

THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES IN SELLING COSMETIC PRODUCTS VIA ONLINE PLATFORMS: A QUALITATIVE STUDY

¹ *Gayratillaev Sardorkhuja Sanatillakhodjaevich*

² *Dr. Heny Hendrayati, S.IP., M.M.*

³ *Inomjon Kudratov*

*Student, Double Degree Program
Universitas Pendidikan Indonesia &
Tashkent State University of Economics*

ABSTRACT

Purpose — This qualitative study explores the effectiveness of digital marketing strategies in promoting and selling cosmetic products through online platforms. It seeks to understand how various digital marketing approaches influence consumer perceptions, engagement, and purchasing decisions within the cosmetic industry.

Design/methods/approach — Data were collected through in-depth interviews and focus group discussions with consumers and digital marketing professionals involved in the cosmetic sector. Thematic analysis was employed to identify key patterns and insights regarding the impact of content marketing, social media engagement, influencer collaborations, and personalized advertising on consumer behavior.

Findings — The study reveals that interactive and visually appealing digital marketing strategies significantly enhance consumer trust and brand loyalty, which in turn positively affect purchase intention. Influencer partnerships and personalized content emerged as crucial factors driving consumer engagement and perceived product value. However, challenges such as information overload and authenticity concerns were also identified as potential barriers.

Research implications/limitations — This research contributes to the understanding of digital marketing dynamics in the cosmetic industry by highlighting consumer and marketer perspectives on strategy effectiveness. Limitations include a focus on a limited range of platforms and participant demographics. Future studies could incorporate quantitative measures and broader samples to validate and extend these findings.

Originality/value — The study offers rich qualitative insights into the nuanced role of digital marketing strategies in shaping consumer behavior in online cosmetic sales. These findings provide practical guidance for marketers seeking to optimize digital campaigns and foster stronger consumer-brand relationships in a competitive digital marketplace.

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Introduction

The rapid development of digital technologies has significantly transformed the way businesses operate. The growth of the Internet, smartphones, and online platforms has led to the expansion of electronic commerce (e-commerce), making it an essential part of the modern economy(Mishra, 2026). Businesses are increasingly shifting from traditional sales methods to digital platforms, allowing them to reach customers more efficiently and operate in highly competitive environments. In particular, promoting and selling products through social networks, websites, and mobile applications has become widely popular. Platforms such as Instagram, TikTok, and Telegram provide businesses with unique opportunities to interact directly with customers, visually present products, and create personalized marketing strategies(Septrilia Putri et al., 2025). Consequently, digital marketing has become one of the most important tools for business growth and development. The cosmetics market is one of the fastest-growing industries in the world. The increasing demand for beauty and skincare products, the emergence of new brands, and the continuous expansion of product lines have intensified competition in this sector(Arrington, 2025). Therefore, companies and entrepreneurs are required to adopt effective marketing strategies to attract customers and maintain their position in the market. One of the main advantages of online marketing is its ability to reach a wide audience and target specific customer segments quickly. Businesses can promote their products more efficiently through social media platforms, search engines, and online advertising. In addition, digital marketing enables companies to analyze consumer behavior, preferences, and purchasing patterns, allowing them to create more targeted and effective marketing campaigns(Maheswari & Jose, 2024). Simultaneously, several key factors play a crucial role in the success of online cosmetic sales. These include content quality, brand credibility, customer communication, and advertising strategies. High-quality visual content, such as photos and videos, helps attract attention and build trust among customers. Furthermore, effective communication with customers and the ability to respond quickly to inquiries significantly influence purchasing decisions. In recent years, digital marketing has become one of the most important tools for business development worldwide. The rapid growth of Internet technologies and the widespread use of smartphones have significantly changed consumer behavior. Today, customers prefer to search for products online, compare different options, read reviews, and make purchase decisions on digital platforms(Manharbhai, 2025). This shift has forced businesses to adapt their marketing strategies to meet modern consumer expectations. Social media platforms have become powerful marketing tools that allow businesses to build strong relationships with their target audiences. These platforms provide opportunities for visual presentation, interactive communication, and real-time feedback. Consequently, companies can improve their customer engagement and increase their

