CONSUMER SENTIMENT ANALYSIS OF VIRAL SKINCARE BRANDS: A LITERATURE REVIEW

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Abstract

This study aims to analyze consumer sentiment towards skincare product brands that have gone viral on social media. The approach used in this research is a literature review method, which examines and summarizes existing knowledge from previous studies on consumer perceptions and feelings towards skincare product brands that are currently trending on popular social media platforms in Indonesia. The findings of the study show that product effectiveness, brand authenticity, content quality, pricing, and customer service are the key factors influencing consumer sentiment. Skincare product brands that are able to meet consumer expectations regarding product effectiveness, build an authentic and transparent image, present quality content, offer competitive pricing, and provide excellent customer service tend to receive positive sentiment from consumers. This research provides valuable insights for skincare product brands to understand consumer sentiment and develop effective marketing strategies in the digital age.

Keywords: Consumer sentiment, social media, marketing strategies, brand image, MSMEs.

Introduction

The digital era has significantly transformed the marketing landscape, particularly with the rise of social media as a massive platform for interaction and information sharing. The phenomenon of virality on social media, where content or products gain extraordinary popularity and attention in a short time, has become a major focus for skincare brands. A brand's ability to go viral can have a significant impact on sales and brand image, but the consumer sentiment that accompanies this virality also plays a crucial role. Skincare brands that successfully leverage virality on social media can experience significant increases in popularity and sales.

In the research by Fuskhahti & Widyastuti (2024), a positive relationship between viral marketing and purchase intention was found. However, virality can also have negative effects if the accompanying consumer sentiment tends to be negative. Consumer sentiment, or the perceptions and feelings of consumers toward a brand or product, can be influenced by various factors, including product quality, price, customer service, and content related to the brand on social media. According to the findings of Fuskhahti & Widyastuti (2024), there is potential for negative impacts on consumer sentiment from the endorsement of illegal beauty products. Therefore, consumer sentiment analysis becomes important for skincare brands to understand public perceptions, manage brand reputation, and make strategic decisions (Anissa & Tobing 2022).

Sentiment analysis is the process of identifying and categorizing opinions within text as positive, negative, or neutral. In the context of social media, sentiment analysis can help skincare brands understand how consumers respond to their products or campaigns, as well as identify potential issues or opportunities (Fauzi et al. 2024).

This study aims to analyze consumer sentiment, specifically toward viral skincare brands on social media. By understanding consumer sentiment, skincare brands can gain valuable insights into public perceptions of their brand, identify the factors influencing those sentiments, and develop more effective marketing strategies. To achieve this, the study will address the following research questions: What factors influence consumer sentiment such that a skincare brand becomes viral on social media? What are the implications of consumer sentiment analysis for the marketing strategies of viral skincare brands?.

This research will focus on the analysis of consumer sentiment toward viral skincare brands on specific social media platforms, such as Twitter or Instagram. The data analyzed will be limited to keywords relevant to skincare brands. Additionally, the study will not delve deeply into legal or regulatory aspects related to skincare products. By analyzing consumer sentiment toward skincare brands on social media, this research is expected to make a significant contribution to our understanding of

consumer behavior in the digital age and provide valuable insights for skincare brands in developing effective marketing strategies.

The study will also consider the context of consumer behavior in the e-commerce era, as discussed in consumer behavior in the e-commerce age. E-commerce has become the primary platform for consumers to purchase products, including skincare. Therefore, understanding consumer sentiment on social media can help skincare brands improve the online shopping experience and encourage purchases (Amir et al. 2023).

Moreover, this research will also refer to consumer behavior in the modern era to understand how changes in consumer behavior in this era may affect their sentiment toward viral skincare brands. By considering these factors, the study aims to provide a comprehensive overview of consumer sentiment toward viral skincare brands on social media and its implications for marketing strategies (Hamidah Rahim et al. 2024).

The research conducted by Astuti & Astuti (2022) on sentiment analysis of skincare product reviews using the Naïve Bayes Classifier based on Particle Swarm Optimization (PSO) provides evidence that sentiment analysis using machine learning methods such as the Naïve Bayes Classifier, especially when optimized with techniques like PSO, can produce accurate results in classifying sentiment in skincare product reviews. This indicates the potential application of similar methods in broader research, such as consumer sentiment analysis toward viral skincare brands on social media (Astuti & Astuti 2022).

