

STRATEGIES FOR LAUNCHING NEW FACE TONER PRODUCTS: INSIGHTS DERIVED FROM INSTAGRAM BEAUTY INFLUENCER REVIEWS

Suryaneta^{1*}, Aida Febina Sholeh¹, Tri Noviantoro²

¹Cosmetic Engineering Study Programme, Institut Teknologi Sumatra, South Lampung 35365, Indonesia

²Faculty of Syariah Economics, Universitas Muhammadiyah Lampung, Bandar Lampung, 35132, Indonesia

*Corresponding author: suryaneta@km.itera.ac.id

ABSTRACT

The rapid and dynamic evolution of the cosmetics industry in Indonesia necessitates an equally dynamic approach to innovation and technology integration. The introduction of novel cosmetic products assumes paramount importance for businesses striving to not only thrive but excel within this fiercely competitive market. A compelling strategy for the successful launch of such products involves a comprehensive exploration of digital marketing avenues, with an emphasis on exploiting the vast landscape of social media platforms. In the context of introducing new products, particularly face toners, meticulous market research on widely embraced social media platforms like Instagram becomes an imperative. This research is dedicated to the meticulous scrutiny of recently unveiled face toner products in the year 2023, aiming to discern their prominence in user-generated comments within the domains of beauty influencer reviews. The focus of this analysis revolves around three distinctive products as Azarine, Aubree, and Elsheskin. The meticulous qualitative analysis of the amassed comment data has uncovered that the prominence of these products is not solely attributed to their efficacy; rather, it is significantly influenced by the allure of their packaging design and vibrant color schemes. This research serves as an invaluable resource for aspiring entrepreneurs and established cosmetic companies embarking on the endeavor to introduce fresh face toner products. The findings underscore the profound impact of product quality, aesthetics, and strategic marketing efforts in establishing a robust foothold in the fiercely competitive cosmetics market. Furthermore, this study unveils the strategies essential for the efficacious introduction and promotion of novel products in this dynamic industry.

Keywords: Cosmetic Business, Entrepreneurship, Face Toner, Indonesian Brand, Instagram

INTRODUCTION

The cosmetic industry in Indonesia is a thriving and dynamic market, poised for continuous positive annual revenue growth (Ferdinand & Ciptono, 2022). This burgeoning industry is deeply intertwined with the Indonesian way of life, where the perception and utilization of cosmetic products are significantly influenced by societal norms and lifestyles. According to the Indonesian Industrial Ministry (Kementerian Perindustrian), the national cosmetic industry recorded an impressive growth rate of 7.36% in the first quarter of 2018. Projections indicate that the Indonesian cosmetic industry will maintain its upward trajectory, poised to grow by an annual rate of 5.91%, encompassing skincare and personal care products.

The ASEAN market, sharing climate, social culture, and purchasing power similarities with Indonesia, offers an opportune avenue for the expansion of the Indonesian cosmetic industry's exports (Putri & Ardi, 2023). This alignment in consumer preferences further bolsters the industry's export potential.

Underpinning this growth is the Indonesian government's active encouragement of local cosmetic product penetration into promising markets, including the Middle East, Africa, and other Muslim-majority countries, with a focus on halal cosmetic products to cater to specific consumer preferences (Pratisti & Maryati, 2019; Sechan et al., 2023). This strategic direction has resulted in the burgeoning halal cosmetic industry, projected to grow by 8% annually until 2023, with a market value of \$4.19 billion USD in 2022.

Indonesia's stature as the world's second-largest mega biodiversity nation strategically positions the country for the diversification of cosmetic raw materials, providing a unique advantage to the local cosmetic industry (Putri & Fadilla, 2021). Investors have recognized the potential of the cosmetic industry in Indonesia, with its more rapid business development compared to the fashion industry. The industry's capacity to introduce a myriad of product types aligns seamlessly with evolving consumer trends.

Despite the industry's remarkable growth, it remains fiercely competitive, predominantly characterized by a multitude of small and medium-sized enterprises (SMEs) (Purwani et al., 2021). According to BPOM, the Indonesian Food and Drug Monitoring Agency, the number of cosmetic companies in Indonesia surged by 20.6% from 819 to 913 entities between 2021 and July 2022, attesting to the industry's dynamism and attractiveness to entrepreneurs and investors alike.