sales performance. In particular, the cosmetics industry has benefited greatly from digital marketing. As cosmetic products rely heavily on visual appearance and customer trust, platforms such as Instagram play a crucial role in influencing purchasing decisions(Nair, 2025). Businesses that effectively use visual content and social media marketing strategies are likely to achieve higher levels of customer engagement and sales. The main objective of this study is to examine the effectiveness of marketing strategies used to sell cosmetic products through online platforms(Zhang, 2025). To achieve this objective, this study focuses on analyzing the theoretical foundations of marketing strategies, evaluating their effectiveness based on practical observations, and identifying the most effective methods for improving sales performance. Digital marketing has significantly transformed modern business practices. According to (Santosh, 2025), the use of digital marketing strategies enhances customer engagement and improves purchasing behavior. Similarly (Hendarwan, 2023) emphasizes that effective strategic management and market orientation are essential factors in improving business performance.

Marketing concept and modern marketing

Marketing is the process of creating, promoting, and delivering products and services to consumers. Its main goal is to profit by identifying customer needs and satisfying them as fully as possible(Thi Hau Phuong, 2024). Marketing involves not only selling products but also establishing long-term relationships with consumers. While traditional marketing methods are primarily based on television, radio, newspaper, and banner advertising, modern marketing is closely related to digital technology (Tiwari, 2025). Nowadays, Internet marketing, social network advertising, and online shopping systems have become the main directions of marketing. One of the main features of modern marketing is interactivity. That is, there is two-way communication between the company and the consumer(Schafer, 2022). Customers can share their opinions, leave comments, and quickly access product information. This allows companies to adjust their strategies quickly. Data analysis (analytics) plays an important role in modern marketing. By tracking and analyzing customer behavior online, it is possible to make more effective marketing decisions.

SMM (Social Media Marketing) and its features

Social Media Marketing (SMM) refers to the strategic promotion of products and services via social networking platforms. Currently, SMM represents one of the most rapidly expanding sectors within the marketing domain, primarily because of its capacity to swiftly engage a vast audience through these networks(V, 2025).The main tasks of SMM are as follows: brand awareness, establishing contact with customers, advertising products, and increasing sales. The Instagram platform plays a crucial role in the marketing of cosmetic products(T. Zhang, 2025). As a platform centered on visual content, it enables the aesthetically pleasing presentation of products.

Demonstrating the effects of these products through photographs, videos, reels, and stories has a substantial influence on consumers. The main features of Instagram marketing include the importance of visual content, advertising through influencers, target advertising (reaching the target audience), and the fast delivery of content through stories and reels(Alhassan et al., 2025). Furthermore, the ability to engage directly with customers via social media platforms enhances trust and incentivizes customers to proceed with a purchase.

Consumer behavior and the psychology of online shopping

Consumer behavior encompasses the actions and decisions that individuals make when selecting, purchasing, and utilizing a product or service. The decision-making process of each consumer is influenced by factors such as price, quality, brand reputation, and others' opinions(Azzahra & Sukatmadiredja, 2024). Consumer behavior exhibits distinct characteristics in the context of online shopping. When purchasing online, customers are unable to physically inspect the product, leading them to place greater emphasis on the following factors: product images and videos, reviews, seller reliability, price, and promotions. From a psychological perspective, consumer purchasing behavior is frequently influenced by emotional factors(Kirubasri, 2025). For instance, aesthetically pleasing content, positive testimonials from other consumers, and promotional discounts can expedite decision-making processes. This phenomenon is particularly evident in the cosmetics industry, where "before and after" results exert a significant impact on consumer choices. Furthermore, the notion of "social proof" is significant. Specifically, when consumers observe others using a product, they are more inclined to purchase it(Dalila & Zainan Nazri, 2024). Consequently, comprehending consumer psychology is a crucial component of marketing strategies for online sales of cosmetic products.

