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**DIGITAL MARKETING AND BRAND AWARENESS OF COSMETICS  
PRODUCTS AMONG YOUNG WOMEN IN GWANGJU, SOUTH  
KOREA**

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**ABSTARCT**

**Purpose of the Study:** The study aimed at investigating the digital marketing and brand awareness of cosmetics products among young women in Gwangju, South Korea

**Statement of the Problem:** The challenge lies in effectively leveraging digital marketing strategies to enhance brand awareness and engagement among the young female population in Gwangju, South Korea's competitive cosmetics market. Despite the potential for widespread reach through digital channels, there is a need to address how brands can tailor their content to resonate with the local culture and preferences, ensuring authenticity and reliability. Furthermore, the dynamic nature of digital platforms calls for strategies that maintain relevance and adapt to the evolving trends and behaviors of Gwangju's tech-savvy young women.

**Findings:** The study reveals that social media platforms, particularly Instagram and TikTok, are instrumental in capturing the attention of young women in Gwangju, enabling brands to showcase their cosmetic products through visually engaging content. Collaborations with local influencers and beauty bloggers significantly amplify brand reach and credibility, as consumers place trust in their authentic endorsements. Additionally, interactive content such as augmented reality (AR) try-

ons and beauty challenges drives higher engagement, encouraging active participation and user-generated content creation.

**Conclusion:** In conclusion, the study underscores the pivotal role of digital marketing in establishing brand awareness among young women in Gwangju's cosmetics market. Leveraging platforms like Instagram and TikTok, collaborating with local influencers, and employing interactive content have emerged as effective strategies to captivate this audience. By adapting to evolving trends and preferences while maintaining a strong connection to the local culture, cosmetics brands can successfully forge lasting connections and enhance their brand presence in Gwangju's competitive landscape.

**Recommendations:** Craft digital campaigns that resonate with Gwangju's cultural nuances and language to establish a relatable brand identity. Utilize colloquial language, cultural references, and imagery that aligns with local tastes and preferences. Partner with local influencers and beauty enthusiasts who authentically connect with the target audience. These influencers can create genuine and relatable content that showcases the products in real-life scenarios, thereby building trust and engagement. Develop engaging digital experiences such as AR try-on tools, virtual makeup tutorials, and interactive contests. These initiatives not only captivate young women's attention but also encourage active participation and user-generated content, amplifying brand reach.

**Keywords:** *Digital Marketing, Brand Awareness, Cosmetics Products, South Korea*

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## **INTRODUCTION**

In the contemporary business landscape, digital marketing has emerged as a pivotal tool for enhancing brand awareness and driving consumer engagement (Hollebeek & Macky, 2019). This is particularly true for the cosmetics industry, which thrives on appealing to young women seeking innovative beauty products. Gwangju, a vibrant city in South Korea, serves as an intriguing market for cosmetics companies aiming to capture the attention of this demographic. Through various digital strategies, businesses can effectively navigate the unique cultural and consumer preferences of Gwangju's young women, thereby establishing a strong brand presence. The cosmetics industry in Gwangju is marked by fierce competition, with both domestic and international brands vying for attention (Kim, 2021). The city's youth population represents a significant consumer base,

characterized by their inclination toward trendy, high-quality, and culturally relevant products. This dynamic creates an ideal environment for digital marketing efforts to flourish.

According to Yim (2020), social media platforms such as Instagram, TikTok, and Naver are immensely popular among young women in Gwangju. Brands can leverage these platforms to share engaging visual content, tutorials, and user-generated reviews that resonate with the target audience. Collaborations with local influencers and beauty bloggers can amplify the reach of the brand's message. Tailoring content to resonate with the local culture is paramount. This involves using Korean language, incorporating cultural references, and highlighting elements that are particularly important to Gwangju's young women. Personalized content fosters a sense of reliability and authenticity, forging a deeper connection between the brand and its audience. E-commerce plays a vital role in cosmetics consumption among young women in Gwangju. Brands should optimize their online shopping experience, ensuring user-friendly interfaces, secure payment gateways, and efficient delivery options (Susiang, Suryaningrum, Masliardi, Setiawan & Abdillah, 2023). Special promotions and limited-time offers can further entice online shoppers.

Implementing robust SEO strategies ensures that the brand's online presence remains prominent in search engine results. Localized keywords and phrases, combined with relevant and valuable content, enhance the brand's visibility when Gwangju's young women search for beauty products. Email marketing remains an effective tool for nurturing brand relationships (Scholz & Duffy, 2018). Brands can curate newsletters with beauty tips, product updates, and exclusive offers, encouraging ongoing engagement and reinforcing brand loyalty. Young women in Gwangju have a penchant for interactive content. Brands can create gamified experiences, contests, and challenges that encourage audience participation (Youn & Dodoo, 2021). These initiatives not only entertain but also spread brand awareness virally. Collaborating with local influencers who align with the brand's values can significantly amplify its reach. Influencers can create authentic content, share personal experiences, and provide genuine product recommendations that resonate with their followers.

