



Exploring the Marketing Strategies of Makeup Artists in Pagadian City

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A Business Research Submitted to the Faculty of the College of Business Education
Saint Columban College Pagadian City

In Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Business Administration

Publication Date: 2025/07/07

Abstract: The beauty industry's competitive landscape necessitates effective marketing strategies for makeup artists to achieve sustainable growth. This research aimed to explore the diverse and nuanced marketing approaches employed by individual makeup artists, understanding the factors contributing to their success. To achieve this, an in-depth qualitative methodology was utilized, incorporating open-ended interviews and observational techniques. These methods facilitated a deeper comprehension of the makeup artists' unique experiences, perspectives, and challenges, allowing for the uncovering of underlying motivations, beliefs, and decision-making processes that shaped their marketing strategies. The study revealed a variety of marketing channels utilized by makeup artists, including social media platforms, personal branding, client relationship management, and collaborative ventures. Diverse strategies were observed, ranging from highly curated online presences to strong reliance on word-of-mouth referrals. Furthermore, the research documented the challenges faced by makeup artists in effectively marketing their services, such as maintaining consistent online engagement and navigating the complexities of client acquisition. The discussion contextualized these findings within the broader beauty industry, highlighting the significance of personalized marketing approaches and the need for adaptability in the face of evolving digital landscapes. The research concluded that understanding the multifaceted marketing strategies of makeup artists provides valuable insights for both aspiring and established professionals, enabling them to enhance their marketing efforts and achieve sustainable growth in their careers.

Keywords: Makeup Artist, Marketing Strategy, Social Media Marketing, Personal Branding, Client Relationships, Industry Collaboration.

How to Cite: Phermon Jade T. Oyapoc; Rustty John A. Salinas; Cleo S. Torremocha (2025). Exploring the Marketing Strategies of Makeup Artists in Pagadian City. *International Journal of Innovative Science and Research Technology*, 10(5), 4782-4787. <https://doi.org/10.38124/ijisrt/25may1642>

I. INTRODUCTION

Despite economic difficulties, the makeup industry is still expanding globally and has an impact on social relations and self-confidence. Since not everyone can apply makeup

well, many people look for professional makeup artists (MUAs) for special occasions. Male engagement in the usually female-dominated field is on the rise. In an increasingly competitive market, social media has emerged

as a crucial marketing tool that enables novice MUAs to advertise their services.

Important elements that affect client satisfaction include cost, reputation, and service quality. MUAs are continuously improving their abilities and tactics to set themselves apart as the competition heats up. Nonetheless, issues including maintaining hygienic standards and uneven product availability continue to be common. Research on how local MUAs differentiate themselves and draw clientele is lacking in Pagadian City, where the makeup industry is growing. The purpose of this study is to investigate the tactics and innovations employed by Pagadian City makeup artists to improve their market positioning and satisfy the needs of a cutthroat industry.

II. RELATED LITERATURE

The makeup industry is a well-known and fast-progressing industry around the world (Bhatti et al. 2022). In particular, the makeup segment has grown despite the economic difficulties experienced globally (Barreiras, R. 2019). The power of beauty influences many aspects of modern society and daily life (Dimitrov & Kroumpouzou, 2023). This not only increases self-confidence but also helps build good relationships and has a positive impact on individuals who use Makeup (Chaniago et al., 2024).

The term "makeup" is often associated with altering facial features, although it can be applied to the entire body (Aditya & Tamonsang, 2023). Not all women can make themselves up ideally and adequately to attend an important event, so they need Makeup Artist (MUA) services (Khotimah & Kusumawati, 2021). Makeup artist is a profession that has long been identified as a woman's job. This job is also taken by males, who can even survive the competition (Angginani, Rofiaty & Susilowati, 2021). Professional Makeup is more effective than self-applied Makeup, elucidating the nature of makeup artistry (Batres et al. 2021). Everyone wants to beautify their outer looks; cosmeceuticals provide a great appearance to the skin as well as hair; hence, it is the fastest-growing segment in the natural personal care industry (Aloorkar et al., 2020).

Every year, the world of Makeup evolves into new trends and techniques, quickly advancing to legitimate artistry (Cohen, E. 2019), influencing global trends and setting new standards in the international cosmetics industry (Trif, L. 2024). Social media is a new sensation and is very popular amongst the current generation (Chaturvedi & Talreja, 2023); Generation Z is increasingly employing its growing purchasing power (Karnuta & Sahu, 2022).