Research and Methodology

This study utilizes a qualitative research methodology, drawing upon practical experience in the sale of cosmetic products via online platforms such as Instagram, Telegram, and websites. Data were gathered through direct observations of marketing activities encompassing content creation, promotional campaigns, customer interactions, and sales processes(Gong, 2025). This study evaluates the efficacy of marketing strategies, including social media marketing, influencer promotion, giveaways, and targeted advertising(M & Bhavya, 2025).

The study employed an observational methodology wherein actual sales activities and customer responses were examined over a defined period(Tomková & Ondriřová, 2024). The collected data were subjected to descriptive analysis to identify the strategies that most effectively enhance customer engagement and sales. This methodology offers a comprehensive understanding of consumer behavior and underscores the efficacy of digital marketing strategies in authentic business environments(Nazarenko & Luo, 2025). This methodology aligns with prior research

in the field of digital marketing, which has extensively employed qualitative and observational techniques to examine consumer behavior and assess marketing effectiveness(Sjioen et al., 2025).

Result and Discussion

Instagram sales model

In contemporary commerce, the use of social networks for product sales has emerged as one of the most effective strategies. Empirical evidence indicates that Instagram is a primary platform for marketing cosmetic products. Effective sales organization on this platform requires systematic and strategic maintenance of the page. During the study, the Instagram page was actively managed on a daily basis, with an average of 10 stories and at least one post published each day. This approach facilitates continuous engagement with the audience and captures their attention. Stories deliver succinct information, promotions, and product updates, whereas posts provide a more comprehensive introduction to products. Moreover, the Telegram channel serves as a supplementary sales platform with an average dissemination of four posts per day. This platform provides succinct and clear product information to facilitate prompt purchasing decisions. Additionally, sales are conducted through a website where products are regularly updated, descriptions are refined, and promotions are announced, thereby enhancing the brand's professionalism and credibility. The type of content utilized significantly affects sales effectiveness. Instagram primarily employs three types of content: posts, stories, and reels. Posts have elucidated the main features, benefits, and outcomes of a product. Stories are used to display daily activities, customer feedback, promotions, and quick offers. Reels, noted for their brevity and engagement, are particularly effective in attracting new audiences. In the cosmetics sector, reels demonstrating "before and after" results have a substantial impact on consumers.

Marketing strategies

The implementation of diverse marketing strategies is crucial in online cosmetics sales. Empirical evidence suggests the efficacy of several methods. First, promotions and discounts are pivotal in augmenting sales. Typically, a "Friday promotion" is conducted weekly, offering substantial discounts on products. Additionally, extended promotions are organized during specific periods; for instance, a 5 percent discount was provided on all products during Ramadan. Such promotions incentivize consumer purchases and enhance sales. Second, giveaways, or prize competitions, constitute an effective marketing strategy. These are conducted bi-monthly, specifically on pages 10th and 20th, thereby increasing page activity, attracting new subscribers, and enhancing brand recognition. Third, targeted advertising facilitates the reach of products to a broad audience. Advertising campaigns are executed via the Facebook Ads Manager platform, which allows for the selection of a target audience and monitoring of advertising effectiveness. Telegram Ads are also employed to promote

products across various channels, thereby increasing customer traffic. Overall, the strategic integration of these marketing approaches significantly enhances sales efficiency.

Real example (practical experience)