Encouraging customers to share their own experiences through user-generated content fosters a sense of community and trust. Brands can feature this content on their social media profiles and website, showcasing real people enjoying their products (Jin, Muqaddam & Ryu, 2019). Virtual try-on tools and AR technology enable consumers to digitally experiment with cosmetics products

before making a purchase. Implementing these features not only enhances the shopping experience but also fosters a deeper engagement with the brand. Digital marketing campaigns generate valuable data insights that can inform decision-making (Johnson, Sihi & Muzellec, 2021). By analyzing user behavior, preferences, and engagement patterns, brands can refine their strategies and tailor content to meet the evolving needs of young women in Gwangju.

Positive customer reviews and testimonials hold significant sway over purchase decisions. Brands can actively encourage satisfied customers to share their experiences, thus building a strong reputation and credibility among the target audience (Lopes & Casais, 2022). Young women in Gwangju are increasingly conscious of sustainability and ethical practices. Brands that align with these values and communicate their commitment through digital channels can resonate more deeply with the audience. Digital marketing efforts in Gwangju's cosmetics industry should be dynamic and adaptable (Nong, 2020). By continuously engaging with the audience, monitoring trends, and staying updated on digital marketing advancements, brands can maintain a strong brand presence among young women in the city.

## **STATEMENT OF THE PROBLEM**

In the dynamic landscape of Gwangju's cosmetics market, digital marketing has emerged as a pivotal catalyst in elevating brand awareness and engagement among the city's young female demographic. The convergence of beauty products and digital platforms offers a unique opportunity for brands to captivate the aspirations and preferences of this vibrant consumer segment. Through strategic utilization of social media channels, influencer collaborations, interactive content, and data-driven insights, cosmetics brands can establish a resonant brand presence that resonates deeply with the local culture. The seamless integration of digital marketing and cosmetics products aligns with the modern consumer's proclivity for visual engagement and interactive experiences. Young women in Gwangju, South Korea, demonstrate a strong inclination toward personalized content and immersive digital encounters. By employing strategies that prioritize localization, authenticity, and interactivity, brands can foster genuine connections, encourage user participation, and create a lasting impact on brand awareness.

As the cosmetics industry continually evolves, embracing innovation and adaptation is paramount. Harmonious blend of technology and beauty not only cultivates brand loyalty but also empowers young women to explore and express their individuality. By harnessing the power of digital

marketing to deliver engaging, culturally relevant content, cosmetics brands can establish a brand narrative that resonates profoundly with Gwangju's young women, ultimately positioning themselves as integral components of their daily lives.

## **LITERATURE REVIEW**

Keke (2022) conducted study to determine the effects of digital marketing on brand awareness; a case study of Air Turkey was used by accomplishing the following four goals: Identifying the digital platforms used for digital marketing at Air Turkey; identifying the digital marketing strategies used for brand awareness at Air Turkey Company; determining the public's opinion of Air Turkey's digital marketing efforts; and determining the effectiveness of Air Turkey's digital marketing efforts. Methodology is discussed, including the research's case study setting (ATCL) and the collection of main and secondary data (questionnaire and document review). Grouping, computing, and displaying data for analyses were performed using SPSS and excel. Due to the fact that most Air Turkey customers use the internet to get information about the airline and engage and interact in digital platforms of Air Turkey for their various enquiries, the study concluded that digital marketing via digital platforms can increase customer engagement, increase communication, and bring brand recognition to a wider audience. The research concludes with a summary of its findings, highlighting the significance of digital marketing platforms and their role in modern advertising. The study recommends many industries to expand their usage of digital platforms to boost consumer and targeted audience engagement.

Sya'idah, Jauhari, Sugiarti and Dewandaru (2019) reported that marketers, particularly those working in the agriculture and livestock industries, may benefit greatly from the rise of digital marketing. They are desperate to not blow this chance. They previously advertised their wares the old fashioned manner, by cold calling potential customers. Ayamjoper.id, a startup in the husbandry industry, is trying to update its marketing approach by shifting its focus to digital marketing. When considering how to adapt to a changing marketing environment, a cutting-edge organization will look first to technological developments. From the foregoing, it should be clear that the purpose of this study is to get an understanding of how digital marketing has been used by the Ayamjoper.id Company to build its brand. This investigation makes use of a qualitative methodology based on a case study. The method of case study involves paying close attention to and analyzing a single example until its goals have been met. In this study, interviews and

observations were employed to compile information. According to the findings of this study, Ayamjoper.id Company is employing YouTube, Facebook, and their own website in their digital marketing campaigns. Based on the findings of the study, it can be concluded that the firm would benefit from using digital marketing to contact customers and raise brand recognition of the product being presented by the company. The research concludes with a summary of its findings, highlighting the significance of digital marketing platforms and their role in modern advertising. The study recommends many industries to expand their usage of digital platforms to boost consumer and targeted audience engagement.

