

**A STUDY ON THE EFFECTIVENESS OF DIGITAL MARKETING ON
COSMETICS PRODUCTS WITH SPECIAL REFERENCE TO
ERNAKULAM DISTRICT.**

Dissertation

Submitted by

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Under the guidance of

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In partial fulfillment of the requirement for the Degree of

MASTER OF COMMERCE



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ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

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CERTIFICATE

This is to certify that the project titled " A study on the effectiveness of digital marketing on cosmetics products with special reference to Ernakulam district " submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Master of Commerce is a record of the original work done by Ms. Aneesha Eugin, under my supervision and guidance during the academic year 2022-24.

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1.1 INTRODUCTION

The cosmetics industry's success with digital marketing is evidence of how digital tactics may change the way that consumers engage with brands and products. Digital marketing has evolved as a crucial avenue for cosmetic firms to exhibit their products, tell their stories, and engage with a worldwide audience in an era where beauty and personal care are highly valued. The visual and experience character of the cosmetics sector is perfectly matched with the visual and interactive elements of digital platforms including influencer collaborations, social media, and content marketing.

digital marketing to tell a story that appeals to the target audience by utilizing images, video content, and client testimonials. Cosmetic firms may provide their audience with informative and entertaining product demonstrations, tailored experiences, and beauty advice via various digital platforms. This strategy not only increases brand visibility but also builds consumer loyalty and a sense of community, which increases brand recognition and sales. Furthermore, having direct contact with consumers provides brands with priceless insights into consumer preferences, allowing them to modify their offerings and marketing plans in response to the changing demands of the market.

Furthermore, cosmetic firms may accurately target and retarget their ideal consumer base with the data-driven nature of digital marketing, which increases the effectiveness and cost-effectiveness of their marketing campaigns. Through before-and-after pictures, tutorials, and user-generated material, platforms like Instagram and YouTube have become indispensable for demonstrating the transformational power of cosmetics. This not only increases the legitimacy of the product but also promotes consumer interaction and sharing. Pay-per-click (PPC) advertising and search engine optimization (SEO) used strategically help firms catch potential customers' attention at crucial points in the buying process. With this multidimensional strategy, cosmetic firms may expand their reach while also better

understanding and meeting the complex needs of their clientele, laying the groundwork for long-term success.

1.2 STATEMENT OF THE RESEARCH PROBLEM

The cosmetics industry's dependence on digital marketing raises concerns about how well these strategies work to encourage consumer purchases and brand involvement, particularly when it comes to influencer collaborations and social media. The goal of this research is to clarify the intricacies of digital strategy and the ways in which new technologies are influencing consumer experiences. It seeks to provide light on how cosmetics firms in different market segments can adjust to and prosper in a cutthroat digital environment.

The cosmetics business is faced with the difficulty of properly harnessing influencer marketing and social media to increase sales and engage consumers in the dynamic digital world. In order to give brands guidance on how to successfully traverse and leverage new technologies, our research explores the effects of different digital marketing channels.

1.3 OBJECTIVES OF THE STUDY

1.3.1 Primary objective.

- To analyse the effectiveness of digital marketing in setting up trends and new projects that may influence cosmetic sector.

1.3.2 Secondary objectives

- To analyse how innovative technologies impact cosmetics products
- To examine attitude of consumers towards engagement and purchasing behaviour of cosmetics products.

1.4 NEED AND SIGNIFICANCE OF THE STUDY

This study is necessary because digital marketing has ever-changing opportunities and problems, especially in the fiercely competitive cosmetics

sector. Cosmetic products need to be innovative to stand out as digital platforms becoming more crowded and customer expectations change to include a need for authenticity and tailored experiences. In order for cosmetic firms to stand out from the competition and create deep connections with their target consumers, this study is essential in determining successful digital marketing tactics. This study is significant because it provides insightful information for more general digital marketing strategies, going beyond its direct applicability to the cosmetics business. It emphasizes how crucial flexibility, customer attention, and continuous innovation are to maintaining a competitive edge. Thus, the study acts as a roadmap for businesses from other industries to follow.

Digital landscape successfully, highlighting the need to adapt to shifting consumer patterns and keep up with technical improvements in order to achieve long-term success.

1.5 SCOPE OF THE STUDY

The purpose of this study is to investigate how consumer demographics more especially, age intersect with the efficacy of mobile marketing tactics in the cosmetics sector. The research will evaluate different mobile marketing strategies, such as SMS campaigns, mobile apps, social media, augmented reality experiences, and personalized advertising, with a focus on a range of age groups in order to ascertain their effect on consumer engagement and purchase behaviours. The scope will also take into account these populations' technological skill and how it affects the efficacy of marketing strategies. While focusing on a specific geographical region for targeted insights, the study aims to contribute to a better understanding of industry trends and future innovations, as well as valuable guidance for cosmetics brands on how to tailor their digital marketing approaches to effectively resonate with and captivate a multigenerational audience.

1.6 HYPOTHESIS

- **Objective 1:** To identify the relationship between Age of respondents and specific platforms

HO: There is no significant difference between Age of the respondents and specific platforms

H1: There is significant difference between Age of the respondents and specific platforms

- **Objective 2:** To identify whether there is relationship between E-commerce platforms and Trends or emerging technologies

HO: There is no significant difference between E-commerce platforms and Trends or emerging technologies

H1: There is significant difference between E-commerce platforms and Trends or emerging technologies

1.7 RESEARCH METHODOLOGY

1.7.1 Primary data

It was collected by the means of questionnaire (Google form). There were 25 questions and the data was collected from 100 respondents who were selected according to the convenience of the study.

1.7.2 Secondary data

The secondary data was collected out of detailed surveys, literature, books, journals, research articles etc.

1.7.3 Population

It consists of cosmetic product users among Ernakulum district.

1.7.4 Sample size

The sample size consists of 100 respondents who have previously used the cosmetic products based on online advertising.

1.7.5 Questionnaire

A pre structured questionnaire is prepaid and used to collect primary data from 100 respondents were the people of Ernakulum districts who were selected on the basis of convenience.

1.7.6 Sampling techniques

The convenience sampled as a method is followed to select samples

1.8 TOOLS OF ANALYSIS

Analysis of data is the basic tool of data representation .All the data have been classifiedand sorted . The analytical tools used for the study includes chi square test, percentage analysis, preparation of diagrams , graphs and tables.

1.9 LIMITATIONS OF THE STUDY

- 1 Due to time constraints an extensive study was not possible
- 2 Because Google Survey forms, which need an internet connection, were used to distribute the survey. Thus, only internet users are included in this study
- 3 Since the sample used was convenience sampled, it may not accurately reflect the population of the Ernakulam district.

3.8 CHAPTER SCHEMA

The report of the study is presented in 5 chapters

CHAPTER 1 – Introduction

The first chapter is an introductory chapter. It involves introduction above the topic, statement of the problem, objectives of the study, data and methodology, tools of data collection, limitations of the study and chapter schema.

CHAPTER 2- Review of literature

It contains a brief description about the different studies conducted by various persons on the role of digital marketing products

CHAPTER 3- Theoretical Framework

The third chapter deals with the theoretical review of the study.

CHAPTER 4 – Data Analysis and Interpretation

This chapter deals with the objective wise data analysis, tables, charts etc.

CHAPTER 5 – Findings, Suggestions and Conclusion

This chapter deals with findings, suggestions and conclusion

- **LierniCastilla-Miguel, Maria Elena Aramendia-Muneta (2024)**

The primary goal of the research is to investigate the efficiency of various digital marketing tools in the skincare industry, as well as to assess market trends and customer behavior in order to enhance sales. The study also emphasizes how age and gender play a significant role in this connection as well as the limited influence of influencer and celebrity marketing on skincare product sales. According to the findings, skincare firms should concentrate on developing transparent, environmentally friendly products that are customized to consumers' interests, using user-generated content and reviews in their marketing strategies to boost sales.

- **RahmahEstiUtami, HennyWelsa, LusiatriaHatmaniHutami (2024)**

This research aims to determine the influence of viral marketing, digital marketing and consumer loyalty mediated by partial and simultaneous purchasing decisions. This research involved 102 respondents using scientific products with a sampling technique using non-probability purposive sampling. The results show that viral marketing, digital marketing and consumer loyalty have a positive and significant effect on purchasing decisions. Mediation analysis shows that purchasing decisions are able to mediate viral marketing on consumer loyalty and purchasing decisions are able to mediate digital marketing on consumer loyalty.

- **ZakwanFadilBakri (2023)**

The study aims to analyze the correlation between various digital strategies social media engagement, influencer collaborations, personalized content, data-driven approaches, and Omni channel integration and their influence on key performance indicators such as sales growth, consumer trust, loyalty, and marketing ROI. A mixed-methods approach was employed, incorporating qualitative methods like interviews and focus groups with industry experts and consumers, alongside quantitative surveys distributed among beauty brands.

- **RennytaYusiana 2023**

This study aims to examine the impact of influencer marketing, online advertising, and green brand knowledge on the purchase decisions of green beauty products. The study utilizes a quantitative research approach and analyses data from 100 consumers. The findings suggest that influencer marketing and online advertising, have a direct impact on purchasing decisions, while green brand awareness has an insignificant impact on purchase decisions. The study recommends that companies focus on creating high-quality influencer content and implementing effective online marketing strategies to enhance the impact of these techniques. Additionally, companies should choose influencers and platforms aligned with their target audience

- **Yang Ye (2023)**

This study delves into the context of this dynamic environment, recognizing the important role that digital marketing plays in reshaping consumer engagement and market strategies. Against this backdrop, this study explores a pressing issue - assessing the efficacy of social media platforms in the consumer goods space. As consumer behaviour continues to tilt toward digital channels, understanding the impact and potential of these platforms is critical for stakeholders in the sector. The main objectives of this project were twofold: first, to analyses the effectiveness of various social media platforms as marketing tools in the consumer goods industry, and second, to provide actionable insights and recommendations for industry practitioners to optimize their digital marketing strategies.

- **Tabitha Tongoi (2023)**

As digital technologies become the cornerstone of our daily activities, governments, businesses and individuals must adapt to this new reality. Going digital is no longer simply part of how we conduct our day-to-day activities, it has become the bedrock of our economic growth The way that individuals and corporations access their customers has been overhauled by

the advent of new technologies, powered by digitalization and the emergence of the internet.

