyze factors shaping customer behavior, and provide actionable insights for marketing and product development.

Dubois & Lim (2020):

A categorize Instagram followers in the makeup and cosmetics industry into three distinct groups: active, passive, and resistant. The classification is based on the followers' engagement levels with influencers and their trust in the product recommendations made by these influencers. "Active" followers are highly engaged, frequently interacting with influencer content, and are more likely to be influenced by the products promoted. "Passive" followers, on the other hand, engage minimally, consuming content without significant interaction but may still be open to influencer recommendations.

Almeida & Campos (2021):

To explore how makeup and cosmetics brands can gain a competitive edge by leveraging Instagram Influencers to build trust and loyalty with their target audience. Their findings reveal that influencers play a crucial role in shaping consumer perceptions and fostering a sense of authenticity around promoted products, which in turn enhances trust.

Ben-Shaul & Reichel (2018) : ;

To investigate the opportunities that social networks offer for makeup and cosmetics enthusiasts to stay connected, provide feedback on products, and express themselves creatively. The findings reveal that platforms like Instagram and Facebook not only serve as spaces for product discovery but also enable users to actively engage in beauty communities, share their own makeup looks, and review products.

Harvey (2014) :

To explore how social media has revolutionized media consumption and opinion exchange in the makeup and cosmetics industry. Platforms like Instagram and YouTube have transformed how consumers discover, evaluate, and discuss beauty products, making the process more interactive. Social media enables access to diverse opinions, tutorials, and reviews, influencing purchasing decisions.

III RESEARCH METHODOLOGY

Research methodology refers to the systematic and structured approach that researchers use to plan, conduct, and evaluate their research studies. It encompasses the techniques, strategies, procedures, and tools that researchers employ to gather and analyze information, draw conclusions, and contribute to the advancement of knowledge in their respective fields. Research methodology guides the entire research process, from identifying research questions or problems to presenting the findings to the wider community. The chosen research methodology depends on the nature of the study, the type of data required, and the scope of the research project.

3.1 RESEARCH DESIGN:

A research design is a framework that has been created to find answers to research questions. The research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question(s) through the collection, interpretation, analysis, and discussion of data

3.2 SAMPLE TECHNIQUES

The sampling technique used in this study is Convenience sampling is a non-probability sampling technique where subjects are because for their convenience and proximity to the researcher

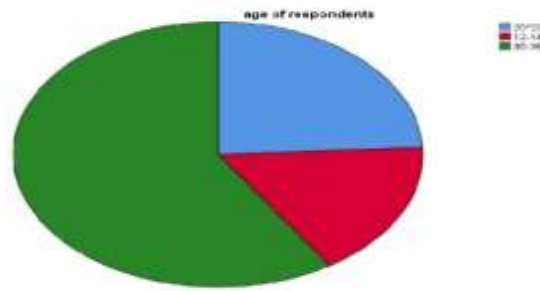
3.3 SAMPLING SIZE

A sample size of 120 respondents is taken in this study and required data has been collected.

IV DATA ANALYSIS AND INTERPERTATION

1 AGE OF THE RESPONDENT

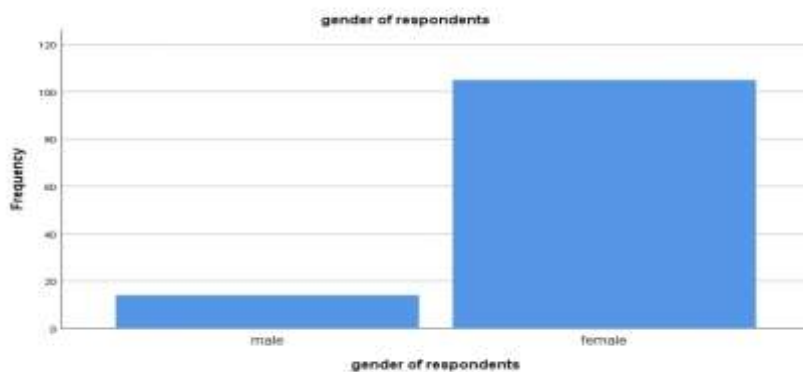
age of respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20*29	29	24.2	24.2	24.2
	12-14	20	16.7	16.7	40.8
	30-35	71	59.2	59.2	100.0
	Total	120	100.0	100.0	



INTERPRETATION: The survey reveals that the majority of respondents (59.2%) are aged 30-35, with 24.2% aged 20-29, and 16.7% aged 12-14. Overall, 40.8% are under 30. The 30-35 age group dominates, suggesting this is the key demographic for tailoring marketing strategies in the makeup cosmetics industry.

2. PERCENTAGE ANALYSIS FOR GENDER OF THE RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	14	11.7	11.8	11.8
	female	105	87.5	88.2	100.0
	Total	119	99.2	100.0	
Missing	System	1	.8		
Total		120	100.0		

