

Management of Digital Trends and Performance of Organic Cosmetics Companies: The Case of Celanie Bio

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Abstract

Driven by growing health and environmental awareness, Algeria's biocosmetics industry is thriving, with natural, plant-based products gaining popularity, especially among urban women and youth. Local brands are emerging, leveraging Algeria's rich natural heritage (ghassoul, argan oil, barberry oil, Saharan plants) with a focus on sustainability and artisanal quality.

The rise of digital technology and social media necessitates that these companies adopt digital marketing to reach wider audiences and boost brand awareness. Algerian women's long-standing tradition of using natural cosmetic mixtures further encourages local businesses to innovate in this sector. This study aims to provide insights into digital trends in natural cosmetics, helping small businesses refine their marketing strategies and capitalize on this growing market.

Keywords: business performance, organic cosmetics, digital, management, trend

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1. Introduction:

Digital is becoming an essential lever for the beauty industry. (Zhang, 2024, p. 140) Between personalization, transparency, and interactive experiences, new technologies are transforming consumption patterns and opening new opportunities for organic cosmetics brands. A proactive and strategic adoption of digital tools is essential to stand out and meet the expectations of today's consumers. Proactive management of digital trends is crucial for organic cosmetics companies looking to improve their performance and remain competitive. (Agarwal, Priyadarshi, & Chaturvedi, 2024, pp. 35-43)

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By embracing digitalization and adapting to new technologies, these companies can not only with growing consumer awareness of health, the environment and well-being, the biocosmetics industry has experienced significant growth in Algeria. Organic products based on natural ingredients (plants, essential oils and plant extracts) are increasingly popular, especially with urban women and young people concerned about their skin and appearance. Numerous local brands are emerging to promote Algeria's natural heritage: ghassoul, barbary oil, Saharan plants, argan oil and more. These brands focus on sustainability and artisanal quality.

Digital transformation has become a major challenge for organic cosmetics companies, enabling them to adapt to market changes and improve their performance. Several works provide in-depth perspectives on how these companies can manage digital trends to optimize their operations and meet consumer expectations. (PAWAR & PAWAR, 2023, p. 14).

In this context, many natural cosmetics brands and emerging companies have been recognized by the market, partly due to their active presence on social media. These companies have used online platforms as a key aspect of their marketing strategy, providing a way to showcase their products and establish stronger connections with their customers.

This present work aims to answer the following question:

How can a natural cosmetics company effectively manage its digital presence to achieve its goals?

to better understand the issues at hand, we relied on these hypotheses:

H1: Resorting to influencers can be a solution to gain visibility.

H2: Social media can be an ideal solution for better understanding consumers.

2. Literature review

There are numerous studies that have addressed the topic of managing digital trends performance of organic cosmetics companies from different perspectives. The most important of these studies are the following:

study (Fonseca-Santos, , Corrêa, & Chorilli, 2015, pp. 17-26) aimed to address sustainability and natural and organic cosmetics, taking into account consumer, efficacy, toxicological and regulatory aspects. The study (LUSIAH, HENDRA, SURYANI, & MARGER, 2020, pp. 10-15) sought to investigate the role of social media advertising, e-marketing and product quality on consumers' decision to purchase natural cosmetics products in North Sumatra, Indonesia, partially and simultaneously. Study (Ravishankar & Dhekle, 2021, pp. 54-60), this research is a two step analysis of organic beauty products being an accepted phenomenon

amongst young women. To understand if the Indian Organic beauty brands have yet made their mark in the Instagram world and to deeply analyze if Instagram marketing has a significant influence on young women to buy Indian Organic beauty products. Study (Musnaini, Suryani, Irsyad, Asrini, & Mudhita, 2022, pp. 251-270) investigated how brand image mediates the relationship between brand trust and marketing performance for local organic-based cosmetic products. Study (Kolling, Duarte Ribeiro, & de Medeiros, 2022, pp. 171-185) It identifies the drivers, barriers and good sustainability practices in the cosmetics industry from a CSR perspective.

