

Using Facebook Meta Ads to Enhance Customer Engagement for Small Beauty Products Reselling Businesses in the Philippines

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ABSTRACT

This article discusses the utilization of Facebook Meta Ads in small businesses especially the Philippines' beauty products reselling industry. Understanding the Facebook Meta Ads' roles and features in the effectiveness of beauty product reselling businesses, how it can be optimized to stand out in the competitive beauty field, how small businesses can monitor their performance by the use of metrics, its challenges and opportunities, and how sustainable practices affect the performance of beauty product reselling businesses are this article aims. This article used content and thematic analysis to examine the gathered information that helped the researchers conclude that Facebook Meta Ads can significantly improve beauty products resellers in the Philippines.

Keywords: sustainability, e-commerce, skin sensitivity, digital marketing, personalization

INTRODUCTION

In this era where social media platforms are important in terms of connecting with other people, small businesses need to find new strategies on how they can interact and engage with their consumers. Aside from connection, social media platforms allowed small businesses to excel with their tactics. Filipino users often use Facebook as their main platform because according to the statistics in the current Philippines' digital age, 94.6% is the monthly log in rate in Facebook in the Philippines that makes it in the top 1 statistic (Howe, 2024). Since small businesses use Facebook and many people nowadays, small businesses can use this as their way to introduce their business to attract new customers. Generating content that is interactive with ideas, and other tools that involves the product and services offered by the business boosts its sales. Metaverse, Meta platforms or Meta was changed in October 2021 by the Facebook owner. (Dwoskin, 2021). As Meta for Business's official website (2019) says, interactive ads in Meta provide a lasting link to consumers. As long as there are numerous users who love or care about some Meta Ads on FB, it is an instrument for businesses that they should utilize in order to position their ads on the Facebook feed where they will be seen by specific audiences. For businesses that are starting online, it is a smart approach for them to increase sales and find new customers.

In connection to this, the importance of customer engagement has also influenced small businesses. It contributes to long-term success because of the brand recognition, developing relationships between business and customers that may result in their loyalty and retention. Fostering customer engagement becomes more essential for small businesses because of limited resources unlike large companies with funds. With limited resources, small businesses depend on their creativity and innovation in marketing to stand out in the business market. Strategies like personalized interactions, actively communicating with customers and creating targeted campaigns, small businesses enhance customer engagement. Aside from gaining the loyalty of the customer, they also acquire retention (Bushman et al., 2024). Customers prefer the brand that they know and feel cares for them by showing promotion or advertising that is personalized based on their preferences (Bajeja, 2024).

Continuous advancing and adoption in technologies also enhances the growth of one business and reaches their goal. Since digital marketing progressed over time, digital channels also developed to promote products and services to the digital space to estimate the preferences of the customers and help them in their purchasing

decision in the long run (Idrysheva et al., 2019). This is how innovation is seen by possessing an understanding concerning an online setup to be competitive within the sector. Hence, small businesses start to develop new strategies for their business to showcase their products and services online. Some key strategies that businesses can use with innovation are digital marketing and e-commerce. Implementing this may result in some factors including digital competence, technology providers and resource availability. Moreover, digital marketing strategies help in various sections of the overall business success (Pascual, 2023).

E-commerce Act or Republic Act 8792 promotes and regulates local and international transactions, agreements and contracts that have exchanges and involves storing information through e-commerce. It aims for security, efficient transactions and maintaining transparency. The law involves the protection from exchanges of data messages, goods, services and other documents that are being processed online and to ensure the originality, integrity and preservation (Maghirang et al., 2024).

Implementing Facebook Meta Ads for business offers opportunities for businesses that have effectively affected their overall marketing and business. By incorporating business with Facebook Meta Ads, it allows businesses to build engagement with their customers who interact with their brand. Customers that have the awareness about the brand's identity and offerings, they highly enhance the business image (Bajeja, 2024). Providing small businesses with the opportunities that Facebook Meta Ads have, it emphasizes the importance of utilizing it in digital presence. Moreover, maintaining the active and effective social media profile along with e-commerce platforms offers an opportunity to enhance the relationship among customers and improve the effectiveness of small businesses (Haider et al., 2024).

While providing the opportunities in using Facebook Meta Ads, there are also challenges that small businesses may encounter and need to handle such as targeting the wrong audience or limited targeted audience may happen with financial regulations and it may result in bringing the ads in poor engagement. Also, concern about their users' data and privacy as they engage in the brand, and Intellectual property issues are also a challenge to overcome when using the platform, when collaborative network was given for Metaverse, it becomes more of a challenge to identify the owner (Kaddoura et al., 2023). As these platforms have several features, it allows businesses to build interaction and relationships with the target audiences with their advertisements, campaigns, and programs that are promoted (Dwianto et al., 2023).

In contextualizing digital marketing, cosmetics and self-care products are ranked 2 in digital retail products in the Philippines with 47% in the statistics. Along with the rising popularity of using skincare and cosmetics with different brands, these products affect the growing demand in personal care items especially the products that are suited for Filipino skin. Since personal care items like skincare and cosmetics are typically sold in physical stores, malls, or retail stores, the country's high internet penetration rate directly affects the e-commerce landscape. As a result, e-commerce is now used as an expansion for selling and promoting beauty care products. A recent survey highlights that the most popular items that are purchased online are in line with beauty care products. Cosmetics and skincare brands use their resources to incorporate their business with brand ambassadors to endorse and advertise items offered in the market which is a strategy to increase their brand image. Also, it is assessed that the digital distribution channel's industry share is likely to continue to improve in 2021 and 2024 even with direct sales (Philippines: Popular Items Purchased Online 2023, 2023).