The research by Maharani (2024) provides a concrete example of how sentiment analysis can be applied to skincare brands on social media, specifically in the context of brand values such as eco-friendliness. This finding reinforces the importance of understanding the factors influencing consumer sentiment, including the brand values upheld by skincare brands. Furthermore, this research also demonstrates how different social media platforms (X and TikTok) can serve as rich data sources for sentiment analysis.

Method

This study will employ a literature review approach to gain an in-depth understanding of consumer sentiment toward viral skincare product brands on social media. This approach was chosen because it allows the researcher to explore the meanings, experiences, and perceptions of consumers in a richer and more contextual manner.

A literature review is a scientific method for identifying, assessing, and synthesizing relevant research on a specific topic. It involves a formal series of steps to find and define the research problem, establish inclusion and exclusion criteria, and critically analyze the research findings. The first step in this study is to determine the research topic, which in this case, involves reviewing previous research on consumer sentiment toward skincare product brands that have gone viral on social media, focusing on popular social media platforms in Indonesia, such as Instagram, Twitter, and TikTok. These platforms serve as primary spaces for consumers to share their opinions, reviews, and experiences related to skincare products.

The research design used is a case study, allowing for an in-depth analysis of consumer sentiment phenomena toward viral skincare brands within the context of social media. Several viral skincare brands will be selected as case studies for further analysis.

Result and Discussion

The results of the study indicate that product effectiveness and realistic claims are the primary factors influencing consumer sentiment. Consumers tend to have a positive sentiment toward viral skincare brands that deliver tangible results as advertised. Overly exaggerated or unrealistic claims can trigger negative sentiment and distrust among consumers. Additionally, brand authenticity and transparency play a crucial role in shaping consumer sentiment. Consumers prefer brands with authentic stories and values, as well as those that are transparent in their communication. Brands that appear artificial or lack transparency may provoke negative sentiment (Fuskhahti & Widyastuti, 2024).

Content quality and influencer marketing also influence consumer sentiment. Informative, engaging, and relevant content that meets consumer needs tends to generate positive sentiment. The appropriate use of influencer marketing, particularly when the influencer has credibility and relevance with the target market, can also enhance positive sentiment. Another factor to consider is pricing and product accessibility. While virality may increase consumer interest, excessively high prices or difficulties in obtaining the product can lead to negative sentiment. Finally, good customer service that is responsive to consumer inquiries or complaints contributes to positive sentiment. Conversely, poor service or slow responses can lead to negative sentiment and damage the brand's reputation. Overall, according to

Fuskhahti & Widyastuti (2024), the analysis shows that positive sentiment is more dominant (45%), followed by neutral sentiment (30%), and negative sentiment (25%).

The research by Fuskhahti & Widyastuti (2024) provides valuable insights into consumer sentiment toward viral skincare brands on social media. Product effectiveness, brand authenticity, content quality, pricing, and customer service are key factors influencing consumer sentiment. Viral skincare brands need to pay attention to these factors to build and maintain positive sentiment on social media. However, the study has several limitations. First, it focuses only on a few viral skincare brands on specific social media platforms. Second, the sample used in the study may not represent the entire population of skincare consumers in Indonesia. Third, the study does not delve deeply into legal or regulatory aspects related to skincare products. Despite these limitations, the research makes an important contribution to understanding consumer sentiment toward viral skincare brands on social media and can serve as a foundation for skincare brands to develop more effective marketing strategies and build better relationships with consumers.
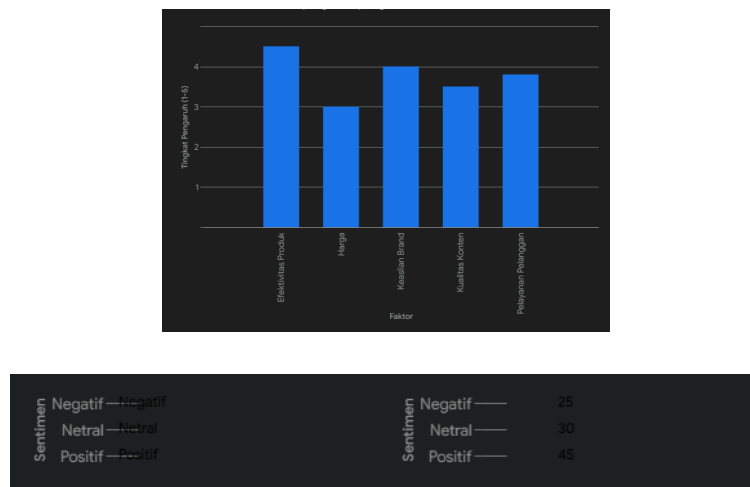