- **Andrei Trofimov, Kristiina Määttänen-Trofimov (2023)**

The research was backed by theoretical background from multiple international sources about marketing, digital marketing, and implementing digital marketing in the natural cosmetics business. The authors conducted four interviews, during which five persons were interviewed. The interviews partly take on an international point of view. All the interviews were recorded and transcribed by the authors. The desk research was in the form of competitor analysis for which three of Company X's internationally operating competitors from Finland were selected.

- **R Shridhar (2023)**

This study aims to identify the main ways in which users can be gained and retained by using Digital Marketing. The Delphi method with in-depth interviews was the methodology used in this study. The results of the research show the most important actions for achieving user recruitment and loyalty with Digital Marketing from the opinions of consulted experts. The limitations of this study are those related to the number of experts included in the study, and the number of research papers consulted in the literature review. The literature review and the results of this research are used to propose new solid research with a consolidated critical methodology.

- **S Sudha (2023)**

This study investigates the complex dynamics of online marketing, delving into its methods and their impact on consumer behavior. It aims to comprehend various online marketing approaches, ranking them based on consumer preferences, while also analyzing their dual influence on consumer buying behavior

- **KC Lalramchuani(2023)**

Traditional advertising is usually well-established, universal and measurable in terms of viewership and exposure. However, it also has become

expensive with high investments spent on the media and placement. One of the dramatic changes in advertisement is the attitude of customers towards the message and content of the advertisement. The advertisement messages in traditional advertisements are often generic and not customized and therefore, it does not feel inclusive or direct. Consumers now prefer natural content, shared and selected by peers—something that the consumers can relate, that sounds personal and authentic even at a humorous level.

- **SiscaDwintriNata, Tri Sudarwanto (2022)**

This study intends to investigate the relationship between brand image, content marketing, and product quality in influencing Surabaya consumers' decisions to purchase J-GLOW skin care and cosmetic items. This study employed a quantitative survey methodology. Multiple regression analysis was used to analyze an association between brand image and purchasing the J-GLOW product. The content marketing variable has no relationship with J-GLOW product purchase decisions. Meanwhile, product quality influences the choice of the J-GLOW skin care product.

- **Jing Liang, Mass Hareeza Ali, Anita Rosli (2022)**

The study also highlighted the importance of efficient project management to maximize the impact of digital marketing channels on impulse purchases. Through effective project management, businesses can increase the impact of their digital marketing on impulse purchases. This study identifies the fundamental components influencing impetuous purchasing behaviour in the Chinese cosmetics industry. In practice, the study provides digital marketers and project managers in the cosmetics industry with important information on effectively promoting impulse purchases. This study emphasizes the significance of digital marketing channels and project management in stimulating impetuous purchasing behaviour in the Chinese cosmetics industry. This study provides valuable insights to digital marketers and project managers, allowing them to increase the effectiveness of their promotional efforts.

- **Gbemisola Esther Obanla (2022)**

Digital marketing opportunities are not exclusive to small and medium-scale businesses or ecommerce alone; it is a marketing approach dominating all spheres and scales of business. This thesis is a compilation of development work on digital marketing strategy for a small-scale online business. Digital marketing is a process by which the internet and other digital technologies are combined with traditional communication to achieve the organization's marketing objectives.

- **Hilda FaraditaChasanah (2022)**

This study aims to examine the effect of digital content marketing and the product quality on purchasing decisions for Scarlett products through buying interest as an intervening variable. The results of this study are that there is a direct influence of digital content marketing on buying interest, product quality on buying interest, product quality on purchasing decisions, and buying interest on purchasing decisions stated to have a positive and significant effect.

- **D Poorani, J Vidhiya (2021)**

Digital Marketing has become more famous after involvement of latest technologies in businesses. It has completely changed the old marketing methods and compelled marketers to stay connected with their buyers or customers via internet for selling their products and services. Since the emergence of social media, industrial marketing academics and marketers have also been intrigued by the influence of such media on the discipline

- **YosraJarrar, AyodejiOlalekanAwobamise, AdebolaAdewunmiAderibigbe (2020)**

This study aims to assess the efficacy of social media advertising and influencer marketing, using sales, page engagement, brand perceptions and buying intentions as the dependent variables. To achieve the objectives of this study, the researchers ran six advertisements and opted to make use of

the same adverts for both the influencer marketing and social media advertising campaigns.

- **MamtajAkter, Nigar Sultana (2020)**

This study focuses the standpoint of digital marketing communication of branded cosmetics in Bangladeshi customers. The study reflects that digital channel of communication such as websites, social media, was used/ followed through smart phones or computers during this pandemic while buying branded cosmetics in Bangladesh specially at Dhaka city. In buying decision process, starts from need recognition to post purchase behaviour were affected enormously. The outcome of the result shows digital marketing communication could trigger on every stage of buying decision behaviour with high involvement in buying branded cosmetics. This study also showed that customers have positive feelings towards digital platforms during this pandemic (COVID-19).

- **Antony Puthussery (2020)**

Digital Marketing discusses about modern marketing methods both online and offline. It speaks about the importance of digital marketing platforms. Through different chapters, the author gives a clear picture of modern marketing techniques such as Facebook Marketing, WhatsApp Marketing, Instagram Marketing, Twitter Marketing, Interactive Marketing, Mobile Marketing, Visual Marketing, Online Marketing, Search Engine Marketing, Pay-Per-Click marketing, Social Media Marketing, Customer Data Platform, etc.

- **SamsudeenSabraz Nawaz, Mubarak Kaldeen (2020)**

Digital marketing is one of the most popular marketing approaches used by companies specifically through social media and email marketing. On top of their ease of use and robustness, social media and email marketing have been found to be highly effective in building customer engagement, an

element that determines the prevalence of customers' purchase intention. This research primarily aims to determine the impact of digital marketing specifically social media and email marketing on customer engagement and purchase intention.

- **Mohammad Alhalalmeh, Reyad Abdallah Alkhawaldah, Anber Mohammad, Ali Al-Quran, Ghufra Hijawi, Sulieman Al-Hawary (2020)**

This study confirms the significant impact of perceived value on customer trust and customer buying behaviour, whereas electronic marketing (word of mouth) was found to have insignificant impact on both customers buying behaviour and customer trust. Findings also revealed the significant impact of social networking networks on customer buying behaviour. However, its impact on customer trust was insignificant. With respect to mediating effect, customer trust significantly mediates the association between perceived value and customer buying behaviour.

- **Matheus Grage Tardin, Anderson Soncini Pelissari, Luiza Dazzi Braga (2020)**

The objective of this work is to evaluate the effects of firm generated content (FGC) and user generated content (UGC) on brand equity (BE) and on the consumer's purchase intention. To achieve it, the research methodological approach was quantitative, cross-section survey type. The results show that both the firm generated content and the user generated content influence brand equity. The content generated by the company, however, has a greater effect and has greater power to explain brand equity than the content generated by the users.

- **Laurent Busca, Laurent Bertrandias (2020)**

The digital marketing discipline is facing growing fragmentation; the proliferation of different subareas of research impedes the accumulation of knowledge. This fragmentation seems logically tied to the inherent

complexity of the Internet, itself resulting from 50 years of evolution. Thus, our aim is to provide an integrative framework for research in digital marketing derived from the historical analysis of the Internet. Using practice theory and institutional theory, we outline a new type of institutional work: imprinting work.

- **RocioLópezMuniesa, Carmen GarcíaGiménez (2020)**

The fashion industry, the world's economic engine ahead of prominent sectors such as the automobile and energy sectors, has found an effective communication strategy on the Internet. Fashion brands reinvent themselves in their marketing and business strategies to adapt and approach emerging markets eager to consume fashion, which is why digital marketing becomes an essential tool for the communication of these leading brands in the market with its younger audiences

- **Diyana Ahmed Ghazie, JasniDolah (2018)**

This research is to understand the consumer behavior towards digital marketing in Malaysia. A general literature review has been conducted in effort to identify the significant, the understanding and the substantive of the effectiveness consumer towards digital marketing. By using primary data (survey) and secondary data methods, it helps researcher to identify how to build a good brand awarness towards consumer behavior.

- **PenpattraTarsakoo,
AriyapornNunthiphatprueksa(2017)**

The aim of this research is to investigate the key success factors of digital marketing focusing on cosmetic industry in Thailand.In this research, the key success factors of digital marketing of cosmetic brands in Thailand included of seven key factors. The findings found from interviews of five cosmetic brands representatives indicated that technological infrastructures, financial resources, skills and knowledge, integration of communication channels, innovative and creative ideas, influencers and bloggers and content as the major factors of digital marketing of cosmetic brands in Thailand. This research highlights substantial aspects to develop the

effective and successful digital marketing strategy and overcome difficulties, consequently, to be the best practice for other developing countries in overall.

- **LailaBunpis, MahmoodSabriHaron (2014)**

This study focused on analyzing documentary research and review literature. The result of this paper will provide foundational insights and extend knowledge about customer brand engagement and content marketing which may be used to guide future study. In addition, it leads to the enhanced willingness of customers that in turn increase online purchasing and revenues of SMEs firms.

3.1 MEANING OF DIGITAL MARKETING

Social media platforms pose a challenge in terms of potential negative criticism and the constant need for content development, but they also provide a broad reach and real-time engagement in the field of cosmetics digital marketing. Influencer marketing can be pricey and may not align with the brand's values, despite the fact that it generates high levels of engagement and trust. To mitigate the impact of negative feedback, online testimonials and reviews, which are critical for building trust and influencing purchases, must be properly monitored. Personalization and targeting in digital campaigns increase conversions and improve the consumer experience, but they also necessitate vast amounts of data collection, raising worries about privacy. SEO strategies boost visibility and create organic traffic, but they also demand constant labor and adjustments to search engines, which are constantly evolving.

While emerging technologies such as AR, VR, and AI provide unique and compelling experiences, they also carry significant expenses and technological challenges. Although user-generated content encourages community participation and authenticity, it gives advertisers less narrative control. Mobile marketing tactics enable firms to reach out to consumers who are constantly on the move, but they also present obstacles due to smaller screens and the requirement for mobile-optimized content. Ecommerce integration provides valuable insights and direct sales channels, but it also raises concerns about competitiveness and logistical challenges. Customers can be emotionally engaged to through storytelling and brand narratives; but, for these approaches to be effective, the audience must actually connect with the stories being delivered.

