

## ORAL PRESENTATION ABSTRACT

### **ACOS24-O-001: From Likes to Looks: Social Media's Influence on Consumer Interest in Aesthetic Treatments vs. Cosmeceuticals Across the U.S., Brazil, South Korea, and Dubai**

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This pioneering study explores the interplay between social media marketing and consumer behaviour in the beauty and cosmetics sector, focusing on facial rejuvenation procedures and topical cosmeceuticals across the U.S., Brazil, South Korea, and Dubai. A Convergent Parallel Mixed-Methods integrates quantitative social media and website analytics with qualitative insights, guided by the Theory of Attribution and the Theory of Planned Behaviour to deepen understanding of consumer behaviour and decision-making. The study addresses a knowledge gap by examining consumer perceptions and preferences in these often-isolated categories. Findings reveal regional differences in platform engagement and demographics. YouTube dominates in all regions, with engagement exceeding 90% in Brazil, South Korea, and the U.S. South Korea uniquely uses GitHub for beauty-related knowledge sharing, demonstrating innovative consumer behaviour, with male engagement in the online market notably high at 39% and Instagram (63%) also playing a key role. The 25–34 age group emerges as the leading demographic, with women comprising the majority across regions. In the U.S., 65% of the online beauty audience consists of university-educated women. Brazilian online consumers span diverse income levels, with 89% favouring YouTube. Dubai insights highlight scepticism toward commercial motives and a preference for immediate outcomes, reflecting distinct cultural values. Cosmeceuticals outperform aesthetic procedures in YouTube metrics, achieving higher average views (32,816 vs. 6,039) and likes (781 vs. 150) despite fewer videos. Website analysis reveals cosmeceuticals' stronger credibility and visibility, with greater recommendations from other sites (backlinks: 497,226 vs. 46,472), active endorsements (follow links: 483,646 vs. 43,284), and website visitor traffic (300,632 vs. 15,383), reflecting superior digital strategies. This research highlights social media's dual role as influencer and mirror of societal values. It also points to the rising participation of male consumers and the impact of cultural and emotional factors on preferences. The findings provide recommendations for culturally sensitive, emotionally resonant, and platform-specific marketing strategies and lay the foundation for innovation in consumer engagement and cross-cultural research.

**Keywords:** Aesthetic procedures, Topical cosmeceuticals, Social media influence, Consumer behaviour, Cross-cultural marketing