Within the expansive realm of skincare products, facial toners have emerged as a focal point. These toners serve a dual purpose, not only cleansing residual impurities post-face wash but also playing a pivotal role in maintaining the skin's pH balance, providing hydration, and priming the canvas for subsequent skincare products (Vibhavari M Chatur et al., 2021). The prominence of facial toners within skincare routines has fueled the growth of the facial toner industry in Indonesia.

This research endeavors to delve into this burgeoning industry and provide insights to entrepreneurs and investors seeking to launch new products. The aim of the research is to analyze newly introduced face toner products in 2023 and understand the factors contributing to their prominence in the comments section of Instagram beauty influencer reviewers, with specific focus on new face toner products. The findings will offer valuable guidance to navigate this competitive landscape, emphasizing the importance of product quality, aesthetics, and effective marketing strategies for the successful launch and promotion of new cosmetic products in Indonesia's ever-evolving cosmetics market.

METHODS

This research employed a two-stage research methodology to comprehensively investigate the emergence and prominence of new Indonesian face toner products launched in 2023 within the context of beauty influencer reviews on Instagram. The research method encompassed a systematic approach to both quantitative and qualitative data collection and analysis.

First Stage Research Method

The initial phase of this study centered on the identification of newly launched Indonesian face toner products in 2023 that garnered the highest mention frequency within the comments section of beauty influencer reviews on Instagram. The research process unfolded as follows:

Data Collection from Instagram

Data collection commenced with a meticulous search on the Instagram platform,

focusing on posts related to facial toners utilizing the hashtag #tonerwajah on October 10th.

Three-Step Selection Process

A stringent three-step selection process was rigorously implemented to ensure the inclusion of relevant posts. Firstly, the selected posts were mandated to be authored by beauty reviewers. Secondly, these beauty reviewers were required to boast a substantial following of more than 10,000 Instagram followers, affirming their influential status within the digital beauty community. Lastly, posts had to conform to a specific timeframe, with publication dates falling within the period of January to September 2023.

Data Collection from Influencer Comments

Subsequent to the selection of beauty reviewers' posts, all comments contributed on these posts were systematically collected. Upon the compilation of this extensive dataset, each individual comment underwent a meticulous eligibility screening. The eligibility criteria dictated that only comments originating from customers who had previously purchased and utilized the Indonesian facial toner products and subsequently furnished feedback were to be included in the analysis.

Quantitative Analysis

Quantitative analysis was executed on the dataset, focusing on the number of positive comments related to the products. This numerical analysis sought to discern the three most favored facial toner products based on customer feedback, providing a quantitative insight into consumer preferences.

Second Stage Research Method

The second phase of this research involved qualitative analysis to delve deeper into the underlying factors contributing to the prominence of specific facial toner products. The qualitative research approach was conducted as follows:

Qualitative Analysis of Customer Comments

Comments that conveyed pertinent information about the usage of facial toner products and expressed customer satisfaction were subjected to a comprehensive qualitative analysis. This analysis was designed to unearth the nuances of customer preferences and discern the underlying factors influencing customer satisfaction.

Categorization and Theming

The qualitative analysis entailed a systematic categorization and theming process, whereby individual comments were grouped based on recurring themes and factors influencing customer satisfaction. This qualitative approach facilitated a nuanced understanding of the multifaceted aspects of customer preferences and their alignment with specific products.

RESULT AND DISCUSSION

This chapter presents the results and subsequent discussions derived from the research, shedding light on the strategies that may be employed for launching new face toner products in the Indonesian cosmetic market. The analysis centers on the dynamics of the facial toner industry in Indonesia, the prominence of existing brands, and insights gained from the research procedure.

The Landscape of Facial Toner Market in Indonesia

In 2022, the Indonesian facial toner market proved to be a highly competitive arena, as indicated by internal research sources from Kompas, as depicted in Figure 1. The market landscape was characterized by a multitude of local brands engaged in fierce competition to secure a coveted position within the hearts of consumers. Renowned brands such as Wardah, Emina, and Avoskin, alongside other local brands, had firmly established their foothold within this dynamic industry. These brands had effectively navigated the competitive terrain, capturing the attention and loyalty of consumers, rendering the industry a challenging yet lucrative landscape for both existing and aspiring players.

