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## **A Comprehensive Exploration of Entrepreneurial Strategies in The Makeup and Beauty Industry: The Role of Social Media Marketing**

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### **Abstract**

The research background is the rapid development of makeup and beauty industry in the social media era that is highly competitive. The study aims to explore the industry's development and its characters, the specialized entrepreneurial strategies, and the influence of social media on this industry. The methodology employed in this research is a semi-systematic literature review. The analytical approach utilized incorporates a meta-narrative framework, encompassing stages such as identifying, analyzing, and identifying patterns and themes related to the topic. The results describe that the characters of makeup and beauty industry includes highly competitive, ever-changing trends, consumer-centric, seasonal and limited-edition products, diverse product range. Furthermore, the role of social media and specialized entrepreneurial strategies related to the influencer collaborations, community building, personalized beauty, virtual beauty consultations, user-generated content, social commerce, online beauty classes, virtual events and live streams. Finally, the challenges of social media on entrepreneurial strategies associated with the policy and algorithm changes, negative feedback and criticism, data privacy and security

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## **A. Introduction**

The makeup and beauty industry, a sector that involves personal expression, self-care, and artistic creativity, has experienced rapid development in recent years [1]. This industry has grown dynamically and continually adapted to meet various consumer preferences. The diversity of consumer demands, needs, and the broad target audience of this industry has created intense competition amid the evolving business landscape in the digital era [2], [3].

In the competitive makeup and beauty industry, specialized entrepreneurial strategies are the primary key to winning the competition [4]. Amid the ever-evolving and diverse industry competition, entrepreneurs in this field need to identify their uniqueness and craft tailored approaches to meet the specific needs of their customers [5]. This tailored approach is crucial for building a strong and distinctive brand in the crowded marketplace by offering unique and relevant products, services, or experiences to their customers.

Moreover, in the ever-evolving landscape of makeup and beauty industry trends and fluctuating consumer preferences, these strategies enable companies to adapt swiftly, ensuring their continued relevance in the dynamic beauty world [6], [7]. By providing personalized experiences tailored to the unique needs of individual customers, these specialized entrepreneurial strategies foster customer loyalty and create close interactions between the industry and its customers. Effective entrepreneurial strategies can also foster a sense of community among customers and build trust in the marketed beauty products [8]. Ultimately, these strategies form a strong foundation for success in the makeup and beauty industry, known for its intense competitive nature, ceaseless innovation, and ongoing transformation.

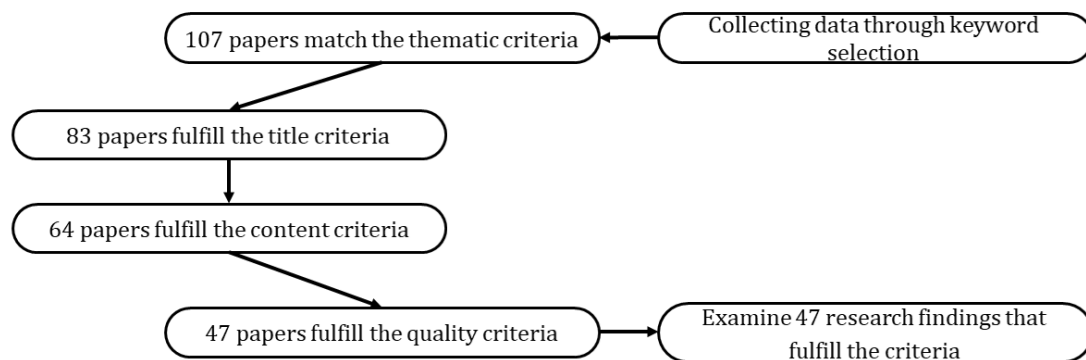
Intense competition and the fluctuating trends in the makeup and beauty industry are undeniably influenced by the advancement of information technology, particularly social media [9]. The dominance of social media in people's lives significantly shapes the competitive landscape of the makeup and beauty industry today. For instance, beauty trends are greatly influenced by various aspects related to social media, such as the impact of skincare practitioners, influencers, viral beauty trends, and the global scale of trend changes [10], [11].