Social listening tools offer real-time market insights and customer feedback, but they require careful analysis and can lead to data overload. The marketing of luxury versus affordable cosmetics differs; luxury brands might focus on exclusivity, while affordable brands often emphasize broader appeal, each presenting unique marketing challenges. Gamification

enhances engagement and customer loyalty, yet it may be perceived as gimmicky if not well-executed. Finally, staying abreast of future trends and innovations, such as sustainable practices, offers competitive advantages but also involves risks associated with investing in unproven technologies.

3.2 TYPES OF DIGITAL MARKETING

1 Content marketing

Content marketing encompasses informative and valuable content like as blog entries, how-to videos, and other instructional materials. This sort of marketing allows you to engage with your audience and answer their inquiries. It can also aid in lead generation and closing transactions.

Content should be published on a regular basis, keeping the target audience in mind. Ideally, your brand would establish itself as a trusted voice in the industry by producing high-quality, consistent content. You want your audience to come to you first for information on the most recent industry developments.

Pros:

1. It is free of charge.
2. Content is a very versatile alternative. It enables you to grow your brand by educating, entertaining, and motivating your audience.
3. It drives all other forms of digital marketing.

Cons:

1. High competition makes organic ranking for target keywords time-consuming.
2. Consistency and good quality are essential for effectiveness. Your content must satisfy your clients' needs while also branding and meeting your corporate objectives.

2. Search engine optimization

Information marketing includes useful and valuable information like as blog posts, how-to videos, and other instructional materials. This type of marketing enables you to interact with your audience and respond to their inquiries. It can also help with lead creation and closing transactions.

Content should be published on a regular basis, with the intended audience in mind. Ideally, your brand would establish itself as a credible voice in the industry by creating high-quality, consistent content. You want your audience to come to you first for updates on the latest industry trends.

Pros:

1. It is completely free of charge.
2. Content is a very versatile option. It allows you to build your brand by educating, entertaining, and encouraging your target audience.
3. It drives the other kinds digital marketing

Cons:

1. SEO relies on content and technology.
2. Google's constantly changing algorithms may impede your attempts.
3. Search engine optimization takes time to provide results.

3 Search engine marketing/pay-per-click

Search engine marketing, or SEM, refers to paid adverts that show at the top of a search engine results page. The cost of these adverts is often determined by the number of clicks the link receives, hence the term "pay-per-click."

When you pay for these top SERP positions, the "Ad" label appears next to your URL. Despite the fact that consumers are aware that these are advertisements, many continue to click on these links, which may be a very powerful digital marketing tactic.

Pros:

1. It facilitates rapid advancement to the top level.

2. It is time-efficient.

Cons:

1. Targeting popular keywords can be pricey.
2. Most individuals are wary of adverts in search results and prefer to rely on organic search results.

4 Social media marketing

Social media marketing utilizes social media networks as a digital marketing medium. Ads can be purchased to reach a new audience, or you can build a profile for your business on any social media platform and produce posts to advertise new items and sales.

Which social media network you use will be determined by the type of newly produced information. You can either develop published material to reach a new audience or target an existing one. According to Pew Research, Instagram is the greatest platform for reaching audiences aged 25 to 29, and Facebook is ideal for reaching those aged 65 and up.

Pros:

1. High conversion rate.
2. Your efforts grow exponentially when people enjoy, comment, and share your work.
3. Facebook/Instagram advertisements enable you to target certain client segments and deliver your message to the appropriate people.

Cons:

1. Social media can be challenging. The algorithm varies from time to time. In addition, new material types are introduced on an ongoing basis.
2. Although posting on social media appears to be simple, it requires strategic planning and a sufficient amount of effort to do so regularly and effectively.

5 Affiliate and influencer marketing

Working with an affiliate or influencer might help you expand your audience reach by engaging with their existing followers. For an effective affiliate/influencer connection, aim to collaborate with someone who is well-known and respected in your field. They can write material that promotes your business or product and includes a link to your website. Every time a sale is made or a link is clicked, the influencer/affiliate earns a commission.

Pros:

1. You get access to the influencer's existing audience. So, you don't have to wait to create one yourself.
2. Associating with a popular celebrity assists you to gain genuine followers and customers.

Cons:

1. Partnering with influencers requires more than just spending a lot of money. You must choose the ideal influencer depending on your audience and business, and then find out authentic methods to collaborate with them.
2. There is growing distrust of influencers, therefore you must be cautious and open when paying them for promotions.

6. Email marketing

When someone visits your website or business, offer them to join your email list. You have their consent to send emails about sales, special events, or product releases. Email marketing is frequently underestimated, with Lyfe Marketing reporting that every dollar spent on email marketing generates around \$40 in sales.

The most crucial aspect of this digital marketing channel is to deliver value to your audience. Offer them exclusives that they won't find anywhere else, and you may create a mutually advantageous connection that will boost brand loyalty.

Pros:

1. This sort of digital marketing, unlike others, is not affected by changing algorithms.
2. Staying in constant communication with your email list allows you to establish relationships, and they are more likely to remember you when they make a purchase.

Cons:

1. Customers frequently do not open emails.
2. It becomes tough to develop ways to offer value so that customers do not unsubscribe.

7. Mobile marketing

According to Google data, 27% of people globally utilize mobile voice search. The mobile consumer journey is growing at an exponential rate. Immediacy is as important as loyalty in digital marketing, and smartphones are among the most immediate problem-solving partners available anywhere, at any time.

Mobile marketing is essential for firms that want to be in constant contact with their customers. It needs the marketer to adapt everything he does on the desktop to mobile. You must also be skilled in mobile-specific duties like in-app advertising, texting, and social messaging apps. It is especially vital for firms that cater to a younger clientele.

Pros:

1. Customers spend more time on mobile phones than desktops/laptops today. So, mobile marketing aids in reaching people where they spend the majority of their time.
2. It can be highly targeted using geo-fencing or specific audience segments.

Cons:

1. Smaller space than PCs.

2. Mobile advertisements have a poor click rate.
3. People loathe being interrupted by commercial messages when they are speaking.

8. Video marketing

In today's fast-paced world, short and concise films are more effective than text in attracting clients. Whether instructional or amusing, live or pre-recorded video content is an effective digital marketing tool. Every month, more than 2 billion individuals search for anything on YouTube. It is a promising opportunity to reach out to new customers, and video marketing methods have

a positive impact on the marketing funnel.

80% of customers use search engines and YouTube to learn about products and read reviews. 55% of shoppers do this before making a purchase.

Pros:

1. Videos may efficiently reach a large audience and elicit emotional responses.
2. They are more memorable than words or pictures.
3. Facebook, Instagram, and LinkedIn are all promoting video content to increase reach and engagement, and hence rank higher in search results.

Cons:

1. It can be difficult to capture viewers' attention in seconds. Users move fast to the next item in their feed.
2. Producing high-quality video content requires time, money, and skill.

9. Audio marketing

Radio has been a customer favorite since the Golden Age of commercial broadcasting. From the 1920s to the present day, a segment of the

population continues to listen to the radio on a regular basis, migrating from traditional radios to internet radio. Spotify and other channels contribute to the advancement of audio marketing. Audio marketing encompasses podcasts as well as smart home helpers like Google Home and Amazon Alexa.

Podcasts are becoming more popular, and they divert attention away from traditional radio programming. People prefer them for exercise or other mechanical tasks. To succeed with audio marketing, you must first understand your target audience's behaviors. Consider what activities they might conduct

while listening to your audios. This way, you may turn audio marketing into a significant sales potential for your brand.

Pros:

1. Audio marketing, whether through radio or podcasts, provides a simple on-demand option for a busy audience.
2. Audio information is easier and less expensive to produce than video.

Cons:

1. Multitasking listeners may become distracted and fail to follow through.
2. Marketing via smart home assistants is still in the experimental stage, with a high learning curve.
3. Reduced odds of an immediate return on investment.

10. Chatbot marketing

Use chatbots for customer interactions on websites, social media, and messaging apps. Chatbots can answer client questions, give information, and guide users through the sales process. Chatbot marketing has both advantages and cons, depending on how well it aligns with your business objectives and client preferences. Here are some advantages and disadvantages of chatbot marketing:

Pros:

1. **24/7 Availability:** Chatbots may respond to client inquiries immediately at any time of day or night, increasing customer satisfaction and engagement.
2. **Cost-effective:** Using chatbots can be less expensive than hiring extra customer service representatives. They can handle a high amount of questions without taking breaks or working extra.
3. **Efficiency and Speed:** Chatbots can deliver immediate responses and solutions, minimizing the amount of time clients have to wait for assistance. This can result in speedier issue response and a better customer experience.
4. **Consistency:** Chatbots provide consistent responses and information, which eliminates the possibility of human error in communication. This promotes brand consistency and correct information dissemination.

Cons:

1. **Chatbots lack empathy and emotional understanding** compared to human customer service agents. This can be a disadvantage in circumstances requiring empathy or knowledge of delicate topics.
2. **Learning Curve:** Creating and fine-tuning a chatbot involves both technical knowledge and time. Training the chatbot to handle different events and responses can be difficult.
3. **Technology Dependence:** Chatbot marketing is reliant on technology, and if the technology fails or malfunctions, it can result in bad customer experience and irritation.
4. **User Preferences:** Some users may prefer to speak with a human representative, particularly for difficult inquiries or emotional support.
5. **Scripted Interactions:** Chatbot responses are based on pre-set scripts, which can make interactions seem less authentic and impede the ability to handle unusual events. They may not grasp specific slang, regional accents, or cultural nuances, which can result in misunderstandings and misinterpretations.

11. Pay-per-click advertising (ppc)

Pay-Per-Click Advertising (PPC) is a digital advertising technique in which marketers pay a fee every time a user clicks on their ad. It is an efficient

method for driving targeted traffic to websites since advertisers can bid on keywords and demographics to reach their intended audience. PPC provides measurable results and helps businesses to manage their budget, making it a popular choice for online advertising campaigns.

12. Online PR and reputation management

This includes maintaining a company's web presence and public image. This includes monitoring social media, responding to customer criticism, and proactively establishing a positive online reputation. A effective online public relations plan can help organizations create credibility, increase customer trust, and reduce the impact of unfavorable reviews or incidents

13. Video marketing

Video marketing has gained popularity in recent years as a potent content marketing technique. It entails generating and sharing video content to engage and connect with audiences. Videos can be utilized for a variety of objectives, including product presentations, testimonials, narrative, and education. With the rise of platforms like YouTube and TikTok, video marketing now offers a varied and interesting option to reach a broad audience.