Promotion strategy must be carried out by beginner MUAs who have started a business but want to attract consumers of makeup services with knowing promotion strategy using social media (Ramadhan et al., 2023). Makeup Artists have to have a better marketing strategy because the competition is quite tight (Widyani, D., & Inggrintara, A. 2020) and maintain a business's existence and anticipate business competition (Amiruddin et al. 2024). The better the

use of social media, the better the innovation and the ability to maintain a competitive advantage (Moko, W., Nisak, A. 2024). Price, service quality and promotion simultaneously significantly influence customer satisfaction (Lasarati & Meilina, 2024). Price has a positive and significant influence on consumer buying interest in the services of a makeup artist (Pranedya, 2021), Product quality has a positive and significant effect on customer loyalty (Rachmawati, N. P., Santika, W. I., 2022) and makeup artists reputation and kindness and makeup artists skills have the most significant influence on customer satisfaction (Kim, H. Y., & Kim, S. H. 2021). The intense competition makes every makeup artist strive to make breakthroughs and upgrade their makeup skills in their consumer makeup (Nurunnisha, G. A., & Pratiwi, T. D. 2020). Beginner MUA to increase service sales. The beginner MUA and the "senior" MUA also complained about the difficulty in getting a job because of the sharply rising competition (Ramadhan & Shabrina, 2023). It takes special tips from the Makeup Artist (MUA) in order to survive the middle of the competition (Ashari et al., 2020). Challenges such as inconsistent product availability, transportation issues, and maintaining sanitation standards in varied home environments complicate service delivery (Cabaguing & Pisngot, 2024).

The Filipino society's beauty preferences and conception underwent several transformations and innovations (Cerezo, C. 2022). Physical appearance perfectionism (PAP) is prevalent in the Philippines (Alibudbud & Dayrit, 2023); makeup artists have always had the opportunity to self-define themselves as beautiful, build community, and contest longstanding practices of exclusion in the beauty industry (Childs, K. M. 2022). Makeup has also enabled LGBTQ sensitization among heterosexual viewers from the intersection of Makeup, recognizing that much of the culture is appropriated from LGBTQ techniques and artistry (Mohsin, M. 2022). The makeup industry, which boosts self-confidence and promotes pleasant social interactions, is a fast-developing sector that thrives despite global economic concerns. Although Makeup is typically thought of as a means of enhancing the face, it can be used on the entire body, which is why many people seek the services of professional Makeup Artists (MUAs).

This career is becoming more and more popular among both men and women. Social media has a significant impact on the constant innovation in makeup trends. It changes marketing tactics and allows novice MUAs to draw in customers. Price, service caliber, and MUA reputation are essential variables that significantly impact customer loyalty and happiness. Nonetheless, fierce rivalry compels MUAs to continuously hone their abilities and overcome obstacles, including uneven product availability and hygienic requirements. Cultural changes, especially in the Philippines, emphasize changing notions of beauty and Makeup's contribution to LGBTQ acceptance and awareness, highlighting the industry's intricate relationship to art, business, and social justice. Despite the growing number of makeup artists in Pagadian City, there is a limited understanding of how these professionals distinguish themselves and create competitive strategies to attract and

retain clients. The increasing prominence of the makeup artist sector provides a chance to investigate several areas of competitive strategy and service differentiation in this localized market. Specifically, there is a lack of thorough investigation of how these makeup artists position themselves in the market, their distinctive services or skills, and how they use these features to acquire a competitive advantage. This emphasizes the necessity of investigating the techniques and service innovations used by makeup artists in Pagadian City and how these components influence client preferences and satisfaction.

The market for makeup artistry services is expanding and increasingly competitive. As client preferences developed, the competition intensified. As Marketers, the motivation of the study is to provide makeup artists with successful strategies and offer actionable insights that can help them enhance their market positioning.

III. METHODOLOGY

The marketing strategies of makeup artists in Pagadian City were investigated in this qualitative study, with an emphasis on the elements that lead to their success and the difficulties they encounter. A Merriam case study methodology was used, which enabled a thorough examination of the topic in its natural setting. Ten professional makeup artists who were chosen through purposive sampling to guarantee a range of viewpoints participated in in-depth interviews that provided the data. Document analysis of social media posts, business plans, and marketing materials, together with observations at cosmetics studios and industry events, were used to augment the main data.

The study was carried out in Pagadian City, an active city with a cutthroat beauty sector. To obtain thorough insights, semi-structured interviews, focus groups, and secondary data sources were employed. To find trends, obstacles, and strategic positioning, the gathered material was subjected to theme analysis within the case study framework.

This approach gave a comprehensive grasp of Pagadian City makeup artists' marketing strategies and insightful information on the local beauty sector.

IV. FINDINGS

The study revealed key insights into the motivations, strategies, challenges, and values of makeup artists in Pagadian City.

➤ *Motivations for Pursuing Makeup Artistry*

Participants shared that their decision to pursue makeup artistry was driven by both creative fulfillment and financial independence. Mentoring played a key role in enhancing their confidence and skills. For many, makeup artistry provided not only a personal sense of accomplishment but also a stable source of income that met personal and educational needs.

➤ *Marketing Strategies to Attract and Retain Clients*

The study found that relationship-building and an exceptional client experience were central to success. Makeup artists focused on understanding their clients' needs, offering individualized care, and establishing long-term connections. A strong online presence, particularly on social media, was critical in attracting new clients, showcasing skills, and fostering trust.

➤ *Upgrading Makeup Skills*

Makeup artists utilized a combination of mentorship, high-quality tools, and community-driven learning to enhance their skills. They also engaged in constant self-practice and online tutorials to stay updated on trends and techniques, ensuring they remained competitive in a rapidly evolving industry.

