Streaming And Influencer: Building Equity Through Awareness

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Abstract: *This study explores the impact of live streaming and influencer marketing strategies on brand equity, with brand awareness as a mediating variable. Using data from 403 valid respondents, who are familiar with the Skintific brand and have watched live streams or influencer content related to Skintific products. The data were analyzed using SmartPLS, and the results show that both live streaming and influencer marketing significantly influence brand equity, both directly and through the mediating effect of brand awareness. These findings provide useful insights for beauty industry brands in developing more strategic and sustainable digital marketing approaches in a competitive market.*

Keywords: *Beauty Industry, Brand Awareness, Brand Equity, Influencer Marketing, Jabodetabek, Live Streaming.*

1. INTRODUCTION

The beauty industry in Indonesia has experienced rapid growth in recent years, making it one of the key sectors contributing significantly to the national economy. As the world's fourth most populous country with a fast-growing economy, Indonesia has emerged as a major market for the global beauty and personal care industry [1]. Currently, this sector is valued at approximately USD 7 billion and is projected to reach USD 10 billion by 2027, with an annual growth rate of 10%. In the post-pandemic era, the cosmetics industry continues to expand, driven by increasing innovation, evolving beauty trends, and growing consumer demand [2].

This growth is also reflected in BPOM data showing an increase in the number of cosmetic companies in Indonesia, from 819 in 2021 to 1,010 in 2023. The rapid development of e-commerce has also contributed to the expansion of this industry, allowing consumers easier access to a wide range of beauty products. The growing middle class, which is expected to reach 135 million people by 2030, is also boosting purchasing power for skincare and cosmetic products. In addition, Generation Z has become one of the main factors driving demand for beauty products. As more critical and well-informed consumers, they tend to choose products that are not only effective but also align with the values they uphold, such as technological innovation [3]. This behavioral change has made live streaming and influencer marketing highly effective marketing strategies in reaching consumers. It reflects the enormous potential of the domestic market and opens up opportunities for various brands to expand their market share. In this competitive industry landscape, beauty brands are racing to utilize digital marketing strategies to strengthen their presence and success in the market.

On the other hand, the development of live streaming is growing rapidly, overall strengthening brand awareness, brand popularity, and sales volume, which ultimately impacts brand success. Live streaming provides a new channel for brand marketing with real-time interactivity, allowing consumers to "shop while watching." Features in live streaming, such as comment sections, can be used to communicate with the audience and maintain their engagement throughout the session, which can influence purchasing decisions

and increase consumer loyalty to the brand. This is one of the innovations in brand marketing strategies that offers unique advantages as a marketing channel [4][5][6]. Companies with different business models have also recorded up to 97 percent sales growth after adopting live streaming as part of their digital marketing strategy. Additionally, brand association has seen a significant increase, reaching 139 percent [7]. Strong brand association contributes to enhanced brand awareness among consumers. When consumers can easily recognize a brand and associate it with certain positive attributes, that brand tends to become the top choice in purchasing decisions [8].

Not only live streaming, but influencer marketing has also been growing rapidly. In today's increasingly digital era, influencer marketing between brands and influencers is one of the most effective strategies to enhance a brand. Influencers who have significant influence on social media can reach a broad and diverse audience, thereby increasing the brand's attractiveness to buyers. With influencers, a brand can also reach new audiences and build brand awareness more quickly. Brand awareness is a key factor that can mediate the relationship between influencer marketing and brand success. When influencers promote a brand's product, they not only introduce the brand to a new audience but also build trust in that brand. For example, one of the latest trends in digital marketing is live streaming, where influencers host live sessions to promote products in real time. Influencer marketing not only increases audience interaction but also creates an engaging and immersive shopping experience [9][10].