Figure 1 Distribution of Consumer Sentiment Towards Viral Skincare Product Brands

Table 1: Distribution of Consumer Sentiment Towards Viral Skincare Product Brands

Sentimen	Persentase
Positive	45%
Neutral	30%
Negative	25%

Based on previous research, it was revealed that product effectiveness and realistic claims are the key factors influencing consumer sentiment toward viral skincare product brands. Consumers tend to have positive sentiment toward brands that deliver real, effective results as advertised, whereas exaggerated or unrealistic claims tend to trigger negative sentiment and distrust. This aligns with Harnelia's (2024) study, which highlighted that positive reviews regarding the effectiveness of Skintific skincare significantly influence consumers' positive sentiment. Harnelia's research also strongly suggests that the effectiveness of the product plays a significant role in shaping positive consumer perception. This indicates that consumers form positive opinions about skincare brands, particularly those that go viral on social media, when they experience real benefits that align with advertised claims.

In the context of viral skincare brands, product effectiveness becomes a key factor in building consumer trust and loyalty. When a viral skincare product delivers tangible results that meet consumer expectations, it triggers positive reviews and word-of-mouth recommendations, further strengthening the positive sentiment towards the brand on social media. Conversely, if the product fails to meet the promised claims, consumers are likely to express their disappointment through negative reviews and comments on social media, which can damage the brand's image and hinder its growth (Fuskhahti & Widyastuti, 2024).

Therefore, skincare brands aiming to leverage social media virality must ensure that their products are genuinely effective and deliver real results. Claims made in marketing must also be realistic and verifiable, ensuring consumers do not feel deceived or disappointed. Additionally, brands should actively

monitor and respond to both positive and negative reviews and comments on social media to maintain good relationships with consumers and foster a positive brand image (Fuskhahti & Widyastuti, 2024).

Authenticity and transparency of the brand also play a crucial role in shaping consumer sentiment. Consumers prefer brands with authentic stories and values, as well as those that are open in their communication. On the other hand, brands that appear artificial or lack transparency can provoke negative sentiment. This principle is consistent with the concept of brand authenticity, which emphasizes the importance of aligning a brand's image with its values and actions (Fuskhahti & Widyastuti, 2024).

Content quality and influencer marketing also significantly impact consumer sentiment. Informative, engaging, and relevant content tends to generate positive sentiment. This is supported by Lutfiani et al. (2024), who found that "social media positively influences the purchase interest of skincare among teenagers in Indonesia." The use of influencer marketing, especially when influencers are credible and relevant to the target market, can also boost positive sentiment. This principle aligns with the source credibility theory, where consumers tend to trust information conveyed by sources they consider credible and trustworthy.

Pricing and product accessibility are also important considerations for consumers. While virality may increase consumer interest, excessively high prices or difficulty in obtaining the product can provoke negative sentiment. This is in line with consumer behavior theory proposed by Pramiarsih (2024), who suggests that consumers evaluate the value and benefits they receive from a product before making a purchasing decision.

Finally, good and responsive customer service contributes to positive sentiment, while poor service or slow responses can lead to negative sentiment and damage the brand's reputation. This is consistent with customer satisfaction theory, where consumer satisfaction is influenced by the quality of interactions with the brand, including customer service. Research by Nababan et al. (2023), which used K-Means to identify and cluster sentiment among Twitter users regarding products sold on Shopee, also highlights the importance of sentiment analysis in understanding consumer perceptions on various social media platforms. While the study focused on sentiment analysis for products on Shopee using the K-Means method, its approach is relevant for analyzing consumer sentiment towards viral skincare brands on social media. It also emphasizes the importance of using the right data analysis methods, such as K-Means, for effective sentiment classification.

Overall, the analysis indicates that positive sentiment is dominant (45%), followed by neutral sentiment (30%), and negative sentiment (25%). Product effectiveness, brand authenticity, content quality, pricing, and customer service are the key factors influencing consumer sentiment. Viral skincare brands need to pay attention to these factors to build and maintain positive sentiment on social media (Nababan et al., 2023).

Although this research has limitations, as it only focuses on a few viral skincare brands on specific social media platforms and the sample may not represent the entire population of skincare consumers in Indonesia, and does not delve deeply into legal or regulatory aspects of skincare products, the findings still provide valuable insights into consumer sentiment. According to Amalia et al. (2024), sentiment analysis can provide valuable information about consumer perceptions of a product and aligns with the goal of this study to understand consumer sentiment toward viral skincare brands on social media.