➤ *Challenges in Attracting and Retaining Clients*

The research highlighted several challenges, including managing client relationships, balancing digital and traditional marketing, and dealing with rising competition due to market growth. Artists faced difficulties in setting appropriate pricing strategies and maintaining professionalism while navigating client behaviors. Additionally, staying relevant in a fast-changing industry required constant skill upgrading and adapting to clients' tastes.

➤ *Coping Strategies for Overcoming Challenges*

To overcome these challenges, makeup artists emphasized the importance of patience, a positive attitude, and resilience in handling difficult client interactions. Many artists focused on continuous self-improvement, maintaining their mental and physical health to prevent burnout, and remaining adaptable in the ever-evolving beauty industry. Building client trust through professionalism and crafting long-term relationships was essential for long-term success.

➤ *Essential Values for Success*

The study identified that successful makeup artists developed core values such as humbleness, professionalism, and a commitment to continuous learning. Humility fostered stronger business relationships, while professionalism and generosity helped ensure client satisfaction. Additionally, the desire for ongoing personal and professional growth was crucial to overcoming challenges and achieving long-term success in the industry.

These findings underline the importance of a combination of personal values, marketing strategies, and continuous skill development in ensuring success within the competitive makeup artistry industry in Pagadian City.

V. CONCLUSION

This study examines the marketing strategies used by makeup artists in Pagadian City to identify the elements that support their success, the difficulties they encounter, and the fundamental principles that underpin their work. By thoroughly analyzing motivations, marketing strategies, professional growth, and the significance of client

relationships, the study clarifies the complex nature of makeup artistry in this society. The findings show that Pagadian City makeup artists employ various marketing techniques to draw in and keep customers, focusing on creating enduring, intimate relationships and offering outstanding customer service. A strong internet presence, where artists display their work and communicate with customers, supports these tactics. Establishing trust and loyalty also requires applying professional skills, clear communication, and creative marketing strategies like social media interaction and the production of visual material. The study emphasizes the significance of personal development and ongoing training for makeup artists to remain relevant in an always-evolving industry. They can keep a competitive edge by refining their trade through mentoring, producing high-quality goods, and continuing education. Artists' adaptability and resilience are crucial in helping them overcome barriers like growing competition, managing clients, and shifting market conditions. The study highlights that great makeup artists possess more than technical proficiency; they also have virtues like professionalism, humility, and a dedication to creating enduring bonds with their customers. These components are the cornerstone of success in Pagadian City's makeup business, strategic marketing, and ongoing development. The research suggests that makeup artists' marketing techniques in Pagadian City are intricately linked to individual values, professional growth, and the capacity to adjust to market needs by directly addressing the study's main question. In addition to their marketing strategies, makeup artists' success is influenced by their capacity to uphold strong relationships with clients, stay creative, and place a high value on personal and professional development.

RECOMMENDATION

Researchers recommend the following actions in the light of the findings, which can help the following individuals directly or indirectly improve the learning experience of said subject:

- Makeup artists may actively cultivate a strong internet presence, seek opportunities for collaboration with other experts in the business, prioritize ongoing professional development, and continuously deliver outstanding customer service.
- The Local Government Unit (LGU) may set up specific support networks for makeup artists, give them access to reasonably priced materials and training courses, and actively assist nearby companies that use makeup artists.
- For Beauty Salons and Spas, to attract and retain top talent, they may provide competitive pay and benefits packages, invest in the professional growth of their makeup artists, and cultivate a happy and encouraging work atmosphere.
- Educational Institutions may build solid relationships with nearby salons and spas, integrate industry-relevant skills and real-world experience into their makeup artistry programs, and update their curricula frequently to take advantage of emerging technologies and trends.

- Future researchers may examine how Pagadian City's makeup industry is affected by cutting-edge technology like virtual reality (VR) and augmented reality (AR). Examine how makeup artists utilize these technologies, their effects on customer experiences, and their potential to completely transform the field.

ACKNOWLEDGEMENT

We, the researchers, extend our sincere gratitude to the individuals and institutions who contributed to the successful completion of this study.

We express our deepest appreciation to Mr. Ace Virgel Fiel-Terante Batingal, CHRA, and the esteemed members of our research panel. Their insightful feedback, constructive criticism, and unwavering guidance were instrumental in shaping the direction and ensuring the academic rigor of this research. We are truly indebted to their expertise and support.

We also acknowledge the invaluable support of our families, friends, and colleagues. Their encouragement, understanding, and assistance, both tangible and intangible, provided us with the necessary motivation and perseverance throughout the research process.

A special acknowledgement is due to the makeup artists of Pagadian City. Their willingness to share their experiences, insights, and expertise provided the primary data for this study. Without their generous participation, this research would not have been possible. We are deeply grateful for their time and cooperation.

Furthermore, we extend our thanks to then librarians, staff. Their contributions, whether through access to resources, technical support, or logistical assistance, were greatly appreciated.

Finally, we offer our heartfelt gratitude to the Almighty, the source of all knowledge and wisdom, for providing us with the strength, guidance, and inspiration to complete this research.

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