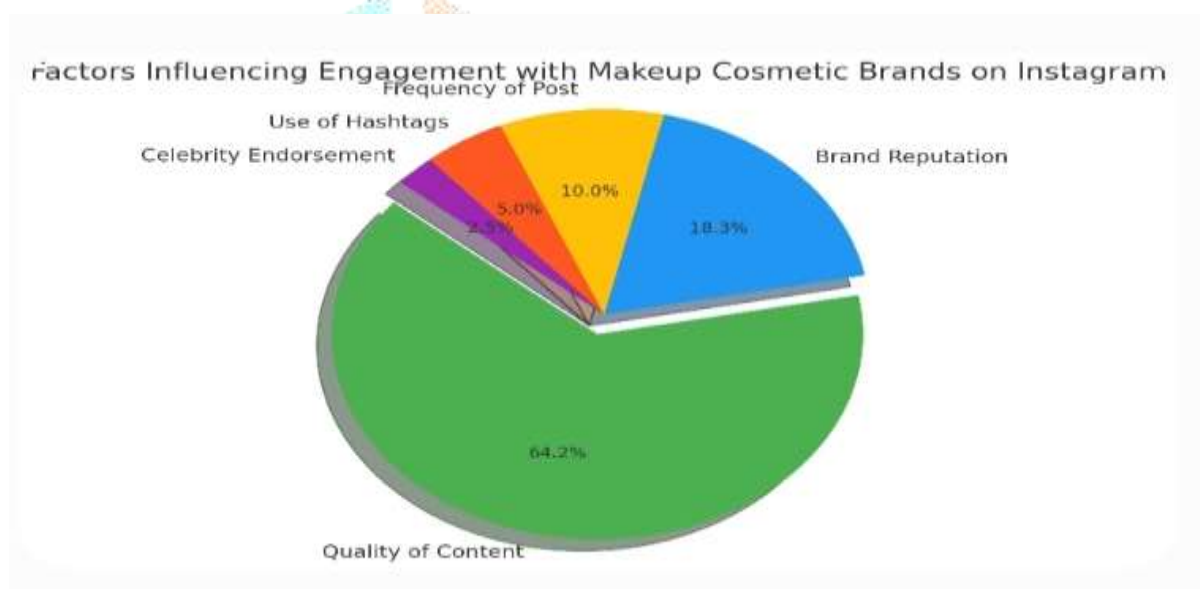


INTERPRETATION:

The table shows the gender distribution of respondents, with 119 valid responses and one missing case. Of the valid responses, 11.8% were male, and 88.2% were female. The cumulative percentage reaches 100% after including all female respondents. This indicates that the majority of participants in the study were female.

3 PERCENTAGE ANALYSIS FOR FACTORS INFLUENCING CUSTOMER ENGAGEMENT ON INSTAGRAM BRAND POSTS WITHIN THE MAKEUP COSMETICS INDUSTRY

Valid	Frequency	Percentage	Valid percent	Cumulative percent
Quality of Content	77	64.17%	64.17%	64.17%
Brand Reputation	22	18.33%	18.33%	82.50%
Frequency of posts	12	10.00%	10.00%	92.50%
Celebrity Endorsement	6	5.00%	5.00%	97.50%
Total	120	100.00%	100.00%	



INFERENCES: The stark contrast in percentages reveals that content quality (64.17%) is paramount in influencing brand reputation, far exceeding the impact of brand reputation (18.33%), frequency of posts (10.00%) and Celebrity endorsement (5.00%).

4. ANOVA

The ANOVA (Analysis of Variability) test provides an examination of whether there is a significant relationship between factors influencing your engagement with makeup cosmetics and the age.

Null Hypothesis: There is no significant relationship between factors influencing your customer engagement with makeup cosmetics and the age.

Alternative Hypothesis: There is a significant relationship between factors influencing your engagement with makeup cosmetics and the age.

ANOVA					
influence your engagement					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.428	2	.214	.203	.817
Within Groups	123.439	117	1.055		
Total	123.867	119			

INTERPRETATION:

The p-value (0.817) > 0.05 (significance level), so we null hypothesis (H_0) is accepted.

Conclusion: Since p-value > 0.05, there is no significant relationship between age and engagement with makeup cosmetics. Age does not significantly influence customer engagement in this context.

5. CORRELATION:

The correlation analysis provided examines the relationship between customer engagement metrics and content type.

HYPOTHESIS

Null Hypothesis: (H_0) There is no significant relationship between the customer relationship metrics and content types.

Alternative Hypothesis (H_1); There is a significant relationship between the customer engagement metrics and content type.

Correlation			
Customer engagement metrics and types			
		engagement metric related to customer	Instagram content
Engagement metric related to customer	Pearson Correlation	1	-.108
	Sig. (2-tailed)		.240
	N	120	120
Instagram content	Pearson Correlation	-.108	1
	Sig. (2-tailed)	.240	
	N	120	120

Table Value: p value (0.240)

Already established significance level: 0.05

Interpretation:

Since 0.240 > 0.05, the p-value is greater than the significance level. This means we accept the null hypothesis (H_0), indicating there is no significant relationship between customer engagement metrics and content type .

6. CHI SQUARE

Whether there is a significant association between two categorial variables.

HYPOTHESIS:

Null Hypothesis (Ho): There is no association relationship between customer Engagement and purchase decision.

Alternative Hypothesis (H1): There is a association relationship between Customer Engagement and purchase decision.

TABLENO: 4.2.3

purchase decision on Instagram brand pages						
		Count				
		clear product details	high quality visuals	engaging stores	promotional updates	Total
purchase decision	yes	27	17	33	13	90
	no	0	2	23	5	30
Total		27	19	56	18	120

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.911 ^a	3	.000
Likelihood Ratio	25.066	3	.000
Linear-by-Linear Association	12.387	1	.000
N of Valid Cases	120		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.50.

Key values from the Chi-Square test:

Pearson Chi-Square value: 18.911

Degrees of Freedom (Df): 3

Significance (2-sided p-value): 0.000

Interpretation: The p-value (0.000) is compared to the significance level (0.05). Since p-value (0.000) < 0.05, it uses the less than . This means we reject the null hypothesis (Ho) and conclude there is a significant association between customer Engagement and purchase decisions.