LITERATURE REVIEW

Features, capabilities, and policies of Facebook Meta Ads

Adapting to social media marketing and applying popular platforms such as Facebook in business helps in connecting and interacting with the potential customers or the users. According to Meta for Business' official website (2019), there are various key features that Facebook Meta Ads offer such as ad creative where businesses should decide what advertisement they want to have either text, images, videos, etc. Next feature is the audience that also includes where the ads will show in possible audiences based on the customer's preference, interests and traits. It will automatically adjust over time to reach more people. Also, schedule and duration that is possible to select the specific time and date when the ads will start and end. In addition, a daily budget where it provides the recommended budget for owners who want to start to have ads. Furthermore, placements include choosing

the right place where the business wants people to see their ads. Lastly, payment methods allow businesses to review the payment method they can use. Listing all the features also includes the Facebook Meta Ads capabilities including increasing online sales by making the ads engaging. Second, generating qualified leads is about using the platform and using ads campaigns that result in helping boost sales. Third, drive engagement in creating innovative and creative ads that can engage more with potential customers and build relationships. Also, sending more traffic means that traffic campaigns bring people to your brand and potential customers can review the product or services that the business offers. Moreover, it builds awareness when businesses are active in postings and doing creative ads. Lastly, app promotion aims that businesses should attract new people to use the platform and view their business online. Providing features and capabilities, Facebook Meta Ads also have policies that make the platform secure and transparent. Meta's advertising policy principles ensure safety and promote positive experience with the businesses or with the users of the platform. These policies involve protecting users, preventing scams, improving the positive experience of users and promoting transparency. Meta has its advertising standards, terms of service, and local laws that every user should follow to operate effectively online and meta is ensuring the protection by monitoring the ads if they violate the standards provided. Moreover, the more specific contents, the more engagement and positive experience the business will achieve from the customers (Kannan & Li, 2017).

Importance of customer engagement as a strategy

In the traditional or digital era, customer engagement and awareness has been the strategy and important in businesses for them to achieve their goals and objectives (Sehgal, 2024). Also, to maintain the relationship between customers and business, businesses should motivate and enable customers to have positive experiences and businesses can include core economic transactions. Businesses that have sustainable goals and operations related to the environment will not only benefit their customers but also in society. Many people prefer to have engagement and communicate with businesses that have awareness. By this, businesses will have satisfied customers and customers may interact with other people and create recommendations and positive perception to the brand which can increase the market share and growth (Marolt, 2020). Using engagement as a strategy will impact the business achievement. Customer engagement builds the brand's recognition and boosts sales. As online advertising promotes personalized content where it is targeted for customers that have the interest and engagements, it encourages the high conversion rates. The data from customers that is provided by digital marketing helps businesses to ensure the target audiences and makes advertising better and attract potential customers with the same preferences (Anshita, 2023).

Current trends in digital marketing in the Philippines

Due to the rapid advances in digital marketing, the Philippines has emerged as a major force in digitalization in recent years. Digital marketing is more affordable. Hence, small businesses choose to relocate advertising budgets to digital marketing (Rollins et al., 2014). Small businesses are enabled by digital marketing to reach wider potential audiences anytime and anywhere across different devices (Hamidi & Safabakhsh, 2011; Javadian et al., 2012). Utilizing the internet and any digital devices, digital marketing lets small businesses effectively determine and serve potential customers' preferences (Desai, 2019; Lockett, 2018). Enabled by digital marketing, small businesses are capable of promoting their product or service and extending their reach to more potential customers. Simultaneously, customers can visit the pages of small businesses anytime and anywhere with an Internet connection. The advancement of digital platforms makes a fair environment for small businesses, encouraging them to efficiently compete with other small businesses, including larger organizations. Small enterprises adopting social media for advertising to improve brand recognition, customer engagement, and loyalty. Employing digital tools, specifically social media, empowers small businesses (Olazo, 2022). According to Statista (2023), Philippines is the "Social Media Capital of the World". Social media maintains its dominance in digital marketing landscape of the Philippines, with Facebook surpassing other social media platforms since 92.1% of Filipino users engage with it frequently. Facebook holds the most significant impact on digital advertising efforts, having widespread audience engagement in comparison to any social media platforms, resulting in 73.4% of all individuals in the Philippines (Howe, 2024). Facebook is being used nowadays by small businesses since it is accessible and user-friendly. It helps small businesses to have social media awareness. The implementation of digital marketing by small businesses is just the beginning, as the digital marketing trend is expected to progress throughout the years.