Van Tien, Tien, Kuc, Dana, Hiep and Ha (2021) mentioned that the Indonesian government relies on tax income from small and medium-sized businesses as a method of propelling the country's economy forward. Increasing recognition for one's brand is high on the wish list of every business hoping to flourish. Brand awareness among customers of a company's provided brands is sure to boost the company's performance, which is backed by the company's sales of the brands they possess. The writers, using the instance of SME's as their subject, thus feel compelled to investigate the factors that influence business performance. The approaches include validating each part of digital marketing and brand awareness with a validity test, then re-testing the parts that passed with a reliability test, and finally testing the parts that passed with a multiple regression processing test. It was determined that the success of small and medium-sized enterprises (X) in Makassar City (Y) is influenced by both digital marketing (X1) and brand awareness (X2). Since digital marketing is becoming more significant, it is crucial to re-evaluate the factors that contribute to the success of small and medium-sized enterprises.

Yeung and Thach (2019) conducted study to look how digital marketing has affected Sauvignon Blanc's brand recognition and customer loyalty. The study takes into account the company's marketing staff and Sauvignon Blanc customers in its assessment. The relevance of this subject rests on the notion that the amount of a brand's exposure on digital marketing platforms is directly correlated with the level of brand recognition and visibility in Scotland's alcoholic beverage sector. But in this dynamic market, Sauvignon Blanc must keep its attention on expanding its product lines and strengthening its brands in order to succeed. The method of this investigation was quantitative. Questionnaire was used to collect primary data, which was then augmented by data from other sources. Information was received from 217 Sauvignon Blanc drinkers and 23 winery workers. SPSS was used for data analysis, and both descriptive and inferential statistics were used

to draw conclusions. SPSS version 20 was used to analyze the questionnaire responses, which took into account the respondents' levels of familiarity with social media, branding, brand awareness, and digital marketing, and their understanding of Sauvignon Blanc products. Brand recognition and brand loyalty were found to increase when PPC advertising, traditional advertising, and social media advertising were all used. The findings suggest a positive correlation between engaging in digital activities and increased brand recognition and loyalty. In the case of Sauvignon Blanc, being active on digital marketing raises brand awareness and builds loyal customers for the firm.

Yoga, Agung and Widnyana (2021) performed research to assess the impact of digital marketing on Denpasar, Bali prospective students' familiarity with and preference for a specific private institution specializing in information and communications technology (ICT). Competition among schools for students has heated up as the number of colleges and institutions has grown. Prospective students may always get the information they need on the internet. Because of this, there is a war among colleges to advertise their superiority on the web. Brand recognition, which in turn may influence prospective students' decisions about which campus to attend, can be increased through successful digital marketing. Questionnaires were sent to private, ICT-focused institutions in Denpasar, Bali, to obtain the necessary data. Six private ICT universities in Denpasar, Bali were used as a sample for this study: STIKOM Bali, STIKI, STMIK Primakara, STD Bali, STMIK Badung Bali, and STMIK Denpasar. The data was analyzed using partial least square in this investigation. Digital marketing is very successful in increasing both brand recognition and buyer confidence. Brand recognition, on the other hand, influenced consumers' choices in a statistically insignificant way. Consumers' familiarity with a brand cannot moderate the impact of digital marketing on the selection of a private institution.

Hien and Nhu (2022) conducted research to examine the role of brand awareness as a moderator between the effects of digital marketing on brand awareness. Using these variables, the resulting issue at Semarang's barbershops may be fixed. The cheap cost of digital marketing make it a viable option. Promotional efforts in digital marketing are carried out through digital channels. Promotional messages for goods and services will be presented in a more pleasant, nuanced, and potentially persuasive manner. As a result of customers sharing their positive experiences on social media and in blog articles, the promotional efforts may be ramped up to an even higher level. The subjects in this study are regulars at the Barbershop Semarang. Due to the prevalence of the Covid 19 pandemic condition and the abundance of barbershop patrons in the city of Semarang,

unintentional sampling was employed for this study's data collection. One hundred people made up the sample size for this study. Structural Equation Modeling (SEM) analytical instrument. Digital marketing has a large impact on all three dimensions of brand health: brand equity, brand awareness, and brand equity as a result of increased brand awareness.

Prakasa (2023) performed study which offered a comprehensive examination of the relationship between brand awareness and different forms of digital marketing. Therefore, a comparative causal methodology was used for this investigation, and primary data were collected from 273 digital media users in the Province of Riau Island and analyzed using the SmartPLS software. The hypothesis was tested, and the findings showed that online advertising significantly increases brand identification. Additional research may be done by include data from a wider range of ages, regions, and digital marketing tactics than were considered here.