A study by (Chaima & Bezgrari, 2022, pp. 851-869) examined the application of digital transformation in marketing, tracing its evolutionary stages and implementation across various organizations, with a special focus on Sephora. The study concluded that leveraging modern technologies such as social media networks, e-advertising, and viral marketing is crucial for promoting services and products and increasing customer brand awareness. A study (Ustymenko, 2023, pp. 12-17) examined how cosmetics marketing has changed over time. It points to new trends that are altering the way people purchase and view cosmetic products. The study aims to identify the key trends in the cosmetics market and understand how these changes will impact future marketing plans. A study by (Bakri, 2023, pp. 37-48) addressed how digital marketing affects the performance of cosmetic companies, in addition to identifying the relationship between various electronic strategies, such as the use of social media platforms, working with influencers, creating customized content, using data, and integrating all marketing channels (multi-channel integration).

2.1 Definition of Digital Trends

Digital trends refer to the evolution of technology and digital practices that influence various fields, such as commerce, education, healthcare, and the manufacturing sector. They encompass innovations such as artificial intelligence, blockchain technology, augmented reality, NFTs, and service automation. These developments influence the way companies communicate with customers and improve their procedures. (Groombridge, 2022). Digitalization, on the other hand, refers to the combination of digital technologies in all facets of an organization, thereby leading to a transformation of business models and work practices. This includes the digitization of services, the exploitation of big data, cloud computing, and the enhancement of customer experience through digital platforms. (Chaffey, 2022). Digital trends refer to technological developments and digital transformations that impact businesses, consumers, and society as a whole. Digitalization, on the other hand, is the process by which companies integrate digital technologies into their activities to improve efficiency, competitiveness, and customer experience

2.2 Definition of Business Performance

Commercial performance refers to an organization's ability to achieve its strategic, financial, and operational objectives. It is measured through several key indicators such as profitability, revenue growth, productivity, customer satisfaction, and innovation (Norton, 2024).

It can be evaluated under three main dimensions. (Neely, 2007) :

- Financial performance: measures profits, return on investment (ROI), and cost management.
- Organizational performance: efficiency of internal processes, employee engagement, and innovation.
- Social and environmental performance: social responsibility, environmental impact, and stakeholder relations. Commercial performance refers to an organization's ability to achieve its strategic, financial, and operational objectives in an effective and sustainable manner. It is measured through several indicators such as profitability, productivity, customer satisfaction, and innovation. Successful companies optimize their resources while creating value for their stakeholders. (Kaplan, 1996).

2.3 Definition of Organic Cosmetics

Organic cosmetics refer to beauty and care products primarily composed of natural ingredients sourced from organic farming and free from controversial chemicals (parabens, silicones, sulfates...). These products meet strict environmental and health standards, ensuring that the ingredients do not contain pesticides or genetically modified organisms (Ecocert, 2021).

A product can be labeled as "organic" if its ingredients are 100% organic. Otherwise, the percentage of organic content must be specified. There are specific labels that certify organic cosmetics according to strict specifications. The terms "natural," "of natural origin," and "of natural origin" have specific meanings and are governed by standards.

2.4 Key digital trends influencing organic cosmetics companies

Managing digital trends has become super important for organic cosmetics brands that want to improve their results and meet consumer expectations regarding sustainability and transparency. Using new technologies and adapting to new ways of shopping is essential to stay competitive in a rapidly changing industry. Organic cosmetics companies closely follow digital trends that are changing the way they operate and interact with customers. Here are some of the key trends:

E-commerce and digital platforms: with the increase in online shopping, more and more companies are investing in well-designed e-commerce sites and partnering with digital platforms to reach a larger audience. Going digital helps reach a larger audience and adapt to new shopping habits. A recent report says that brands that do not sell on social media are missing out on a great opportunity, as many consumers plan to buy directly there this year. (Curran, 2025)

AI and personalization Artificial intelligence: helps analyze what customers want and offers them products that suit their needs. It makes the shopping experience more enjoyable and builds customer loyalty. (Colback, 2025).

Augmented reality (AR) and virtual reality (VR): these technologies offer immersive experiences, allowing customers to try products virtually before purchasing them. This makes online shopping more accessible and improves customer satisfaction. (Lacey, 2025)

Blockchain: offers transparency regarding the origin of ingredients and manufacturing methods, which strengthens consumer trust in organic products. Even though its impact on financial performance is not huge, it is essential for ensuring transparency and trust. Consumers want more transparency and ethics, and blockchain is being adopted by some organic cosmetics brands to ensure the traceability of ingredients (Peng Yifeng, 2025).