Success of digital commerce in the Philippines

Starting in the 1990s, the internet began to emerge as a significant factor changing the way organizations conduct their activities and this is what brought about a swift upsurge in electronic commerce or e-commerce (Quimba & Calizo, 2019). The phrase e-commerce is used to mean conducting business using the Internet (Shahjee, 2016). The Philippine's e-commerce is credited with a number of positive impacts on the country's economic actors that enhance the growth of the Philippine's economy. In an extensive market that is thriving at a fast pace to expect a net profit, the Philippines stands out as such an attractive location for trading online (Gabinete et al., 2022; Menezes, 2023). This paper explores the Philippines leading e-commerce platforms that greatly contributed to the country's economy and succeeded in their area that also offer opportunities for buyers and sellers. In 2012, Lazada was founded and rapidly grown as one of the leading digital commerce companies in the Philippines. Its impact in the market has been notable due to its determination to provide a smooth virtual shopping experience to millions of customers. Additionally, Lazada has been an instrument for many businesses to grow and succeed. In addition, in 2015 Shopee began its operations in Singapore and expanded throughout Southeast Asia reaching Philippines thus attracting various sellers and buyers. Shopee has been successful because of having an easy-to-use interface that enables customers to browse items effortlessly and businesses to set up online shops rapidly without many hassles (Unicommerce, 2024).

Metrics in evaluating Facebook Meta Ads

Small businesses can use metrics like Click-through Rate (CTR), Conversion Rate, Return on Ad Spend (ROAS) to monitor their success in advertising. Determining the click-through rate (CTR) has become an important tool in measuring the effectiveness of online advertisements and towards optimization by small businesses. To improve on their campaigns and make them more targeted, firms can have a closer look at viewers' response to ads. The advent of CTR estimation models with deep learning has enabled more refined scrutiny of user actions and interactions among features. These models are capable of picking patterns from previous data, thus minimizing the manual feature construction process that is time consuming, which then enables firms to concentrate on making strategic decisions. Zhang et al., (2021) emphasize that changeover from shallow to deep CTR models has improved capturing complex consumer preferences hence enhancing advertising return on investments for small enterprises while also making it easy for them to adjust their marketing strategies accordingly as markets change over time. Consequently, Zimmermann and Auinger (2023) stated that small businesses can use conversion rate optimization to measure their success. Conversion rate optimization is used by small companies in order to gauge the levels of their achievements. It does this by finding out which touch points along the customer journey line are most influential and then suggests particular marketing strategies focusing on these touch points so as to increase sales. Therefore, it involves gathering a holistic view of brand-owned touchpoints, aligning internal with external touchpoint perceptions, identifying sales impacting contact points and compilation of marketing action items for those spots. Consequently, Small Businesses should carefully manage these customer-focused areas while at the same time optimizing them for more successful customer experience management. Moreover, using Return on Advertising Spend (ROAS) for small businesses to determine how they can evaluate the effectiveness of their ad campaigns. An informed decision regarding budget allocation and strategy optimization is possible if businesses assess their advertising expenses in terms of revenue generation per dollar spend. Small enterprises that use this data-driven methodology are able to know which channels give them more benefits, thus enabling them to choose the most advantageous promotional activities for their companies leading to profitability and growth (Almestarihi et al., 2024).

Benefits of using Facebook Meta Ads as marketing strategy

In a wide range of potential customers, benefits are significant in business where it can give opportunities to engage with audiences. Several studies emphasized the benefits of using Facebook Meta Ads as a marketing strategy such as building brand awareness and loyalty, precise target and diverse ad formats and placement. According to the study of Mazzuchelli et al. (2021). The article shows that companies which use social media marketing, especially through Facebook, have a chance of making their brand more visible to them in the minds of their customers thus enabling them to improve their performance. Firms can be able to establish contacts directly with international clients through social media advertising avenues to offer products and services, also to get feedback from clients. When advertising initiatives are seen as relevant by consumers, they are more likely

to form positive attitudes and react positively; according to the research top brands' social media advertising produces the highest number of clicks. In relation to this, giving advertisers the ability to categorize audiences according to demographics, interests, geography, and other factors helps Facebook increase its market. Hence, consumer interaction through brand communities on social media can help facilitate self-brand connection and brand usage intent. This particular goal aids in drawing in the intended clientele for the business. Facebook marketing, according to Curran et al., (2011), precise target and audience segmentation entails utilizing real-time data and behavioral insights to target advertising campaigns based on behaviors, interests, and demographics. These strategies allow businesses to connect with the right segments of their target audience by using specific and targeted ads in messages. Also, the researchers stated that businesses can “use tools like Facebook to create more targeted ads that resonate with audiences, encouraging more engagement, conversions, and overall advertising.”

Facebook has several advertisement types like picture, video, interactive, collection, and lead ads and these can be placed on several parts of the site like the News Feed, Stories, Messenger, and Audience Network. Frias et al., (2022) in their research discussed Facebook as a large marketing board used by entities. Their findings highlighted the significance of tailoring content and ad formats to target specific business objectives in performance marketing campaigns. The study shows that it is recommended to use specific types of content together with the correct format for achieving performance objectives efficiently. Companies will be able to increase campaign effectiveness as well as reduce instructional duration periods and decrease transaction costs by improving creative design that aligns with formats and content types.

Barriers in using Facebook Meta Ads

On a global scale, several studies emphasized the barriers in using Facebook Meta Ads such as budget constraints, lack of technical skills and knowledge, and understanding consumer behavior. According to the study of Moorthi (2023), the increasing competition of using social media by businesses results in higher costs, hence, the need to have effective social media marketing techniques. Competition is according to the demand and supply of businesses presenting a direct impact on the costs of Facebook marketing based on a) Cost per click where they pay the advertisement for every click. b) Cost per mile which charges advertisements for every 1,000 views. c) Cost per like which refers to paying the advertisement every time someone reacts on Facebook business page; and d) Cost per action for advertisement if a consumer changes money to Facebook stars which represents a customer's appreciation in your business.

