

**THE IMPACTS OF DIGITAL MARKETING THROUGH
YOUTUBE ON THE CUSTOMER OF MAC COSMETIC
PRODUCTS IN THE UK**



Abstract

The following dissertation has been prepared on the “The Impacts of Digital Marketing through YouTube on the Customer of Mac Cosmetic Products in the UK”. The first chapter of the research work will be the introduction. This chapter contains a brief description of the entire research process. This chapter is specifying the objectives of the research which will be helpful to analyze the impact of YouTube on the digital marketing strategies of MAC in the market of UK. Through this chapter, the researcher is providing the rationale and significance of the impact of digital marketing through YouTube on the customers of MAC cosmetics products in the UK. Moreover, the researcher will present an overview of the methodology of the research process. In the second chapter a literature review is done, on the basis of the research objectives, it evaluates the different stages of the research objective, how YouTube can be used for getting a better marketing strategy or the effective marketing strategy of MAC by using the YouTube is discussed in this chapter, a literature gap is also discussed here. In the third chapter research methodology is provided, where the research onion, research approach, research design, data collection methods, sampling techniques are discussed in detail, a survey was conducted among fifty participants and the research will be concluded on the basis of that survey. The several people regarding the social media implication in marketing strategy has been analyzed to understand the implication of the YouTube in MAC marketing strategy has been crucially analyzed. The collected data has been analyzed through quantitative thematic approach. The questions have been developed in relation to the research objectives which has developed the understanding about the potentiality of YouTube as the social media platform for the brand promotion. . However, different technology use, marketing strategies has been studied to improve business strategy of MAC. So it can be concluded that consumer behaviors with brand promotion have been correlated in this study.

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I am extremely thankful to all individuals who have helped me to conclude this research study successfully. I have been able to develop my skills “The Impacts of Digital Marketing through YouTube on the Customer of Mac Cosmetic Products in the Uk” I would specially want to convey my deep gratitude to my professor who has guided me whenever I needed any help during the study.



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CHAPTER 1: Introduction.

1.1 Introduction

This dissertation has been produced on the topic “The impacts of digital marketing through YouTube on customers of MAC Cosmetic products in the UK”. In recent days YouTube is one of the most famous digital media. In this chapter of the dissertation, the general background of the research is given to understand the topic. The rationale will be provided where the importance of the current situation has been analyzed. Research aims and objectives are identified and the significance of the research has been well defined. Some research-related questions have been raised and a few problem statements have been made. In the methodology section, possible solutions to the problems have been resolved by this study. The ontological and epistemological assumptions and the standpoints of the research will be provided in a brief in the overview of the methodology.

1.2 General background of the study

It has been reported that in the recent times technological advancement and adaptation is one of the major interest for the customers and business (Nguyen *et al.* 2021). Different business strategies have been employed to interact with customers and employees by companies. Advertisements and campaigns are better ways to attract people and create a brand image (Núñez-Barriopedro *et al.* 2019). Newer technology adaptation is considered an effective way to shape offline and online public perception and opinion to build brand reputation (Singh, 2016). Social media has become a trend and most people use the platform for various purposes (Singh, 2016). YouTube is mainly a video-based social media platform. Video advertisements can make an easy attraction towards the product (Okada *et al.* 2018). The teenage group and the people who are highly obsessed with beauty products and makeup products are highly influenced by video advertisement. Mac has an impressive brand image and their collaboration with another famous platform has been identified to become successful (Jensen, 2017). People make their choices about beauty and technology on YouTube by seeing the advertisements for the products (Nandagiri and Philip, 2018)

1.3 Rationale of the Research

What is the issue?

In the recent times, consumer's preferences for brands and products are changing rapidly which needs to be addressed in order to enhance customer engagement with the brand. The advertisement strategy is altered with implication of social like YouTube.

Why is it an issue?

Technology has achieved another level of entertainment for the customers. Advertisement plays an important role in attracting people by showing the bright side of the product (Ravi *et al* 2020). All the strategies of business growth have been modified regarding the needs of the modern age advertisement of the previous era have been altered by social media platforms like YouTube. Thus, it is one of the major concerns for the business organizations to develop an effective marketing strategy to enhance customer engagement in the social media influence

What is the issue now?

The mac is a brand of cosmetics. Customer's interest can be changed by advertisements on social media rather than the newspapers advertisements (Ajithkumar, 2018). They have changed their strategies for attracting customers in order to enhance their business efficiency.

What does the research shed light on?

The research has focused on analyzing the benefits of the usage of YouTube as an advertisement medium. YouTube is the second most popular social media platform (Amanatidou, 2022). Following the above stated discussion, it has been identified that changing customer's preferences and technology has been a major issue for the business organizations. It is required to address the challenges in order to enhance business effectiveness. Therefore, the following research study will focus on analyzing the effectiveness of YouTube as a platform for digital advertisement with attractive images and video that drive attention of the consumer. The beauty brand Mac has shown interest in advertising on social media platforms like YouTube.

1.4 Research Aim

The specific research study aims to find the effectiveness of digital marketing through YouTube in influencing customers of MAC

1.5 Objectives of Research

The research has been conducted with the following objectives such as,

- To critically analyze the effectiveness of digital marketing strategy
- To critically evaluate the impact of digital marketing on consumers' behaviors
- To critically explore the effectiveness of YouTube marketing campaigns for MAC
- To critically examine how YouTube marketing can enhance the target efficiency of MAC in the cosmetic market

1.6 Research Questions

The specific research study will answer the following research question:

How digital marketing through YouTube affects consumer behavior in the context of MAC products in the UK?

1.7 Problem Statement

Mac, a Canadian company, is considered one of the global cosmetic brands in the world operating in 120 countries (www.comparably.com, 2022). MAC has built its significant brand image among socially conscious and queer-friendly millennial by solidifying their need and demand for the brand (Reed *et al.* 2018). The study will analyze the effectiveness of YouTube marketing as advertisement medium for MAC cosmetics. It is seen that MAC spends a huge amount of money on YouTube for maintaining customer engagement (Williams, 2019). MAC opted for the use of digital media i.e. YouTube as their marketing and advertising strategies. However, this study is conducted to understand the impact and the pattern of using YouTube as a major medium to engage customers.

1.8 Significance of the research

This study sheds light on the need of using technology as the major means of marketing and advertising has been a common way to engage customers. YouTube campaigns and videos have great significance in creating a positive impact across content types and the overall brand (Amanatidou *et al.* 2022). Therefore, this study shows the detailed analytical impact of MAC's marketing strategy through digital media, by using YouTube videos and campaigns. As consumer behavior keeps changing, this study analyzes how customers are kept engaged through YouTube and how customers from the UK respond to this strategy. The overall impact of the brand's marketing strategy on their consumer's cosmetics purchases is also addressed in this study.

1.9 Overview of Methodology

This research has used primary data from quantitative questionnaires. The popularity of quantitative research is effectively increasing among the researchers due to its nature of getting significant outcomes (Yue and Xu, 2019). In order to fulfill the research aim of the specific study, and address the research question presented in 1.3, the research study have considered a quantitative research strategy, by utilizing cross sectional design. A survey has been conducted by the researchers to gather primary data to complete this study. The participants are from the UK. All participants are chosen according to their engagement on social media, they can be workers or school students both. Participants, who are unaware of current digital media patterns or do not use YouTube such as YouTube, will not be included in this survey.

1.10 Organization of the Dissertation

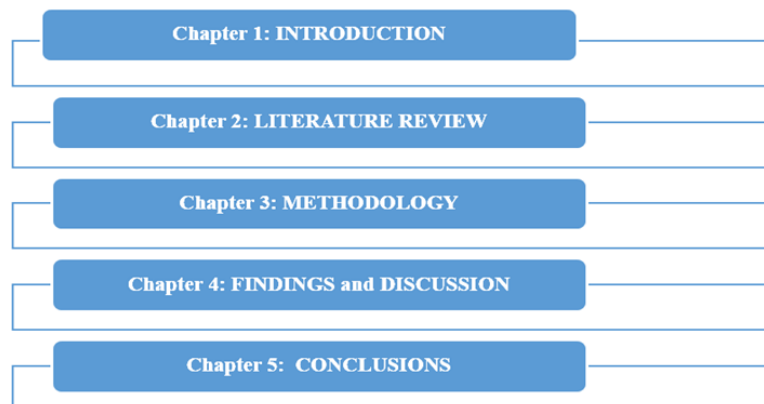


Figure 1: Dissertation Structure

(Source: Created by author)

The initial chapter of this study is the introduction which provides a brief description of the topic and the rationale for choosing this topic of research. The aim, objective and research questions of the research study have been addressed in the specific chapter.

The second chapter of this research includes literature review, to gather knowledge on this topic. Various research papers, journals and theoretical concepts regarding the topic have been considered and the research gap between current research and the past literature has also been identified.

The third chapter of this research is the research methodology, which explains the techniques and methods of sampling, data collection and data analysis used that have been used in this research.

In the fourth chapter of this research, data collected from the primary survey have been analyzed and the findings have been discussed in detail.

Accordingly, the final chapter of this research presents conclusion and recommendation under which the summary of the whole research study have been provided a brief recommendation to enhance the efficiency of the study.

1.11 Summary

The topic of the research has been introduced briefly in this chapter. The formulation of aims, objectives have been done in this chapter. The research significance and research rationale have been discussed. The research problem of the study has been identified. A brief of research methodology overview has been given to conclude the study.



Chapter 2: Literature review

2.1 Introduction

In this chapter, a critical analysis of the effectiveness of the new era of the cosmetics market using social media like YouTube will be discussed. It will focus on the evaluation of consumer behavior, the current trends, and how it works in the era of digital marketing. This study will focus on the promotion of cosmetic products by using digital marketing and will figure out the recent challenges for MAC in using YouTube as a digital marketing tool. This study will also critically identify the current shopping habits of consumers in the UK and analyze the new era of digital marketing. This literature review will critically examine how digital marketing has taken over traditional marketing with a special emphasis on the change in customer behavior in today's era. This literature describes the impact of digital marketing on MAC products. This review critically explores the efficiency of YouTube as a digital marketing platform. This literature review critically reviews how youtube can be used for the promotion of MAC cosmetic products and services. This review critically analyses how digital marketing can increase opportunities for MAC cosmetics. This literature review critically explores the challenges associated with YouTube marketing. This review highlights the tools that can be used to address digital marketing challenges through YouTube. There are gaps in previous literature that has been portrayed in this literature review.

2.1 Critically identifying the current shopping habits of the consumers in the UK

After the pandemic, a huge drop in the cosmetic market is evident. According to Gerstell *et al.* (2020), there is a rise in online shopping rather than offline shopping since the time of the pandemic. E-commerce sales have increased in numbers. Whereas it is believed that cosmetics can prevent skin from aging for decades, according to Amberg and Fogarassy (2019) consumers are more likely to use green or natural color cosmetics than artificial. Though these products are used in massive quantities, some are used in terms of hygiene and some are taking care of the skin. According to Vergura *et al.* (2020) in recent times, the trend of using organic products has increased in numbers. As people are getting more conscious about nature and ecological balance, they opt for organic products, as that can add a benefit to ecological welfare. Most consumers are

looking for natural and price-saving cosmetics over the brands as they contain natural ingredients, no harmful chemicals, and do not pollute nature, Lin *et al.* (2018) said that the brands which are against animal testing, provide campaigns for ethical trade and environmental protection always are in the choice of the consumers. As they believe that natural cosmetics are inherently safer than synthetic ones. Consumers nowadays become more sensitive to the ecosystem and nature, for that, they are moving toward green products rapidly. Consumers in the UK are working towards a healthy and environmentally sustainable environment. A significant decline in the cosmetics market following the epidemic is obvious. Since the pandemic, online shopping has increased more than offline shopping, claiming to be attracting more customers. The volume of e-commerce sales has surged to a great extent. Although it has long been assumed that cosmetics might delay the signs of aging. It has been found that customers are more likely to use green or natural-colored cosmetics than synthetic ones. Even though these products are used in enormous amounts, some are utilized for skin care and others for hygiene purposes. It has been claimed that using organic products can be beneficial not only for the customers but for the manufacturing industry as well.

2.2 Analyzing the new era of digital marketing:

Digital marketing is not at all a new concept in the marketing world, as it has seen to be used in many ways. According to Haenlein *et al* (2020), influence marketing strategy is used by different brands, as they use celebrities or influencers in their advertisements to provoke the customers to shop for their products uniquely. In some cases, it can have an adverse effect too. Brands choose their promotional platforms according to their products, and the age of their consumers. Facebook and Twitter, is used for the people of 40 and above and Instagram employed for the people of mid 30s. YouTube is used by all, and being a digital media it can directly affect the consumers. When it comes to depend on the technology then the term affordance automatically takes place. YouTube has the goal to reach out to the consumers with the visual effects of the goodness of cosmetics and portray an image in their minds. According to Gibson *et al.* 2022 technological affordance contains not predetermined it basically assumes about the sustainability and work accordingly. Many brands have their YouTube channels and by that, they have achieved a huge number of consumers, as they promote products by using the encouragement of personal connection between the business and the customers. Other digital platforms also affect the consumers; they can create

unique pictorials and visuals by using authenticity i.e., state oneself as one among the customers. This can broadly affect the consumers. There are different types of digital marketing platforms like YouTube, Facebook, and other social media sites. Different social media platforms have different advantages and disadvantages. The use of YouTube has been a great way of increasing the customer base, especially for Mac. Through YouTube, people can create customized videos for their products. When people see these products on the digital marketing platform, they can share their feedback with other customers. These platforms are more transparent than traditional marketing platforms.

