



MEASURING THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING OF SKINCARE PRODUCTS IN DEYGA ORGANICS (SPECIAL REFERENCE TO COIMBATORE CITY)

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ABSTRACT

This study evaluates the effectiveness of social media marketing strategies for skincare products, focusing on their ability to drive consumer engagement, brand loyalty, and sales growth. The research uncovers critical trends by analysing key performance indicators (KPIs) such as audience reach, engagement rates, click-through rates, and conversion rates on platforms like Instagram, TikTok, and YouTube. It highlights the role of influencer collaborations, interactive content, and user-generated reviews in building trust and authenticity. Additionally, the study explores how demographic targeting, platform-specific algorithm optimization, and seasonal campaigns contribute to marketing success. The findings underscore the importance of integrating analytics-driven insights and creative storytelling to remain competitive in the rapidly evolving skincare market.

Keyword: Social media marketing, skincare products, consumer engagement, brand awareness

I. INTRODUCTION

Social media has become a vital tool for businesses, particularly in the skincare industry, to connect with consumers and drive sales. Deyga Organics, an organic skincare brand, has successfully used social media to promote its products and build a strong online presence. This study aims to assess the impact of social media marketing on Deyga Organics in Coimbatore City, focusing on customer awareness, trust, engagement, and purchase decisions. The research will use quantitative and qualitative methods, including surveys and questionnaires, to provide insights and recommendations for enhancing brand engagement.

II. OBJECTIVES

1. To Analyse social media marketing influence on customer awareness.
2. To Assess the impact on purchase decisions and brand loyalty.
3. To provide recommendations for improving Deyga Organics' social media strategies.

III. RESEARCH METHODOLOGY

Research Design:

The study is a descriptive in nature

Source of Data:

Primary & Secondary data were collected for this study

Sampling Size:

The 150 respondents were collected for this study

Tools for Analysis:

It is carried out in the following ways.

- Simple Percentage method
- Likert Scale
- Chi – Square

IV. REVIEW OF LITERATURE

Malakiano, g., & Susila, I. (2025)¹: The study examines the impact of digital marketing, brand awareness, and product quality on purchasing decisions for something skincare products. A sample of 179 something product users in Surakarta participated, with data collected through an online survey using google forms. The results show that digital marketing, brand awareness, and product quality significantly influence purchasing decisions for something skincare products. The study highlights the need for businesses to continuously innovate and refine their strategies to stay competitive in the highly competitive cosmetic and beauty industry. Effective digital marketing strategies, such as social media and testimonials, enhance consumer interest and engagement, while high brand awareness fosters trust and familiarity.

Justyna Martyna brzozowska, Joanna gotlib, (2025)²: This review examines the impact of social media on skin health promotion activities by users. The study surveyed 1558 articles, with 23 (1.48%) qualifying for the review. The most frequently discussed topics were skin exposure and uv radiation protection against skin cancer. The research found that social media is a source of information, with visualization having a strong impact on users. The review identified strategies for digital interventions to promote skin health, but it has limitations, such as only English-written articles, omission of ongoing studies, a small number of interventional studies on acne, and a failure to perform quantitative data analysis.

V. ANALYSIS AND INTERPRETATION

Table no.1. Showing age of the respondents

S.NO	AGE GROUP	RESPONDENTS	PERCENTAGE
1	18-24	82	68.33333333
2	25-34	28	23.33333333
3	35-44	6	5
4	44 & above	4	3.333333333
	TOTAL	120	100

(Source: Primary Data)

INTERPRETATION

The data presented in Table 4.1.1 indicates that 68.33% of the respondents are age group between 18-24, 23.33% with the age group between 25 - 34, 5% with the age group between 35 - 44, 3.33% with the age group between 44 & above, and 1.1% with the age group of 60 & above.

INFERENCE:

Majority 68.33% of the respondents are age group between 18 - 24.

Table no.2. TABLE SHOWING TRUST THE SKINCARE INFORMATION

FACTORS	NO OF RESPONDENTS	LIKERT SCALE	TOTAL(FX)
Highly Satisfied	33	5	165
Satisfied	48	4	192
Neutral	36	3	108
Dissatisfied	2	2	4
Highly Dissatisfied	1	1	1
TOTAL	120		470

(Source: Primary Data)

$$\begin{aligned}
 \text{FORMULA - Likert Scale} &= \Sigma(\text{FX})/\text{Total no of respondents} \\
 &= 470/120 \\
 &= 3.92
 \end{aligned}$$

INFERENCE: Likert Scale value 3.92 is higher than the middle value (3), so the respondents are satisfied with the skincare information.

Table no.3. TABLE SHOWING THE CHI SQUARE TEST OF SATISFACTION OF SOCIALMEDIA PLATFORM ABOUT DEYGA ORGANICS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	175.173	75	0.000
Likelihood Ratio	83.895	75	0.226
N of Valid Cases	120	-	-

(Source: Primary Data)

INFERENCE: The results remain the same after adjusting for 120 valid cases. Since the **p-value (0.000)** for the Pearson Chi-Square is less than 0.05, the relationship between the variables is statistically significant.

VI. FINDINGS

6.1 SIMPLE PERCENTAGE ANALYSIS

Majority (68.33%) of respondents are between 18-24 years.

6.2 LIKERT SCALE

Respondents rated it at 3.92, indicating satisfaction with the skincare information of Deyga Organics.

6.3 CHI-SQUARE

The results remain the same after adjusting for 120 valid cases. Since the p-value (0.000) for the Pearson Chi-square is less than 0.05, the relationship between the variables is statistically significant.

VII. SUGGESTIONS

- Use Instagram Insights, Facebook Analytics, and YouTube Analytics to measure reach, impressions, and engagement. The analysis involves evaluating metrics such as likes, shares, comments, and video watch times to identify the most engaging posts with the audience.
- The task involves comparing customer purchase data with social media campaign timelines and identifying trends that link post engagement to sales spikes. The study aims to evaluate repeat purchases and customer retention rates, as well as the number of customers who continue to follow the brand after their initial purchase.
- The strategy involves launching live Q&A sessions, polls, and product demonstrations, while also encouraging user-generated content to boost community engagement. Partner with micro-influencers for targeted audience reach and monitor their effectiveness using unique discount codes or referral links.

VIII. CONCLUSION

The study assesses Deyga Organics' social media marketing in Coimbatore, revealing its impact on brand awareness, consumer engagement, and purchase decisions. Instagram and YouTube are the most influential platforms. However, engagement levels vary, and strategies like influencer collaborations and live sessions can improve brand loyalty. The research offers insights for enhancing digital marketing strategies for long-term business growth.

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