According to the study of Rohm et al., (2021), students claims that the lack of technical “how to” skills, such as knowing how to traverse platforms for paid social media, like Facebook advertisements, poses a problem as it evolves and changes so quickly that they are insufficient in the setting of academic research. The students need to acquire technical skills in the areas of campaign objectives, Google and Facebook Ads certification, and search ad creation in the classroom. Technological expertise in the dynamic digital era of today, such as with Google Ads and Facebook Ads, may be used in real-world projects to optimize and generate paid search ads, Google and Facebook certified ads, and weekly search campaign management. Consequently, to assess the performance of Facebook advertising campaigns. It is useful to possess technical competencies such as ad performance measurement and conversion tracking, as highlighted in the research review of Stueber & Wruth (2017). Additionally, the study assessment states that 93% of brand interactions on Facebook involve consumers, demonstrating the need for technical know-how to engage audiences in ways beyond message dissemination. Relative to this, in order to determine what factors might influence the brand's popularity postings on Facebook, the researchers identified characteristics including, vividness, educational content, entertainment value, and comment sentiment that, when properly executed, require understanding technology. Clarity of information can impact the engagement of users online as high levels of quality receive a lot of reactions which presents that Facebook collects user information and preferences on the internet. Businesses need to have technical knowledge and understanding of the Facebook Ads Manager platform to set up, test, and optimize their ad campaigns.

Moreover, understanding consumer behavior is a significant barrier for businesses using Facebook Meta Ads, because it requires detailed insights of how users interact with social media content and what influences their purchasing decisions on the platform. Understanding the tailor ad content and consumer psychology leads to effective campaigns that follow to target consumers preference. Thus, businesses are able to secure their

resources and grab opportunities in connecting to potential consumers on Facebook Meta Ads. (Kamath et al., 2021) emphasized that consumer purchase intention optimizes advertising strategies wherein it results to social media marketing features. Likewise, the researchers explained the factors influencing the customers purchasing intention and how social media advertisements perceived such as consumer perception and purchase intention which could provide insights that can help marketers create effective social media ads.

The researchers explored different studies to understand what Facebook Meta Ads is and how it can be used to enhance customer engagement for small businesses, particularly in the beauty products reselling businesses in the Philippines. It was found that there are four gaps that must be filled. Referencing the features, capabilities, and policies of Facebook Meta Ads, a lack of studies showing in using Meta Ads for enhancing business performance of beauty products reselling businesses was found. The researchers also intend to fill the gap in limited exploration of how sustainable practices affect business performance. Additionally, the researchers intend to close the gap in partial understanding on how small beauty products resellers can optimize Facebook to stand out in the competitive beauty field. Lastly, the researchers intend to meet the gap in challenges and opportunities of beauty products reselling businesses that can effectively use Facebook Meta Ads to reach a wide range of potential customers.

Problem Statement

Specifically answering the following research questions:

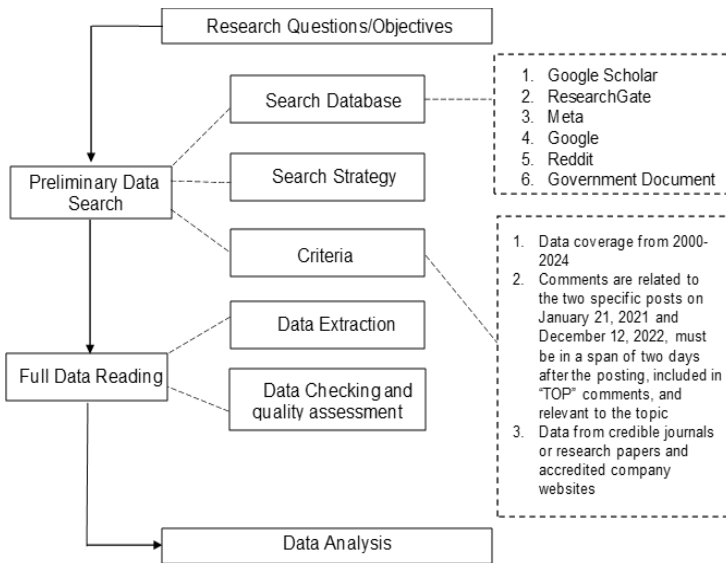
1. What insights can be gained by understanding the roles and features of Facebook Meta Ads in the effectiveness of beauty product reselling businesses?
2. How do sustainable practices affect the performance of beauty product reselling businesses?
3. How can beauty product resellers optimize Facebook to stand out in the competitive beauty field?
4. What are the challenges and opportunities for beauty product reselling businesses?