Skintific is one of the leading brands in the beauty and cosmetics industry, offering a variety of skincare products designed for different skin types and concerns [11]. Since its launch in late 2021, Skintific has won seven prestigious awards within a year, including "Best Moisturizer" from Female Daily, Sociolla, Beautyhaul, and TikTok Live Awards 2022. In addition, Skintific was named "Best Newcomer Brand 2022" by Sociolla and TikTok Live Awards. Innovative products such as the 5x Ceramide Moisturizer, Mugwort Acne Clay Stick, and Truffle Biome Skin Reborn Moisturizer have placed Skintific at the top of the beauty category across various e-commerce platforms in Indonesia, including Shopee, Tokopedia, and TikTok Shop [12]. This success was further reinforced by Skintific's achievement as the number one brand dominating the beauty bundle market in Indonesia, with sales exceeding IDR 70 billion in the first quarter of 2024 and capturing 89.2% market share in that category. The majority of these sales came from their official store on Shopee, Skintific_ID, which recorded sales of approximately 149,900 products with a total value of IDR 47.6 billion [13].

Skintific's success cannot be separated from effective marketing strategies, such as content marketing through TikTok, where they regularly share educational content about skincare. These contents reach millions of viewers and receive high engagement from the audience, building Skintific's image as a caring and trustworthy brand in the beauty industry [14]. Furthermore, Skintific actively leverages live streaming and influencer marketing. Skintific uses live streaming strategies on various platforms, such as Shopee and TikTok Shop, to increase sales. By offering exclusive discounts during live sessions, Skintific successfully attracted more consumers looking to get products at lower prices. This strategy effectively boosts brand awareness and contributes to Skintific's success as one of the best-selling beauty brands. Skintific also actively implements influencer marketing strategies to increase brand awareness, which ultimately contributes to the brand's overall success. One strategic move was collaborating with various beauty influencers such as Tasya Farasya and Suhay Salim, who shared honest reviews about Skintific's products through Instagram and TikTok [15]. In addition, Skintific also appointed Nicholas Saputra as the brand ambassador for their flagship product, the 5X Ceramide Barrier Repair Moisturizer [16]. This study delves deeper into the analysis of the digital strategies implemented by Skintific, particularly through live

streaming and influencer marketing strategies, in increasing brand awareness and ultimately contributing to brand equity.

2. LITERATURE REVIEW

A. Live Streaming

Live streaming is an innovation first introduced by Taobao Alibaba in 2016, combining live broadcast features with business transactions. Within less than five years, this concept successfully transformed the way people shop online in China and later spread to various countries [17]. Live streaming is a digital marketing strategy that allows brands to interact with audiences in real time. Its purpose is to increase audience engagement and create an exciting experience that is difficult to achieve through traditional marketing methods. Live streaming can help elevate a brand through social media platforms and content that can be repurposed after the live session ends [18]. This innovation enables direct interaction between sellers and consumers on online shopping platforms, where sellers demonstrate and provide detailed explanations about products, while consumers can participate by asking questions through the comment section. This feature is utilized by various platforms to boost sales while providing a more interactive shopping experience for consumers, allowing them to assess their interest and trust in a product [19]. Live streaming can be defined as a digital platform that broadcasts real-time streams to deliver messages to a targeted audience for specific purposes [20]. The indicators of live streaming include perceived product quality, credibility, and discounts [21].

B. Influencer Marketing

Influencer marketing is one of the marketing strategies that involves collaboration between a brand or company and individuals who have significant influence and are widely recognized on social media or in a specific field [22]. These individuals, known as "influencers," typically have a large and loyal following across various platforms such as Instagram, YouTube, Twitter, TikTok, and others. Influencers have the ability to shape the behavior and opinions of their followers. They are often regarded as authoritative figures in certain areas such as beauty, fashion, food, technology, or lifestyle. This strategy leverages the influence and appeal of influencers to introduce and promote specific products, services, or brands to their audiences [23]. Influencer marketing has now become a crucial element in the digital marketing strategies of many companies and brands. It is considered effective for reaching more specific target markets, especially among younger demographics who are active and spend considerable time on social media [24]. In some cases, influencer marketing can even foster emotional connections between brands and consumers, as audiences feel a sense of attachment through the experiences and recommendations shared by the influencers.The indicators of influencer marketing include trustworthiness, expertise, attractiveness, respect, and similarity [25].