This research responds to this phenomenon by delving deeper into the complex realm of the makeup and beauty industry. The study aims to shed light on the industry's development and its characters, the specialized entrepreneurial strategies in this industry, the challenges and opportunities arising from high levels of competition, and the influence of social media developments on this industry. Through a comprehensive exploration, this research will analyze specific entrepreneurial strategies through innovative approaches that align with evolving trends. The findings of this study are expected to provide valuable insights for entrepreneurs looking to succeed in the dynamic and fast-paced makeup and beauty industry.

## **B. Research Method**

This research employed a semi-systematic literature review as a research method. A semi-systematic literature review is a robust method employed to analyze and synthesize a selection of relevant research findings on a specific topic.

This approach combines the structure of a systematic review with the flexibility of a traditional narrative review. It allows researchers to systematically identify and analyze a subset of studies that align with the research's focus, providing valuable insights into the topic's evolution and potential implications. By following a structured yet adaptable process, a semi-systematic literature review offers a comprehensive overview of existing knowledge and serves as a foundation for building upon previous research, making it a valuable tool for this study [12], [13]. The data under examination in this research comprises secondary data obtained from publicly available research findings identified through Google Scholar. The search process involved using the keyword "the role of social media marketing on entrepreneurial strategies in the makeup and beauty industry". The data collection process entailed the application of specific criteria, including thematic relevance, title, content, and research quality. The specific steps involved in the data selection process can be delineated as follows:



**Figure1.** The procedural phases of article screening

## C. Result and Discussion

### 1. Characters of Makeup and Beauty Industry

The makeup and beauty industry possesses its own distinctive characteristics. These characteristics provide a specific identity and uniqueness that sets it apart from other industries. Some of the key characteristics of the makeup and beauty industry are as follows:

#### a. Highly Competitive

The makeup and beauty industry is characterized by intense competition, which sets it apart from many other entrepreneurial sectors [14], [15]. Its highly competitive nature stems from a variety of factors. Firstly, it's a field where numerous established and emerging brands coexist, offering a wide array of products and services, all vying for the attention and loyalty of consumers [16]. This diversity creates a saturated market where differentiation and uniqueness become paramount. As a result, businesses need to continuously innovate, invest in product development, and create compelling marketing strategies to stand out in this crowded marketplace [17].

In addition, the beauty industry is strongly affected by changing beauty trends [18]. What's fashionable today might not be as popular tomorrow. Businesses need to stay updated with what customers like and be ready to adjust

their products and marketing strategies quickly [19]. To keep up with these changes, it's important to be observant, creative, and have a good grasp of the fast-paced beauty world. In this setting, only those who can spot new trends and innovate rapidly can stay competitive.

### **b. Ever-Changing Trends**

The makeup and beauty industry is renowned for its ever-evolving trends, driven by factors like its close connection with the fashion world and the influence of social media [20]. Fashion's ever-shifting landscape sets the tone for beauty trends, with makeup and skincare preferences adapting in tandem with clothing styles and seasonal shifts. Additionally, the rise of social media platforms, including Instagram and TikTok, has accelerated the pace of trend changes [21]. Beauty influencers and makeup artists use these platforms to showcase their creativity, and their posts can rapidly go viral, shaping the beauty landscape and inspiring beauty enthusiasts worldwide. The dynamic nature of beauty trends presents a double-edged sword for businesses: it fosters constant innovation and creativity but also requires adaptability and swift responses to stay in sync with evolving consumer preferences [22].

Furthermore, the beauty industry is all about self-expression and individuality, which constantly leads to changing trends [23]. Beauty allows people to be creative and try different looks, fostering a culture of exploration and reinvention. With a wide range of makeup and skincare trends, everyone can find their unique style in this diverse world. Businesses need to not only recognize but also appreciate this diversity, catering to a wide range of customer preferences while actively contributing to the ever-changing beauty landscape [24]. To sum it up, the makeup and beauty industry's ever-shifting trends highlight its dynamic nature, influenced by fashion, social media, and the ongoing pursuit of self-expression. Success in this competitive field depends on businesses' ability to embrace and adapt to these trends while continually innovating and engaging with a diverse customer base.

### **c. Consumer-Centric**

The makeup and beauty industry is distinctly characterized by its consumer-centric approach [25]. This orientation stems from the industry's unique relationship with its clientele. Unlike many other sectors, beauty businesses are intrinsically tied to individual preferences, self-expression, and personal identity. As a result, consumer feedback and loyalty play an outsized role [26]. Beauty consumers are not just passive purchasers; they are active participants in the industry, often deeply engaged in product selection and brand relationships. Their preferences, reviews, and word-of-mouth recommendations significantly impact a brand's reputation and success.