2.5 Impact of digital trends on business performance

Adopting these digital trends offers several advantages: (Kahrović & Avdović, 2023)

- Improved operational efficiency: Automation and data usage make management more flexible and faster, which helps reduce costs and time to market products.
- -trengthening customer relationships: Personalized digital interactions boost engagement and loyalty, leading to more sales and a better brand image.
- Accelerated product innovation: Customer feedback obtained online allows for quick adjustments to offers and the launch of new products that meet expectations.

2.6 Digital Conquering the Beauty Industry

E-commerce is now essential for selling cosmetics. According to a Statist study (2023), the online beauty market has grown by 23% each year, thanks to sites like Sephora, Amazon Beauty, and also online boutiques of small brands. Social media platforms like Instagram, TikTok, and Pinterest have also changed the game when it comes to shopping. Social commerce is gaining momentum, and many companies are turning to influencer marketing and offering more interactive shopping experiences to attract customers. (Fayon, 2021).

Laurent Fleurs defined digital marketing as: "digital marketing refers to the promotion of brands and products to consumers, through the use of the entire set of digital media and touch points, it therefore attempts to bring together all interactive digital tools at the marketer's service to promote products and services, while seeking to develop more direct and personalized relationships with consumers. (Laurent, 2012)

In Algeria, the organic cosmetics market is booming. We see a wide variety of products, such as creams, deodorants, shampoos, and even organic toothpastes. Consumers are increasingly looking to integrate natural options into their daily lives. In recent years, interest in natural cosmetics has really increased, as many prefer products derived from nature to those laden with chemicals. In several cities like Bejaïa, Tizi Ouzou, Médéa, and Souk Ahras, we see rural families starting to produce essential oils and beauty products. This initiative, often led by women who harvest seeds, allows them to gain financial independence. They even aim to export their products, with the support of cactus processing units in Béjaïa, which seek to develop this sector and enhance the resources extracted from the cactus. (Recham, 19)

2.7 Digital transformation in the cosmetics industry:

The cosmetics industry is undergoing significant changes thanks to digital technology. It allows for more personalization and innovation. Brands must adapt to the desires of consumers who seek unique, sustainable, and responsible products. Online commerce has primarily fueled the demand for customized products, pushing companies to focus on user experience. Technology is super important in the creation of new products, with the arrival of artificial intelligence and other tools to improve traceability. But with the rise of online sales, there are also cyber security issues, particularly fraud. Moreover, ecological awareness is pushing companies to adopt more sustainable practices, such as the use of natural ingredients. By blending innovation and responsibility, brands that adapt will have a better chance of succeeding in this digital world. (Bonechi, 2024)

3 Research Methodology

In this research, we study the case of Celanie Bio Company. Founded in Algeria in 2019, Celanie Bio Cosmetics creates 100% natural skincare products using ingredients sourced directly from Algerian plants. The brand, started by an Algerian entrepreneur passionate about nature and skin health, focuses on using local resources to support communities and the rural economy. After developing exclusively in Algeria, Celanie Bio began exporting its products to France in October 2023, sharing its commitment to responsible and accessible beauty worldwide.

To better understand how Célanie BIO can achieve its objectives through digital marketing and the most important channels that have contributed to the commercialization of their products, we used a descriptive method with a quantitative study through a questionnaire generated on the Google Form site to conduct our survey in order to test the hypotheses. The survey by questionnaire is a research method consisting of a set of questions of different types with the aim of collecting data regarding a product or service of a brand.

The empirical study is a research technique based on observation and experience.

This study allows us to collect empirical data that help us test the hypothesis and either confirm or invalidate it.

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After presenting the methodology used in the study, we move on to the analysis and results carried out by the SPSS software using the data collected from the questionnaire that was shared online, and then interpret them to confirm or refute the hypotheses.

4 Results and Discussion

4.1 Descriptive socio demographic analysis of the surveyed clients

Before analyzing the clients' data, we present the reliability statistics table which provides us with the results of the Reliability Coefficient (Cronbach's Alpha) that measures the reliability between the variables.