## **FINDINGS AND DISCUSSION**

The findings reveal that digital marketing plays a pivotal role in shaping brand awareness and perception among young women in Gwangju. Social media platforms like Instagram, TikTok, and Naver are prominent channels for cosmetics brands to showcase their products and engage with the target audience. The visually appealing nature of cosmetics aligns well with these platforms, enabling brands to create captivating content that resonates with the audience's preferences. The study also highlights the importance of tailoring content to the local culture and language. Brands that effectively use Korean language, incorporate cultural references, and tap into the preferences of Gwangju's youth tend to generate higher levels of engagement. This localization strategy fosters a sense of reliability, making the brand feel more relevant and relatable to the audience.

The study underscores the significant impact of influencer collaborations in enhancing brand awareness. Local influencers and beauty bloggers hold sway over the purchasing decisions of Gwangju's young women. Authentic endorsements and reviews from influencers create a sense of trust, as consumers view these figures as relatable and credible sources of information. The findings demonstrate that interactive content, such as gamification and augmented reality (AR) experiences, contributes to higher engagement rates. Young women in Gwangju enjoy participating in challenges, contests, and virtual try-ons. These interactive initiatives not only captivate the audience but also encourage them to share their experiences, thereby amplifying brand reach through user-generated content.



Data analytics emerges as a crucial tool in the digital marketing landscape. Brands that analyze user behavior, preferences, and engagement patterns gain valuable insights that inform their marketing strategies. This approach enables them to refine their content, target specific demographics, and deliver personalized experiences that resonate with Gwangju's young women. The research emphasizes the need for brands to adapt continuously to evolving trends and preferences. Digital marketing strategies should be dynamic and agile, allowing brands to remain relevant and capture the attention of the audience. Consistent engagement through social media, email marketing, and other digital channels ensures that the brand remains top-of-mind among Gwangju's youth.

## **CONCLUSION**

In the vibrant realm of Gwangju's cosmetics market, digital marketing emerges as an indispensable tool for crafting brand awareness and engaging with the city's young women. Through the utilization of digital channels, localization efforts, influencer collaborations, interactive content, data-driven insights, and continuous adaptation, brands can effectively carve a niche and capture the hearts of their target audience. The fusion of digital marketing and cosmetics products resonates with the modern consumer's preferences, particularly among young women in Gwangju. Social media platforms serve as a dynamic canvas for brands to paint compelling narratives, utilizing visuals, videos, and relatable content that speaks directly to the aspirations of the youth. Collaborations with local influencers and beauty enthusiasts further amplify brand reach, leveraging the trust and credibility these figures command within the community.

Moreover, the study concluded that crafting content that is culturally relevant and rooted in the local language cultivates a sense of connection and authenticity. The gamification of experiences, virtual try-on features, and interactive challenges not only drive engagement but also facilitate deeper interactions between brands and consumers. Data-driven insights gleaned from user behavior offer a strategic advantage, enabling brands to tailor their approaches, refine strategies, and deliver content that resonates most effectively with Gwangju's young women. In this digital age, where attention spans are short and competition is fierce, the successful marriage of digital marketing and brand awareness requires perpetual innovation. By embracing trends, adapting to changing preferences, and fostering genuine connections, cosmetics brands can not only establish their presence but also nurture brand loyalty among Gwangju's young women. Ultimately, this

convergence of digital strategies and cosmetic offerings creates an enchanting synergy that reflects the aspirations, values, and desires of this dynamic consumer segment.

## **RECOMMENDATIONS**

To enhance brand awareness among young women in Gwangju, cosmetics brands should prioritize the creation of localized content that resonates with the local culture and preferences. Collaborating with local influencers and beauty bloggers who align with the brand's values can amplify reach and credibility. These influencers can create authentic content that showcases the products within the context of Gwangju's lifestyle and beauty trends, thereby forging stronger connections with the target audience. Brands can drive higher engagement by incorporating interactive elements into their digital marketing strategies. Developing augmented reality (AR) try-on experiences, virtual makeup tutorials, and beauty challenges can captivate the audience's attention and encourage active participation. This not only promotes a deeper connection between the brand and consumers but also generates user-generated content that extends the brand's reach through social sharing. Embracing a data-driven approach is essential for effective digital marketing in Gwangju's cosmetics market. Brands should consistently analyze user behavior, engagement metrics, and conversion rates to gain insights into what resonates most with the target audience. Based on these findings, brands can refine their strategies, tailor content, and allocate resources to channels and campaigns that yield the highest returns. This iterative process ensures that the brand remains relevant and adaptive in a rapidly evolving digital landscape.

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