Furthermore, the consumer-centric nature of the beauty industry is amplified by its growing emphasis on inclusivity. The beauty sector is increasingly recognizing and celebrating diverse standards of beauty, catering to a wide spectrum of skin tones, hair types, and gender identities. Brands that prioritize inclusivity not only resonate with a broader customer base but also underscore the consumer-centric ethos of the industry [27]. This approach, driven by a

commitment to meeting diverse and evolving consumer needs, underscores the importance of understanding, connecting with, and listening to beauty consumers in the makeup and beauty industry

#### **d. Seasonal and Limited-Edition Products**

The makeup and beauty industry boasts a distinctive characteristic in its regular offering of seasonal and limited-edition products [28], [29]. This feature aligns with the industry's dynamic nature and is driven by various factors. Firstly, seasonality is often tied to fashion trends and the changing seasons, which lead to variations in makeup and beauty preferences [30]. Consumers may seek different colors and products during the winter, spring, summer, or fall, influenced by clothing choices and environmental conditions. As a result, beauty brands strategically release seasonal collections to align with these shifts, creating a sense of anticipation and relevance that encourages consumers to experiment with new looks and stay engaged.

Additionally, limited-edition products play a significant role in the makeup and beauty industry by fostering a sense of exclusivity and urgency [29]. These products are typically available for a short time, and their limited quantity often attracts collectors and enthusiasts. Limited editions can generate excitement and a heightened desire to make a purchase, enhancing brand loyalty and engagement [31]. These characteristics cater to the industry's consumer-centric nature, where the experience of shopping for and using beauty products is about personal expression, creativity, and an emotional connection to the brand. As a result, seasonal and limited-edition offerings are key strategies for beauty companies to keep consumers engaged, bring novelty to their product lines, and maintain their competitive edge.

#### **e. Diverse Product Range**

One of the defining characteristics of the makeup and beauty industry is the vast and diverse product range it offers to consumers [32]. This diversity encompasses an extensive array of products, from skincare and cosmetics to haircare and fragrances. The industry acknowledges that beauty is personal and deeply individual, and this diversity is a direct reflection of that belief. It caters to the varying needs, preferences, and unique identities of a broad and ever-evolving customer base.

The makeup and beauty industry's commitment to offering a diverse product range is not only about providing choice but also about promoting inclusivity. In recent years, there has been a significant shift towards recognizing and celebrating diversity in beauty, with brands working to develop products that cater to a wide spectrum of skin tones, hair types, and gender identities. By embracing diversity, the industry is not only fostering a culture of self-expression but also tapping into the growing demand for products that address the individual needs and preferences of its consumers [33], [34]. In essence, the diverse product range is a reflection of the industry's consumer-centric ethos and its dedication to making beauty accessible and inclusive for all. An overview of the characteristics of the makeup and beauty industry is as follows:

**Table 1.** Characters of Makeup and Beauty Industry

No.	Characters	Keywords
1	Highly Competitive	Innovate and Adapt Competitive Edge
2	Ever-Changing Trends	Seasonal Shifts Fashion Connection Viral Posts
3	Consumer-Centric	Self-expression Personal Identity
4	Seasonal and Limited-Edition Products	Fashion Trends Exclusivity
5	Diverse Product Range	Personal and Deeply Individual Providing Choice Promoting Inclusivity

## 2. Social Media and Specialized Entrepreneurial Strategies

### a. Influencer Collaborations

Social media plays a pivotal role in shaping specialized entrepreneurial strategies, particularly in the makeup and beauty industry, where influencer collaborations have become a cornerstone of marketing efforts [35], [36]. Beauty influencers, makeup artists, and skincare experts wield considerable influence on social media platforms, amassing large followings of dedicated beauty enthusiasts. These influencers often collaborate with beauty brands to promote their products, and their endorsements can be highly impactful [37]. The power of influencer collaborations lies in their ability to authentically connect with their audience, providing a platform for real-life product demonstrations, tutorials, and reviews that consumers find relatable and trustworthy.