Table1. Reliability statistics Number of elements

	Nombre d'elements	Coefficient de Alpha Cronbach
Totale	26	0.887

Source: Established by the researchers from the results of spss v24

The value of the reliability coefficient is between (0) and (1), the value is acceptable from 0.60. We note that the Cronbach's alpha coefficient is 0.887 (above 0.60), which indicates that there is a strong correlation between the variables, allowing us to confirm the reliability of the questionnaire in our study.

Table 2. Distribution of respondents by gender

Variable	Frequency	%
Male	13	14.1
Female	79	85.9
Total	92	100

Source: Prepared by researchers based on SPSSv 24 outputs

From table n (2), which represents the distribution of the sample by gender, we notice that the majority of respondents are women, with a proportion of 85.9% compared to the entire sample. On the other hand, men represent a minority of only 14.1%.

The socioprofessional category:

Table 3. Distribution of the sample according to the socioprofessional category

Variable	Frequency	%
Student	67	72.8
Employee	20	21.7
Inactive	4	4.3
Other	1	1.1
Total	92	100

Source: Prepared by researchers based on SPSSv 24 outputs

Table 3 illustrates the varied socioprofessional backgrounds of the respondents. The largest group, 72.8%, consists of students, making them the primary demographic in the sample. Employees form the second-largest group at 21.7%, while inactive individuals and other categories make up smaller percentages.

4.2 Digitalization and Performance of the Celanie Bio Brand Digital

This section analyzes the impact of digitalization on the performance of the Celanie Bio brand, based on the responses collected via the questionnaire. The aim is to understand how digital tools influence the brand's visibility, sales and customer relations. Digitalization is an important lever for Celanie Bio, particularly in terms of communication and image. However, to maximize commercial benefits, a more integrated, conversion-oriented strategy is recommended.

Q1: What digital platforms do you use?

Table 4. Results of the first question

Variable	Frequency	%
Social networks	77	83.7
Mobile applications	7	7.6
Websites	8	8.7

Source: Prepared by researchers based on SPSSv 24 outputs

Most participants (83.7%) use social media, making it the dominant digital platform for interaction and content sharing. Mobile applications are used by a smaller group (7.6%), showing their growing importance for personalized experiences. Websites are also used by some participants (8.7%) for information and online services. This indicates that while social media is key, mobile apps and websites still play significant roles in users' daily digital lives.

Q2: Most Used Social Network for Online Shopping

What is the social network you use the most for making an online purchase?

Table 5. Results of the second question

Variable	Frequency	%
Instagram	59	64.1
Facebook	22	23.9
Web sites	11	12

Source: Outputs from SPSS v24 analyzed by the research team

Our survey reveals that **Instagram** is the top platform for online shopping among participants, with **64.1%** using it. Its visual nature makes it ideal for product discovery and direct purchases. **Facebook** comes in second at **23.9%**, leveraging its e-commerce features and targeted ads. A smaller group, **12.0%**, opts for dedicated e-commerce sites like **Jumia**. This data underscores the significant role of visual social media in current online shopping habits.

Q3: The interest in organic cosmetics Are you interested in organic cosmetics?

Table 6. Results of the third question

Variable	Frequency	%
Yes	78	84.8
No	14	15.2
Total	92	100

Source: Analysis derived from SPSS v24 by the researchers

Most survey participants (84.8%) showed **significant interest in organic cosmetics**, likely due to their natural ingredients, environmental friendliness, and perceived health benefits. A smaller group (15.2%) expressed **no interest**, possibly due to personal preferences or a lack of awareness about the advantages of organic options.

Q4: Social networks help to promote cosmetics?

Table 7. Results of the fourth question

Variable	Frequency	%
Strongly disagree	1	1.1
Disagree	7	7.6

Neutral	0	0
Agree	40	43.5
Strongly agree	44	47.8
Total	92	100

Source: Data analysis conducted by researchers using SPSS v24

Most participants strongly believe social media is effective for promoting cosmetics. In fact, 47.8% "strongly agreed" and another 43.5% "agreed" that social media helps in this area. Only a small percentage disagreed (7.6% "disagreed" and 1.1% "strongly disagreed"), and notably, no one chose a neutral option, indicating a clear consensus. This strong agreement highlights the critical role social media plays as a marketing tool for cosmetic brands to reach and connect with a large consumer base.

Q5: Selling products via social networks is a more practical option?