14. Instant message marketing

This type of marketing leverages messaging apps and platforms like WhatsApp, Facebook Messenger, and Slack to connect with customers in real-time. Businesses can use these platforms to provide customer support, send

promotional messages, and engage in personalized conversations. Instant message marketing allows for direct and immediate communication with customers, enhancing the customer experience and driving sales.

15. Virtual reality marketing

This form of marketing is a novel method that employs virtual reality technology to generate immersive and engaging brand experiences. Businesses can use virtual environments to present their products or services in a new and memorable way. Virtual reality marketing is particularly effective in areas such as gaming, real estate, and tourism, where immersive experiences have a substantial impact on consumer decision-making.

3.3 Advantages of Digital marketing for cosmetic products

1. Global reach

A website enables you to discover new markets and trade abroad for a minimal cost

2. Lower cost

A well-planned and targeted digital marketing strategy can reach the relevant customers at a significantly lesser cost than traditional marketing strategies.

3. Results are trackable and measurable

Measuring your internet marketing with web analytics and other online measure tools makes it easy to determine how successful your campaign was. You can get precise information about how customers use your website or react to your advertisements

4. Personalisation

If your client database is linked to your website, you can greet visitors with personalized offers. The more they buy from you, the more you can fine-tune your client profile and efficiently sell to them.

5. Openness

By getting involved in social media and managing it wisely, you may increase customer loyalty and establish a reputation for being simple to interact

6. Social currency

With digital marketing, you may use content marketing methods to develop compelling campaigns. This content (pictures, videos, and articles) has the potential to generate social value by being shared among users and going viral.

7. Improved conversion rates

If you have a website, your clients can always make a purchase with a few clicks. Unlike other forms of media that require individuals to stand up and make a phone call or visit a store, internet marketing may be smooth and immediate.

3.4 Disadvantages of Digital marketing for cosmetic products

1. Skills and training

You must guarantee that your employees have the necessary knowledge and competence to successfully implement digital marketing strategies. Tools, platforms, and trends change frequently, therefore you must stay current.

2. Time consuming

Optimizing internet advertising campaigns and developing marketing content can take a significant amount of work. Measure your performance to ensure a return on investment.

3. High competition

Digital marketing allows you to access a global audience, but it also exposes you to global competition. It can be difficult to distinguish out from competitors and get attention amid the countless communications directed at consumers online.

4. Complaints and feedback

Any bad feedback or criticism about your brand might be seen by your audience via social media and review websites. Providing great customer service online can be difficult. Negative comments or a failure to respond appropriately might harm your brand's reputation.

5. Security and privacy issues

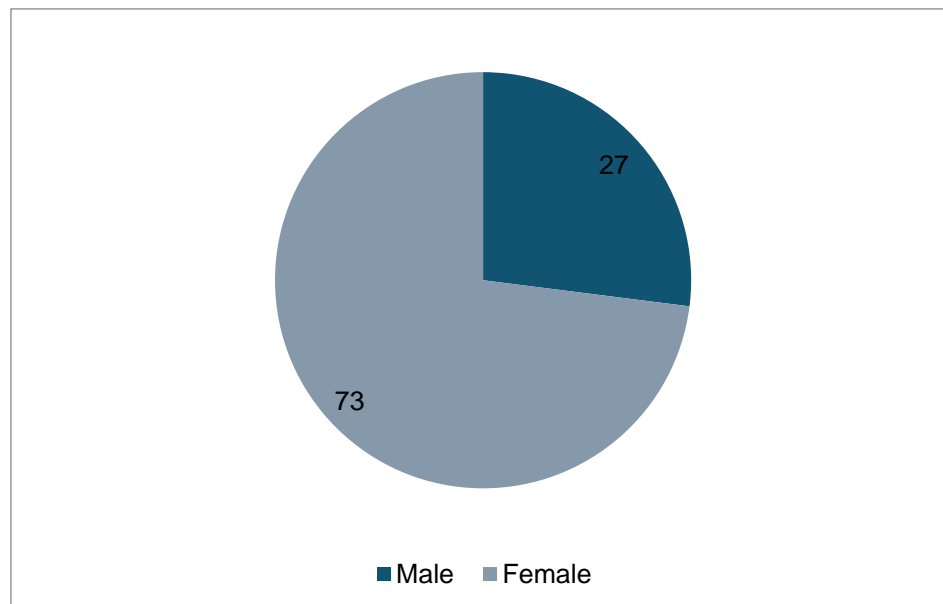
There are several legal considerations when collecting and exploiting customer data for digital marketing objectives. Take care to follow the rules governing privacy and data protection.

4.1 Gender

Table 4.1- Showing gender of respondents

Gender	Frequency	Percentage
Male	27	27
Female	73	73
Total	100	100

Figure 4.1- Gender of respondents



Interpretation:

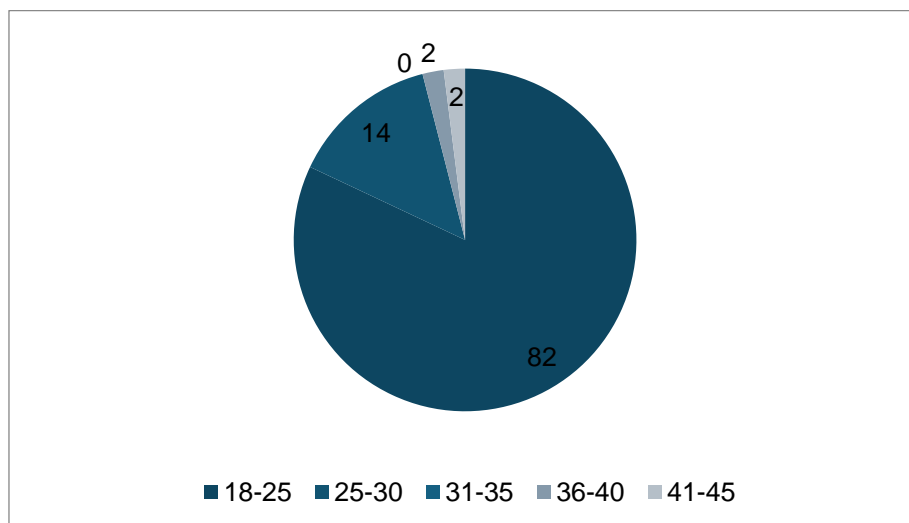
Fig 4.1 shows the majority of the respondents are female. They accounted for 73% of the respondents. It was found that 27% of the respondents are male. It is clear from the table that majority of the respondents are female.

4.2 Age

Table 4.2- Showing the age of the respondents

Age	Frequency	Percentage
18-25	41	82
25-30	7	14
31-35	0	0
36-40	1	2
41-45	1	2
Total	50	100

Figure 4.2- Showing the age of respondents



Interpretation:

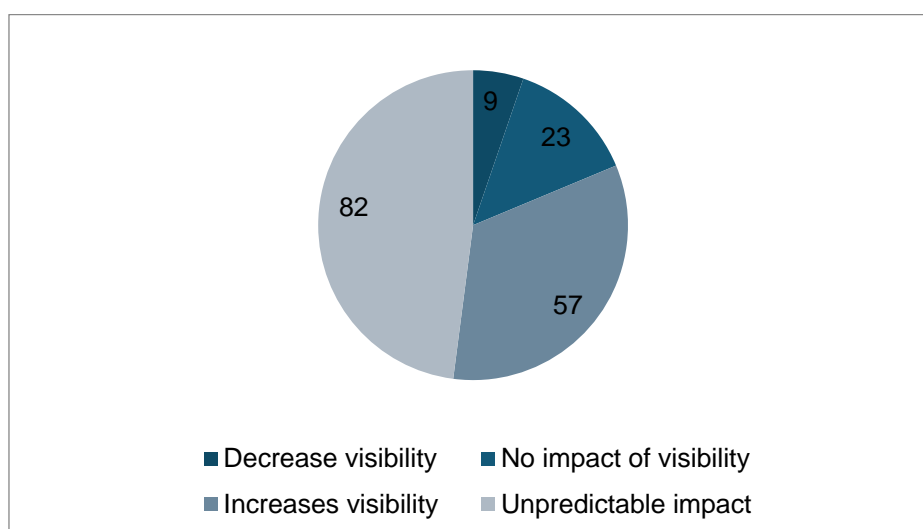
Fig 4.2 shows that 82% of the respondents belongs to 18-25 age and 2% belongs to two category of age group 36-40 and 41-45.

4.3 Impact the visibility of cosmetics products

Table 4.3- Showing impact the visibility of cosmetics products

Responses	Frequency	Percentage
Decrease visibility	9	9
No impact of visibility	23	23
Increases visibility	57	57
Unpredictable impact	11	11
Total	100	100

Figure 4.3-Showing impact the visibility of cosmetics products



Interpretation:

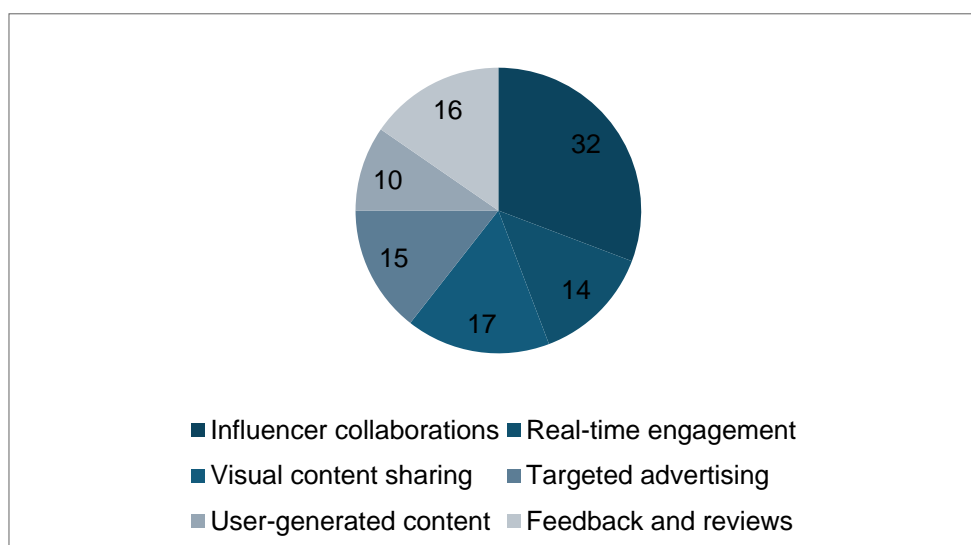
Fig4.3 shows 57% increase visibility on the visibility of the cosmetics products and 9% decreases the visibility of the cosmetics products