In addition to building trust, influencer collaborations help brands reach a wider and more engaged audience. When influencers recommend a product, their followers often take note, and a well-executed collaboration can result in a surge in brand visibility and sales. Furthermore, social media allows for real-time engagement and feedback, enabling beauty brands to connect with consumers and influencers alike, fostering a sense of community and building brand loyalty [38]. The role of social media in facilitating influencer collaborations is integral to the success of specialized entrepreneurial strategies in the makeup and beauty industry, as it leverages the reach and credibility of these influencers to create genuine connections with the consumer base.

### b. Community Building

Social media platforms have revolutionized specialized entrepreneurial strategies in the makeup and beauty industry, particularly when it comes to community building [39]. Beauty brands have found that these platforms are an ideal space to foster a sense of community among their customers and followers. Social media enables brands to engage in direct, two-way communication with their audience, facilitating a more personalized and interactive experience [40]. This interactivity goes beyond traditional marketing; it allows customers to become part of a brand's narrative and to connect with like-minded individuals who share an interest in beauty products and techniques.

One of the significant advantages of community building through social media is the potential for creating brand advocates. Engaged followers who feel part of a community are more likely to become loyal customers and ambassadors for the brand [41]. They share their experiences, product recommendations, and support for the brand within their networks, thereby amplifying the brand's reach and credibility. Social media platforms provide the ideal environment for customers to share their stories, ask questions, and provide feedback, creating a sense of belonging and ownership. By actively nurturing this community, beauty brands can gain valuable insights, refine their products, and cultivate a loyal customer base that actively promotes their products, making it a vital component of specialized entrepreneurial strategies in the makeup and beauty industry.

### **c. Personalized Beauty**

Social media has played a transformative role in advancing personalized beauty within specialized entrepreneurial strategies [42]. The beauty industry has witnessed a shift towards individualized product recommendations and customized experiences, and social media platforms have been instrumental in making this possible. With the help of data analytics and algorithms, brands can analyze consumer behavior, preferences, and past purchases to offer tailored product suggestions [43]. These personalized recommendations enhance the online shopping experience, making it more convenient and enjoyable for customers.

Moreover, social media allows for direct engagement with customers, fostering a deeper understanding of their unique needs and preferences [44]. Beauty brands can interact with customers through comments, direct messages, and surveys to gather insights and feedback. This personal connection provides an opportunity for brands to offer personalized advice and recommendations based on the individual's skin type, tone, and style. By embracing the personalization trend and leveraging social media's capabilities, beauty entrepreneurs can enhance customer loyalty, satisfaction, and trust, all while promoting their unique products and services.

### **d. Virtual Beauty Consultations**

Social media has ushered in a new era of virtual beauty consultations within specialized entrepreneurial strategies in the makeup and beauty industry [45]. This transformation is primarily fueled by the visual nature of the beauty sector, making it well-suited for online consultations and demonstrations. Social media platforms provide a space for beauty experts, makeup artists, and brand representatives to connect with customers through live video sessions, virtual appointments, or pre-recorded tutorials [46]. These virtual beauty consultations offer a more personal and interactive experience, where customers can receive tailored advice, skincare regimens, or makeup tips from the comfort of their own homes.

Virtual beauty consultations not only provide convenience but also allow brands to showcase their expertise [47]. It's a unique opportunity to demonstrate product application techniques, test new looks, and answer customer queries in real-time. Additionally, these consultations foster a sense of community and trust,

as customers can connect directly with beauty experts and ask questions specific to their needs. As a result, these personalized virtual interactions have become an essential component of specialized entrepreneurial strategies in the makeup and beauty industry, enhancing the customer experience and brand engagement, and helping businesses to stand out in a competitive market.

#### **e. User-Generated Content (UGC)**

Social media has revolutionized specialized entrepreneurial strategies in the makeup and beauty industry through the powerful influence of user-generated content (UGC) [48]. UGC encompasses customer-generated reviews, photos, videos, and testimonials, which serve as authentic endorsements of a brand's products. Beauty enthusiasts and customers often take to social media to share their experiences, showcasing how a product looks, feels, and performs in real-life scenarios [49]. This UGC not only acts as social proof but also enhances transparency and trust, crucial elements in the makeup and beauty sector.