This study examines the process of marketing cosmetics through online platforms, drawing upon empirical experience. The products are predominantly marketed on Instagram, Telegram, and websites. Each platform holds a distinct importance and collectively contributes to an integrated sales system. Empirical observations indicate that sales on Instagram and Telegram demonstrate enhanced efficacy. Instagram facilitates customer attraction and purchase motivation through its visual content. Telegram serves as an efficient platform for rapid communication and direct sales transactions. Nevertheless, the progression of sales through websites is relatively slow. This is primarily attributed to the fact that the culture of online purchasing has not yet been fully established within the local market. The majority of consumers exhibit a preference for placing orders via social media platforms. Empirical evidence suggests that sales performance can be enhanced through the consistent dissemination of content, strategic organization of promotions, and effective execution of advertising campaigns. Notably, ongoing engagement with customers and a thorough understanding of their needs are critical components of a successful marketing strategy. This study examines the efficacy of marketing strategies employed for the online sale of cosmetic products using empirical results as a basis for analysis. Various methodologies were evaluated during the analysis and their effectiveness was systematically observed. During the practical implementation phase, one of the most efficacious strategies was the dissemination of dynamic content on Instagram. Specifically, in January 2026, a targeted strategy was employed, resulting in the publication of 300 videos, predominantly in the reel format, over the span of one month. This strategic approach led to a marked increase in page activity, which subsequently had a favorable impact on sales. The primary reason for the efficacy of this strategy is that Instagram's algorithms actively prioritize video content, particularly in the reel format. Concise and engaging videos are rapidly disseminated to a broad audience, thereby attracting new subscribers. Consequently, there has been an increase in page views and potential customer engagement. Furthermore, there exists an opportunity to showcase the product in real time through video content. This approach enhances consumer confidence and augments purchase probability. Demonstrating the results is particularly crucial in the cosmetics industry, and the video format effectively facilitates this demonstration. Empirical evidence indicates that consistent, large-scale content dissemination positively influences page-ranking algorithms. Instagram perceives the page as active and subsequently recommends it to a broader user base, resulting in the expansion of the organic (unpaid) audience. Additionally, other marketing strategies, including promotions,

giveaways, and targeted advertising, positively influenced sales, albeit with slightly less efficacy than the content strategy. While promotions contributed to an increase in short-term sales, giveaways expanded audience size; however, not all new subscribers converted into buyers. The analysis determined that consistent dissemination of video content, specifically reels, constitutes the most efficacious marketing strategy. This approach not only broadens the audience reach but also enhances sales. Statistical data from the Instagram page corroborate these findings. The statistical indicators demonstrate increases in views, subscribers, and customer engagement, as evidenced by the graphs and screenshots in the Appendix. In contemporary digital commerce, the key to the successful online sale of cosmetics is the implementation of a strategically selected and consistently executed marketing approach. In the current market environment, video content marketing has emerged as one of the most efficacious tools available. The present findings align with those of prior research. Hendrayati et al. emphasized that digital marketing strategies, particularly social media content, exert a significant influence on consumer decision-making. Furqon et al. corroborated that effective marketing strategies have a positive impact on business performance and customer engagement. The results of this study unequivocally demonstrate that consistency in content creation is pivotal for sustaining audience engagement. Pages that consistently publish content are more likely to be recommended by platform algorithms, thereby enhancing visibility. Furthermore, the incorporation of storytelling into marketing content facilitates the establishment of an emotional connection with consumers. This connection fosters trust and enhances the probability of purchase decisions. Customer interaction is another critical factor. Prompt responses to messages, comments, and inquiries can enhance customer satisfaction and foster loyalty. Businesses that actively engage with their audiences are more likely to achieve superior sales outcomes. Moreover, the integration of diverse platforms, such as Instagram and Telegram, enhances the efficacy of the sales system. Instagram attracts potential customers, while Telegram facilitates their conversion into purchasers through direct communication.

Figure 1 The Instagram profile utilized for the marketing of cosmetic products exhibits a consistent visual presentation and active management. This strategic approach effectively captures consumer attention and contributes to establishing a distinct brand identity.