Insights from Research Procedure

In line with the research procedure, a total of 187,000 posts were meticulously examined, employing the hashtag #tonerwajah. Through a rigorous selection process, 14 beauty reviewers satisfying the predetermined criteria were meticulously included in the research, as displayed in Table 1. This selection criterion ensured the inclusion of influential and reputable beauty reviewers in the analysis, representing the digital beauty community effectively.

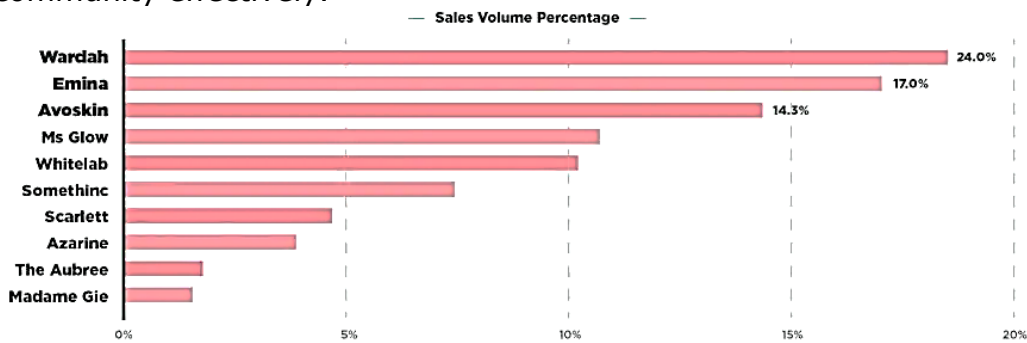


Figure 1. Sales data for the best-selling facial toner brands on Shopee and Tokopedia Source: Kompas Dashboard, March 2022

Table 2 furnishes the brand names and their corresponding frequencies of mention within comments derived from beauty influencers’ reviews of Indonesian face toner products. This table encapsulates the outcome of the analysis, spotlighting the brands that received the highest number of mentions within the influencer reviews. Elsheskin emerged as the most frequently mentioned brand, with an impressive 116 mentions within the comments, signifying its preeminent status and strong presence in influencer discussions. Azarine followed as the second most mentioned brand, accumulating a notable 98 mentions. Avoskin secured the third position, garnering 64 mentions and affirming its substantial recognition. Aubree occupied a moderate position, with 46 mentions. Other brands, such as Npure, Pratista, Wardah, and Numa Skin, also received mentions, though at a lower frequency. Some brands, including OMG, Glow Maker, and Viva, had only minimal mentions, with Glow Maker being mentioned just four times. Brands like Everwhite, Crystallure, Prettywell, Re.set, and Somethinc, received the least mentions, suggesting their relatively lower prominence in influencer discussions.

Table 1. The Instagram Influencer

Instagram account name	Number of followers
@skinnads	108K
@chacil	31K
@rewev.meira	37.9K
@angelictorns	10.3K
@nur_az_lina	15.6K
@coopradana	62.1K
@candycewiewe	14.1K
@sherlylembono	244K
@ucii1517	11.8K
@asivavaniaaaa	12.3K
@ana.febrxxx	37.2K
@ranyulianti06	15.3K
@lulukkmr	17.2K
@christyrm	116K

Table 2. Indonesian Face Toner Brands

Code Brand	Brand Name	Frequency mentioned in comment	Code Brand	Brand Name	Frequency mentioned in comment
1	Aubree	46	9	OMG	1
2	Avoskin	64	10	Pratista	15
3	Azarine	98	11	Prettywell	6
4	Crystallure	4	12	Re.set	6
5	Elsheskin	116	13	Somethinc	9
6	Everwhite	2	14	Viva	1
7	Npure	37	15	Wardah	27
8	Numa	14			
	Skin				

Discussion and Implications for Launching New Products

The findings indicate that the Indonesian face toner market is highly competitive, characterized by the prominent presence of local brands that have successfully established their positions. To launch a new face toner product in this market, several strategies can be considered:

Product Efficacy

New products should prioritize efficacy and tangible benefits for the consumer. Efficacy-driven products tend to capture the attention of beauty influencers and gain positive reviews, contributing to the brand's visibility and recognition. The importance of facial toner efficacy is multi-faceted.