METHODS

The researchers are following Delmo et al. 's (2023) guidelines, which recommend data analysis through scholarly articles, company documents, and Reddit comments, to gather qualitative insights into how beauty product reselling businesses use Facebook Meta Ads. The researchers wanted to apply this design (see Fig. 1) for this paper to develop an interpretation of data, then answer the problem statement, and finally reach a conclusion. This design begins with the identification of research questions and involves three primary steps: preliminary data search, full data reading, and data analysis. The first step is doing a preliminary data search by selecting which search databases will be used. Key platforms, including Google Scholar, ResearchGate, Meta, Google, and Reddit are the ones that the researchers focused on. A standard searching strategy is applied with addition of particular criteria: the information to be should come from credible journals or research papers between 2000 and 2024, the company documents must be from accredited company websites, and the comments from Reddit must be related to the two specific posts on January 21, 2021, and December 12, 2022, must be posted within two days of the posting, and must be included in the "TOP" comments. In compliance with RA 10173 or the Data Privacy Act, seeks to secure private, personal, and sensitive information, only the comments themselves will be displayed. Users' identities in the online community stay secure. Following the preliminary data search, the second stage, full data analysis, will occur. This procedure involves gathering data from the specified platforms and searching for results. Following data extraction, the information gathered was checked and its quality assessed. To guarantee that the data acquired and used is relevant, researchers are directed by questions such as if the sources contain information that answers the problem statement, assuming that the data contained in sources is well-structured, and if references are supplied. For the final step, data analysis, the researchers will employ content analysis and thematic analysis. Content analysis will assess how small businesses reselling beauty products interact with Facebook Meta Ads using content such as images, text, and videos (Nicmanis, 2024). Thematic analysis is the procedure of identifying, analyzing, and categorizing themes in data (Kogen, 2024). This will assist the researchers in determining the most effective ad content and targeting

strategies. This strategy will ultimately provide significant insights for small businesses in the beauty product reselling industry looking to optimize their Facebook Meta Ads and increase customer engagement. By exploring the role of Facebook Meta Ads, researchers can identify the themes, trends, and best practices for utilizing them and provide insights about targeting strategies and effective ad content that are engaging for businesses. Also, this analysis will give insights and understanding on how these advertisements are important in one business, identify the challenges and opportunities, and identify the overall effect of the marketing strategy of the business.

Fig. 1. Analysis Process



Source: (Delmo et al., 2023)

RESULTS AND DISCUSSIONS

Thematic Analysis was used to generate tables allowing the researchers to accurately interpret the data. In providing the answers to research questions, researchers provide the generated table to approach the needs.

Table I. Roles of Facebook Meta Ads in the Effectiveness for Beauty Products Reselling Businesses

Roles	Meta Ads (Facebook Ads)	Themes
Targeted Advertising	Advertisements are most likely to be customized based on consumer demographics, hobbies and interests (Kulova, 2021).	Personalization
Ad Formats	Offers high-quality images and videos that promote the business or the products to deliver messages effectively (P, Flavius & Indrawati, 2023).	
Cost-Effective Marketing	Beneficial to use for those small businesses with limited budgets. Suitable for advertising a business that is starting (Kulova, 2021).	Budget Considerations
Conversion rates	Since small businesses are more focused on engaging with consumers for brand awareness, Meta Ads targets on increasing the visibility of the brand (P, Flavius & Indrawati, 2023).	Recognition
Ad Content Standards	Content must follow Meta ads standards by avoiding misleading and unacceptable content, intellectual property infringement, and posting illegal goods and services etc. (Meta, 2020).	Ethical Considerations
Targeting Restrictions	Posting sensitive content with categories about race, religion, sexual orientation must be prevented when targeting an audience (Meta, 2020).	

Source: Processed by Authors

By understanding the role of Facebook Meta Ads, it allows businesses to use their strategies effectively and allocate their budget and resources. Also, knowing the role and what platform can offer allows businesses to decide if the platform is applicable for them. It is important for a business that they align their goals and objectives with the platform that they can use.

Table I.2 Facebook Meta Ads Features Available and Feasible for Small Business

Feature	Description	Feasibility for Small Businesses
Target Audience	Using advanced targeting tools, the content personalization based on user preferences helps to reach the targeted market (Todri, 2022).	It is highly feasible because it enables businesses to reach their audiences.
Advertising Variations	Creates and modify content in text, audio, or video format (Erkan et al., 2021).	It is feasible because it provides an opportunity to make engaging advertisements that are suitable for the business and audience.
Marketing Objectives	For small businesses to raise awareness for business, interact with customers, and increase both online and local sales (Meta, 2021).	It is feasible because it guides the business to prioritize their goals that aligns the objectives of the platform.
Ads Manager	Use it to create and manage your ads. Businesses can review, make changes and see results for campaigns, ad sets and ads (Meta, 2021).	It is highly feasible because it allows controlling expenses in boosting ad posts by monitoring the sales and engagements.
Digitization	Customized content can be made and delivered by AI where it offers an enhancement to create advertisements that is entertaining as well as providing information (Sezai Tunca et al., 2023).	It is feasible and beneficial for businesses because it is more time efficient and helpful for small businesses with limited resources.
Assessment Measures	Performance measurements allow businesses to track their progress in terms of engagements and sales (Meta, 2021).	It is highly feasible because it provides a clear and transparent report into return on ad spend.

Source: Processed by Authors

This analysis highlights the features of Meta Ads and how it is feasible to implement for small businesses. It allows the business to have a competitive advantage in terms of targeting the right audiences by creating different ad formats, using digitization and ads manager. Also, tracking progress and performance by metrics, and enabling the campaign objectives to align to the business goals.