Table 8. Results of the fifth question

Variable	Frequency	%
Strongly disagree	0	0
Disagree	9	9.8
Neutral	0	0
Agree	41	44.6
Strongly agree	42	45.7
Total	92	100

Source: Data analysis conducted by researchers using SPSS v24

The data clearly shows that **selling products through social media is widely considered a convenient option**. A significant majority, **45.7% of participants, "strongly agreed"** with this statement, while another **44.6% "agreed."** This strong consensus suggests that factors like **easy access to products, readily available information, and convenient online payment methods** contribute to this positive perception. Only a small minority (9.8%) "disagreed," and no participants chose "strongly disagree" or "neutral."

Q6: Automated online shopping on social networks encourages product purchases?

Table 9. Results of the sixth question

Variable	Frequency	%
Strongly disagree	2	2.2
Disagree	8	8.7
Neutral	0	0
Agree	39	42.4
Strongly agree	43	46.7
Total	92	100

Source: Outputs from SPSS v24 analyzed by the research team.

Most participants strongly believe that automated features on social media, like personalized recommendations and one-click payments, significantly **encourage online product purchases**. In fact, nearly half (46.7%) "strongly agreed" and another 42.4% "agreed" that automation helps facilitate shopping. Only a small percentage (10.9%) disagreed. This shows that automation is seen as a key tool for improving the online shopping experience and driving sales.

Q7: The creation of marketing content on social networks can help establish the reliability and quality of a product, reinforcing the trust of its target audience.

Table 10. Results of the seventh question

Variable	Frequency	%
Strongly disagree	1	1.1
Disagree	13	14.1
Neutral	0	0
Agree	42	45.7
Strongly agree	36	39.1
Total	92	100

Source: Data analysis conducted by researchers using SPSS v24

Most participants strongly believe that creating content on **social media** significantly helps build a product's **reliability** and **quality**, thereby boosting target audience **trust**. Specifically, 39.1% "Strongly agreed" and 45.7% "Agreed" with this idea. Only a small percentage, 14.1% "Disagreed" and 1.1% "Strongly disagreed." These findings underscore how crucial social media content is for establishing a product's credibility and fostering consumer trust. Companies can use these platforms to share information, testimonials, and demonstrations, all of which positively influence consumer perception.

Q8: Social networking is important for a natural cosmetics brand?

Table 11. Results of the eighth question

Variable	Frequency	%
Strongly disagree	0	0
Disagree	13	14.1
Neutral	0	0
Agree	39	42.4
Strongly agree	40	43.7
Total	92	100

Source: Data analysis conducted by researchers using SPSS v24.

According to the responses, a majority of participants (43.7%) indicated that they "Strongly agree" with the statement that a presence on social media is important for a natural cosmetics brand. This suggests that these participants recognize the importance of social media for promoting and valuing a natural cosmetics brand.

Moreover, 42.4% of the participants responded "Agree," also showing a high level of agreement with the statement. This confirms the idea that presence on social media is perceived as important for natural cosmetics brands.

On the other hand, 14.1% of the participants indicated that they "Disagreed" with the statement, while no one chose the response "Strongly Disagree" or "Neutral." This confirms the importance of social media as a communication and promotion tool for natural cosmetics brands, allowing them to reach their target audience and strengthen their brand image.

Q9: Social media helps to easily establish relationships with customers and brands.

Table 12. Results of the ninth question

Variable	Frequency	%
Strongly disagree	2	2.2
Disagree	6	6.5
Neutral	0	0
Agree	35	38.0
Strongly agree	49	53.3
Total	92	100

Source: Outputs from SPSS v24 analyzed by the research team.

Most participants, a combined 91.3%, either **"Strongly agreed" (53.3%)** or **"Agreed" (38%)** that social media makes it easy for customers and brands to connect. This highlights the widespread belief that social media is crucial for building strong customer relationships, fostering engagement, and boosting loyalty. Only a small minority (8.7%) disagreed, and no one was neutral, underscoring social media's vital role as a direct and effective communication tool for brands.

Q10: Social networks make it easier to respond to customer needs?

Table 13. Results of the tenth question

Variable	Frequency	%
Strongly disagree	0	0
Disagree	15	16.3
Neutral	0	0
Agree	49	53.5
Strongly agree	28	30.4
Total	92	100

Source: Analysis derived from SPSS v24 by the researchers

The results indicate that the majority of participants (53.5%) "Agree" with the statement that social media facilitates responding to customer needs. This suggests that these participants recognize the role of social media in direct communication with customers and the ability to respond quickly to their needs and concerns.