The importance of facial toner efficacy cannot be overstated in the context of skincare products, as substantiated by scientific evidence (Numnim, 2023). Efficacy in facial toners is not merely a desirable trait but a fundamental attribute that plays a pivotal role in enhancing the reliability and marketability of these products, particularly those derived from natural ingredients. The significance of facial toner efficacy is further underscored by its potential to elevate such products to premium commercial status in the future.

Scientific evidence serves as a cornerstone in establishing the credibility and trustworthiness of facial toners. It provides empirical support for the claims made by these products, substantiating their effectiveness in addressing specific skincare concerns. This empirical foundation is paramount in a market inundated with diverse skincare products, as it allows consumers to make informed choices based on evidence-backed information.

Attractive Packaging

A visually appealing and distinctive packaging design can enhance a product's visibility and attractiveness (Guerrero et al., 2022; Štěchová, 2017). Elsheskin's prominence, for instance, could be attributed in part to its packaging design, which intrigued influencers and consumers alike.

However, the importance of packaging in facial toner products extends beyond its aesthetic appeal to encompass crucial considerations of safety, sustainability, and legal compliance. In recent times, there has been a notable surge in the practice of allowing customers to personalize the packaging of cosmetic products, reflecting a growing trend toward promoting the circular economy. The circular economy emphasizes the principles of reusing, recycling, and reducing packaging, all of which contribute to environmental sustainability and responsible consumption.

The packaging of facial toner products plays a pivotal role in ensuring their safety and integrity. It serves as a protective barrier against external contaminants, UV radiation, and air exposure, all of which can compromise the quality and efficacy of the product. A well-designed and secure packaging not only maintains the product's efficacy but also extends its shelf life, thus enhancing its value to the consumer.

Facial toner packaging has a significant impact on the environment. The use of excessive or non-recyclable packaging materials contributes to waste generation and environmental degradation. Sustainable packaging design, on the other hand, prioritizes the principles of the circular economy, focusing on reducing waste, reusing materials, and recycling whenever possible. This approach not only aligns with environmental stewardship but also resonates with eco-conscious consumers, thereby enhancing the brand's appeal.

The safety and legal aspects of packaging in facial toner products are of paramount importance. Compliance with relevant regulations and standards ensures that the packaging materials are safe, non-toxic, and do not leach harmful substances into the product. In many regions, there are strict regulations governing cosmetic product packaging, and adherence to these regulations is essential to guarantee the safety and well-being of consumers.

Customizable packaging options offer a unique opportunity for consumer engagement. Allowing consumers to personalize their product's packaging can foster a sense of ownership and connection with the brand. Furthermore, it aligns with the modern trend of individuality and self-expression. Such customization options can be a powerful tool for brand loyalty and customer retention.

Packaging is often the first point of contact between a consumer and a product. It serves as a reflection of the brand's identity and values. A well-designed, aesthetically pleasing package can leave a lasting impression, capture attention, and differentiate the product from competitors. It is a vital component of brand marketing and recognition.

Engagement with Influencers

Collaborations with influential beauty reviewers and influencers, who meet the established criteria, can significantly boost product visibility and foster positive reviews (Ryhänen, 2019; Silva et al., 2020).

By considering these strategies and leveraging the insights gleaned from the analysis, entrepreneurs aiming to launch new face toner products can navigate the competitive landscape of the Indonesian cosmetic industry more effectively, ultimately increasing the likelihood of product success.

CONCLUSION

In conclusion, this research has provided valuable insights into the dynamics of the Indonesian facial toner market, the prominence of existing brands, and strategies for launching new face toner products. The Indonesian cosmetic industry, characterized by consistent positive revenue growth, is fiercely competitive, with local brands vying for consumer attention. Brands such as Wardah, Emina, and Avoskin have successfully entrenched themselves within the industry, setting a high standard for newcomers.

Through a meticulous research procedure involving 187,000 posts scrutinized via the hashtag #tonerwajah, 14 beauty reviewers meeting specific criteria were included in the study. The analysis of influencer reviews revealed that Elsheskin emerged as the most mentioned brand, with 116 mentions, followed by Azarine with 98 mentions and Avoskin with 64 mentions. These findings offer insights into the products that have effectively captured the attention of consumers and beauty influencers.