Positive Comments

Table II.1. Effects of Sustainable Practices to the Overall Success of the Business

Comments from an Online Community Member	Interpretation	Sub-Themes
“I look for third-party certification for anything a brand claims. For sustainability, things like B Corp certification and as much information about their supply chain as possible is good. I'm also mindful of packaging and I look for refillable and recyclable packaging. "Clean" is a marketing term and really means nothing to me, but I tend to buy more "clean" brands because they are generally more concerned with their overall sustainability and packaging.”	Businesses should prioritize verifying their claims.	Transparency

<p>Comment 1:</p> <p>“100% agreed on sustainability. This push for all-natural has almost created a phobia or an aversion for science based, “chemical” products and facts. And I’m mostly talking to you, Sephora, EWG, or companies like Biossance.”</p> <p>Comment 2:</p> <p>“Natural all the way. Poison ivy makes my cheeks so rosy I look like I have natural blush and my lips so plump I look like walmart kylie jenner.”</p>	<p>It shows support to the brands that use natural ingredients in their products. and expresses the importance of sustainability.</p>	<p>Environmental responsibility</p>
<p>“After doing my own research that corroborates the claims, I’m more likely to stick to and trust them. I have severely sensitive skin and I cannot use a lot from most well known brands.”</p>	<p>Prefers to do research before purchasing.</p>	<p>Personal awareness</p>

Source: Processed by Authors

Overall, the comments provided state how people prefer to purchase a product from a brand that practices and promotes sustainable practices. Also, some consumers prefer to do their own research before buying and show how they are determined to express their support to the brand who are transparent and responsible. On the other hand, the marketing term “clean” is not necessary for them.

Negative Comments

Table II.2. Effects of Sustainable Practices to the Overall Success of the Business

Comments from an Online Community Member	Interpretation	Sub-Themes
<p>Comment 1:</p> <p>“I don’t trust brands and you shouldn’t either. When I found out that the “clean” “cruelty free” brands don’t have to source any cruelty free INGREDIENTS it was over for me. If there’s a dead animal or starving child involved at any point in my lipsticks creation I just don’t want it. My friend used to work at a lab that did cosmetic testing. He would come back crying at night because they had to do a count of the dead rats every night. Kinda made me like makeup less.”</p> <p>Comment 2:</p> <p>“No. There is no government regulation on claims like "clean" "vegan" "cruelty-free" or "sustainable" in cosmetics. There are various for-profit certifications for some of these things, but they are not transparent in their rubrics at all.”</p> <p>Comment 3:</p> <p>“Not at all. No government oversight for a claim? No trust.”</p>	<p>Expressed distrust toward a brand without proof of claims or government documents.</p>	<ol style="list-style-type: none"> 1. Ethical concerns 2. Regulations 3. Lack of transparency
<p>"Clean", "sustainable" and "green" are not regulated terms. Just like "clean" and products that rot in two days aren't better for you. They're fanciful marketing buzzwords used to appease the consciousness of consumers — this is not a</p>	<p>Expressed how he/she disapproved of businesses that use marketing terms.</p>	<ol style="list-style-type: none"> 1. Misleading marketing terms

<p>judgment, it works on me too — when purchasing what are ultimately luxury goods.”</p>		
<p>Comment 1:</p> <p>“If they claim to be clean I’m immediately put off the brand. If they make claims to be sustainable then don’t provide the data to back that up, then it’s a no from me. Greenwashing is something so many brands are guilty of that I automatically come from a place of distrust now.”</p> <p>Comment 2:</p> <p>“I don’t buy products that call themselves “clean” because I believe in preservatives and don’t like the fear mongering around clean products, they’re usually misinformed at best and anti science at worst. For “green” and “sustainable” I honestly don’t go out of my way to buy products like that either. Makeup itself isn’t really sustainable, you can get refillable packages and things like that, which I do like, but overall I don’t buy makeup with the hopes of making a positive impact on the environment. And as for brands labeling themselves like that, they aren’t regulated terms so I really don’t trust what they say since I think it’s mostly marketing.”</p>	<p>Stated doubt and expressed hate about greenwashing. Also, marketing terms are considered misleading.</p>	<p>1. Distrust 2. Greenwashing</p>
<p>“After working for a skincare line owned by the largest beauty company globally, I don't believe shit they spout off.”</p>	<p>Expressed criticism based on experience.</p>	<p>1. Criticism of deception</p>

Source: Processed by Authors

Those comments express how they distrust a brand, provide negative experiences with brands, and include criticizing brands that are not true to their claim. Other comments do not agree with the claims without evidence like documents and reliable sources that support their claims which show the importance of brand transparency and how this affects the buying intention of the customers.