4.4 Role of social media

Table 4.4 – Showing role of social media play in promoting cosmetics

Responses	Frequency	Percentage
Influencer collaborations	32	32
Real-time engagement	14	14
Visual content sharing	17	17
Targeted advertising	15	15
User-generated content	10	10
Feedback and reviews	12	12
Total	100	100

Figure 4.4– Showing role of social media play in promoting cosmetics



Interpretation:

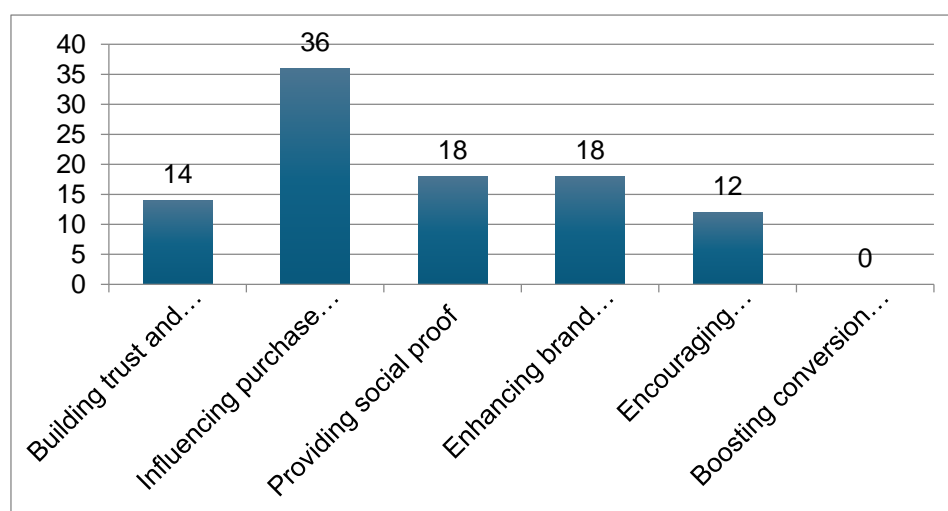
Fig 4.4 shows 32% of respondents believe in influencer collaborations and 10% of respondents believe in user generated content.

4.5 Online reviews and testimonials

Table 4.5- Showing online reviews and testimonials

Responses	Frequency	Percentage
Building trust and credibility	14	14
Influencing purchase decisions	36	36
Providing social proof	18	18
Enhancing brand Reputation	18	18
Encouraging customer engagement	12	12
Boosting conversion rates	2	2
Total	100	100

Figure 4.5- Showing online reviews and testimonials



Interpretation:

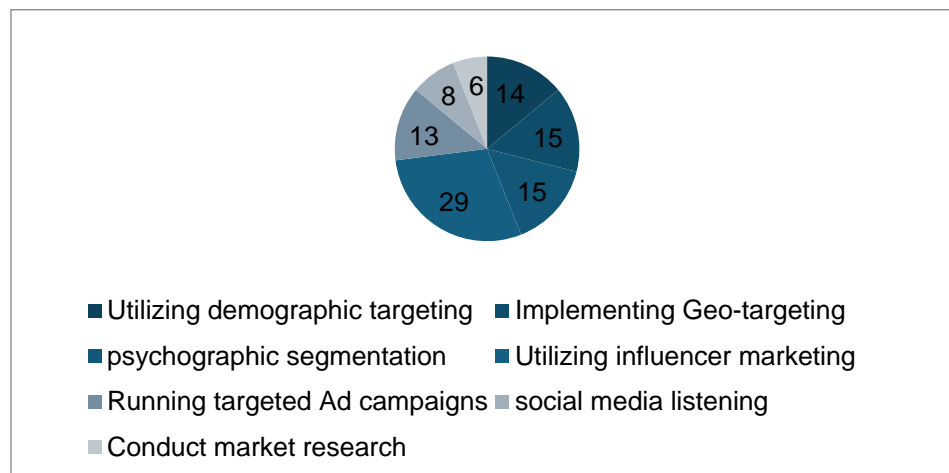
Fig4.5 shows 36% of respondents believe online reviews and testimonials influence purchasing decisions and 2% people in boosting convention rate

4.6 Strategies can be employed to target the right audience

Table 4.6- Showing strategies can be employed to target the right audience

Responses	Frequency	Percentage
Utilizing demographic targeting	14	14
Implementing Geo-targeting	15	15
Psychographic segmentation	15	15
Utilizing influencer marketing	29	29
Running targeted Ad campaigns	13	13
Social media listening	8	8
Conduct market research	6	6
Total	100	100

Figure 4.6- Showing strategies can be employed to target the right audience



Interpretation:

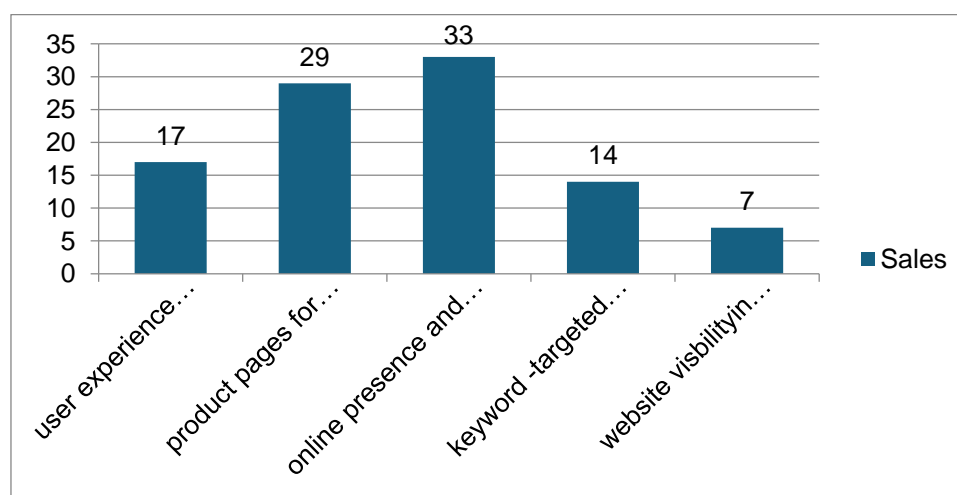
Fig 4.6 shows that 29% of the respondents utilizing influencer marketing and 6% of respondents are conduct market research.

4.7 Search Engine Optimization (SEO)

Table 4.7- Showing search engine optimization (SEO)

Respondents	Frequency	Percentage
User experience and site performance	17	17
product pages for search engines	29	29
online presence and brand awareness	33	33
keyword- targeted content ranking	14	14
website visibility in search results	7	7
Total	100	100

Figure 4.7 Search engine optimization (SEO)



Interpretation:

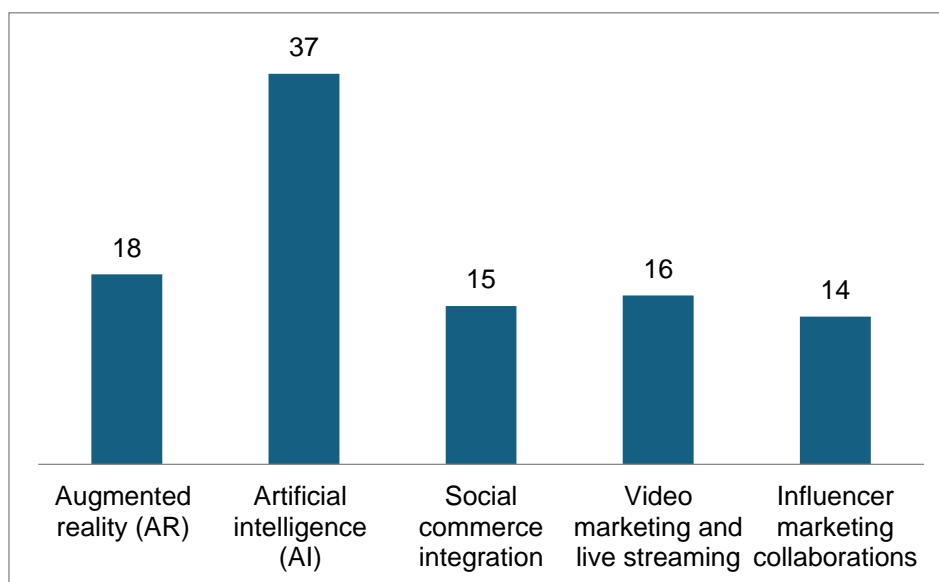
Fig 4.7 shows 33% Increasing online presence and brand awareness and 7% Improving website visibility in search results

4.8 -Trends or Emerging technologies

Table 4.8 – Showing Trends or Emerging Technologies

Responses	Frequency	Percentage
Augmented reality (AR)	18	18
Artificial intelligence (AI)	37	37
Social commerce integration	15	15
Video marketing and live streaming	16	16
Influencermarketing	14	14
Total	100	100

Figure 4.8 -Trends or Emerging Technologies



Interpretation:

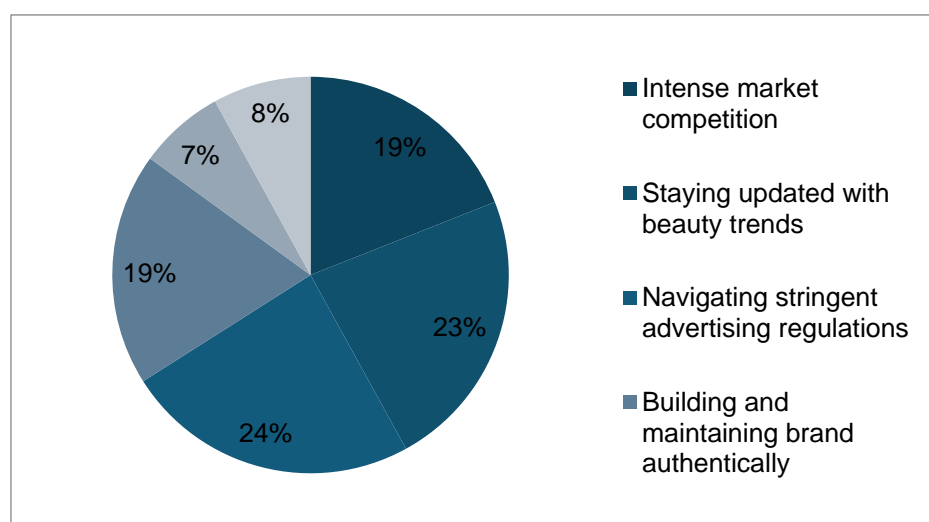
The result shows that 37% of respondents believe in artificial intelligence for personalized recommendations and 14% influencer market collaborations.