C. Brand Awareness

Brand awareness is a crucial element in marketing that plays a significant role in building consumer trust and influencing purchasing decisions. Consumers are more likely to choose products or services from brands they know and trust over those that are less familiar in the market [26]. Brand awareness reflects strength and is one of the most important assets a brand possesses. It has a positive impact on companies because it shows the extent to which a brand name is recognized by consumers. Brands with high levels of brand awareness tend to appear more familiar to consumers, and naturally, people are more inclined toward things they already know or feel familiar with [27]. Social media is a highly important platform in the marketing world, and strategies based on influencers and communities have become increasingly relevant in boosting brand awareness [28] [29]. The indicators of brand awareness include unaware of the brand, brand recognition, brand recall, and top of mind [30].

D. Brand Equity

A brand can be understood as the customer's perception of a brand's reputation. If a brand has a good reputation, it is likely to possess high brand equity. Brand equity refers to the positive differential effect that arises when consumers are familiar with a brand name, which subsequently influences how they respond to the brand's products or services. In situations where consumers must choose between two similar products, brand equity serves as a distinguishing factor that helps them make a decision, as a well-known brand tends to hold intrinsic value in the eyes of consumers [31]. Furthermore, brand equity is a set of assets and liabilities associated with a brand's name and symbol, which can enhance or protect the value of a product or service in the eyes of consumers. Changes in the brand name or symbol can affect these assets. Brand equity reflects the brand's strength in the market and provides added value for the company [32]. Brand equity does not develop instantly; instead, it can be built, managed, and enhanced by improving several key factors. In the effort to build a strong and competitive brand, companies need to focus on enhancing brand awareness, brand association, perceived quality, and brand loyalty, all of which contribute to the brand's strength in the market [33]. The indicators of brand equity include brand awareness, brand association, perceived quality, and brand loyalty [34].

E. Hypothesis Development

(1) The Influence of Live Streaming on Brand Equity
Previous studies conducted in the United States regarding user interaction with popular food brands through a leading live streaming platform have shown that live streaming plays a significant role in building key elements of brand equity, particularly brand awareness and brand associations [35].

Research conducted in the context of brand marketing strategies in China also indicates that live streaming influences brand visibility, user engagement, and consumer trust all of which are essential elements of brand equity [36]. Another study conducted in China focusing on TikTok live streaming revealed that brand attachment developed through live streaming or its related factors significantly influences the formation of brand equity [37].

(2) The Influence of Influencer Marketing on Brand Equity
Previous research conducted in Jordan has shown that influencer marketing has a significant direct impact on brand equity. The success of this strategy does not solely rely on the popularity of the influencer [38]. Meanwhile, in South Korea, studies have revealed that influencer marketing plays a crucial role in influencing brand equity, particularly in the service sector. Influencers amplify brand messages, enhance credibility, and build trust through authentic impressions, thereby strengthening positive perceptions of brand equity [39]. Furthermore, research conducted in Indonesia within the tourism industry aligns with these previous findings, indicating that influencer marketing has a significant impact on overall brand equity, both directly and indirectly [40].

(3) The Influence of Live Streaming on Brand Equity Through the Mediation of Brand Awareness
Previous studies have shown that live streaming can enhance engagement and foster positive perceptions of a brand, which contribute to the improvement of brand equity. Research conducted in Japan indicated that the effect of live streaming on brand equity yielded positive results, with brand awareness acting as a mediating factor [41]. Studies conducted in China and Canada also found that live streamers boost engagement through audience emotions, information sharing, and financial support. This is facilitated by brand awareness and positively impacts brand equity in the live streaming sector [42]. In line with previous research, a study conducted in the beauty industry in China revealed that live streaming enhances brand

awareness, which in turn strengthens brand equity by increasing customer loyalty and fostering more positive consumer perceptions through deeper interaction [36].