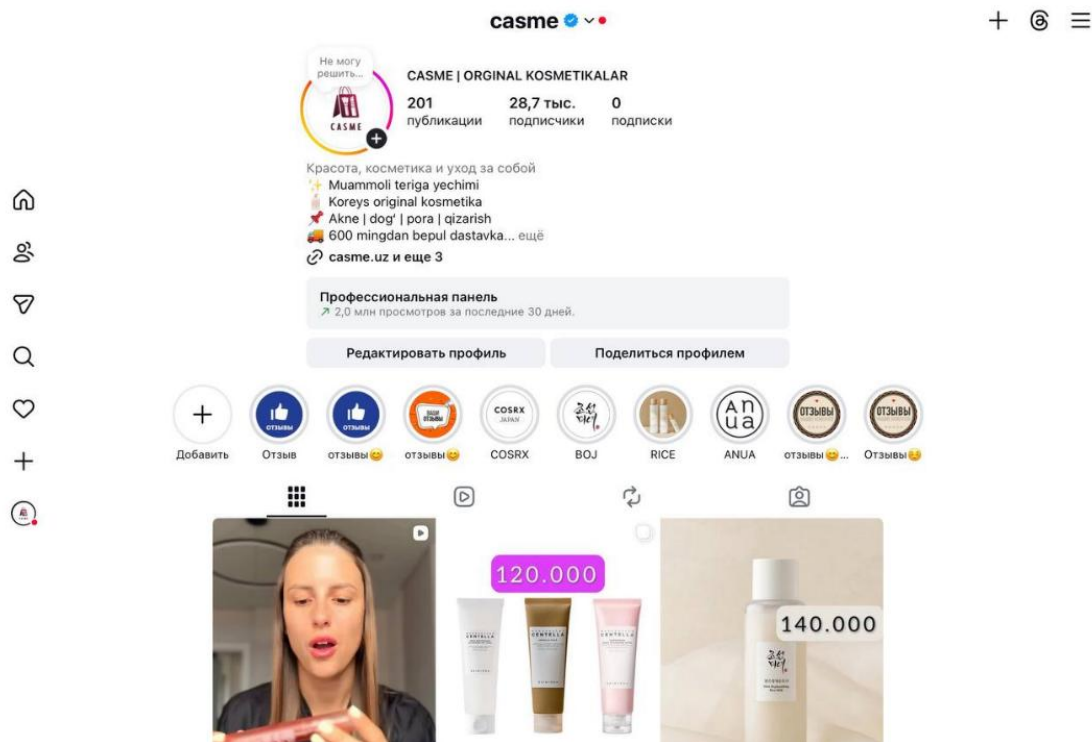


Figure 2 The Instagram analytics data for January 1–31 reveals a consistent increase in followers and user engagement, indicating the effectiveness of the implemented marketing strategies.