2.3 Critically examining how digital marketing has taken over traditional marketing:

The traditional marketing concept is almost abolished from the new age marketing strategy, but in some cases, it is still there. Digital marketing has come up with a bunch of new hope and opportunities. As per Busca and Bertrandias (2020), the traditional market didn't use the concept of the internet at all, some companies had their websites in different search engines but in the era of digital marketing, every company has their website not only that they also have their unique and exclusive marketing strategy using the digital platform. Though there is a cultural change in society in decades, their tastes also changed. Nowadays brands are using indirect provocation in different social media which instigates the people to buy that product, whereas earlier companies only had a few options like television commercials or pictorial advertisements in newspapers for their promotion. Digital media has almost taken over the whole responsibility of promotion and marketing by using social media and many other options, content creators are stimulating the mind of the consumers by creating urgency through their personified message which leads the consumers to buy that product in an immediate basis. As per Athwal et al (2019) the digital marketing system also provides luxury brand marketers with a sustainable and exclusive brand voice. AI is used vastly in the case of digital marketing, where it can provide better search results to customers nowadays, whereas earlier the consumers had to visit stores in search of the desired products, so it is visible that digital marketing is a boon to the marketing sector in every sector. Everyone uses YouTube, and since it is a digital medium, its impact on users can be felt immediately. The phrase "affordance" comes into play when discussing reliance on technology. The purpose of YouTube is to connect with viewers and create an image in their thoughts of the benefits of cosmetics. By utilising social media and a variety of other platforms, content creators are stimulating consumer thought by creating

urgency through their personified message, which in turn encourages consumers to buy that product right away. Digital media has almost completely taken over the responsibility of promotion and marketing. According to Athwal *et al.* (2019), luxury brand marketers have access to a sustainable and exclusive brand voice through the digital marketing system. It is clear that digital marketing is a benefit to the marketing sector in every sector because AI is employed extensively in this field and can now give clients better search results than it could in the past when they had to visit businesses to get the needed products.

2.4 The change in consumer behavior in the digital marketing era:

Consumer buying behavior has changed a lot in the last few years. They have become more particular and accurate about their choices. According to Mon (2022) branding is the most essential for any product marketing; it is a key component to differentiating products from each other and making them attractive to the relevant consumers. Earlier consumers were not so much aware of the components of the products but now they have made themselves aware and most of them have started to use organic cosmetics despite of the synthetic ones. Purwanti (2021) stated that digital marketing is the digital application to all sectors of marketing. Consumers are always up to something new in terms of promotion, deals, offers, and branding. So the brands are always in search of new and creative ideas to seek the attention of their customers. They use Facebook, Instagram, Twitter, and YouTube for these; they often change the ideas of their landing pages without changing the brand voice, to attract organic traffic for their pages or websites. They often conduct surveys to understand the choice of their customers, which is only possible with the rise of digital media and marketing. Consumers often go to the websites of those brands and write reviews, which have also proved helpful. Digital media has made the world of brands and consumers smaller and made a bridge between them. They use Facebook, Instagram, Twitter, and YouTube for these; they often change the ideas of their landing pages without changing the brand voice, to attract organic traffic for their pages or websites. They often conduct surveys to understand the choice of their customers, which is only possible with the rise of digital media and marketing (Bathmanathan. *et al.* 2018). Consumers often go to the websites of those brands and write reviews, which have also proved helpful. Digital media has made the world of brands and consumers smaller and made a bridge between them.

2.5 The effects of digital marketing on MAC cosmetics products

Digital marketing is an umbrella term that involves content marketing, email marketing, mobile marketing, and social media marketing according to Alabaet *al.* (2021). MAC cosmetics are highly dependent on digital marketing through blogging, YouTube, and other social media platforms (Facebook, Instagram and Twitter). In the following ways digital marketing impacted MAC cosmetics products:

Product awareness: Digital marketing is one of the best ways adopted by MAC to create product awareness among its potential customers. With the help of YouTube videos and Instagram influencers, MAC's various types of products are advertised. It enhances awareness about the latest products launched by MAC. That further contributes to the enhanced sales of cosmetic products and increases growth. Product awareness in the digital marketing sector is necessary to work on improving the nature of the product. Product awareness in the marketing sector leads to the design and development of the product in new ways. These ways are the main things that make people aware of the benefits and advantages of the product.

Product improvement: one of the greatest benefits of digital marketing is that marketers can trace customer reviews instantly. While advertising online, marketers can see what customers think about their old and new products. It also shows what customers need and demand. As per their reviews, product development can be done. It develops the perceived impression about MAC products. Building an online network with all beauty influencers on YouTube is a possibility. Genc *et al.* (2019) claim that one of the biggest and most well-liked YouTube communities is the beauty community. YouTube creates a community for potential customers and target markets by working with various beauty companies and other well-known influencers.

Availability: digital marketing helps to understand the demand for products in the market according to Dastaneet *al.* (2020), as it gives an idea about the best-selling product and also the demand as per target audience. Enough supply of a product can be kept so that there is no shortage of supplying a product that is in demand. Digital marketing leads to the availability of information in the demand for products. Digital data can give feedback to people in ways that best-selling products can be analyzed. This digital availability makes sure, products can be analyzed in the way they work towards the best benefit of the customer. When people see products, they build trust by analyzing all the aspects of the products. These products can be customized only when their faults are known.

2.6 Critically exploring the effectiveness of YouTube as a digital marketing method

Since 2005, YouTube has been one of the most popular and varied video-sharing platforms, and that acts as an effective marketing platform in collaboration with beauty influencers and cosmetics companies according to Rosara *et al.* (2020). Beauty vloggers play a crucial role to connect beauty brands with potential customers through compelling reviews according to Elvira *et al.* (2022). In the following ways, YouTube shows its effectiveness,

Trust building: Visual representation builds trust among customers. Trust from the customers is so crucial, that's why compelling words from the brand's spokesperson on YouTube influence purchase decisions according to Chen *et al.* (2020). Also seeing influencers use cosmetic products on screen gives the assurance of the safety of products which is a very important aspect of beauty brands.

Brand awareness: YouTube ads can generate high brand awareness among potential customers according to Ahmad *et al.* (2020). The increased brand awareness influences the purchase decision, which further enhances loyalty among its customers. It also provides a competitive advantage over its competitors.

Online community building: YouTube is a potential platform to build an online community with all beauty influencers. According to Gencet *et al.* (2019), the beauty community is one of the largest and most popular communities on YouTube. By collaborating with various beauty brands and other renowned influencers, YouTube builds a community for potential customers and target markets.

2.7 Explore how YouTube can be used for the promotion of cosmetic product and services

YouTube is the second largest platform in the Digital marketing is the best way to generate brand awareness and drive generation through all digital mediums can include the company's website, SEO, ad display, and company's blog according to Desai *et al.* (2019). According to Rosario *et al.* (2019), digital marketing help brands reach a larger target audience regardless of geographical barrier. In the following ways, digital marketing can be used to promote any kind of product and service,

Social media ads: around 4.62 billion people use social media. That is why it is a very common medium to reach a larger audience at a time. Facebook, Instagram, and YouTube ads give reach to a huge audience that promotes any product or service on a larger basis.

Google ads: Google ads are another trending effective way for promotion. Google ad campaigns give a huge boost to brand awareness. The use of social media for marketing purposes, such as YouTube, has both benefits and cons. Users of social media are few in number. Social media users tend to be young. As a result, the consumer base is limited by shared preferences. It's possible that the cosmetic store's experimental in-hand advertising tactics will lose their allure. Social media networks are founded on technology.

Search engine optimization: one of the most effective ways of promoting any product or service brand's website. It is efficient for the target market to find categories easily.

Email marketing: sending promotional emails is another trend to promote products or services with detailed information. This email marketing can be one-on-one or bulk promotion. It helps brands to keep customers updated with new service or product launches, upcoming offers, and customizations. All people are not familiar with modern technologies. So the consumer reach of the company would be reduced with social media campaigning. YouTube advertisements are costly and time-consuming also. People may skip the advertisement video as there are options to skip watching. Such campaigning may consume more time to give the outcome. Negative feedback may come from the people as it can interrupt the viewers watching.

2.8 Analyzing the change in trends in the shopping for cosmetics

With the change in time, there is a significant change in the buying pattern of consumers for cosmetics. Consumer purchasing decisions and shopping patterns have been changed due to various reasons like the rise of awareness through social media usage, and digital marketing. The changing trends in shopping patterns are explained here with the help of the Theory of reasoned action,

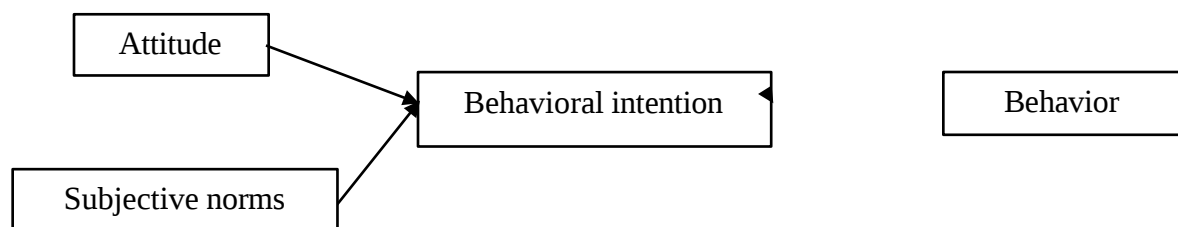


Figure 2: Theory of Reasoned Action

(Source: Created by author)

The theory states that the attitude and subjective norms for any particular beauty product or brand form a consumer's behavioral intention. Now, mostly all consumers tend to buy sustainable products with safe ingredients. These safety levels and sustainability builds customers' positive attitude and subjective norms and behavioral intentions. The behavioral intention depicts the behavior that is performed by the consumers. The trend of buying natural products is the recent present behavioral intention among potential consumers. This intention further contributes to or builds consumers' buying behavior. The behavior that is largely seen in youth consumers is to buy products that maintain the safety norms for the respective skin type, skin tone, and lasting time. As per the hygiene level, natural standards, and minimalism consumer shopping trends have changed for the products. According to the research of Fazaet *al* (2022), The Company has less versatility in its products which decreases its overall sell of the company. Changed customer behavior is another p[problem faced by the beauty industry like Mac. The onset of the Covid-19 has changed the basic customer demand regarding cosmetics products. People have reduced their purchases due to the Covid-19 lockdown. People become more concerned about the components of the products. Their choices have been shifted towards organic products. The company has fewer organic components in its products and the amount of chemicals is high. So people are losing trust in using such a product which is in doubt to them. The customer has trust issues regarding the chemical components of the products.

2.9 Critically examining how digital marketing can enhance opportunities for MAC Cosmetics

According to the research of Oliver., (2021), the brand Mac has the opportunity to expand the market by using social media. Various expertises have included trends in marketing strategies by using social media. The consumer did not get the opportunity to access the product in beauty stores; the traditional way of brand promotion has changed to social media platforms. According to data accessed from google.com, 70% of the consumers spent their time watching social media promotional videos (Amanatidou, 2022). The major problem of the brand is the pricing which can be solved by the cost deduction through a social media campaigning. The reliable videos regarding

the versatility of the products can be shown to the consumers. The advertisements should cover the component area of the products. The harmless side of the Mac products should be more displayed in front of the consumers to restore their consumer's trust. The realistic approach of digital marketing thorough has enhanced the chance of brand image formation. According to Oliver's analysis from 2021, Mac has a chance to grow its market by utilizing social media. Social media marketing trends have been included by a variety of experts. Because social media platforms have replaced conventional methods of brand promotion, consumers did not have access to the product at beauty stores. 70% of customers spent their time watching social media advertising videos, per data retrieved from google.com (Amanatidou, 2022). The primary issue with the brand's pricing can be resolved by lowering costs with a social media marketing strategy. Customers can be shown reputable movies demonstrating the products' adaptability. The component area of the products should be covered in the advertisement

2.10 Critically exploring challenges associated with YouTube marketing

Marketing with social media like YouTube has drawbacks together with advantages. The number of social media users is limited. Most of the social media users are young. So the customer range becomes constricted with similar preferences. The attraction towards the in-hand experimental advertisement strategies of the beauty store may be retarded. The social media platforms are technology based. All people are not familiar with modern technologies. So the consumer reach of the company would be reduced with the social media campaigning. YouTube advertisements are costly and time-consuming also. People may skip the advertisement video as there are options to skip watching. Such campaigning may consume more time to give the outcome. Negative feedback may come from the people as it can interrupt the viewers watching. Salahuddin., (2022). has focused on the fact that, the business can become more vulnerable as their security can be disturbed. The return of the business can be reduced with the social media campaign. Consistency of the purchase may not be present with such a marketing strategy as the users are not constant. Wewege and Thomsett, (2020) stated that digital marketing has the challenge of value creation for the brand and product. Modern technologies are unfamiliar to everyone. Therefore, the company's consumer reach would be decreased as a result of the social media effort. YouTube ads are

expensive and time-consuming as well. Since there are ways to stop watching, viewers may choose to skip the advertising. Such a campaign may take longer to produce the results. Negative remarks could be made.

2.11 Critically highlighting the methods that can be used to address the challenges of digital marketing through YouTube

Challenges of the digital marketing by YouTube for Mac, the cosmetics brand can be done with the regular customer review and feedback, Customers should be allowed to post their feedback about their purchases and the watched advertisements. By the research of Bala and Verma, (2018) business making has a positive achievement through digital marketing. Companies can build an email marketing list of the consumers. Connection with the consumer by focusing on their cosmetics needs. According to Xiao (2018), Social media has influencing power over people. The cosmetics videos should be region specific as their necessity varies with region. All the consumers should be prioritized specifically with the skin tone as the brand has the challenge of reduced purchase rate due to the constricted tone ranges of skin-related products. The YouTube video regarding the advertisements should be country and region-specific. Social media campaigning requires more time investment. So the organization should keep a mindset for the delay of onset of the result. So the organization should keep a mindset for the delay of onset of the result. People can be influenced by social media. The need for cosmetics differs by region, hence the movies should be region-specific. Since the brand faces the difficulty of a decreased purchase rate due to the constrained tone ranges of skin-related products, all customers should be targeted, especially those with darker skin tones. The YouTube video about the adverts needs to be tailored to each nation and region. Social media marketing campaigns require a bigger time commitment. Therefore, the organisation should maintain an attitude that the result may not manifest right away.