Table III. Facebook Strategies for Beauty Products Resellers

Strategies	Description	Themes and Description
Use Facebook’s Audience Insights	Analyzing the demographics, behaviors, activities, and interests of potential customers (Van Couvering, 2021).	Market Strategies help to establish a business and encourage effective communication with potential customers in order to eventually increase sales and growth.
Segment Target Market	Classifying buyers based on preferences and buying habits to meet the needs of the target market (Le, 2023).	
Boost Posts	Boosting posts expand reach and increase engagement and post visibility for the target audience (Adamy et al., 2022).	
Make Outstanding Content	Making use of visually appealing images and videos to promote products effectively (Aydin et al., 2021).	Engagement & Promotion are an approach that

Partner Influencers	with	Finding and working with beauty industry endorsers who are in line with brand values and target audiences to promote products (Campbell & Farrell, 2020).	includes using images and videos, partnering with influencers, getting users to make content themselves, engaging with customers, and joining groups to successfully sell the business and its products, as well as developing positive relationships with those who will buy them.
User-Generated Content		Enabling customers to share their experiences and photos with the products on social media (Lalramchuan & Sharma, 2021).	
Live Selling		Replying quickly to audience engagements such as comments and messages to build trust and foster a positive image (Zheng et al., 2022).	
Utilize Facebook Groups		Being active in Facebook groups related to the beauty industry to connect with potential customers and increase brand exposure (Hanna, 2023).	

Source: Processed by Authors

This analysis highlights the strategies for Facebook marketing, focusing on both understanding the market and engaging effectively with the audience to enhance the online presence and drive successful marketing campaigns for small beauty resellers.

Table IV.1. Challenges of Beauty Products Reselling Businesses

Theme	Challenges
Exclusivity	Exclusive shade matches: Beauty cosmetics have primarily focused on lighter skin tones with little too few options for women with other skin complexions such as dark and medium skin. This lack of inclusivity poses a challenge to beauty retail businesses due to the lack of shade matches for a large group of women with other skin complexions, thus, accommodating only those with lighter skin colors. Likewise, the availability of shade matches for other skin colors are only found on the internet and not in physical stores (Alli, 2022).
Sustainability	Excessive Packaging Waste: Beauty products requiring specialized packaging to protect the substances found in the boxes contain harmful contents destroying the environment. These include the use of non-biodegradable materials such as: tubes, plastic containers, and boxes which are harmful to the environment and the people living near dumpsites (Hoang et al., 2021).
Skin Sensitivity	<p>Allergies caused by cosmetic ingredients: A diverse array of beauty products contains ingredients which can trigger allergies or skin irritation such as fragrances and preservatives. As a result, consumers are bound to express their satisfaction through online feedback and return the package or product resulting in brand reputational damage (Martins et al., 2022).</p> <p>Prevalence of sensitive skin resulting in product selection difficulty: Women using beauty products were found to have sensitive skin. This presents a challenge for the beauty industry due to customers or clients who value their skin care. They are cautious on the impact of the product on their skin which can lead to choosing beauty products that are compatible with their skin and poses a struggle for retailers to target the preference of each customer (Manav & Karaali, 2023).</p>

Source: Processed by Authors

This beauty industry faces several challenges, including the description and suggestions. These challenges include a) Prevalence of sensitive skin resulting in product selection difficulty; b) Excessive packaging issues; and c) Allergies caused by cosmetic ingredients and prevalence of sensitive skin resulting in product selection difficulty, which can lead to customer dissatisfaction, poor product performance and negative experiences.

Table IV.2. Opportunities of Beauty Products Reselling Businesses

Theme	Opportunities
Globalization	<p>Growing demand for personalized beauty products: The growth of e-commerce through social media paved the way for consumers to increase the demand on personalized beauty products which prioritizes consumer’s welfare. Hence, retailers are able to offer a wide range of products, develop innovations and enhance customer experience to remain competitive in the retail industry. In this regard, beauty products retailers are able to make capital out of this growing demand and brand their business for long-term success through the market trends (Pallant et al., 2020).</p> <p>Online reach:</p> <p>Choosing the right platform where businesses can use to advertise their items offered like Facebook helps them to ensure targeting the right audiences or possible customers. As Facebook enables businesses to reach and engage with the right people online, this will boost the promotion and advertisement. As pandemic also affects the beauty product reselling businesses, utilizing digital channels helps them to improve marketing and its sales (Mohanty, Swaroop & Neha, Dr., 2021).</p> <p>Factors affecting purchase intention:</p> <p>Pandemic was considered a factor affecting the purchase intention as pandemic changed the people’s lifestyle. As health-related products like body care maintain its competence, cosmetics decrease its sales due to pandemics and lockdowns. In relation to this, factors like brand, variety, price, advertising, celebrity influence, electronic word of mouth and shows importance and how it influences the performance of the business. (Gupta & Kala. 2021).</p>
Customizable	<p>Digitalization and technological preparedness for item personalization: The adoption of technology readiness and digitalization in businesses has presented opportunities for enhancing internal and external integration necessary in facilitating customized products and services. Digital technologies then serve as a tool to help retailers to improve their product reach and integrate technology in personalizing the customers' products. As a result, beauty businesses are able to quickly identify the evolving demands of the consumers and address their concerns with technology as their partner (Pech & Vrchota, 2022).</p>
Product Experience	<p>Leveraging brand experience: Developing options for inclusive and sustainable brand experience helps boost beauty retail sales and meet customer expectations. Hence, beauty retail businesses are able to use brand experience to increase customer engagement with the product and increase their sales (J. L. Pallant et al., 2022).</p> <p>Customer engagement as strategy:</p> <p>Including co-creation and customer engagement for a strategy will effectively benefit the beauty brands to build and enhance their image in the industry as they stay innovative and competitive (Szalaty, Patrycja & Derda, Izabela, 2020)</p>

Source: Processed by Authors

Increasing the demand for sustainability for a brand, reaching globally and providing customizable products since the beauty industry increased its growth in the market. One of the growths of beauty products, which can be done by using the a) growing demand on personalized beauty products; Social media reach; Factors affecting purchase intention; b) digitalization and technology readiness for product customization; and c) leveraging brand experience; Customer engagement as strategy. By understanding the opportunities of beauty retail businesses,

small businesses can effectively help navigate the beauty products retail market and achieve success.