(4) The Influence of Influencer Marketing on Brand Equity Through the Mediation of Brand Awareness

Research conducted in Indonesia, particularly in the tourism industry, shows that brand awareness is not only an outcome of influencer marketing but can also partially mediate the relationship between influencer marketing and overall brand equity [40]. In line with this finding, a study conducted in Jordan within the five-star hotel industry revealed that one of the main outcomes of influencer marketing is the increased brand awareness, as consistent promotion by influencers makes the audience more familiar with and aware of the brand, ultimately influencing brand equity [38]. Similar research conducted in the beauty industry in Australia demonstrated that influencer marketing builds brand awareness through authentic and trustworthy communication with the audience. The increased brand awareness then strengthens brand equity, indicating that brand awareness serves as a mediator between influencer marketing and brand equity [43].

(5) The Influence of Live Streaming and Influencer Marketing on Brand Equity

Research conducted in China and Canada in the field of Live Commerce shows that live streaming and influencer marketing can enhance consumer engagement, which ultimately has a positive impact on brand equity through audience trust and interaction with trusted content and figures [44]. In line with this finding, a study in the e-commerce live streaming sector in China revealed that the presence of influencers in live streams effectively attracts audience attention and stimulates purchase interest. Real-time interaction with influencers increases audience engagement and trust, positively influencing purchasing decisions and shaping brand equity [45]. Similarly, research conducted in Indonesia focusing on TikTok users found that both live streaming and influencer marketing significantly affect brand equity. These strategies enhance brand awareness and price perception, which strengthen consumer engagement and build trust, thereby positively impacting brand equity [6].

Based on the explanation above, the provisional assumptions are as follows:

H1: Live Streaming (LS) has a significant influence on Brand Equity (BE).
H2: Influencer Marketing (IM) has a significant influence on Brand Equity (BE).
H3: Live Streaming (LS) has a significant influence on Brand Equity (BE) through the mediation of Brand Awareness (BA).
H4: Influencer Marketing (IM) has a significant influence on Brand Equity (BE) through the mediation of Brand Awareness (BA).
H5: Live Streaming (LS) and Influencer Marketing (IM) have a significant influence on Brand Equity (BE)

3. RESEARCH METHODOLOGY

This study adopts a quantitative approach by collecting data through an online questionnaire, completed by Skintific brand users across Indonesia. Data analysis was conducted using SmartPLS by examining several key aspects, including convergent validity and data reliability, discriminant validity using the Fornell-Larcker Criterion approach, coefficient of determination (R-square), hypothesis testing using path coefficient analysis, and F testing (ANOVA) [46]. The research focuses on Skintific users in Indonesia, with a total population of 290,400 based on product sales data, assuming that one unit sold equals one user. The total sales volume is considered representative of the number of Skintific product users in Indonesia [13]. The minimum sample size was set at 400 respondents, calculated using the Taro Yamane formula, with a

significance level of 0.05 [47]. To minimize response bias, a 4-point Likert scale was used, with 1 indicating "strongly disagree" and 4 indicating "strongly agree."

4. RESULTS AND DISCUSSION

A questionnaire was utilized as the data collection method to examine the relationship between live streaming and influencer marketing on brand awareness and brand equity. This study employed a quantitative approach by distributing the questionnaire online via Google Forms, which was shared across various platforms including Instagram, WhatsApp, and Line. The survey was conducted from April to May 2025, and out of 422 total responses received, 403 met the inclusion criteria. All valid respondents were Skintific users from various regions in Indonesia who had previously watched influencer live streaming sessions related to the brand.