2.12 Gaps in previous literature

The research study has various gaps in it as there is another issue in Mac regarding brand promotion that has not yet been discussed. This literature is based on the systematic review. The review is on the methodology of the research of Belur et al(2021)The research has not focused on the data security issue of digital marketing (Hinmikaiye, 2022). The study is conducted on the basis of the scholarly articles present on the Google scholar. Marketing through the internet has

been depicted as the way achievement in various existing theories which is not wholly discussed here. The different strategies of digital marketing and its components have not been broadly discussed here. Brand security measures towards the social platforms are not depicted in this study. The key words are challenges in digital marketing, mac business strategies, challenges of Mac, YouTube marketing, changes in cosmetics marketing. Advertising are underpinned in the literature review. Theory of Reasoned Action is used to analyze how digital marketing through YouTube affects consumer behavior in the context of MAC products in the UK.

2.13 Conceptual Framework

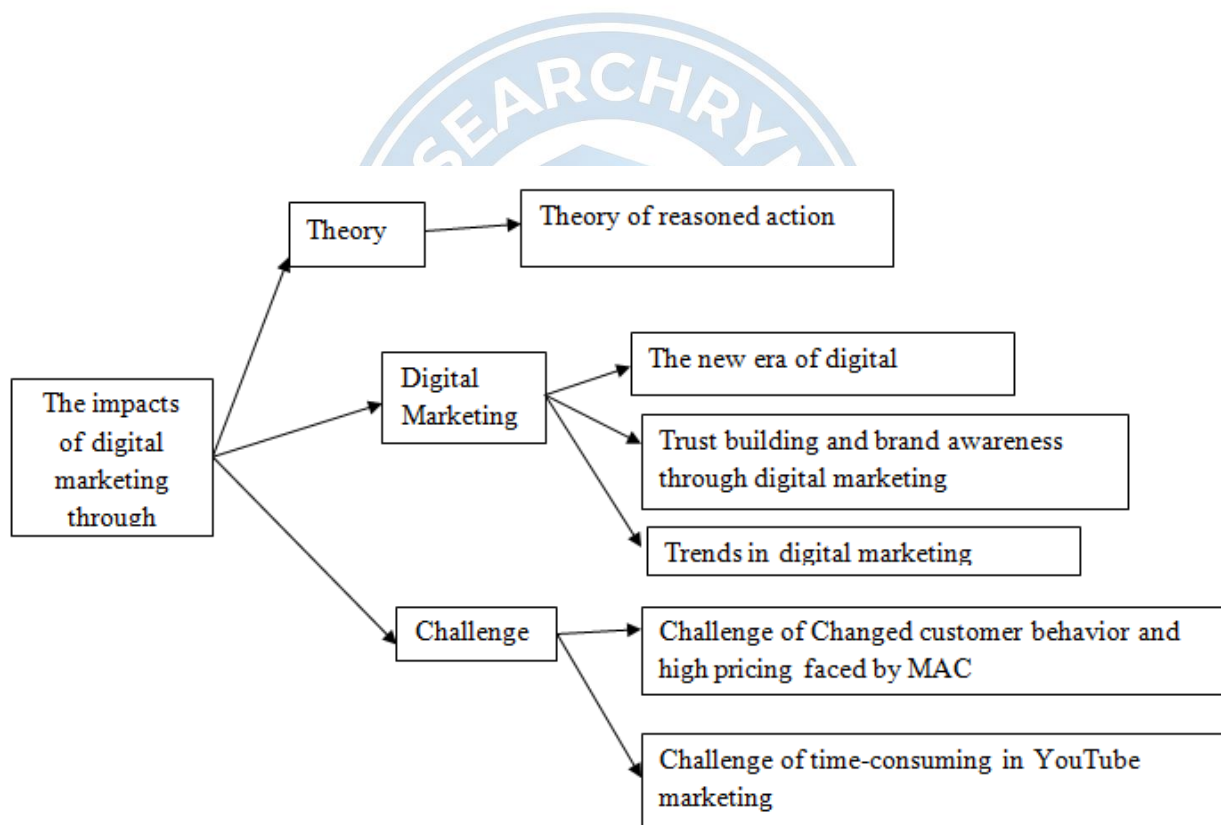


Figure 3: Conceptual Framework

(Source: Created by author)

2.14 Summary

The marketing strategies of various products have been widely changed during the modern age. The cosmetics brands like Mac have a new trend in marketing strategy by following social media. Digital marketing has several benefits and makes positive impacts on business outcomes. These all-new strategies also present some drawbacks as they lack communication with the consumer and consume more time to give outcomes. This study has some gaps which still require a further critical examination regarding the issues.



Chapter 3 Methodology

3.1 Introduction

The third chapter will discuss different research techniques and tools that will be used in this research to reach a conclusion systematically. The application of this methodology will be effective in this research. This chapter will depict the research onion, research philosophy, research design, method of collecting data and its analysis technique. Also, it will provide a proper justification for choosing those particular methods for this research. Some ethical issues will be there in this research that also is considered in this research and the limitations of this research also depicted here. Finally, a timeline of this research is provided at the end.

3.2 Research Onion

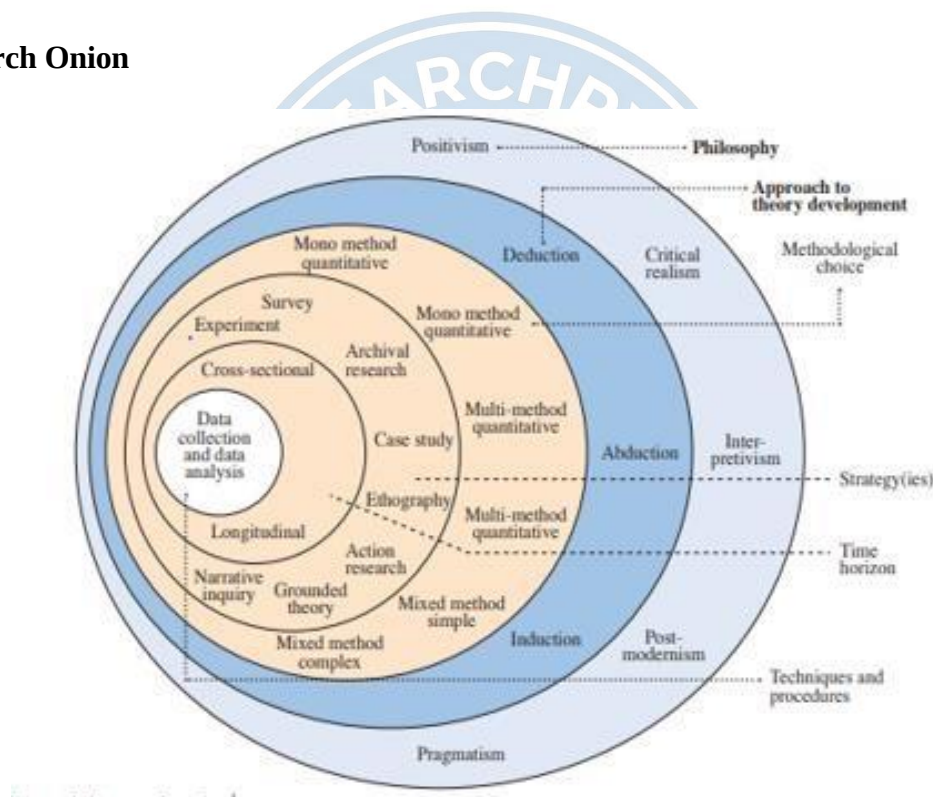


Figure 4: Research Onion

(Source: Melnikovas, 2018)

The above figure is about research onion, a theoretical concept of how the research will be effectively concluded. A research onion consists of three layers: axiology, ontology and epistemology. The first layer of axiology helps to identify the ethical considerations and values

which are needed to be mentioned in this research. The second layer is ontology, which identifies the reality based on this research and the third stage layer is epistemology, which helps to discover the nature and the sources of knowledge that are related to this research and the facts through which the research can be concluded (Melnikovas, 2018). The findings and the identifications of this research have been portrayed just like the approach frame to conclude the work.

3.3 Research Philosophy

Research Philosophy is a scientific method to highlight the basic technique of the research. It allows providing clarification of the used techniques and helps to understand the expectations that support the techniques (Abdelhakim, 2021). There are mainly four types of philosophical theories available, those are positivism, post-positivism interpretivism and realism. For this research, we will use the positivism method.

The Justification for using the positivism method:

The positivism method is essential for this research, as it allows one to interact directly with the topic of this research. Positivism is mainly concerned with the in-depth variables of any factor that is related to the context (Alharahsheh and Pius, 2020). It considers various differences such as cultures, circumstances and also the differences in social realities. It basically allows us to make quantitative research. So, the adoption of this research philosophy will help the researcher to interpret the data and information to develop in-depth understanding. Accordingly, it will also find out the effectiveness of digital marketing through YouTube marketing campaigns. Apart from it, this philosophy will also discuss the concepts of this topic in-depth so that the results can come out in a systematic and proper manner.

3.4 Research Design

A research design clarifies the kind of analysis that will be done to reach the conclusion. It is a procedure that helps a researcher to acquire the research objectives before the collection of data and the analysis (Asenahabi, 2019). It is like a determination tool that determines what kind of analysis that is to be done to achieve the desired results. There are three kinds of research designs that are used in general. Those are descriptive, explanatory and exploratory designs. For this research, the exploratory method will be used.

The justification for using the cross-sectional design

This cross-sectional design provides pieces of information that are easy to understand and helps in interpretation also may be able to identify the problems and can suggest solutions (Abutabenjeh and Jaradat, 2018). Thus, it helps to understand the variables of the research in a complete manner. In this research, the cross-sectional design will be used to find out the recent trend in the cosmetic market while using digital media like YouTube as a marketing tool. It will also help to evaluate the factors regarding YouTube marketing in the UK for MAC cosmetics products and how to influence the target audience in an effective way.

3.5 Research Approach

A research approach can bring different concepts and approaches to the same topic. It can test a theory or a hypothesis and can examine the relationships among the variables or it can analyze a bunch of qualitative data and quantitative data (Maarouf, 2019). There are basically two types of research approaches those are deductive and inductive approaches. Whereas inductive approaches are concerned with analyzing qualitative data and deductive approach is about testing a theory or examining a hypothesis. In this research, the inductive approach is used to reach a conclusion.

The justification for using the inductive approach

The inductive approach is basically about starting from a topic with a general setting and its journey towards the main objective of the research. It is the explanation of certain content and then describing it in its application or providing examples of that (Wardani and Kusuma, 2020). This research needs inductive approach to conclude the topic. For that, a basic understanding of the change in consumer behavior of MAC users in the UK and its relationship with the YouTube marketing strategy will be established. Also, there will be an analysis to establish a relationship between the variables of the collective data on this research topic.

3.6 Data Collection Methods

Research always needs data to evaluate and establish the facts that are associated with the research. Therefore, various data collection methods can be used in research (Rose *et al.*, 2019). In general, there are two types of data collection processes that can be located. One is primary data and the other is secondary data. Secondary data refers to a dataset that is used by a researcher from some existing data set and used for a different purpose and establishes a connection by answering a different research question and objectives (Sarkar *et al.*, 2020). Primary data are those first-hand

data that can be taken from the source and primary data are collected from second-hand sources. For this research, primary data is used that is, data will be collected from questionnaire.

Justification for using primary data in this research

In this research, primary data will be used with the aim to find out the probable strategies for using digital marketing in an effective way to engage MAC customers in the UK. A survey has been conducted for the UK participants by the researchers to collect relevant data regarding the topic. The participants for the survey have been selected according to their interest and engagement on social media, including workers, students and customers.

3.7 Sampling Techniques

A specific sample is always needed to conduct research. There are types of data sampling methods available with their help any analysis can be done in research (Harvey *et al.*, 2022). Two types of sampling techniques are used in general. These are probability sampling and non-probability sampling. Where probability sampling represents the population's characteristics and non-probability is based on the perception of a targeted population.

Justification for using nonprobability sampling technique:

Non-probability data collection method matches the quantitative data collection method. For that probability sampling method is chosen to conclude the research in a proper manner. Non-Probability sampling generally has a lower-cost association with its applications (Sarstedt *et al.*, 2018). Accordingly, in this research the participants are the people who are engaged and interested in using social media or YouTube for gaining insights regarding MAC products. Those pieces of data analyze the potentiality of the effectiveness of digital marketing through YouTube and the change in customer behavior of MAC users in the UK. It will help to find out how the effectiveness can be enhanced and also try to measure the change in consumer behavior in the context of the UK.

3.8 Data Analysis Techniques

In order to analyze data to conclude research, the use of data analysis techniques is important. Though there are different types of data analysis are available such as qualitative data analysis and quantitative data analysis. The difference between the analyses is based on the researcher and the techniques of that person (Dufour *et al.*, 2019). This research will use quantitative data analysis

and a thematic analysis also will take place in this research. In that thematic analysis, some evaluations will be analyzed with the objectives and the research questions and a link will be established with them from the collected primary data. After that, a conclusion will be provided by this analysis.

Justification of the use of quantitative data analysis

There is no-numeric data available here for this research topic, so quantitative data will be used in this research. Using qualitative data is the most complex technique in research as there is no fixed rule to use it (Taherdoost, 2022). In this research, quantitative data analysis will be used for analyzing data to discover the probable strategies that can be used in YouTube marketing and the change in the consumer behavior of MAC users in the UK.

3.9 Ethical Considerations

In this research, piece of primary data is collected from survey. Therefore, the data used in this research will be evaluated in an ethical way, proper citations will be done and the credits will be given to the author. The data that will be used to analyze the topic will not cause any distress or damage. Accordingly, the sensitivity of the data will keep secure. Accordingly, researchers have not used any personal and confidential data while collecting data for the specific research study. Participants confidentiality and privacy is highly considered in primary data collection (Suri, 2020). Lastly, no unethical data sources are going to be used in this research to avoid any unethical circumstances.