4.9 Challenges do cosmetics brands commonly face

Table 4.9- Showing challenges do cosmetics brands commonly face

Response	Frequency	Percentage
Intense market competition	19	19
Staying updated with beauty trends	23	23
Stringent advertising regulations	24	24
Building and maintaining brand	19	19
Managing influencer relationships	7	7
Balancing online and offline	8	8
Total	100	100

Figure 4.9- Showing challenges do cosmetics brands commonly face



Interpretation:

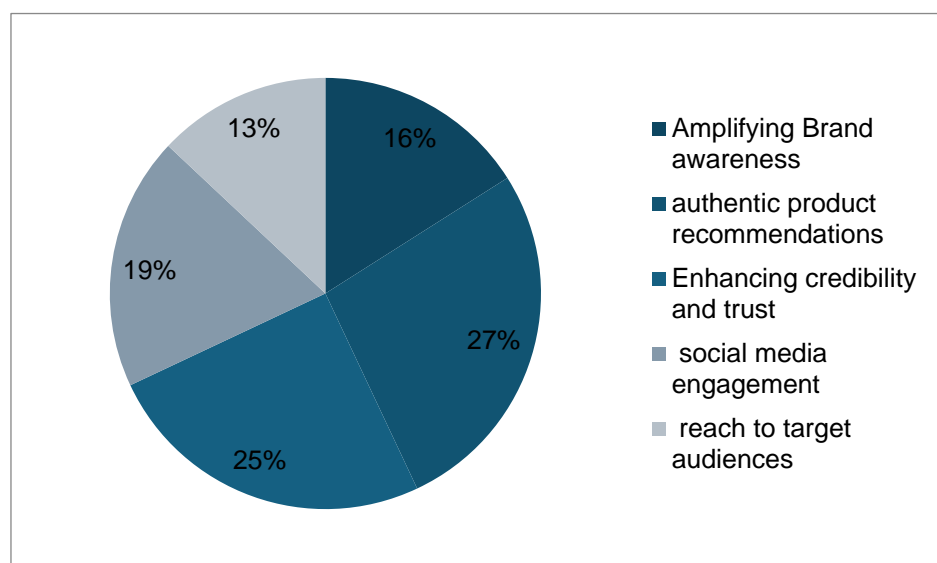
From the results 24% says that navigating stringent advertising regulations and 7% says they face managing influencer relationship

4.10 Trend or Emerging technologies impact on promotion of cosmetics

Table 4.10- Showing impact on promotion of cosmetics

Responses	Frequency	Percentage
Amplifying Brand awareness	16	16
authentic product recommendations	27	27
Enhancing credibility and trust	25	25
Increasing social media engagement	19	19
Reach to target audiences	13	13
Total	100	100

Figure 4.10 Impact on promotion of cosmetics



Interpretation:

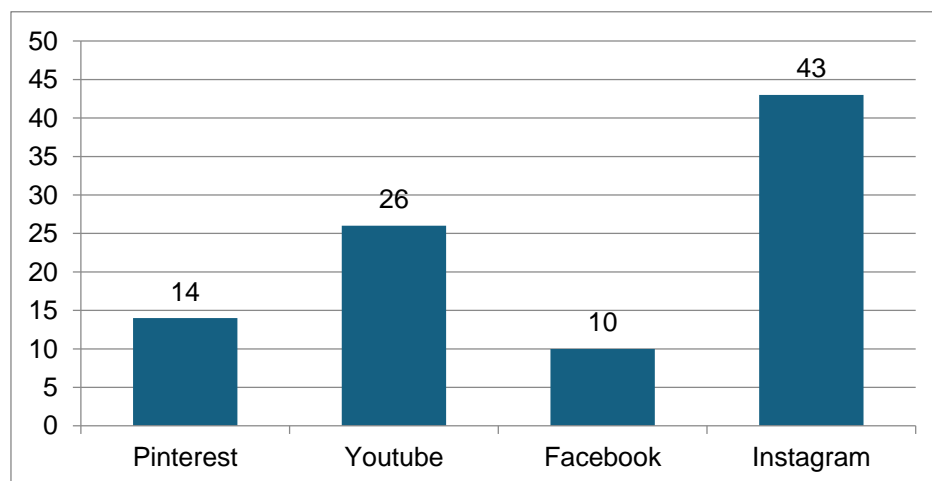
The result shows 27% says leveraging authentic product recommendations and 10% says they impact on expanding reach to target audience

4.11 Specific platforms that proves more effective for cosmetics

Table 4.11- Showing specific platforms that prove more effective for cosmetics

Response	Frequency	Percentage
Pinterest	21	21
YouTube	26	26
Facebook	10	10
Instagram	43	43
Total	100	100

Figure 4.11- Showing specific platforms that prove more effective for cosmetics



Interpretation:

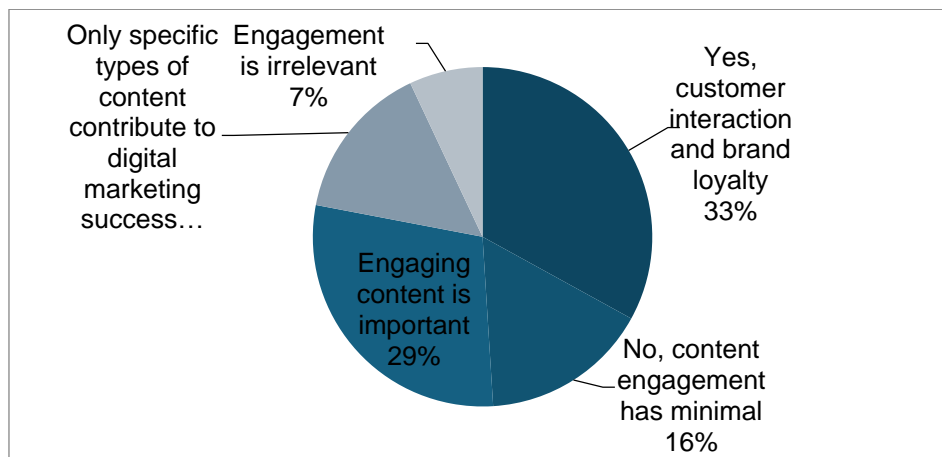
Result shows that 43% of people says Instagram is more effective and 10% vote for facebook

4.12 Correlation between engaging content and the success of cosmetics

Table 4.12- Showing correlation between engaging content and the success of cosmetics

Response	Frequency	Percentage
Yes, customer interaction and brand loyalty	33	33
No, content engagement has minimal impact	16	16
Engaging content is important	29	29
Only specific types of content contribute	15	15
Engagement is irrelevant	7	7
Total	100	100

Figure 4.12 - Showing correlation between engaging content and the success of cosmetics



Interpretation:

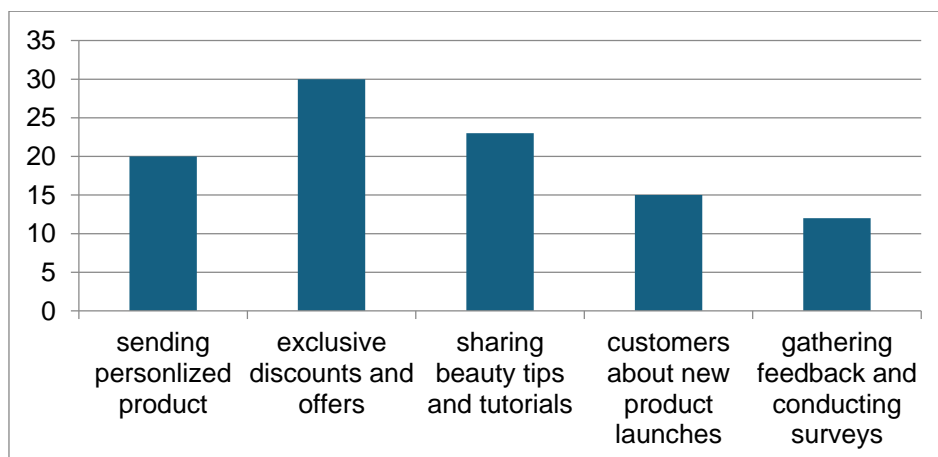
33% respondents say that engaging content enhance customer interaction and brand royalty and 7% says engagement is irrelevant

4.13 Contribution of email marketing to customer retention in the cosmetics industry

Table 4.13- Showing Contribution of email marketing to customer retention in the cosmetics industry

Response	Frequency	Percentage
Sending personalized product	20	20
Exclusive discounts and offers	30	30
Sharing beauty tips and tutorials	23	23
Customers about new product launches	15	15
Gathering feedback and conducting surveys	12	12
Total	100	100

Figure 4.13- showing contribution of email marketing to customer retention in the cosmetics industry



Interpretation:

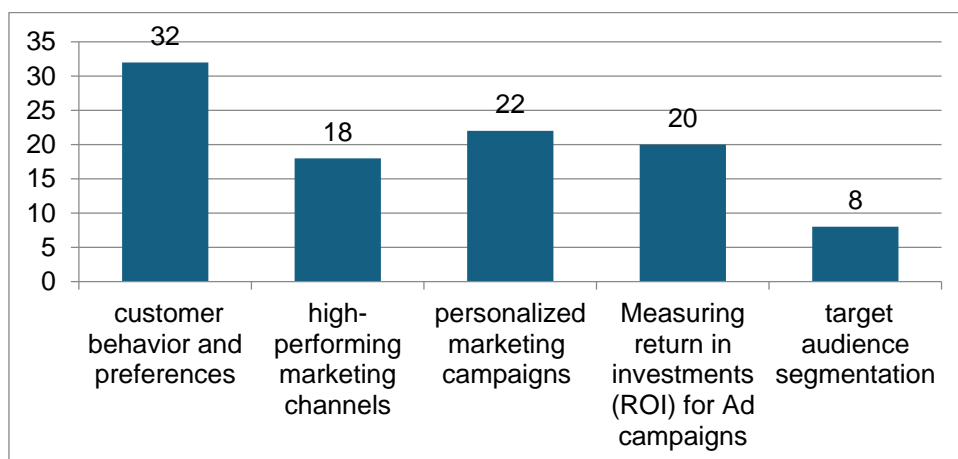
Result shows 30% respondents believe in providing exclusive discounts and offers and 12% believe in gathering feedback and conducting surveys