For more comprehensive and detailed data, you may access it through the following link:

https://docs.google.com/spreadsheets/d/1eSOhAVxDRAi-72RQgJ0UnpuCzpzx6zOn/edit?usp=sharing&ouid=116958338149456048419&rtpof=true&sd=true

Based on the literature review and proposed hypotheses, a conceptual model or theoretical framework was developed to illustrate the relationship among the research variables. This model highlights the influence of live streaming and influencer marketing on brand equity, with brand awareness acting as a mediating variable.
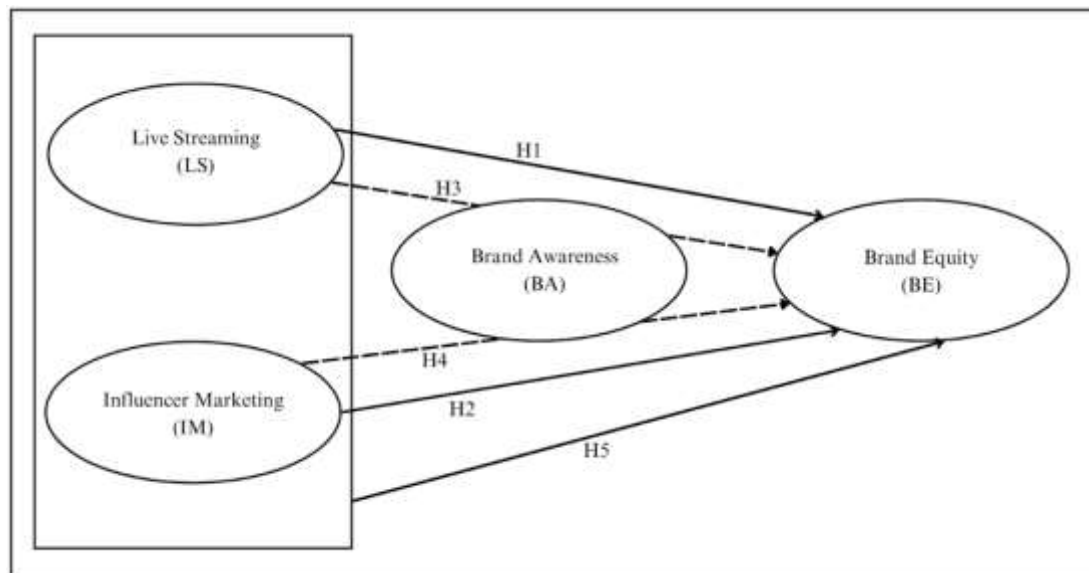
FIGURE I.

Fig. 1. Research Model

A. Respondent Characteristics
The characteristics of the respondents are illustrated in Table I as follows:

Table I.

Respondent Characteristics			
Demographics	Category	Number	Percentage
Gender	Female	290	72%
	Male	113	28%
Age	12-27 Age Group (Gen Z)	328	81.4%
	28-43 Age Group (Gen Millennial)	56	13.9%
	44-59 Age Group (Gen X)	13	3.2%
	60-78 Age Group (Gen Baby Boomers)	6	1.5%
Domicile	Jabodetabek	290	57,9%
	Non-Jabodetabek	113	42,1%
Platform	Shopee	225	55,8%
	TikTok Shop	91	22,6%
	Offline Store	41	10,2%
	Tokopedia	32	7,9%
	Lazada	7	1,7%
	Blibli	7	1,7%

This study involved a total of 403 respondents whose characteristics are summarized in Table 1. In terms of demographics, the composition of respondents is dominated by female (72%), while male respondents amounted to (28%). In terms of age distribution, the largest majority of respondents (81%) are in the 12-27 age group. Other age groups in sequence are the range of 28-43 years (13.9%), 44-59 years (3.2%), and 60-78 years (1.5%). In terms of domicile, most respondents were from the Jabodetabek area (57.9%), while 42.1% came from Non-Jabodetabek area, reflecting a fairly balanced urban-focused distribution. Regarding shopping platform preferences, Shopee is the most dominant platform used by 55.8% of respondents. Other platforms included TikTok Shop (22.6%), offline purchases at physical stores (10.2%), Tokopedia (7.9%), as well as Lazada and Blibli (1.7% each).

B. Results and Discussions
To ensure accurate and reliable data for this study, several tests were conducted on the collected information. The outcomes of the validity and data reliability assessments are shown in Table II below:

Table II.