3.10 Research Limitations

While conducting the research study, the researcher has experienced various challenges and limitations. As gathering data and information from a survey is quite difficult, as participants often provide biased answers which can further mislead the research in meeting its aim and objectives. However, sampling data based on the criteria of the participants was also a limitation for the specific research study.

3.11 Research Timeline

[Refer to Appendix]

This research will conclude within seven weeks. In the first week, the development of the problems will be sorted out. The second week will take to formulate the research aim and frame the research objectives and the justification to choose that objective will find out. In the third week, the methodology will take place, in this phase; all the research methodologies will be pointed out and justified. The fourth week will take to research the literature and review the research topic with proper evaluations. The fourth and fifth weeks also take time to collect the primary data for concluding the research in a proper manner; no unethical data will be taken for this. In the fifth and sixth weeks, a thematic analysis will be done and will be justified in establishing a link with the research objectives and questions. The sixth week will take to conclude the topic with the proper formulation and analysis. In the last week, that is, the seventh week the final submission of the report will take place.

3.12 Summary

In the above chapter, the methodology of this research is done. A research onion is provided for giving this research a proper shape. The methods of the research philosophy, research design and research approach are provided here. The proper justification for using those methods is also provided here, as the usage of quantitative data and justification for using this have been appropriately discussed in this chapter. A proper justification for the data collection methods and the sampling techniques is also evaluated here. The way the data will be analyzed is discussed in this chapter thoroughly. After that, ethical considerations and the limitations regarding the research are also discussed here. In the end, a proper research timeline is also provided.

Chapter 4: Finding and analysis

Introduction:

This chapter has included the findings of the study. To collect the data a survey has been conducted. To do the survey information based on several aspects of the MAC cosmetic brand and the digital marketing of 50 individuals has been taken. The collected data have been critically identified and analyzed to deduct the result. The collected data were statistically analyzed during the study. The frequency of the response has been deducted from the number of respondents and the total number of respondents. The derived data were critically analyzed to understand the scenario of YouTube as a digital process to draw a line of conclusion to this study.

Question 1: How far do you agree that MAC cosmetics have great potential in social media marketing?

Options	Response Frequency	No. of Respondents	Total No. of respondents
Strongly Agree	50%	25	50
Agree	16%	8	50
Natural	22%	11	50
Disagree	4%	2	50
Strongly disagree	8%	4	50

Table 1: Potential of MAC cosmetics in social media marketing

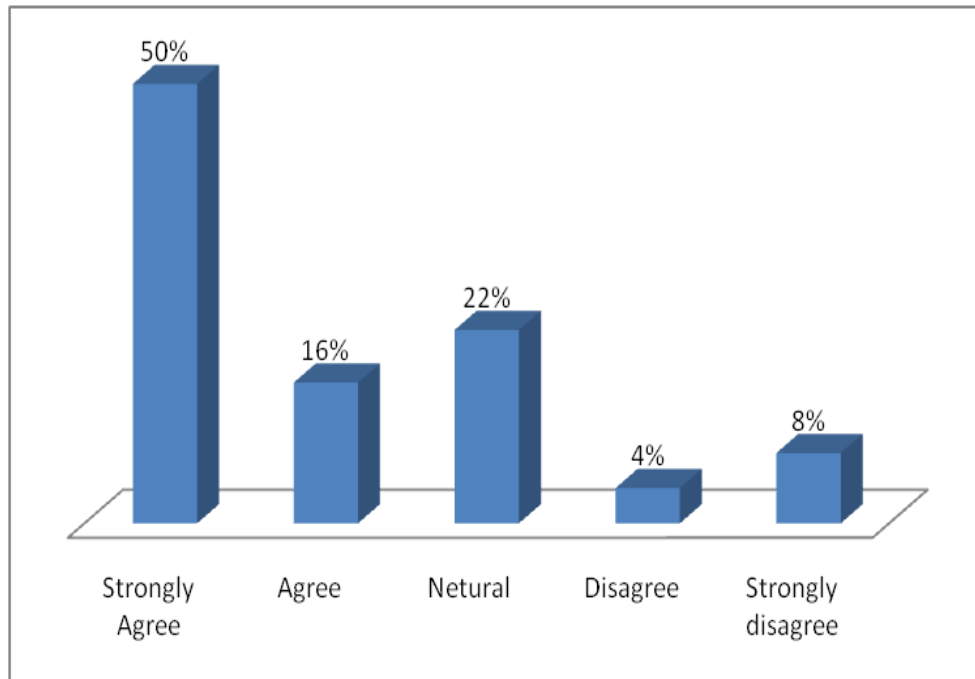


Figure 5: Potential of MAC cosmetics in social media marketing

In this question potentiality of MAC cosmetics products in social media marketing is figured out. There is a majority of people who strongly agree with the matter that social media marketing has potential for MAC cosmetic products. Cosmetic brands are now using social media as their marketing tool to build good customer relationships and communication (Man and Rahman, 2019). MAC is one of the leading brands of cosmetics and they are also using different social media platforms to market their products, as consumers are intended to use smart phones and personal computers nowadays. Following the literature review, it is proven that digital media took over the responsibility of marketing. Even consumers prefer to make their purchase decisions after watching an advertisement on the social media platform, MAC is also a huge follower on their various social media platforms, and they also have a good number of organic traffic on their websites. That helps them to attract their target consumers. Not only Facebook and Twitter, but also other emerging platforms like YouTube and Instagram are also adopting a trend to accommodate their consumers to have a social media savvy lifestyle and help to transform the purchase decision of the consumers (Binwani and Ho, 2019). MAC always has an attractive portfolio on their social media platforms, they use attractive advertisements and also hire

celebrities to endorse their brand among their consumers, which also helps them to hold potential in social media marketing. There is a tendency in the consumers that they like to follow celebrities for that, so they get attracted to MAC cosmetics easily.

Question2: How far do you agree that YouTube has more potential for MAC cosmetics than other social media platforms

Options	Response Frequency	No. of Respondents	Total No. of respondents
Strongly Agree	36%	18	50
Agree	36%	18	50
Neutral	14%	7	50
Disagree	14%	7	50
Strongly disagree	2%	1	50

Table 2: more potential of YouTube for MAC cosmetics products than other social media platforms

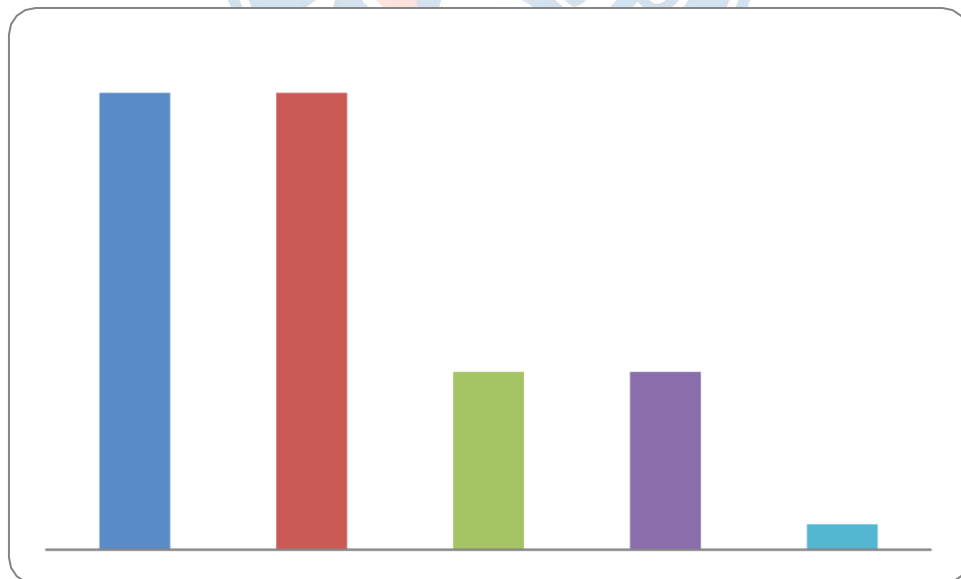


Figure 6: more potential of YouTube for MAC cosmetics products than other social media platforms

In this question, the potential of YouTube for MAC cosmetics products than other social media platforms, a majority of the people agreed with the statement and a few people disagreed with the fact. YouTube is a visual platform that helps to attract consumers from all levels. Social media like YouTube is an internet-based platform that can change the type of communication among people (Rustiman and Mahdi, 2021). The majority agreed with the fact that YouTube is more potential for MAC cosmetics is also proven in the literature review. YouTube is more helpful to build trust between the consumer and the brand. YouTube ads are capable to generate high brand awareness among customers (Ahmed *et al.*, 2020). It helps to build a basic online community among all beauty influencers. MAC is also using this feature as their key benefit for that they can make a huge consumer flow from YouTube. Their advertisements on YouTube have been followed by a large number of organic followers that later converted to consumers, YouTube is a visual medium and for that, it can build trust among its consumers. Beauty influencers also help to promote a brand, for MAC they use celebrities to promote their brand, and after visualizing that customers get that assurance about the potentiality and safety of the product and can easily trust MAC and which helps to change their purchase decisions also. It also helps MAC to give competition in the international market.

Question3: What among the following features of YouTube marketing is efficient for MAC according to you?

Options	Response Frequency	No. of Respondents	Total No. of respondents
YouTube posts	18%	9	50
YouTube ads	14%	7	50
YouTube video	20%	10	50
YouTube shorts	40%	20	50
YouTube video comments	8%	4	50

Table 3: Features of YouTube marketing that are efficient for MAC

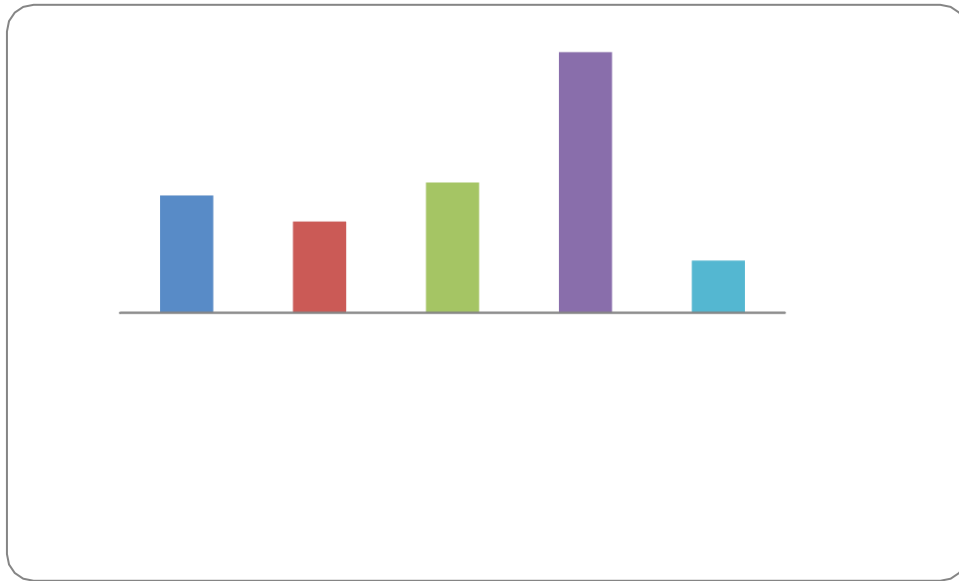


Figure 7: Features of YouTube marketing that are evident for MAC

The above question is about the features of YouTube that is efficient for MAC, and the majority is going for YouTube shorts, and the minority is opting for the video comments. Indeed, people nowadays do not have much time to read all the comments, rather most people do not read YouTube comments at all. Customers' fascination to watch online videos is now increasing (Le *et al.*, 20201). So YouTube marketing is important for digital marketing but not the comments under the video, where a majority voted for YouTube shorts. In this fast pacing world, people have no time to watch long-length videos for that, so they choose to watch shorts, MAC also makes shorts and for that, a large number of people is choosing to watch that, also MAC is using the key benefits of their products in that shorts, for that viewer also get interested in that brand. Visual display always creates an extra sensation among the customers, so the cosmetic brands also use that sense as their marketing strategy, they always show the goodness and richness of their products in the shorts and also use statistics of how much consumers are opting for the product in recent times or how much natural the product is or what kind of certificates do the product got, that also creates an urge among the consumers to buy that product. Digital marketing like YouTube always helps a brand to reach a larger target audience from different sides of the world (Rosario *et al.*, 2019)

Question 4: How far do you agree with the fact that digital marketing can meet the needs of MAC consumers

Options	Response Frequency	No. of Respondents	Total No. of respondents
Strongly Agree	16%	8	50
Agree	44%	22	50
Neutral	22%	11	50
Disagree	16%	8	50
Strongly disagree	2%	1	50

Table 4: The ability of digital marketing to meet the needs of MAC consumers

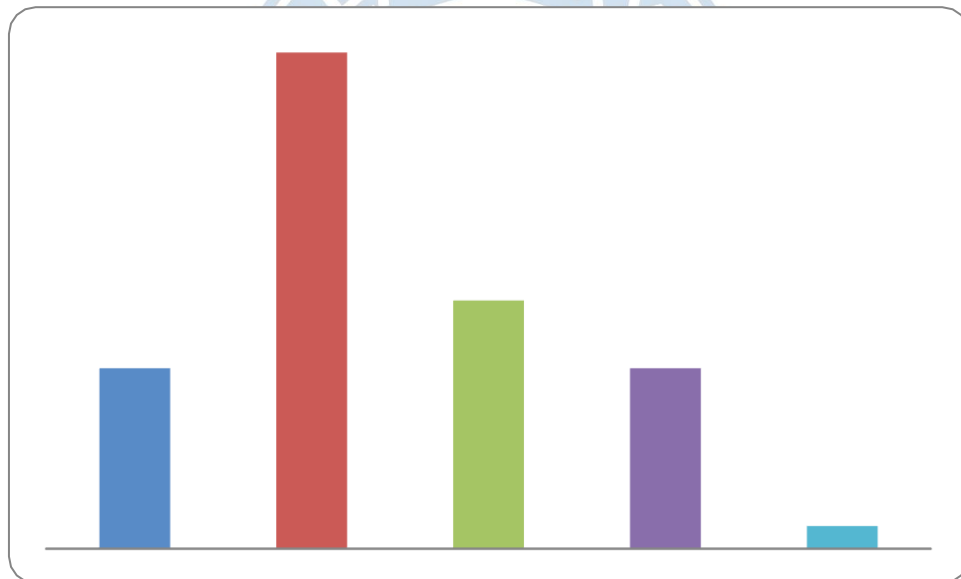


Figure 8: the ability of digital marketing to meet the needs of MAC consumers.