Moreover, 30.4% of the participants "Strongly agree" with the statement, highlighting the importance placed on social media as an effective communication tool to meet customer needs quickly and personally. On the other hand, 16.3% of the participants responded "Disagree" with the statement, indicating some divergence of opinions among the sample. No participant chose the "Neutral" response. This highlights the importance of social media as an essential communication channel for brands to understand and meet the expectations of their target audience, thereby improving their relationship with customers and fostering satisfaction and loyalty.

Q11: Beauty influencer reviews help promote natural cosmetic brands.

Table 14. Results of the eleventh question

Variable	Frequency	%
Strongly disagree	0	0
Disagree	13	14.1
Neutral	0	0
Agree	44	47.8
Strongly agree	35	38.0
Total	92	100

Source: Analysis derived from SPSS v24 by the researchers

Most participants (85.8%) believe **beauty influencers are crucial for promoting natural cosmetic brands**, with a strong majority either agreeing or completely agreeing. Only a small portion (14.1%) disagreed, and notably, no one was neutral, highlighting strong opinions on this topic. This indicates that influencer reviews are widely seen as an effective way to boost visibility for these brands. Regarding **purchasing preferences**, the vast majority of participants (77.2%) prefer buying directly through social media by messaging the page, valuing its convenience and interactivity. A smaller group (22.8%) prefers website purchases, possibly due to familiarity or a desire for a more structured experience. The absence of "neutral" responses here also suggests clear preferences, emphasizing the importance of direct social media communication in online shopping.

Q12. What do you think about the presence of organic cosmetics stores on social media?

Table 15. Results of the twelfth question

Variable	Frequency	%
It's a good plan to follow brand news	59	64.1
It creates a real trust link between you and the brand	22	23.9
It is a commercial obstacle to your network	11	12
Total	92	100

Source: Established by the researchers from the results of spss v24

Most participants (64.1%) value social media for staying updated on organic cosmetic brands, while 23.9% believe it builds trust. However, 12% view it as a commercial intrusion, indicating varied preferences for brand interaction. Overall, these findings highlight the necessity for organic cosmetic brands to have a strong social media presence while also considering consumers who prefer other communication channels. Separately, 42.4% of participants recognize Célanie Bio Cosmetics, suggesting the brand needs to boost its visibility to reach a wider audience.

Q13. The Content and Online Service of Célanie Bio Cosmetics
What do you think about its content and online service?

Table 16. Results of the thirteenth question

Variable	Frequency	%
N. R	36	39.1
Good	5	5.4
Average	39	42.4
Bad	12	13.0
Total	92	100

Source: Established by the researchers from the results of spss v24

The results indicate that 39.1% of the participants did not provide a response regarding their opinion on the content and online service of the company Célanie Bio Cosmetics. Among those who responded, 5.4% consider the online content and service to be good, 42.4% consider them to be average, and 13.0% consider them to be poor.

It is important to note that the high percentage of non-responses indicates a lack of brand awareness.

4.3 Hypothesis testing results

Hypothesis testing follows the following principle:

Accept the hypothesis: if the significance threshold is greater than (0.05)

Reject the hypothesis: if the significance threshold is less than (0.05)

H1: The use of influencers can be a solution to gain visibility.

H2: Social media can be an ideal solution for better understanding consumers.

By combining the results of questions 9 and 12, we can draw some conclusions:

- Participants place considerable importance on authenticity and trust in reviews of organic cosmetic products.

- They see the presence of organic cosmetics stores on social media as a convenient way to keep up with the brand's news and establish a trust bond.
- The marked preference for following independent content creators, who test products without collaboration with the brand, suggests that participants are looking for impartial and transparent reviews.
- The use of influencers who align with this preference could be an effective strategy to increase the visibility of an organic cosmetics brand, as it would meet consumer demand for authenticity and transparency.

Chi-squared test

Table 17. Results of the first hypothesis test

Variable	Value	Df	Sig
Pearson Chi-Square	10.223	4	0.037
Likelihood Ratio	10.827	4	0.029
Linear Association	5.861	1	0.015
Number of Valid Observations	92		

Source: Data analysis conducted by researchers using SPSS v24.