For entrepreneurs planning to launch new face toner products in the highly competitive Indonesian cosmetic market, several strategies emerge from this research. Prioritizing product efficacy, employing visually appealing packaging, engaging with influential beauty reviewers, ensuring consistent quality, understanding and addressing consumer preferences, and active participation in social media discussions are pivotal approaches for navigating this landscape effectively.

SUGGESTIONS

While this research has shed light on strategies for launching new face toner products in Indonesia, there remain avenues for further investigation. Suggestions for future research include these following paragraphs.

Firstly, the consumer Behavior Analysis. A deeper exploration of consumer behavior and preferences in the Indonesian facial toner market could provide valuable insights for product development and marketing strategies. Secondly, the competitive Landscape. A comprehensive study of the competitive landscape, including the strategies employed by existing brands, may offer entrepreneurs a more nuanced understanding of the industry. Thirdly, the market trends. Ongoing analysis of market trends and their impact on consumer preferences could guide entrepreneurs in adapting their product offerings. Fourthly, the product innovation. Investigating the role of product innovation and formulation in influencing consumer choices and brand prominence. Lastly, the global market expansion. Exploring opportunities for expanding into global markets, considering the impact of halal certification on market penetration.

By addressing these avenues, future research can contribute to a deeper understanding of the Indonesian cosmetic industry and offer entrepreneurs more comprehensive guidance for successfully launching new face toner products in this dynamic market.

REFERENCES

- Ferdinand, M., & Ciptono, W. S. (2022). Indonesia's Cosmetics Industry Attractiveness, Competitiveness and Critical Success Factor Analysis. *Jurnal Manajemen Teori Dan Terapan | Journal of Theory and Applied Management*, 15(2), 209–223. <https://doi.org/10.20473/jmtt.v15i2.37451>
- Guerrero, B. B., Pecharromán, A. L., & León, R. C. S. (2022). Trends in Cosmetics: Product Packaging at the Point of Sale. *Cosmetics*, 9(2). <https://doi.org/10.3390/cosmetics9020027>
- Numnim, O. A. S. (2023). *Development and Clinical Efficacy Evaluation of Facial Toner Containing Houttuynia cordata Thunb.*
- Pratisti, C., & Maryati, S. (2019). Halal Marketing and Financial Performance: Study in Cosmetic Companies in Indonesia. *KINERJA*, 23(1), 15–27. <https://doi.org/10.24002/kinerja.v23i1.2123>
- Purwani, D. R., Gabriel, D. S., & Farizal, F. (2021). Perceptions of Circular Cosmetics SME Business Model in Indonesia: Result from a Pilot Survey. *ACM International Conference Proceeding Series*, 322–327. <https://doi.org/10.1145/3468013.3468360>
- Putri, A. F., & Fadilla, S. V. (2021). The Influence of Cosmetic Products Developments to The Beauty and Cosmetics Industry in Indonesia. *Nusantara Journal of Current Economics and Business Ventures*, 1, 12–21.
- Putri, T. A., & Ardi, R. (2023). *Assessing the Supply Chain Risk in Indonesian Cosmetic Industry*. 1–9. <https://doi.org/10.46254/af03.20220372>
- Ryhänen, H. (2019). *Analysing Instagram Posts and Consumer Engagement*. 1–52.
- Sechan, I., Ihsan, D. N., & Ningsih, P. K. (2023). The effect of the halal industry on the export of Indonesian halal products The effect of the halal industry on the export of Indonesian.... *Journal of Enterprise and Development (JED)*, 5(1s), 2023.
- Silva, M. J. de B., Farias, S. A. de, Grigg, M. K., & Barbosa, M. de L. de A. (2020). Online Engagement and the Role of Digital Influencers in Product Endorsement on Instagram. *Journal of Relationship Marketing*, 19(2), 133–163. <https://doi.org/10.1080/15332667.2019.1664872>
- Štěchová, P. (2017). The Effect of Cosmetic Products Packaging on Consumer Choice. *Climate Change 2013 - The Physical Science Basis*, 1–30. https://theses.cz/id/265geu/zaverecna_prace.pdf
- Vibhavari M Chatur, Sanjay G Walode, Siddhi A Awate, Minal U Gandhi, & Vaishnavi S Thorat. (2021). Formulation and physical characterization of herbal face gel toner. *World Journal of Advanced Research and Reviews*, 11(1), 138–145. <https://doi.org/10.30574/wjarr.2021.11.1.0333>