This question is about the fact that the digital market can meet the need of MAC consumers and the majority of the people who were involved in this survey agreed with this fact, where the disagreed people were the minor part of this survey. The brand MAC has the unlimited opportunity to expand the market by using social media (Oliver, 2021). The major problem of this brand is pricing (Oliver, 2021). Still, if the company focuses on digital marketing then this problem can be resolved so in that sense digital marketing can be able to meet the needs of the MAC customers.

Even the brand also can rate their video watching time by their consumers and state what kind of product or which kind of advertisements are at the top of the chosen life of the consumers. They can also evaluate consumers' choices by following the organic traffic on a particular page, and for that, they can also bring betterment to their performance. Digital marketing has changed the world at its core, and it helps the consumer to have more authority than ever before (Bosire, 2021). MAC shows reliable videos about the versatility of the product shown to the targeted audiences and also the harmless side of the product is also shown in that digital marketing channel. That also proves effective, the consumers get their desired product and the company is also able to build trust among the consumers. It also helps to build brand value which is also a good point in terms of marketing.

Question 5: How far do you agree with the fact that MAC cosmetics should focus more on its digital marketing than traditional marketing?

Options	Response Frequency	No. of Respondents	Total No. of respondents
Strongly agree	22%	11	50
Agree	38%	19	50
Neutral	22%	11	50
Disagree	12%	6	50
Strongly disagree	6%	3	50

Table 5: MAC should focus more on digital marketing than traditional marketing

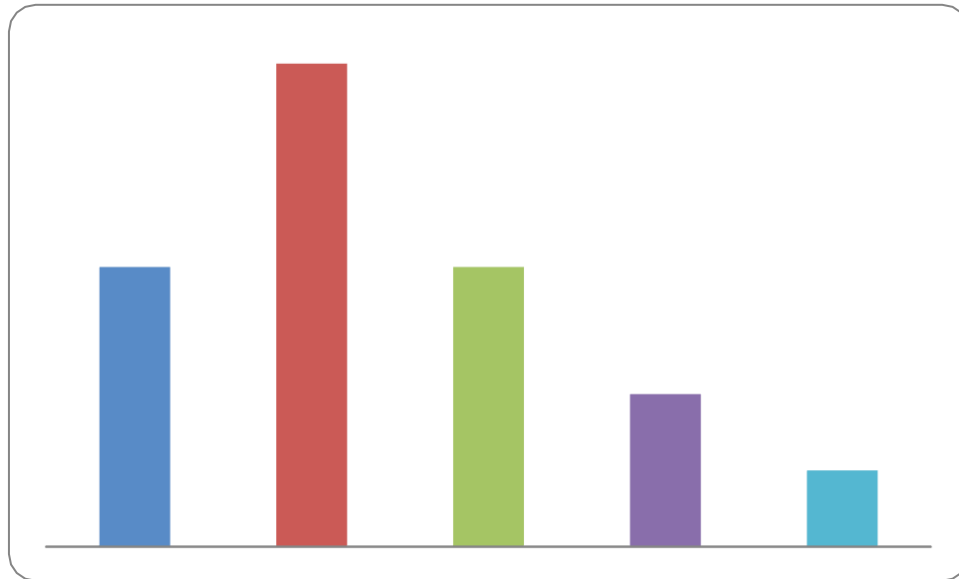


Figure 9: MAC should focus more on digital marketing than traditional marketing

This question is about whether MAC should more focus on digital marketing than traditional marketing. Digital marketing is now becoming popular in every sector, whether that is cosmetics or apparel or anything. In this question, the majority of the people agreed with the fact and the disagreed people are less in numbers. More than 70% of people spend their time watching social media promotional videos (Amanatidou, 2022). So any company should focus on how they can attract the target audience in terms of marketing, which can only help them to perform in the global market. Digital marketing also can reduce the cost of advertising as the internet is the main medium of it, and it is easily available everywhere. Consumers did not get access to the MAC products in the traditional marketing style as the availability of the product was not so easy for the targeted consumers, and in the digital era, it has become easy for the consumers to avail of the product in the digital platform over any geographical barriers. Digital marketing involves the application of the internet to carry out the advertising strategy (Lawal *et al.*, 2021)

MAC has a pricing issue that can only be resolved with the help of digital marketing, as it helps to lower the cost of advertising and for that, the brand can lower the cost of products, which can help them to increase their demand for the product in the global market. Also, the demand for the product will help to increase their brand value.

Question 6: How far are you satisfied with the usage of technology as a marketing strategy?

Options	Response Frequency	No. of Respondents	Total No. of respondents
Strongly Satisfied	18%	9	50
Satisfied	34%	17	50
Neutral	30%	15	50
Dissatisfied	16%	8	50
Strongly dissatisfied	2%	1	50

Table 6: The usage of technology as a marketing strategy

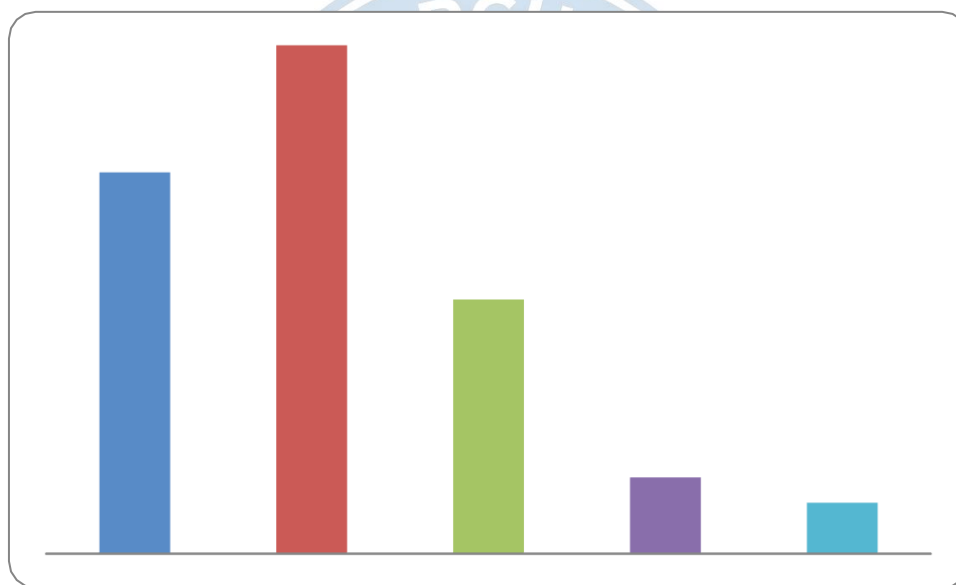


Figure 10: The usage of technology as a marketing strategy

In this question, the satisfaction level of the consumers in the usage of technology as a marketing strategy was asked of the people who are involved in this survey. The majority agreed that they are satisfied with using the technology as a marketing strategy and the minority disagreed with this fact. In today's world, where everything is connected through the internet and then it is obvious to use technology as an important tool of marketing, that can help to perform a company well in the global market. Business making has a positive achievement in digital marketing (Bala and Verma, 2018). Technology influenced people to achieve more in the market, and also it helps companies

to work a lot within a short period. Using technology as a marketing strategy is always proven well for companies, as it helps to reduce the cost of advertising and can attract a large number of people in a short time. The development of technology is a boon for all, and it also helps to strengthen the communication between the consumer and the brand. Companies can also use the bog data to analyze the overall growth and can assess the upcoming risk also, they can assume the consumer behaviour from the organic traffic on a page, or website, also from the watching time of any video. To execute any marketing strategy, a company must know about the target audience (Pellechia, 2020). Digital marketing made that easy, it helps to analyse their target audience with a blink.

Question7: How far do you agree that you are more influenced by MAC's digital marketing activities in comparison with others?

Options	Response Frequency	No. of Respondents	Total No. of respondents
Strongly agree	30%	15	50
Agree	40%	20	50
Neutral	20%	10	50
disagree	6%	3	50
Strongly disagree	4%	2	50

Table 7: Influence of MAC's digital marketing activity in comparison with others

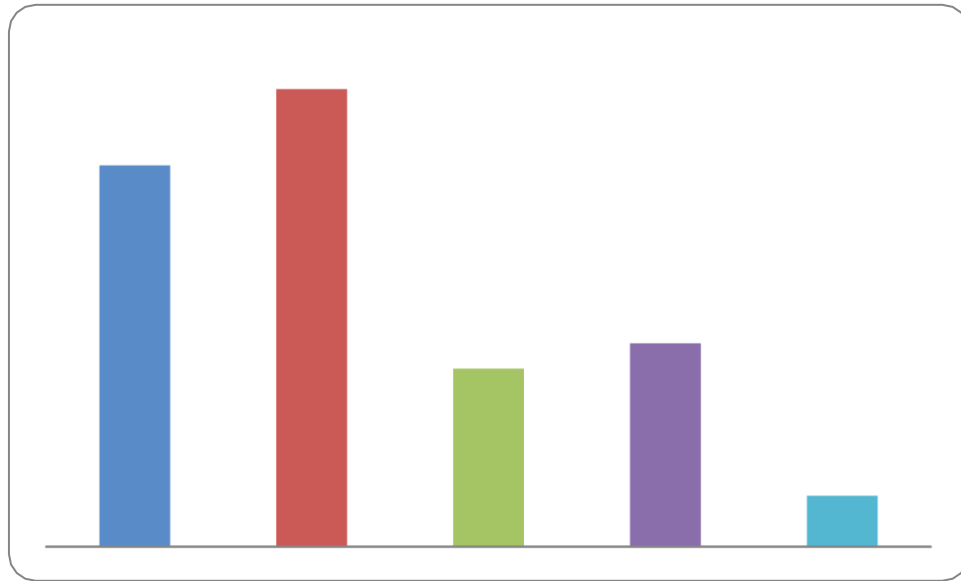


Figure 11: influence of MAC's digital marketing activity in comparison with others

In this question, people were asked how much they are influenced by MAC's digital marketing activity in comparison with the others. The majority of the people said that they are influenced by the digital activity of MAC. It helps to perform the brands better in the market. The company has less variety of products which is a backdrop for them (Faza *et al.*, 2022). They can overpower it through their digital marketing activities and they are successful in it in some way. They use attractive shorts and celebrity videos which influence their consumers more, in digital marketing activity. MAC has a huge brand value and that helps to attract some brand-conscious audiences automatically. Even MAC uses region-specific videos also they celebrate the festivals and run advertisements accordingly in different regions. Television is used as another effective promotional channel and its dominance in the consumer mind is regardless (Buchanan *et al.* 2018). MAC also uses this medium to influence their customers, as they use celebrities that are also region specific and that help to attract and influence their customers and also can easily help to change their purchase decisions. When a company succeeds to change the purchase decision of a consumer then they are able to conquer half of the market, it is also true for MAC as now they are also one of the leading brands of cosmetics worldwide. They can give tough competition to their competitors in the international market. MAC is using this strategy that helps to achieve them a lot in the global market.

Question 8: How far do you agree that the advertisement of MAC products are promising enough to what they advertise and what you actually receive?

Options	Response Frequency	No. of Respondents	Total No. of respondents
Strongly agree	30%	15	50
Agree	36%	18	50
Neutral	14%	7	50
Disagree	16%	8	50
Strongly disagree	4%	2	50

Table 8: Consumer trust on the advertisement of MAC

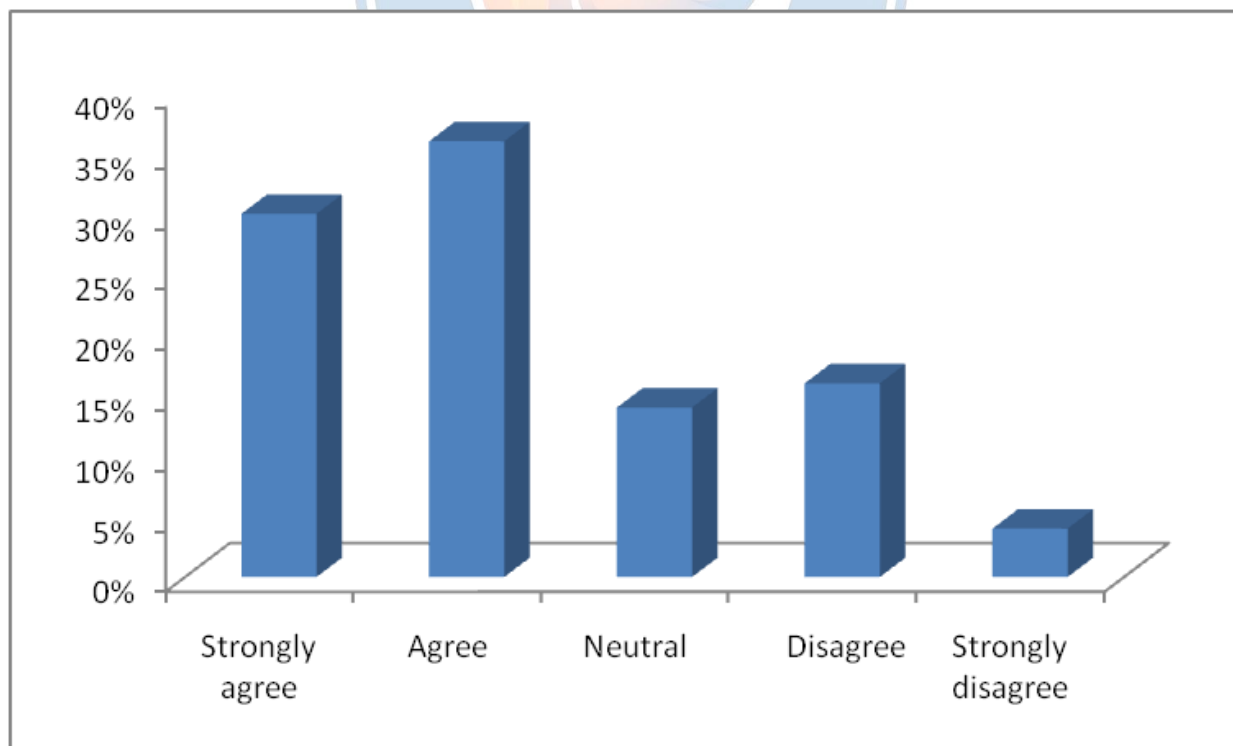


Figure 12: Consumer trust on the advertisement of MAC

In this question, different people were asked about the hoe they think about the authenticity of the advertisements you YouTube. In the response majority of the people strongly agree that they believe in the advertisements of the MAC brand and the actually received products are similar. Other people have agreed on this question but very few of them have responded to the strong disagreement that they do not agree in this context and don't have trust in the similarity of the received products. The satisfaction of the people who have bought the product from the online platform mostly from YouTube has shown their satisfaction with the digitalization of the marketing strategy of the brand MAC(Amanatidou, 2022). The last of the people do not show belief in the similarity of the product that they purchase from the online media and the received product mostly due to lack of experience or any type of bad experience that has been heard from their close known people or friend. Therefore the collected data has shown that most people trust the similarity between the purchased product and the received products are similar. According to Chen, and Dermawan (2020), customers have developed regarding the MAC brands on the YouTube platforms by watching the videos done by the professionals and celebrities that have used the product and reviewed the authenticity of the product.