The role of UGC in specialized entrepreneurial strategies is two-fold. Firstly, it amplifies a brand's reach and credibility. When customers share their positive experiences and stunning results, it creates a ripple effect, inspiring others to try the products as well. This organic promotion can significantly boost a brand's visibility and reputation. Secondly, UGC fosters a deeper sense of community [50]. Customers feel more engaged when they can actively contribute to the brand's narrative, and this engagement often leads to brand loyalty. Beauty businesses are increasingly incorporating UGC into their marketing strategies, as it not only showcases their products but also provides a platform for their customers to shine, building a stronger connection between the brand and its consumers.

#### **f. Social Commerce**

Social media has emerged as a powerful catalyst for specialized entrepreneurial strategies, particularly in the makeup and beauty industry, by ushering in the era of social commerce [51]. Social commerce refers to the integration of e-commerce capabilities directly into social media platforms, allowing customers to discover, browse, and purchase products without leaving their favorite social apps [52]. This innovative approach leverages the massive user bases and engaged audiences on platforms like Instagram, Facebook, and Pinterest, making it easier for beauty brands to connect with potential customers and streamline the shopping experience.

One of the key advantages of social commerce is its ability to bridge the gap between inspiration and action. Beauty enthusiasts often seek inspiration from makeup tutorials, product recommendations, and beauty influencers on social media [53]. With social commerce, these inspirational moments can seamlessly transition into a purchase. Brands can tag their products in posts, enabling users to click and buy directly within the social platform. This frictionless shopping experience enhances customer engagement and conversion rates. The result is a win-win situation where customers discover and purchase products effortlessly, while beauty brands tap into a more efficient and convenient sales channel. Social commerce has, therefore, become a pivotal element of specialized entrepreneurial



strategies, enhancing brand visibility and providing a user-friendly platform for consumers to explore and shop for beauty products.

#### g. Virtual Events and Live Streams

Social media has transformed the landscape of specialized entrepreneurial strategies in the makeup and beauty industry by becoming a powerful platform for hosting virtual events and live streams [54]. Beauty brands now use social media platforms like Instagram, Facebook, and YouTube to host product launches, live tutorials, and Q&A sessions. These events enable real-time interactions with the audience, fostering a deeper connection between customers and brands, and offering an engaging and interactive experience.

The role of social media in virtual events and live streams is twofold. Firstly, it provides a global stage for brand visibility. Social media platforms have a massive user base, allowing beauty brands to reach a wide and diverse audience. Virtual events and live streams can attract a substantial number of viewers, resulting in increased exposure and product awareness. Secondly, it promotes authenticity and customer engagement [55]. The real-time nature of these events allows customers to interact with brand representatives, ask questions, and receive instant responses. This interaction creates a more personal and relatable connection, building trust and loyalty. As a result, virtual events and live streams have become an integral part of specialized entrepreneurial strategies, enhancing brand reach and the customer experience in the dynamic makeup and beauty industry. A broad overview of the social media and specialized entrepreneurial strategies of the makeup and beauty industry is as follows:

**Table 2.** Social Media and Specialized Entrepreneurial Strategies

No.	Social Media and Specialized Entrepreneurial Strategies	Keywords
1	Influencer Collaborations	Authentically Connect with Their Audience Real-Life Product Demonstrations
2	Community Building	Enables Brands to Engage in Direct Interactive Experience
3	Personalized Beauty	Unique Needs and Preferences Customized Experiences
4	Virtual Beauty Consultations	Connect with Customers Interactive Experience
5	User-Generated Content	Customer-Generated Reviews Social Proof, Transparency and Trust
6	Social Commerce	Bridge the Gap between Inspiration and Action Customer Engagement
7	Virtual Events and Live Streams	Real-Time Interactions Attract a substantial Number of Viewers Increased Exposure

### 3. Challenges of Social Media on Entrepreneurial Strategies

#### a. Policy and Algorithm Changes

In the makeup and beauty industry, social media plays a vital role in entrepreneurial strategies, but it also introduces challenges, particularly in the face of policy and algorithm changes on these platforms [56]. Social media platforms

like Instagram, Facebook, and YouTube frequently update their policies and algorithms, which can have a significant impact on how beauty brands engage with their audiences and market their products. Policy changes, such as revisions to content guidelines or advertising regulations, can suddenly render previously successful strategies obsolete, requiring businesses to adapt quickly to avoid compliance issues [57].