Convergent Validity and Data Reliability					
Variable	Item	Loadings	CA	CR	AVE
Live Streaming (LS)	LS1	0.892	0.775	0.791	0.691
	LS2	0.839			

	LS3	0.758			
Influencer Marketing (IM)	IM1	0.857	0.898	0.899	0.710
	IM2	0.860			
	IM3	0.826			
	IM4	0.863			
	IM5	0.806			
Brand Awareness (BA)	BA1	0.728	0.844	0.851	0.684
	BA2	0.867			
	BA3	0.844			
	BA4	0.862			
Brand Equity (BE)	BE1	0.545	0.826	0.869	0.672
	BE2	0.897			
	BE3	0.903			
	BE4	0.879			

The validity of the data is determined based on the convergent validity test, with the decision-making basis being that Outer Loading values must be greater than 0.70 and Average Variance Extracted (AVE) values must exceed 0.50. Upon reviewing the table, it is shown that all variables and indicators meet these thresholds, we can conclude that the data is valid. Although one indicator (BE1) has an Outer Loading slightly below 0.70, it is retained in the model because the Composite Reliability and AVE still meet the recommended criteria. This is in line with previous research, which suggests that indicators with loadings below 0.70 may still be retained if the overall construct reliability is acceptable [48]. In terms of reliability, the decision-making basis is that Composite Reliability and Cronbach's Alpha values should both be above 0.70 [49]. The table above confirms that these conditions are fulfilled, leading to the conclusion that the data is reliable.

We conducted the test to assess the discriminant validity of the data to ensure that each construct is truly distinct from the others. The analysis was carried out using the Fornell-Larcker criterion, and the results are presented in Table III as follows:

Table III.

Discriminant Validity Fornell–Larcker Criterion				
	BA	BE	IM	LS
BA	0.827			
BE	0.834	0.820		
IM	0.686	0.687	0.842	

LS	0.619	0.635	0.759	0.832

Based on the Fornell-Larcker criterion, the decision-making basis is that the square root of the Average Variance Extracted (AVE) must be greater than the highest correlation with any other construct. Based on the table above, it can be concluded that each indicator and variable used has met the discriminant validity requirements according to the Fornell-Larcker criterion.

We conducted the test by examining the R Square values to determine how well the independent variables explain the variance in the dependent variable. The results are presented in Table IV as follows:

Table IV.

Coefficient of Determination (R-Square)		
	R-square	R-square adjusted
Brand Awareness (BA)	0.493	0.491
Brand Equity (BE)	0.726	0.724

The Coefficient of Determination (R-Square) results in Table 4 above show that the R Square value for Brand Awareness is 0.493, meaning that Live Streaming and Influencer Marketing explain 49.3% of its variance, while the remaining 50.7% is explained by other variables outside the study. Meanwhile, the R Square value for Brand Equity is 0.726, indicating that Live Streaming, Influencer Marketing, and Brand Awareness explain 72.6% of its variance, with 27.4% explained by other external factors.

The path coefficient and hypothesis tests were conducted to determine the direction and relationship between the variables. Path coefficients indicate the strength and direction of the relationship, which can be positive or negative. Hypothesis testing is based on T-statistic values > 1.96 and P-values < 0.05 [50]. This study includes the mediating variable brand awareness, which mediates the relationship between live streaming and influencer marketing with brand equity. The results are summarized in Table V.

Table V.

Hypothesis Testing and Path Coefficient				
Hypothesis	β	T Statistic (|O/STDEV|)	P values	Conclusion
LS -> BE	0.114	2.828	0.005	H1 Accepted
IM -> BE	0.145	2.702	0.007	H2 Accepted
LS -> BA -> BE	0.154	3.651	0.000	H3 Accepted
IM -> BA -> BE	0.339	7.403	0.000	H4 Accepted

Hypothesis 1 (H1): "Live streaming (LS) has a significant influence on Brand Equity (BE)".We have concluded that live streaming strategy significantly influences brand equity, which strengthens the brand's position and overall value in the market. This finding is supported by previous study, which found that live

streaming positively affects brand equity through enhanced user interaction and improved brand perception [51].