Question 9: Which platform do you prefer to get reviews of any cosmetic product?

Options	Response Frequency	No. of Respondents	Total No. of respondents
Instagram	34%	17	50
Shopping websites	20%	10	50
Brand website	16%	8	50
Facebook	14%	7	50
YouTube video	16%	8	50

Table 9: Platform preference to get reviews of any cosmetic product

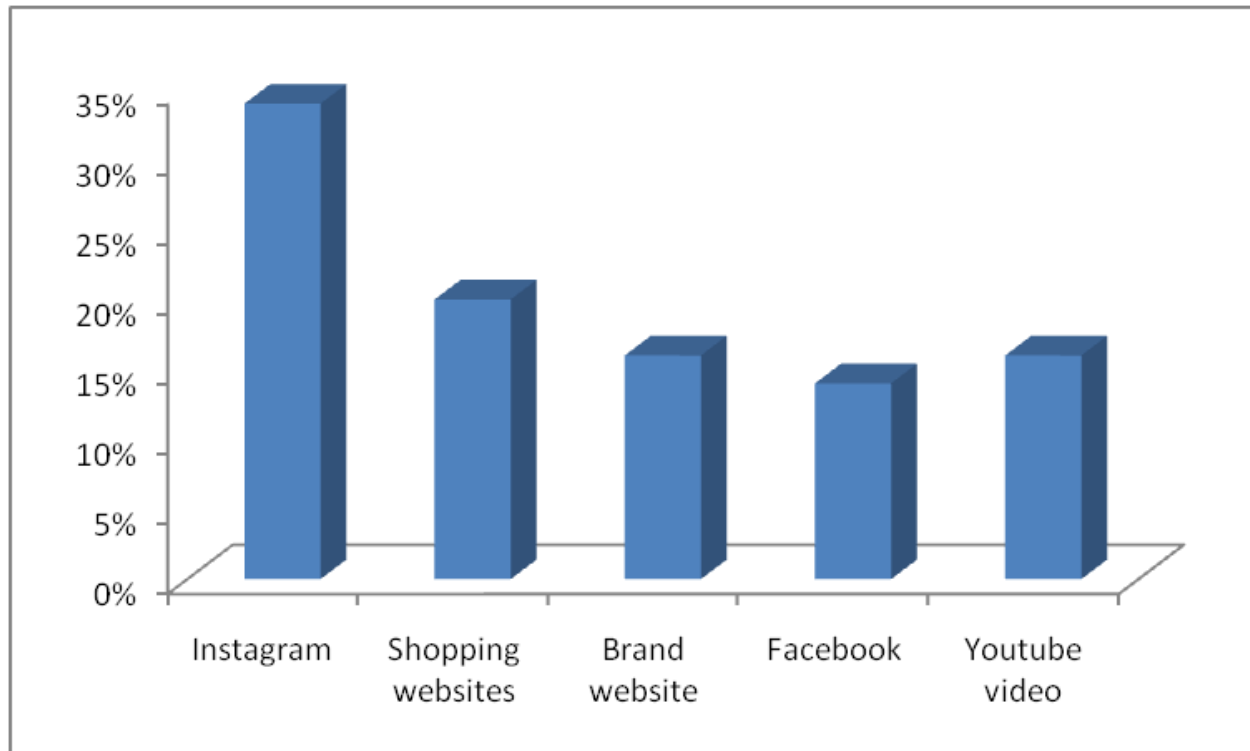


Figure 13: Platform preference to get reviews of any cosmetic product

In this question, different people were asked about the platform which is preferred by them to get reviews of any cosmetic product. Among the participants, most people have opted for YouTube videos. The YouTube video's contents are mainly based on realistic videos that are based on different region-specific people and focus on the entertainment side. Therefore, YouTube itself is the most used social media platform. YouTube's popularity helps the brand to achieve the success of being watched more frequently than other social media platforms. On the other hand, the brand websites are not well known or do not have any entertainment purpose to be watched individually. Most people have agreed to watch the MAC advertisement on the YouTube platform. Very few people have agreed to watch the advertisements on other platforms such as Instagram and others. Beauty vloggers play a crucial role to connect beauty brands with potential customers through compelling reviews according to Elvira *et al.*, (2022).

Question 10: How far do you agree that organizations like MAC should innovate their product?

Options	Response Frequency	No. of Respondents	Total No. of respondents
Strongly agree	20%	10	50
Agree	32%	16	50
Neutral	24%	12	50
Disagree	12%	6	50
Strongly disagree	8%	4	50

Table 10: Requirement to the innovation of the products in MAC

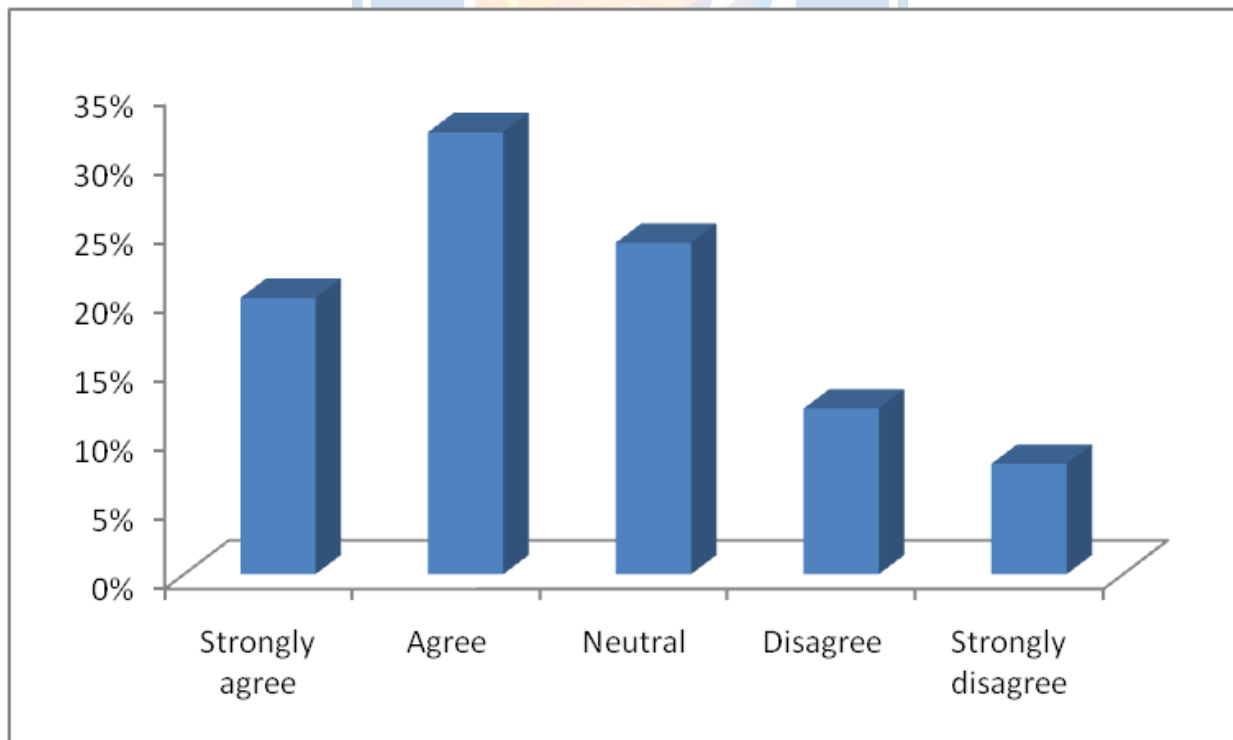


Figure 14: Requirement to the innovation of the products in MAC

Following the above table and figure it can be identified that most people have agreed that the brand is required to be more innovative regarding their products. The customer's demands and requirements are changing together with time. Organic product has attracted consumer more towards them. According to AVERBECK, and BAKIR, 2022, though there is a cultural change in society in decades, their tastes also changed. Moreover, the composition of the products is easily achieved by the customer due to the advancements in technology. According to Bellomo and Pleyers (2021), the chemical components of beauty products are less adapted by consumers as they become more aware in recent days. The sustainability of the product is more important in the modern era which has been previously analyzed in the study. The region-specific demands of the consumers are more diverse than before. The brand has less variety as they have majorly focused on the fair skin tone products that are required to be upgraded to achieve more customer satisfaction to achieve brand loyalty. Moreover, the pricing of the product is much higher to be bought by the average people therefore this situation has an adverse impact on the product purchase. Therefore most people have agreed to the fact that the brand's product is required to be more versatile and innovative to be more purchased and innovative.

Question 11: How far do you think YouTube Marketing is more convincing than other marketing channels?

Options	Response Frequency	No. of Respondents	Total No. of respondents
Strongly Agree	22%	11	50
Agree	38%	19	50
Neutral	16%	8	50
Disagree	16%	8	50
Strongly Disagree	8%	4	50

Table 11: Convenience of the YouTube as digital channels

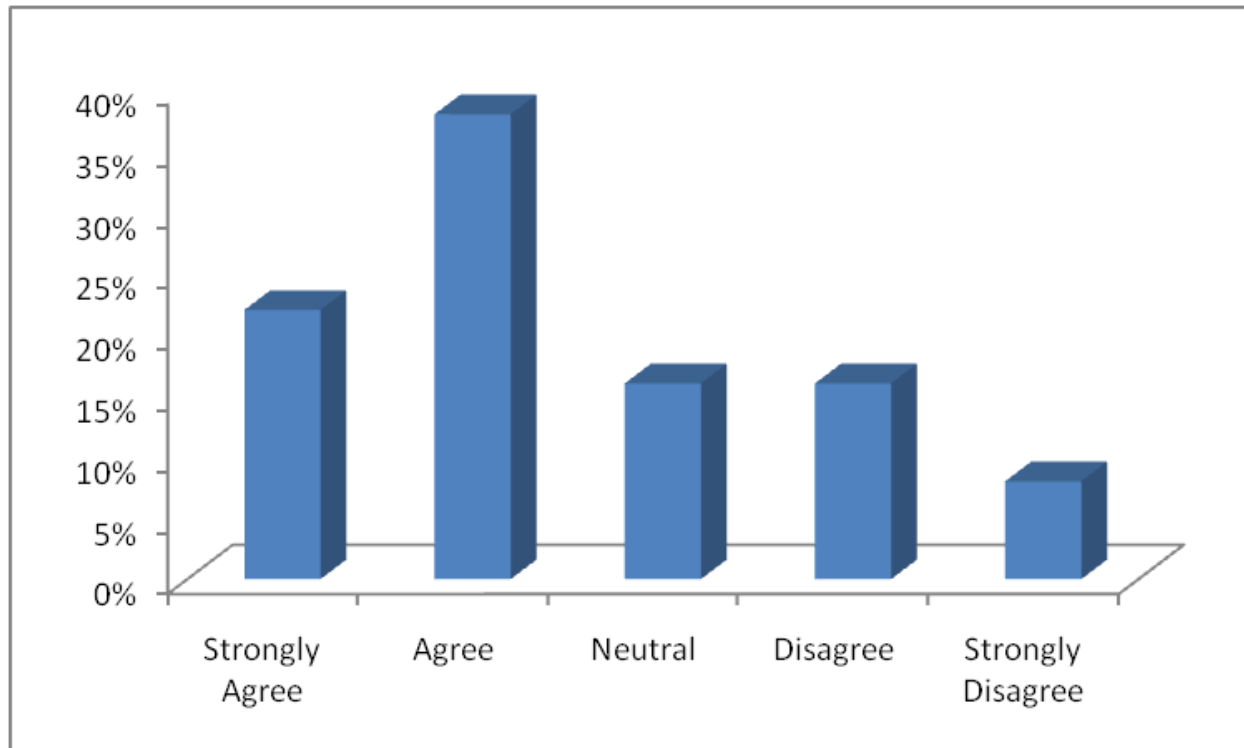


Figure 15: Convenience of the YouTube as digital channels

Following the above table and figure it can be identified that most people have agreed that YouTube is convenient as a digital channel. People have increased their use of YouTube as a medium of entertainment and for information gathering. The video content uploaded on the platform has enhanced the audience more frequently as they got more important and convenient data from the platform. The viewers are constant on the basis of the good content and the authenticity of the video content. Moreover, the platform has the opportunity to get the review comment of the people that can be used as feedback on the purchased products together with the original photos and other data. YouTube allows the consumers of the product to be freer to download and share the video to their known circle of people that making the platform easier and handling friendly for its user. The free-of-cost fact attracts the viewer towards watching the video contents on the platform for longer hours. The most convenient part of YouTube is the video which makes most of the audience more comfortable as watching a video is much like reading. According

to Chen, and Dermawan (2020), beauty bloggers and celebrities make interaction with people through the YouTube that makes the consumer more convenient the YouTube than others.