Algorithm changes present another hurdle in this highly visual industry. Social media platforms use complex algorithms to determine the visibility of content, and alterations to these algorithms can affect the reach and engagement of posts [58]. What was once a reliable method of reaching a target audience may suddenly become less effective. Beauty brands need to continually monitor these changes and refine their strategies to maintain their visibility and relevance. In a highly competitive market where timing is critical, adapting to policy and algorithm shifts is an ongoing challenge that requires agility, vigilant monitoring, and quick adjustments to remain effective in the makeup and beauty entrepreneurial landscape.

#### **b. Negative Feedback and Criticism**

One of the significant challenges posed by social media in the makeup and beauty industry is the influx of negative feedback and criticism [59]. The beauty industry is inherently subjective, and the products and services offered are deeply personal to consumers [60]. As a result, it's not uncommon for brands to receive criticism related to product quality, ingredient safety, marketing practices, or the industry's impact on self-esteem and body image. Social media amplifies the voices of consumers and provides a platform for public scrutiny and critique, making it crucial for beauty businesses to manage negative feedback effectively.

Handling criticism on social media can be complex, as it requires a delicate balance between maintaining a positive brand image and addressing genuine concerns. Ignoring or dismissing negative feedback can lead to reputational damage, while responding inappropriately can escalate the situation further [61]. Navigating this challenge requires a thoughtful and empathetic approach, acknowledging customer concerns, addressing them transparently, and using the feedback as an opportunity to improve products and services. Beauty brands that successfully manage negative feedback on social media can not only mitigate potential damage but also demonstrate a commitment to customer satisfaction and product improvement, ultimately strengthening their entrepreneurial strategies in this highly competitive and scrutinized industry.

#### **c. Data Privacy and Security**

Data privacy and security present a pressing challenge for entrepreneurial strategies in the makeup and beauty industry in the context of social media [62]. In an era where customer engagement and marketing efforts rely heavily on user data and analytics, the protection of sensitive information is paramount [63]. Beauty brands often gather and store personal data, such as skincare and makeup preferences, shopping habits, and even personal images. Ensuring the privacy and security of this data is not only a legal obligation under data protection regulations

like GDPR but also an essential aspect of maintaining customer trust and brand reputation.

The makeup and beauty industry thrives on personalization, and to provide tailored experiences, businesses often collect and analyze customer information. However, with data breaches and privacy concerns making headlines, customers are becoming increasingly cautious about sharing their personal information. This necessitates a delicate balance between data collection and privacy. Brands must establish robust cybersecurity measures, transparent data policies, and opt-in consent mechanisms to safeguard customer data [64]. Additionally, they must continually adapt to evolving privacy regulations and industry standards. Successfully addressing these challenges not only ensures compliance but also fosters trust, making customers more willing to engage with brands and contribute to the success of entrepreneurial strategies in the makeup and beauty industry. A broad overview of the challenges of social media and specialized entrepreneurial strategies of the makeup and beauty industry is as follows:

**Table 3.** Challenges of Social Media Marketing

No.	Challenges	Keywords
1	Policy and Algorithm Changes	Content Guidelines Advertising Regulations Reach and Engagement of Posts
2	Negative Feedback and Criticism	Inherently Subjective Product Quality and Ingredient Safety
3	Data Privacy and Security	Protection of Sensitive Information Cybersecurity Measures Transparent Data Policies

#### D. Conclusions

In conclusion, the makeup and beauty industry is characterized by its highly competitive nature, driven by ever-changing trends and a consumer-centric approach. The introduction of seasonal and limited-edition products, as well as a diverse product range, adds to its dynamism. To thrive in this environment, businesses have embraced social media and specialized entrepreneurial strategies. These strategies encompass influencer collaborations, community building, personalized beauty experiences, virtual beauty consultations, user-generated content, social commerce, online beauty classes, and virtual events and live streams.

However, this transformation is not without its challenges. The industry's reliance on social media has made it susceptible to policy and algorithm changes, as well as negative feedback and criticism. Additionally, the importance of data privacy and security cannot be understated. To succeed in this evolving landscape, makeup and beauty businesses need to navigate these dynamic industry characteristics while capitalizing on specialized entrepreneurial strategies and addressing the challenges posed by social media effectively. The ability to strike this balance will be crucial for long-term success in this competitive and ever-evolving sector.

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