4.14 Role of data analytics play in optimizing digital marketing strategies

Table 4.14- Showing role of data analytics play in optimizing digital marketing strategies

Response	Frequency	Percentage
Customer behavior and preferences	32	32
High- performing marketing channels	18	18
Personalized marketing campaigns	22	22
Measuring return in investments (ROI)	20	20
Refining target audience segmentation	8	8
Total	100	100

Figure 4.14- Showing role of data analytics play in optimizing digital marketing strategies



Interpretation:

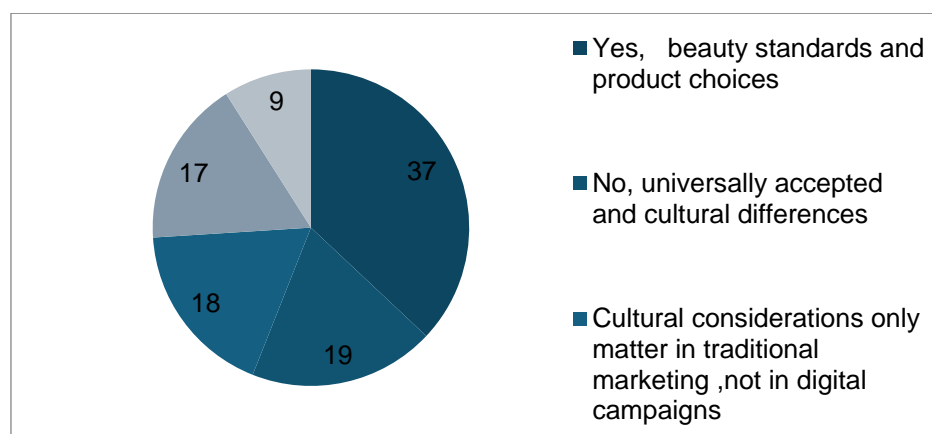
32% of respondents say that data analytics play a role in analyzing customer behavior and preferences and 8% say it has fewer roles in refining target audience segmentation

4.15 Cultural considerations should be taken into global digital marketing

Table 4.15- Showing cultural considerations should be taken into global digital marketing

Response	Frequency	Percentage
Yes, beauty standards and product choices	37	37
No,universally accepted and cultural differences	19	19
Traditional marketing not in digital campaigns	18	18
Cultural aspects are relevant	17	17
Global campaigns ignore cultural nuances	9	9
Total	50	100

Figure 4.15- Showing cultural considerations should be taken into global digital marketing



Interpretation:

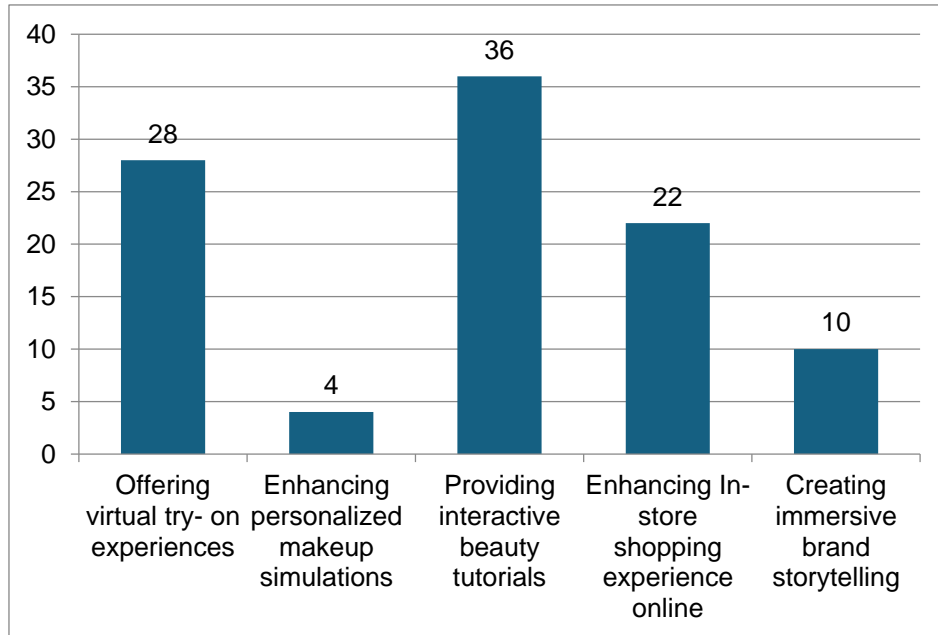
37% of people believe in cultural preferences has an impact on beauty standards and 9% believe that global campaign should ignore cultural nuisance

4.16 Effect augmented reality (AR) or virtual reality (VR)

Table 4.16- Showing effect augmented reality (AR) or virtual reality (VR)

Responses	Frequency	Percentage
Offering virtual try- on experiences	28	28
personalized makeup simulations	4	4
Providing interactive beauty tutorials	36	36
In-store shopping experience online	22	22
Creating immersive brand storytelling	10	10
Total	100	100

Figure 4.16- Showing effect augmented reality (AR) or virtual reality (VR)



Interpretation:

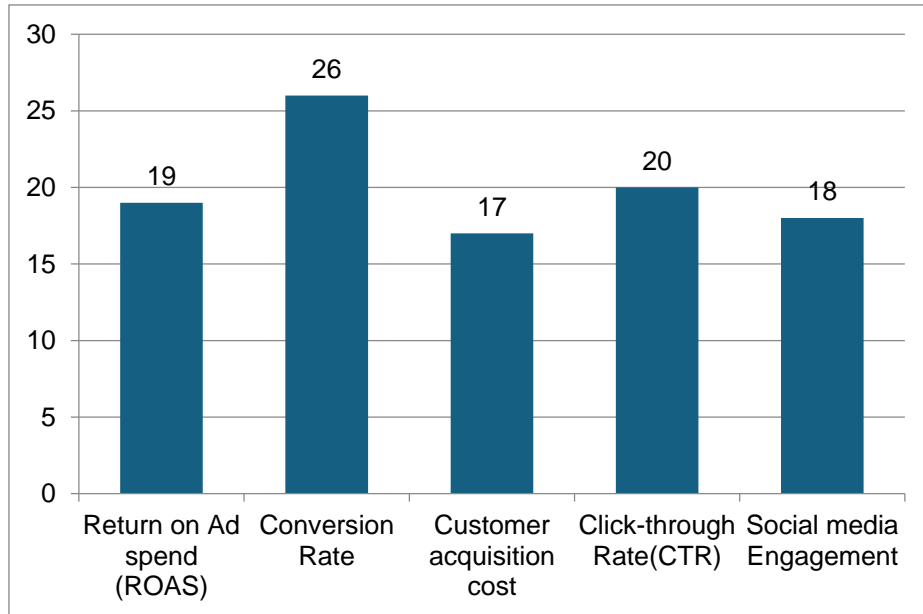
36% respondents says that AR and VR provide interactive beauty tutorials and 4% says it enhance personalized makeup simulations

4.17 Key metrics to measure the ROI of digital marketing

Table 4.17- Showing key metrics to measure the ROI of digital marketing

Response	Frequency	Percentage
Return on Ad spend (ROAS)	19	19
Conversion Rate	26	26
Customer acquisition cost	17	17
Click-through Rate (CTR)	20	20
Social media Engagement	18	18
Total	100	100

Figure 4.17- Showing key metrics to measure the ROI of digital marketing



Interpretation:

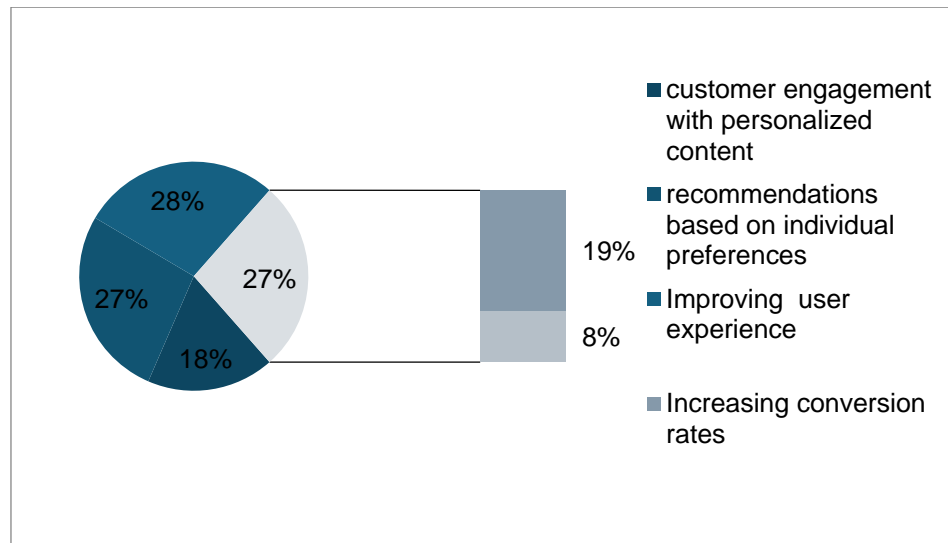
26% of respondents says conversion rate is the key metrics to measure ROI and 17% says customer acquisition cost is the key metrics.