Question 12: How satisfied are you with MAC products?

Options	Response Frequency	No. of Respondents	Total No. of respondents
Strongly satisfied	28%	14	50
Satisfied	24%	12	50
Neutral	26%	13	50
Dissatisfied	16%	8	50
Strongly dissatisfied	6%	3	50

Table 12: Customer Satisfaction with Mac

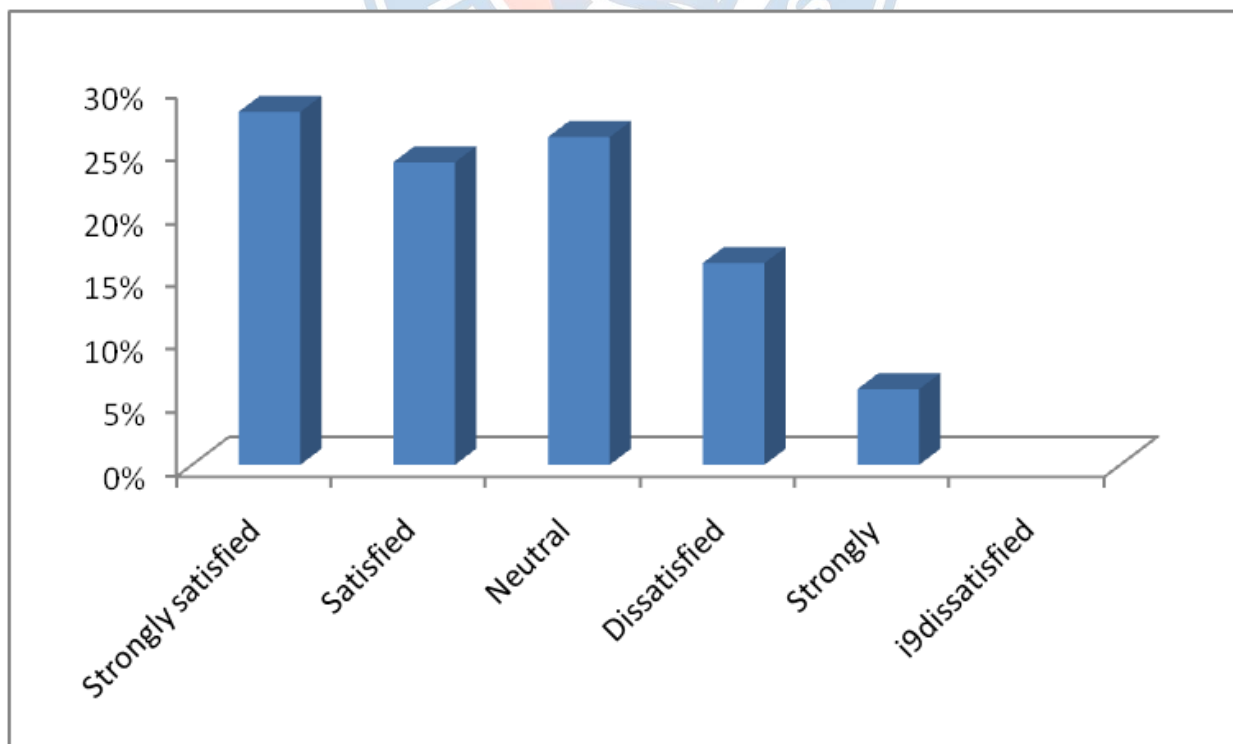


Figure 16: customer satisfaction with mac product

In the above question, the participants were asked how much they are satisfied with the MAC products. From the following table and figure the data were analyzed and it has been identified that the people are mostly satisfied with the brand's performance. According to Zhong and Moon, (2020), customer satisfaction is an important factor in achieving brand loyalty and profitability. Customer Satisfaction can be influenced by good product service and employee performance. According to Kurdi, *et al.*, (2020), customer satisfaction can be achieved through brand loyalty by the satisfied employee who works positively to satisfy the customer's needs and evaluate their requirements and upgrade the product in order to achieve customer satisfaction. The cosmetics of the brand have been proven to be more cost worthy. The MAC professional range is more efficient in the beautification of its consumers. The brand fairy tonal trend attracts the people more as they little much attraction towards the fair skin tone to establish. The brand has changed the product according to the consumer requirement and the region-specific requirements that make the consumers so satisfied to move towards the purchase and the consistency of the users have been established in this context.

Question 13: How much will you rate MAC Cosmetics initiative to market their product through YouTube?

Options	Response Frequency	No. of Respondents	Total No. of respondents
1	28%	14	50
2	18%	9	50
3	26%	13	50
4	18%	9	50
5	10%	5	50

Table 13: Rating of MAC Cosmetics' initiative to market their product through YouTube

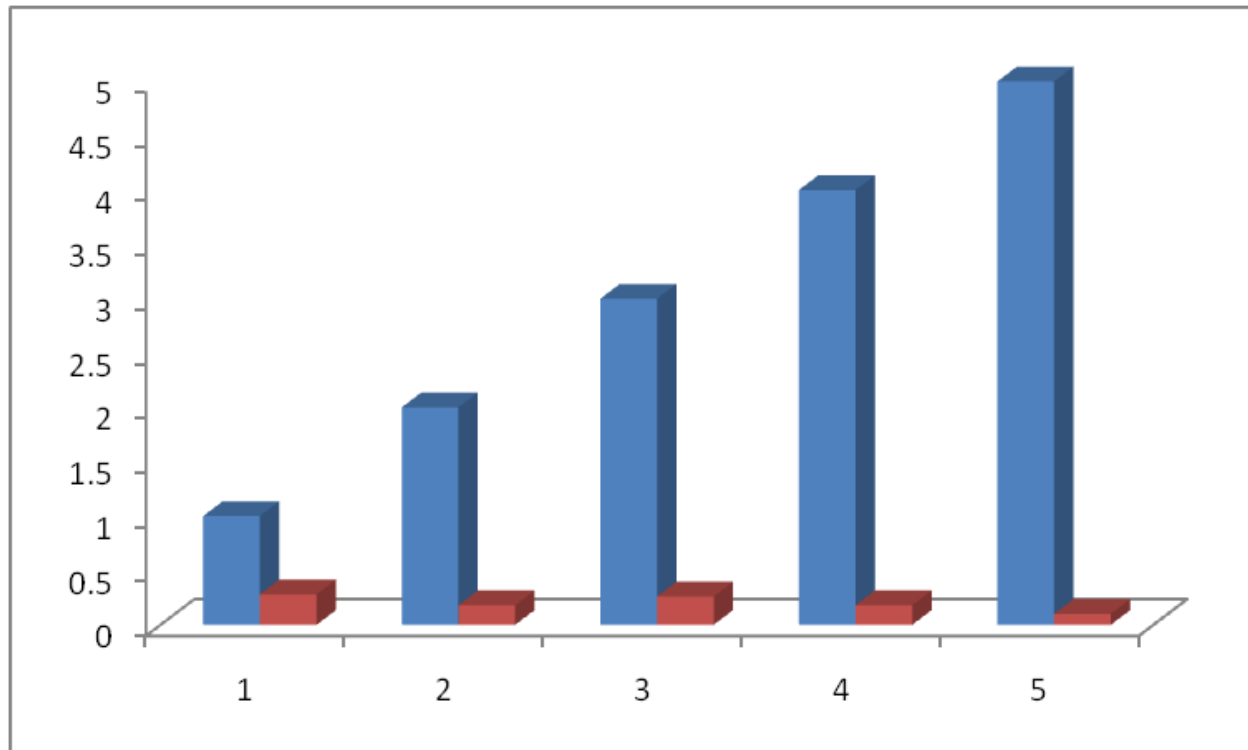


Figure 17: Rating of MAC Cosmetics' initiative to market their product through YouTube

Following the above table and figure it can be identified that most people have agreed that they have YouTube as the advertising media for the cosmetics brand MAC. The participants mostly answered that they would like to give the strategy of the company a rating of 5. In recent days, technology has reached its peak. Several technologies have been implicated by several different companies. Consumer buying behavior has changed a lot in the last few years. They have become more particular and accurate about their choices. Modern people have changed their way of entertainment towards social media. They often get influenced by social media posts. Digital marketing is a vast term that includes several underlying systems and technologies under the term. YouTube is the second most used social media platform, among the other platforms (Amarasekara and Grant, 2019.). While advertising online, marketers can see what customers think about their old and new products. It also shows what customers need and demand. As per their reviews, product development can be done. The review has achieved the beliefs of the consumers that they are buying more authentic products. Consumers get motivated by beauty bloggers and social media

influencers and the celebrities available on the platform. The people agreed with the digital strategy of the company for a brand promotion that has changed the marketing strategy in the favor of the brand profitability. Moreover, people are satisfied with strategies that get more information about the upcoming products which are not usually available in other marketing strategies. Consumers have more cost-effective brands with marketing with social media platforms like YouTube. Therefore the digital strategy has the power to achieve brand loyalty through the interaction with consumers, the posts, and buyers' activity ultimately increasing the MAC's popularity among the people (Vieira *et al*, 2019)

Summary

During the study, different people were asked about several aspects of digital marketing and their implication for MAC products. According to findings, Consumer trust in the advertisement of MAC has been well identified to be purchasing the product. In the question about the Platform preference to get reviews of any cosmetic product, the participant agreed to have more interest in YouTube as the marketing platform for the brand MAC. Following the above table and figure it can be identified that most people have agreed that YouTube is convenient as a digital channel. In the following analysis of the data collected from the participants, data were analyzed and it has been identified that the people are mostly satisfied with the brand's performance. The data interpretation has identified that the participants mostly answered that they would like to give the strategy of the company with a rating of 5. The facts behind the customer satisfaction of the brand have been analyzed during the data analysis. So from the above-made analysis of the collected data, it can be concluded that the newly adapted digital marketing strategy has been well accepted by the participants.

CHAPTER 5: Discussion

5.1 Introduction

This chapter has a discussion on the several different aspects of digital marketing and brand promotion strategy of MAC cosmetics in the UK. The potentiality of the brand on social media marketing has been analyzed and discussed. The effectiveness of YouTube for MAC cosmetics over other social media platforms has been briefly analyzed during the study. Various important feature of YouTube's digital channel has been discussed in this chapter. The effectiveness of digital marketing to meet the needs of MAC consumers has been analyzed. The technological implication in marketing has been discussed. The influence of digital marketing on the brand MAC has been depicted. The limitation of the products in MAC has been analyzed in this chapter. The convenience of youtube as a digital channel has been analyzed to understand the Customer satisfaction and profitability of the brand MAC.

5.2 Thematic analysis

Theme 1: Potential of MAC cosmetics in social media marketing

In this fast pacing world, every brand or organization is now becoming dependent on social media platforms in terms of marketing. Cosmetic marketing is also now using social media as its marketing tool. MAC is one of the leading cosmetic brands in the world. Today's young generation has grown up by watching YouTube videos and product promotion using youtube has a grave social and economic impact (Schwemmer and Ziewiecki 2018). Social media marketing is becoming easy in this digital marketing era as the young generation is always active on social media. MAC cosmetics has its social media platforms on different social media channels like Facebook, Instagram, and YouTube. The brand has a good number of followers there, and they always share short promotional videos and also uses celebrities to promote their products there. Consumers often make their purchase decisions after watching advertisements on social media. Social media is used as a group of internet-based applications in that user-generated content is created and exchanged (Motta and Barbosa 2018). MAC also applies that to gather consumer insight from the feedback, which also helps to perform them better in the international market.

MAC always gives priority to social media reviews and that is becoming the potentiality of their brand.

Theme 2: Effectiveness of YouTube for MAC cosmetics than other social media platforms

Youtube is the most effective social media platform in today's world. It is a video-based platform that helps to create brand value and trust among customers. In cosmetic marketing, youtube helps to create cosmetic marketing it helps to create an online community among all the beauty influencers. For this, the role of beauty bloggers and influencers is increasing on a regular way (Viertola,2018). Youtube advertisements are being followed by a large number of organic followers. Consumers are intended to watch video content, mostly short videos. Visual display always creates an extra sensation among the customers and MAC always show the goodness and richness of their products and that has an effective impact on the consumers. Consumer attitude and behavior can be changed at any moment as it depends on various factors such as product knowledge, scientific findings, and new information regarding the product(Popovic *et al.*2019).

MAC uses the statistics and the key benefits of using their products, and the finishing of the cosmetics is also important for the consumers MAC shows that in a very innovative way in every advertisement. The company also shares blogs and videos in association with the consumers, and that helps to change consumer attitudes in many cases.

Theme 3: Features of YouTube marketing

Today's world becomes more social media oriented and the young generation has a tendency to be always active on social media all the time. Youtube has over two billion monthly log in users over 100 countries around the world (Munaro *et al.* 2021). Also, youtube has become a leader in video sharing nowadays. The young generation is vastly attached to youtube and that has become the key benefit of this platform to use this channel as a marketing tool. Unlike other platforms youtube has a dislike button for that it becomes easy to understand what kinds of content are disliked by the viewers and the companies can change their content accordingly. It helps to engage the viewers by sharing attractive video content and sometimes they also run small advertisements in between the videos that also have an impact on the consumers. Youtube is the second most visited website and the second largest platform among all the social media platforms after Facebook (Likeness,

2021). It also helps to create brand value among the viewers through their visual content and also helps to build trust between the company and the consumers. Likes dislike shares and comments are used as metric for measuring effective marketing and organizations follow that to measure their effectiveness as a brand in the global market also the optimum watching time is a feature of youtube marketing.