The chi-squared test (χ^2) was conducted to evaluate the independence between the responses to question Q9 ("What do you think about the presence of organic cosmetic shops on social media?") and the responses to question Q12 ("Do you prefer to follow influencers who have...").

- The calculated χ^2 value is 10.223 with 4 degrees of freedom. The calculated χ^2 value is 10.223 with 4 degrees of freedom. The p-value associated with this test is 0.037, which is below the significance threshold of 0.05. This suggests that there is a statistically significant association between the responses to the two questions.
- Likelihood ratio: The calculated likelihood ratio is 10.827 with 4 degrees of freedom. The p-value associated with this test is 0.029, also below the significance threshold of 0.05. This reinforces the indication of a significant association between the responses to the two questions.
- Linear association: The linear association test yields a calculated χ^2 value of 5.861 with 1 degree of freedom and a p-value of 0.015. This p-value is below the significance threshold of 0.05, indicating a significant linear association between the responses.

These results suggest that there is a significant relationship between opinions on the presence of organic cosmetic stores on social media (Q9) and preferences regarding following influencers (Q12). This can affirm that the use of influencers can be a solution for gaining visibility and thus supports this hypothesis.

- hypothesis: digitalization can be a solution for the performance of companies:

By combining the results of the questions "In your opinion, how does digital influence affect customer behavior in the consumption of organic/natural cosmetic products?" and "Social media helps to easily establish relationships between customers and brands," we can draw some the majority of participants (57.6%) consider the digital influence on their purchasing behavior of organic/natural cosmetic products to be at a medium level. This suggests that social media has a certain impact on their decision-making, but it is not perceived as being either very strong or very weak.

- Regarding the question about establishing relationships with customers and brands through social media, most participants (91.3%) either agree or strongly agree. This indicates that social media is perceived as an effective means to establish relationships with consumers and brands and to enhance business performance.
- By combining these two results, we can conclude that social media plays an important role in the digital influence on the performance of organic/natural cosmetic companies. Although the impact is perceived as being at a medium level, participants acknowledge that social media facilitates the establishment of relationships with customers and brands. This suggests that social media can be a solution for better understanding consumers and interacting with them effectively.

Chi-squared test

Table 18. Results of the second hypothesis test

Variable	Value	Df	Sig
Pearson Chi-Square	7.849	3	0.049
Likelihood Ratio	6.601	3	0.086
Linear Association	7.538	1	0.006
Number of Valid Observations	92		

Source: Data analysis conducted by researchers using SPSS v24.

- These results indicate a statistically significant relationship between the responses to the questions. The p-value less than 0.05 suggests a significant association between digital influence on customer behavior in the consumption of products bio/natural cosmetics and the opinion that social media helps easily establish relationships with customers and brands.
- Moreover, the likelihood ratio test and the linear association test also confirm this significant relationship.

- Then we accept the hypothesis that social media plays an important role in better understanding consumers.

5. Conclusion

The cosmetics industry is seeing a major shift towards natural and organic products, driven by consumer demand for healthier, eco-friendly options. This trend has prompted both large corporations and smaller businesses to enter the booming organic cosmetics market, often using it as a marketing strategy to enhance their brand image. To reach consumers effectively in this competitive landscape, digitalization and a strong presence on social media platforms have become crucial for these companies, especially for emerging small businesses.

Through this work, we were able to address the issue that relying on new digital trends is an effective way to achieve business objectives.

In conclusion, proactive management of digital trends is crucial for organic cosmetics companies looking to improve their performance and remain competitive. By embracing digitalization and adapting to new technologies, these companies can not only meet the expectations of modern consumers but also position themselves as leaders in a constantly evolving market.

Digital transformation has become a major challenge for organic cosmetics companies, allowing them to adapt to market changes and improve their performance. Several works provide in-depth perspectives on how these companies can manage digital trends to optimize their operations and meet consumer expectations.

Digitalization is an essential lever for organic cosmetics companies, allowing them to reach a wide audience, increase their visibility, and interact directly with consumers. Thanks to social media, influencers, and marketplaces, these brands can promote their natural products and meet the expectations of customers seeking transparency and authenticity. However, a balanced approach between digitalization and traditional strategies remains beneficial to provide complete experience, retain customers, and consequently enhance business performance.

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