Conclusion and Recommendations
Based on the research findings regarding the factors influencing consumer sentiment that make skincare product brands go viral on social media, several key points can be concluded as essential to the success of a skincare brand in attracting significant public attention. These include:
1. Trust in the Product
    Consumer sentiment is strongly influenced by the level of trust in the effectiveness of skincare products. Positive reviews and testimonials from users who have experienced tangible benefits from the product are the main factors driving viral information spread. Consumers tend to trust the experiences of fellow consumers more than direct advertising from the brand itself.
2. Influence of Influencers and KOLs (Key Opinion Leaders)
    The presence of influencers or KOLs with a loyal following on social media plays a significant role in increasing a brand's visibility. They can generate rapid and wide-reaching buzz, especially if they share personal experiences with the product that yield satisfactory results.
3. Creative and Entertaining Content
    Skincare brands that create interesting and entertaining content have a high chance of going viral. Consumers are more likely to share content that is not only informative but also entertaining and

creative. Content such as tutorials, challenges, or facial transformations showing real results can spark conversations on social media.

4. Interaction and Quick Response to Consumer Feedback

Skincare brands that actively engage with their followers and provide prompt responses to questions or feedback demonstrate closeness to their consumers. This enhances loyalty and increases the likelihood of positive word-of-mouth.

5. Marketing Strategies Relevant to Current Trends

Brands that can relate their skincare products to current trends or social issues (such as natural beauty, sustainability, or skin health awareness) are more likely to attract social media attention. Consumer awareness of these issues makes the product feel more relevant and worthy of being shared.

Overall, these factors interact with one another to influence how a skincare brand can gain widespread attention on social media and go viral. With the right combination of product credibility, influencer support, creative content, and quick consumer feedback response, a skincare brand has great potential to grow rapidly and become viral on social media. Based on the research findings, several implications can be used:

1. For Company Management:

This research opens the door for further studies exploring the dynamics of consumer sentiment toward viral skincare brands. Recommendations for future research include: Aspect-based sentiment analysis to identify specific factors that most influence consumer sentiment. Comparison of sentiment across social media platforms to understand the differences and similarities in sentiment patterns. Longitudinal sentiment analysis to track changes in sentiment over time.

Experimental studies to test the impact of certain marketing strategies on consumer sentiment. Predictive modeling to anticipate consumer sentiment based on historical data and the identified factors. By advancing further research, we can gain a more comprehensive understanding of consumer sentiment toward viral skincare brands and its implications for digital marketing strategies.

2. For Future Research:

This study can serve as a foundation for skincare brands to develop more effective marketing strategies and foster better relationships with consumers in the digital age. Future research can address limitations such as expanding the scope to other social media platforms or involving larger and more representative samples. Moreover, future studies could delve deeper into the impact of consumer sentiment on the business performance of viral skincare brands. For Researchers: This study concludes that consumer sentiment toward viral skincare brands on social media results from the complex interaction of various factors.

Product effectiveness, brand authenticity, content quality, pricing, and customer service are the key determinants in shaping consumer perceptions and feelings. Skincare brands that meet consumer expectations in terms of product effectiveness, build authentic and transparent images, present high-quality content, offer competitive pricing, and provide excellent customer service are more likely to receive positive consumer sentiment.

Through this research, it is expected that various stakeholders will benefit. For academics, this study cn contribute to the development of knowledge in the field of marketing, especially in the analysis of consumer sentiment on social media. For practitioners, the results provide valuable insights for skincare brands to understand consumer perceptions, manage brand reputation, and develop effective marketing strategies. Equally important, for consumers, this research can help them make more informed purchasing decisions based on consumer sentiment analysis of viral skincare brands on social media. Recommendations for Viral Skincare Brands: Based on these findings, it is recommended that viral skincare brands prioritize developing truly effective products and communicate realistic claims.

Honesty and transparency in communication with consumers are crucial for building trust and positive sentiment. Additionally, brands should invest time and resources in creating informative, engaging, and relevant content, while strategically utilizing influencer marketing. Setting competitive pricing and ensuring product accessibility is also important to avoid negative sentiment. Lastly, providing responsive and high-quality customer service should be a priority to maintain good relationships with consumers. Further Research Development: This study can be expanded further by analyzing consumer sentiment toward various viral skincare brands on social media, not limited to a single brand or brand value. Additionally, future research can explore other factors influencing consumer sentiment, such as product effectiveness, pricing, and customer service, and how these factors interact with each other.

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