DISCUSSION

The findings of the analysis align with the objectives of this article, particularly in providing the roles, features and what Facebook Meta Ads can offer in the business industry. The platform highlights roles and strengths in terms of target advertising, formats, marketing costs, and conversion rates. Also, proving the assessment measures for businesses to track their performance, policies and standards of the platform for ensuring the security and transparency. Moreover, adapting digitization and utilizing ads manager is beneficial for monitoring creating ads with less costs. This analysis will guide and help the business to choose the right platform they can use based on their goals and objectives. It is essential for businesses like beauty product reselling that they know how they can manage and create content based on their targeted audience, specifically that beauty products are more on visual advertising which Facebook Meta Ads offer visually engaging ads, this can enhance brand recognition and customer engagement.

The comments that researchers gathered from Reddit include both negative and positive feedback regarding their opinions about supporting or purchasing a brand that claims that they promote and practice being sustainable and use “clean” as their term. Sustainable practices include transparency and avoiding misleading claims, results showed that people prefer to purchase an item from a brand that is honest and does not use marketing terms. Moreover, consumers prefer to purchase brands that have proof that backup their claims. Furthermore, focusing on recycling, selecting proper materials for products, and producing sustainable packaging are also important. Employing sustainable practices, businesses will contribute to a healthy environment and also improve their overall business success.

The results show that small beauty product resellers on Facebook can compete effectively in the beauty industry by implementing strategies for marketing, engagement, and promotion. Understanding the target market involves analyzing and classifying segmentation in order to improve posting visibility. While attracting the attention of the target audience is important, small beauty resellers also need to create high-quality and entertaining content, partnering with influencers, and encourage content generated by users in addition to interacting with beauty communities. Such measures are very helpful in carrying out effective marketing campaigns, thereby boosting their online presence and eventually increasing sales and business growth.

The outcome of this provided the challenges and opportunities of beauty products retail businesses in enhancing customer engagement. These challenges include a) Exclusive shade matches; b) excessive packaging waste; and c) allergies caused by cosmetic ingredients; Prevalence of sensitive skin resulting in product selection difficulty, which can lead to customer dissatisfaction, poor product performance and negative experiences. However, the beauty industry also has its opportunities namely: a) growing demand on personalized beauty products; Social media reach; Factors affecting purchase intention; b) digitalization and technology readiness for product customization; and c) leveraging brand experience; Customer engagement as strategy. Relative to this is the growth of beauty products through e-commerce, partnership and collaboration and increasing customer satisfaction reaching global audiences. Thus, by understanding beauty products retail businesses in enhancing customer engagement, we can effectively help navigate the beauty products retail market and achieve success.

CONCLUSIONS

Identifying and providing valuable insights into utilizing Facebook Meta Ads in beauty products reselling businesses and in enhancing customer engagement, businesses can effectively use strategies by applying insights on how they can use the customers’ demographics, behaviors, and interests, targeting based on preferences, and reaching potential customers by creating high-quality, visually appealing contents that will enhance customer engagement and boost sales. Collaborating with endorsers online and integrating content generated by users helps establish a competitive edge and increase post engagements. Small businesses can effectively track the success of their digital advertising efforts through three key metrics: Click-through Rate (CTR), Conversion Rate, Return on Ad Spend (ROAS). All these metrics are beneficial in measuring distinct facets of advertising perceptions and other features of a campaign. However, facing different challenges that include shade match issues, skin sensitivity caused by ingredients such as fragrances and preservatives, and sustainability consisting

of excessive packaging waste affects the brand image and reputation caused by feedback and dissatisfaction of customers. Regardless of these challenges, it also offers opportunities that involve growing demand for products in the market by reaching customers through Facebook, trends, and personalization. Also, developing customer engagement by giving positive experiences that affect building their trust, loyalty, and retention to the business.

By acknowledging all the aspects that affect the business performance such as addressing challenges, using marketing tools and strategies, and implementing Facebook Meta Ads, beauty products reselling businesses can effectively explore their market and earn success.

RECOMMENDATIONS

To sum up, the future researchers should try to focus on digital marketing and e-commerce in the aspect of sustainability of beauty products reselling in the Philippines. As a sustainable aspect of the industry, it involves the study of the environment for ways of cutting waste, promoting environmental products, and interacting with customers. This means that the researchers would be able to explore the adoption of recycled materials in the creation of packaging, the encouragement of virtual samples of products, which will in the long run, reduce the use of physical packaging materials and carbon-neutral shipping methods. Furthermore, the specific use of such selling platforms as Facebook Meta Ads and customer advocacy for ecological beauty products that are eco-friendly can also be investigated. The incorporation of sustainability in the research study will enable future researchers to help in the enhancement of the responsible and environmentally friendly beauty industry for both the natural environment and firms.

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