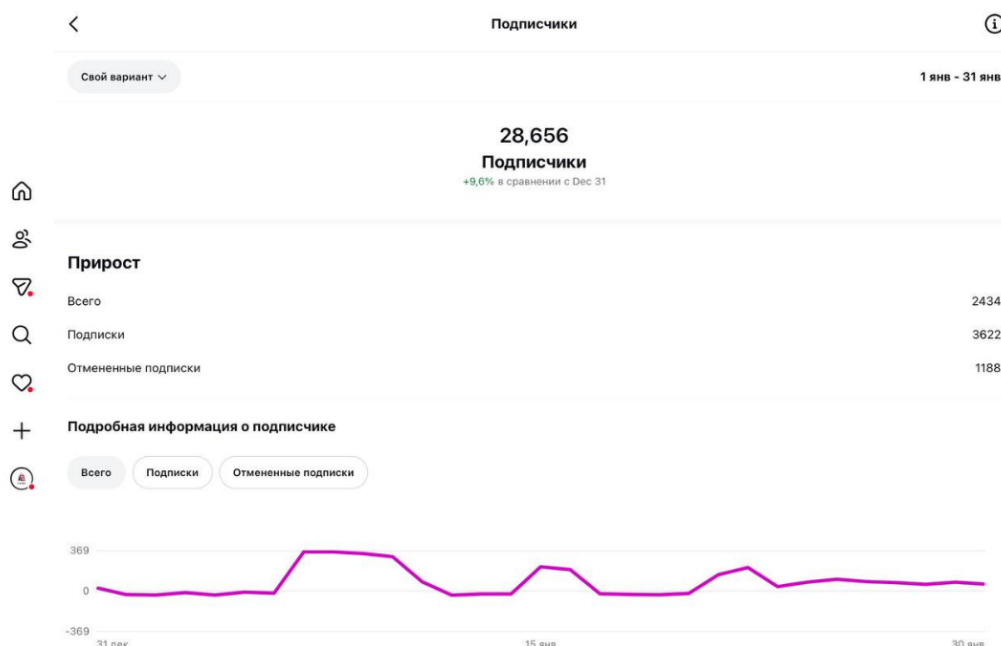
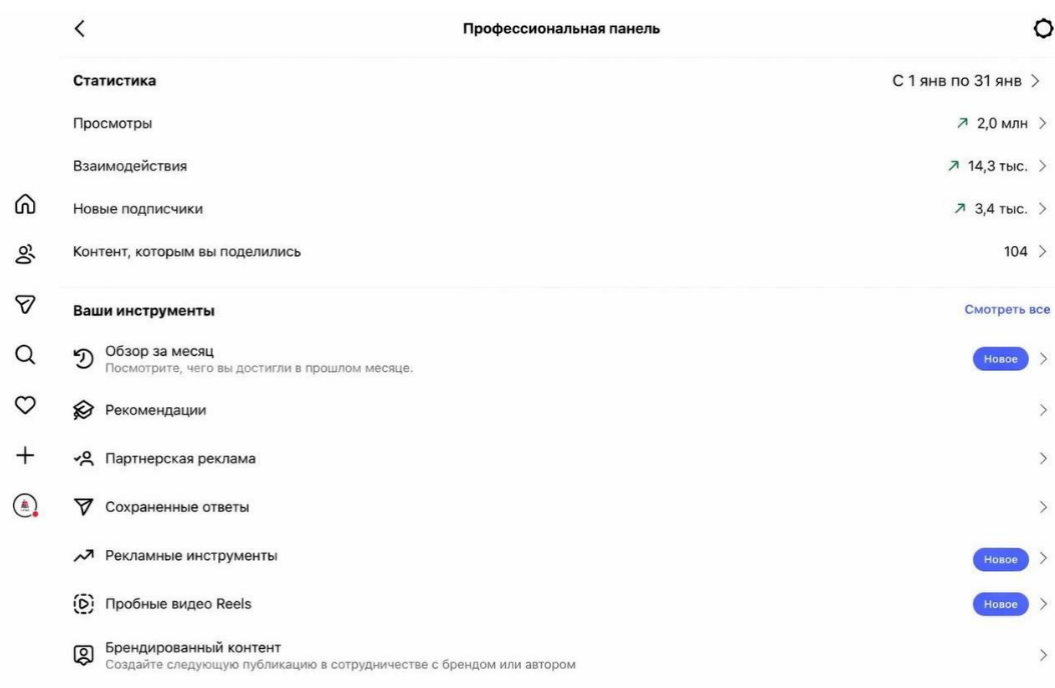


Figure 3 illustrates the growth in followers and the net increase observed. This upward trend corroborates the effectiveness of the implemented marketing strategies, particularly those involving video content and promotional activities, in positively influencing audience expansion.



The statistical results corroborate the findings of this study, affirming that implemented digital marketing strategies effectively enhance customer engagement and sales performance.

Conclusion:

This study investigates the efficacy of digital marketing strategies in the promotion of cosmetic products via online platforms. The results indicate that customer convenience is a critical determinant of online purchasing decisions. A streamlined and efficient purchasing process substantially enhances the probability of a purchase, whereas intricate procedures and excessive information requirements may deter customers and lead to abandoned transactions. This study further illustrates that consumers are inclined to purchase products without direct physical interaction, underscoring the significance of high-quality visual content. Clear, appealing, and informative photographs and videos are essential for fostering customer trust and positively influencing purchasing behavior. Conversely, substandard content can diminish customer confidence and adversely affect sales performance. Furthermore, the findings suggest that the most efficacious marketing strategies encompass regular content dissemination, implementation of video marketing, promotional initiatives, and proactive customer engagement. Notably, social media platforms such as Instagram and Telegram have demonstrated significant effectiveness in attracting

customers and enhancing sales performance. These findings further indicate that businesses should persistently investigate novel digital marketing channels, including emerging platforms such as TikTok, while concurrently enhancing existing ones. Improving content quality, bolstering customer engagement, and optimizing advertising strategies are crucial for sustaining competitiveness in the digital marketplace. The findings of this study substantiate that the strategic deployment of digital marketing tools, particularly visual content and social media platforms, is crucial for enhancing customer engagement, augmenting sales performance, and ensuring the long-term sustainability of businesses in the cosmetics industry.

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