Theme 4: Effectiveness of digital marketing to meet the need of MAC consumers

Digital marketing has become an effective tool for all sectors nowadays. Digital marketing is also essential to reach consumers and helps to create a bond between the organization and the consumer. Marketing is a practice that is evolving and rests less (KETAN and CHAUHAN, 2019). On the other hand, digital marketing is the new edition in this sector it is done with the help of digital technologies. Digital marketing consists the visual display so the customers can find it helpful to take decisions and that can affect their purchase decisions also. Digital marketing is time-consuming and cost-consuming, as the internet is available everywhere nowadays and it takes a blink to spread any new content or idea around the world.

So, the organizations found it helpful to spread their new marketing strategy and that also takes a minimal cost for that company can use that benefit by making their product cheaper or using that money in any other noble cause, by that their brand value also increases. Digital marketing is such a concept where the whole marketing strategy works altogether not in an isolated way(Gomathy,2019). Consumers also find digital marketing effective as they can find their desired products within a short time and can buy that online which is also time-consuming for them.

Theme 5: Effectiveness of Digital marketing over traditional marketing

Traditional marketing is used in the old era of the business but in the last few decades digital marketing has taken over the marketing world in a complete manner. The purpose of digital marketing is to promote a brand over any digital media (Kusumawati et al. 2019). Digital marketing is a cost-consuming and time-consuming medium. Nowadays every channel of digital marketing is positively related to the factors that can increase the sales process. Traditional marketing was not dependent on big data as today every decision is made in the corporate world (Aljumah et al. 2021). The traditional marketing process can not include a large number of consumers at a time

when the digital marketing process can connect a large number of viewers at a time that also globally. Digital marketing is also useful for both organizations and consumers. Organizations can keep a close eye on their competitors and can change their strategies accordingly. That also helps to make a healthy completion and the consumers can be benefitted from it as every organization nowadays want to be more consumer-oriented. Even organizations can increase their brand value by using social media and food that they do any kind of social welfare activities and that can also get public within a minute through

Theme 6: Usage of technology as a marketing strategy

Technology helps to get betterment in the marketing strategy in every sector. It helps to make contents that are more consumer-oriented and personalized. So the marketers can easily locate their target audiences globally. Using big data is becoming easier to locate the marketing strategy in every sector. The marketing environment becomes rational and consumer awareness is also there (Zhang, 2020). It is obvious that the marketing is based now based on technology like AI, which also helps to bring results in a consumer-centric way. The organizations got help from AI to get betterment and also it can assume the future risks associated with marketing and sales. The digital marketing world is constantly changing on the basis of using (Soegoto and Utomo 2019). Tehchlogoly now becomes important for every organization to perform better in the global market, without that no company can cope with the current flow of the world

Theme 7: Influence of MAC's digital marketing activity on customer

The modern era of technology has changed marketing strategy in brand promotion. YouTube is the most preferred digital channel among the audience. YouTube video content has a positive impact on consumers. The company has shared beauty-related blogs and videos in association with celebrities. The realistic communication of celebrities with consumers has influenced the purchase. Customers have a preference for cosmetics brands that are more attractive as a result. The MAC video advertisements are based on the makeup tutorial in which customers' satisfaction reached the level of beautification which are required by them. According to AVERBEK, G.S., and BAKIR, (2022), the brand makes different strategies on the basis of different existing experimental experiences of the consumers. Even consumers prefer to make their purchase decisions after watching an advertisement on the social media platform, MAC is also a huge follower on their

various social media platforms, and they also have a good number of organic traffic on their websites.

Theme 8: limitations of the products in MAC

The MAC products have several implications that are preferred by its consumer. The products have some limitations regarding product pricing and features. According to Macharia, (2019), pricing affects the consumer more than the product quality in purchasing. the pricing range of the products is much that the consumers can not afford them easily. The products are mainly based on fair skin toned individuals. According to Motta. and Barbosa, 2018, that racial discrimination should not be praised by any company. The different-toned people of different regions have a variety of skin tones. The constriction in the tonal choice has limited the purchase of the product. Moreover, the composition of the products is mainly the chemical components (da Silva *et al.* 2021). Consumers in recent times have more preference towards the organic composition of beauty products as they have increased focus on sustainability. Customer knowledge is increasing in the day of technology as they can search more about the composition and their impacts are studied available on different sisters of digital platforms. The company has less variety in the range of products. They are mostly available with cosmetic products that limit the sales of the company.

Theme 9: Convenience of YouTube as a digital channel

Youtube channels are mainly used by the audience for knowledge gathering and entertainment purposes. The video contents are free to watch and easy to share in familiar groups. This feature of YouTube makes it convenient for the marketing strategies of different brands. The advertisements on the YouTube channels include different video content in association with brands and are made with realistic information-based videos which make the channels more attractive to their viewers. The viewers can search videos on their requirement basis this makes video reach to their audience much easier on YouTube. Digital platforms other than YouTube have more data security-related issues. Youtube has the features of video commenting that make the viewers build trust in the watched contents of the channel. They are influenced by direct communication with the video makers which makes the customers of different brands more attracted to the channel. The choice based on other content is easily accessed by the audience. According to Jailani, (2022),

the audience can watch the same videos many times and can also search for similar content to understand the facts with clarity.

Theme 10: Promising side of the advertisement of MAC products

The MAC cosmetics are available on digital platforms that have advertisement strategies for the company with several different contents related to the brand's product usage. Celebrities and beauty bloggers are associated in order to make videos for the products of the company. Consumers are mainly satisfied with the realistic features of the video content. The company's existing consumers have a tendency to leave comments on their products using experiences. Consumers watch the video comments, make trust the quality of the products available in the market. The company has more focused on the cosmetic range and its beautification ability. this affects attracts the consumer that would have a beautiful look by the application of the products. The availability of the products attracts to consumers purchase. the foundation variety is more promising for the consumers than the other existing cosmetics brands. brand loyalty has an important role in customer satisfaction that guided the consumers towards the decision-making of purchase of the products. The MAC has achieved the consumer's preference with the loyalty of the brand that is consistent for several years. According to **MOHD-SETAPAR(2018)**, the active ingredients used by cosmetics have efficient anti-aging properties on the skin. The consumers of mac products are influenced by the attractive features of the product.

Theme 11: Customer satisfaction and profitability

Customer satisfaction is an important factor for a company to achieve profitability. According to Kurdi, *et al.*(2020), customer satisfaction is not achieved by the positive work outcome of the employee's employee performance is also correlated to the matter in bringing customer satisfaction by the product quality maintenance. In order to achieve customer satisfaction, several different factors are required to be maintained which are as follows,

Accessibility: Accessibility is maintained by the brand with easy reach of the product in the customer range. Customers get satisfied if their required products are easy to access and affordable. The MAC products are easily supplied through online media and by the traditional market. These

features make the product more accessible to consumers. Market availability is maintained by the continuous supply of the supply chain.

Quality: Quality is another important factor that brings customer satisfaction to a product. Quality consistency is the major issue that has emerged in most brands. The MAC has consistency in its product quality. The customers become satisfied with the outcome of the implication of the products and their consistency (Hoe, and Mansori, 2018).

5.3 Summary

The social media review of the Potential of MAC cosmetics in social media marketing has been analyzed in this chapter. The review has been found to have an important role in the potentiality of the brand. the antiaging property of the product of MAC has been found to be a promising factor that influences the customers. The effectiveness of Digital marketing over traditional marketing has been analyzed to understand the importance of digital marketing strategies. Several aspects of customer satisfaction have been analyzed in this chap



CHAPTER6: Conclusion and Recommendation

6.1 Conclusion

The chapter has demonstrated the facts and concerns that have been emphasized and analyzed critically within the above chapters. The findings of the survey which has been conducted during that study have been analyzed to deduct the result among the derived data. Information and findings have been concluded in this chapter projecting the importance of research objectives to either get successfully linked with the data findings results or to differ in the same consideration. In the first chapter of the study, the research question regarding the topic has been briefly discussed and analyzed to achieve the conclusion towards the objective of the study which has been well established during the study. The first chapter also gave a clear research aim and question depending on which the considerations for other chapters were successfully drawn for systematic review. The research philosophy has been identified for the construction identified to progress the study. The study has been conducted by following the positivism method. The questionnaire that has been made on the aspect of digital marketing and its implication of the matter in the brand promotion of the cosmetic brand in the UK has been analyzed in this study. In order to collect the data a total of fifty people were surveyed on the constructed questionnaire regarding the digital marketing of the MAC brand through YouTube. The collected data has been analyzed critically to derive the conclusion about the digital marketing strategy of MAC. The identified result has satisfied the fact the new marketing strategy of the brand MAC has been accepted by the consumer of the brand. The chapter has provided examples of the facts and issues that have been highlighted and critically examined in the preceding chapters. To determine the outcome from the derived data, the survey results that were collected as part of that study were examined. This chapter's information and conclusions project the significance of study objectives, highlighting how they must either successfully link with the data discoveries results or diverge in the same consideration. The research issue pertaining to the subject has been briefly explored and studied in the study's first chapter to come to a conclusion toward the goal of the investigation, which has been clearly outlined throughout the study.

6.2 Linking with objectives

Objective 1: To critically analyze the effectiveness of digital marketing strategy

The link can be observed in table 2 and table 4. The reason can be marked due to the facts observation of reasoning out the MAC has an attractive portfolio on their social media platforms, they use attractive advertisements and also hire celebrities to endorse their brand among their consumers, which also helps them to hold potential in social media marketing on YouTube.

Objective 2: To critically evaluate the impact of digital marketing on consumers' behaviors

The linking with the objective can be observed in Tables 11 and 12. In the following question, customers were identified to be satisfied with the performance of the brand MAC. that have influenced the customers to purchase the product. the customers were found to be influenced by the hired celebrity interaction and the beauty bloggers. The video content on YouTube has enhanced the motivation of the consumer to purchase the product.

Objective 3: To critically explore the effectiveness of YouTube marketing campaigns for MAC effectiveness on marketing strategy through the YouTube campaigns has been identified by the vtable of 8. The participants have shown their satisfaction with the brand promotion of MAC. Digital platforms also affect consumers as they can create unique pictorials and visuals by using authenticity. Therefore the authenticity of the brand has dragged customer satisfaction towards the brand.

Objective 4: To critically examine how YouTube marketing can enhance the target efficiency of MAC in the cosmetic market

The linking can be seen in Tables 2 and 8. Consumers have changed their mindset together with the implication of technology. According to the participants, the realistic reviews from the existing customers help the audiences to achieve trust in the brand and influence them towards the purchase.

6.3 Recommendation

Use of secondary data collection technique

The research work has been conducted by the primary data collection method by the survey of fifty people. Therefore to identify the authenticity of the work can be checked to derive a concrete conclusion of the study that can be further studied regarding digital marketing.

Use of the organic product with versatility

This study has been reported that the brand MAC has the issue regarding the high pricing and the skin related issues as the brand has less variety regarding skin tone and the tone is mainly fair related tones. according to the research of da Silva *et al*,2021, the chemical composition of the products is above the normal level. Moreover, the company has been found to have an issue regarding the components of the products. The MAC product's components are less organic. People have increased concern regarding the harmful impact of the product. Therefore the company is required to have upgraded its composition of the products towards the organic substance.

6.4 Future scope of the study

The future scope of this study can be said to turn out as an interesting piece of research. The emergence of the digital marketing strategy and its implication on business brands has been identified that can be implicated in further study regarding the digital marketing strategies and their advantages in the enhancement of the profitability of several brands. Thus, future researchers may gain an idea from this research regarding the brand promotion and customer satisfaction building strategy.

6.5 Summary

This chapter has summarized the entire research work regarding the digital marketing strategy of the cosmetic brand MAC. has been. The research has established four major objectives which have been linked with the findings of the research that has been done in this chapter. The linking of the objectives with the finding has been analyzed and justified to create a successful understanding of the research aims. The recommendations regarding the study has been stated in this chapter which is mainly the alternative techniques that can be followed by the researcher to increase the authenticity of the and there has been discussed the issues regarding the company has been

identified during the studies. The recommendation can be helpful in enhancing the company in making business. The future scope of the study has clearly been identified that can influence the researcher to be involved in further study in this context.



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Appendices

Appendix 1: Research Timeline



Research activities	1st Week	2nd Week	3rd Week	4th Week	5th Week	6th Week	7th Week
<i>Developing the research problems</i>							
<i>Formulating research aims and objectives</i>							
<i>Methodology</i>							
<i>Literature review</i>							
<i>Collection of primary data</i>							
<i>Thematic Analysis</i>							
<i>Concluding the research with recommendations</i>							
<i>Final submission of the paper</i>							



Appendix 2: Questionnaire for the survey

1. How far do you agree that MAC cosmetics have great potential in social media marketing?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

2. How far do you agree that YouTube has more potential for MAC cosmetics than other social media platforms ?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

3. What among the following features of YouTube marketing are efficient for MAC according to you?

- YouTube ads
- YouTube shorts
- YouTube videos
- YouTube posts
- YouTube video comments

4. How far do you agree with the fact that digital marketing is able to meet the needs of MAC consumers?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5. How far do you agree with the fact that MAC cosmetics should focus more on its digital marketing than traditional marketing?

- Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

6. How far are you satisfied with the usage of technology as a marketing strategy?

- Strongly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Strongly dissatisfied

7. How far do you agree that you are more influenced by MAC's digital marketing activities in comparisons with others?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. How far do you agree that the advertisement of MAC products are promising enough to what they advertise and what you actually receive?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

9. Which platform do you prefer to get review of any cosmetic product?

YouTube Video

- Instagram
- Shopping websites
- Brand website
- Facebook

10. How far do you agree that organization like MAC should innovate their product?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. How far do you think that YouTube Marketing is more convincing than other marketing channel?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. How satisfied are you with MAC products?

- Strongly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Strongly dissatisfied

13. How much will you rate MAC Cosmetics initiative to market their product through YouTube?

- 1
- 2
- 3
- 4
- 5