Hypothesis 2 (H2): "Influencer Marketing (IM) has a significant influence on Brand Equity (BE)". We have concluded that influencer marketing strategy enhances brand equity by building trust and strong connections between the brand and consumers, which increases the brand's perceived value. This finding is supported by recent industry analysis, showing that major global brands emphasize the significant role of influencer marketing in shaping brand equity by strengthening brand awareness and consumer perception [52].

Hypothesis 3 (H3): Live Streaming (LS) has a significant influence on Brand Equity (BE) through the mediation of Brand Awareness (BA). The results indicate that live streaming enhances brand awareness by increasing familiarity and recall, which in turn contributes positively to brand equity through higher perceived value and consumer loyalty. These findings support prior industry analyses, which highlight the critical role of live streaming in enhancing brand equity by increasing brand awareness, thereby strengthening the brand's position in a highly competitive digital market [53].

Hypothesis 4 (H4): Influencer Marketing (IM) has a significant influence on Brand Equity (BE) through the mediation of Brand Awareness (BA). Following the data presented in Table V, this means that influencer marketing enhances brand awareness by building trust and recognition, which in turn contributes positively to brand equity. These findings support prior academic research, which highlights influencer marketing can strengthen brand equity by effectively increasing brand awareness and customer engagement in digital platforms [40].

We conducted an ANOVA test to examine the simultaneous effect of Live Streaming (X1) and Influencer Marketing (X2) on Brand Equity (Y). This analysis was performed to determine whether the independent variables jointly have a statistically significant influence on the dependent variable. The decision rule for the p-value must be less than 0.05 to indicate significance. The results of the test are summarized in Table VI as follows:

Table VI.

Summary ANOVA (Simultaneous Effect of X1 and X2 on Y)				
	df	F	P value	Conclusion
Regression	2	5.927	0.000	H5 Accepted

Hypothesis 5 (H5): Live Streaming (LS) and Influencer Marketing (IM) have a significant influence on Brand Equity (BE). The results above show that when combined, live streaming and influencer marketing strategies improve brand equity that reflects brand's market presence and adds value to the company. This finding is supported by previous study, which demonstrates that influencer marketing and live streaming are effective tools for building brand equity by fostering trust, real-time interaction, and stronger consumer-brand relationships on digital platforms [6].

5. CONCLUSION
Based on the research findings, the digital strategies implemented by Skintific particularly through live streaming and influencer marketing have a significant influence on enhancing brand equity, both directly and through the mediating role of brand awareness. These findings underscore that brand awareness plays a

crucial role in bridging the effectiveness of digital marketing strategies in shaping consumer perception and brand value.

Strategies such as influencer marketing and the utilization of live streaming features have proven effective in strengthening the connection between the brand and consumers. Live streaming offers a real-time interaction platform, enabling brands to deliver product information directly and foster more personal engagement. Meanwhile, influencer marketing leverages the influence of trusted public figures to expand message reach and build emotional closeness with the audience.

Therefore, the success of digital strategies in building brand equity relies not only on technological trends but also on the brand's ability to create meaningful and relevant interactions. These findings serve as an important reference for players in the beauty industry in developing strategic, effective, and sustainable digital marketing approaches in an increasingly competitive market.

6. LIMITATION AND SUGGESTIONS

The main limitation of this study lies in the relatively short data collection period, which restricted the optimal distribution of the questionnaire. Although the study successfully gathered 403 valid responses from individuals across various regions in Indonesia who were familiar with the Skintific brand and had viewed related influencer live streaming content, the sample remains dominated by certain demographic groups and may not fully capture the diversity of skincare consumers in Indonesia.

For future research, it is recommended to broaden respondent outreach and extend the data collection timeframe in order to obtain more representative results. Further studies could also explore other potential mediating or moderating variables, such as consumer trust, content engagement, or purchase intention. Additionally, research may be expanded to include other brands or the wider beauty industry to deepen the understanding of how digital marketing strategies impact brand equity.

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