4.18 Contribution of personalization contribute to the effectiveness of digital marketing

Table 4.18- Showing contribution of personalization contribute to the effectiveness of digital marketing

Response	Frequency	Percentage
Customer engagement with personalized content	18	18
Recommendations on individual preferences	27	27
Improving user experience	28	28
Increasing conversion rates	19	19
Building customer loyalty	8	8
Total	100	100

Figure 4.18- Showing contribution of personalization contribution to the effectiveness of digital marketing



Interpretation:

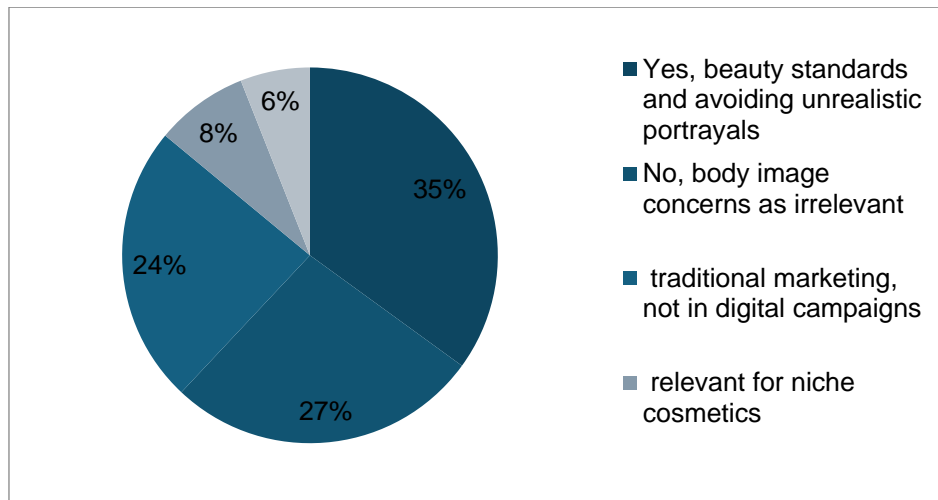
28% of respondents say personalized contribution increase user experience through personalized marketing campaigns and 8% says it build customer loyalty

4.19 Ethical considerations in digital marketing

Table 4.19- Showing ethical considerations in digital marketing

Response	Frequency	Percentage
Yes, beauty standards and avoiding portrayal	35	35
No, body image concerns as irrelevant	27	27
Traditional marketing, not in digital campaigns	24	24
Relevant for niche cosmetics	8	8
Ignoring body image	6	6
Total	100	100

Figure 4.19- Showing ethical considerations in digital marketing



Interpretation:

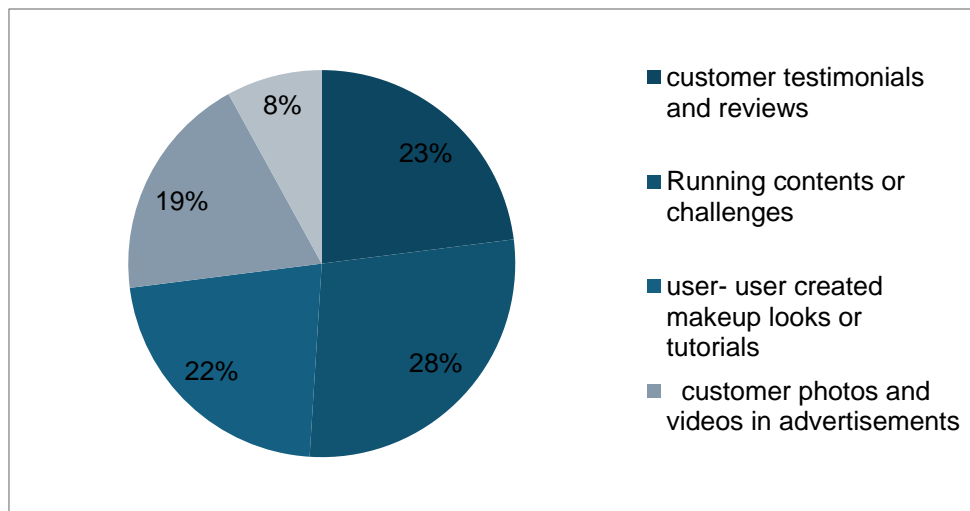
35% of respondents says ethical consideration promote diverse beauty standards and 6% says ignoring body image concerns can enhance market effectiveness

4.20 Use of user-generated content be leveraged in cosmetics

Table 4.20- Showing use of user-generated content be leveraged in cosmetics

Response	Frequency	Percentage
Customer testimonials and reviews	23	23
Running contents or challenges encouraging	28	28
User- user created makeup looks or tutorials	22	22
Customer photos and videos in advertisements	19	19
Creating user spotlight stories	8	8
Total	100	100

Figure 4.20- Showing use of user-generated content be leveraged in cosmetics



Interpretation:

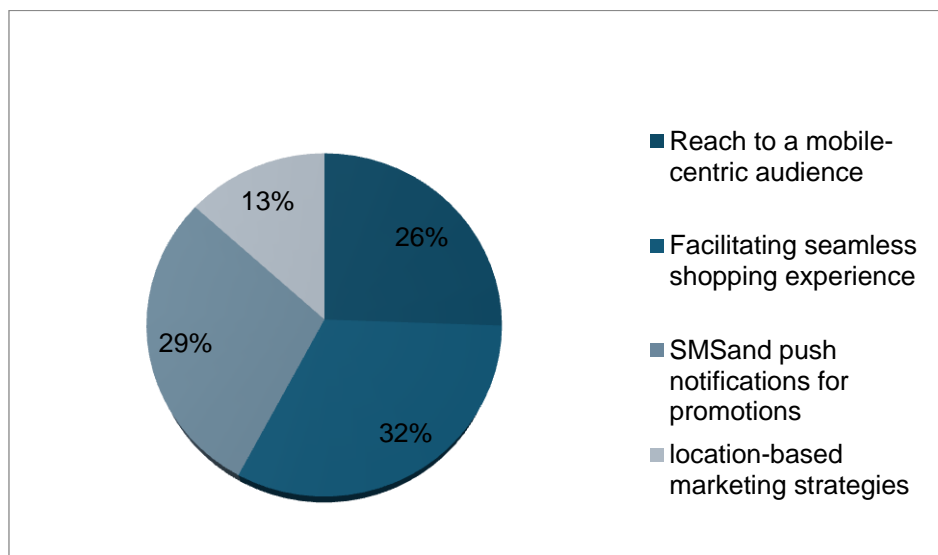
Result shows that 28% believe running contents and 8% believe in creating user spotlight stories on social media.

4.21 Impact of mobile marketing on the promotion of cosmetics

Table 4.21-Showing impact of mobile marketing on the promotion of cosmetics

Responses	Frequency	Percentage
Reach to a mobile-centric audience	23	23
Facilitating seamless shopping experience	29	29
SMS and push notifications for promotions	26	26
location-based marketing strategies	12	12
mobile-friendly content for Ad	10	10
Total	100	100

Figure 4.21-Showing impact of mobile marketing on the promotion



Interpretation:

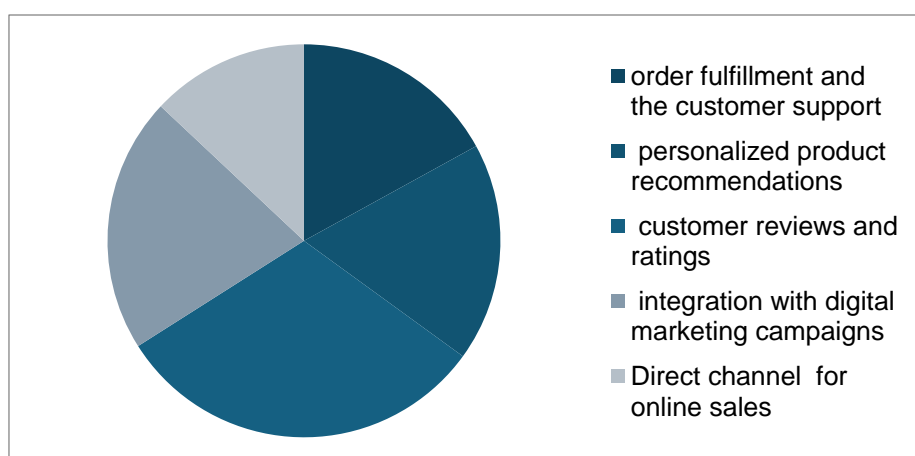
29% of respondents believe facilitating seamless shopping experience through mobile apps and 10% believe it leverage mobile-friendly content for ad companies

4.22 E-commerce platforms contribution

Table 4.22-Showing e-commerce platforms contribution

Responses	Frequency	Percentage
Order fulfillment and the customer support	17	17
Personalized product recommendations	18	18
Facilitating customer reviews and ratings	31	31
Enabling integration with digital marketing	21	21
Direct channel for online sales	13	13
Total	100	100

Figure 4.22- Showing e-commerce platforms contribution



Interpretation:

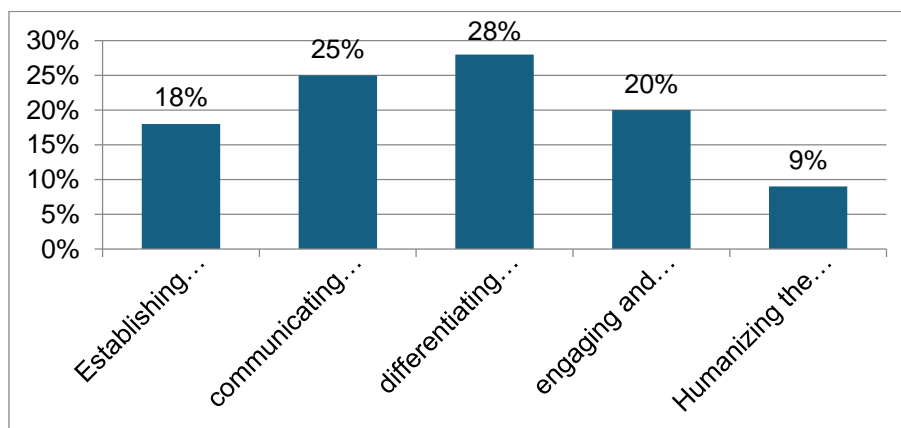
31% of respondents says e-commerce facilitate customer reviews and ratings and 13% it providing a direct channel for online sales

4.23 Role of storytelling play in creating a brand

Table 4.23- Showing role of storytelling play in creating a brand

Responses	Frequency	Percentage
Emotional connections with consumers	18	18
Communicating brand values and mission	25	25
Brand in a saturated market	28	28
Engaging and target audience	20	20
Humanizing brand and building trust	9	9
Total	100	100

Figure 4.23- Showing role of storytelling play in creating a brand



Interpretation:

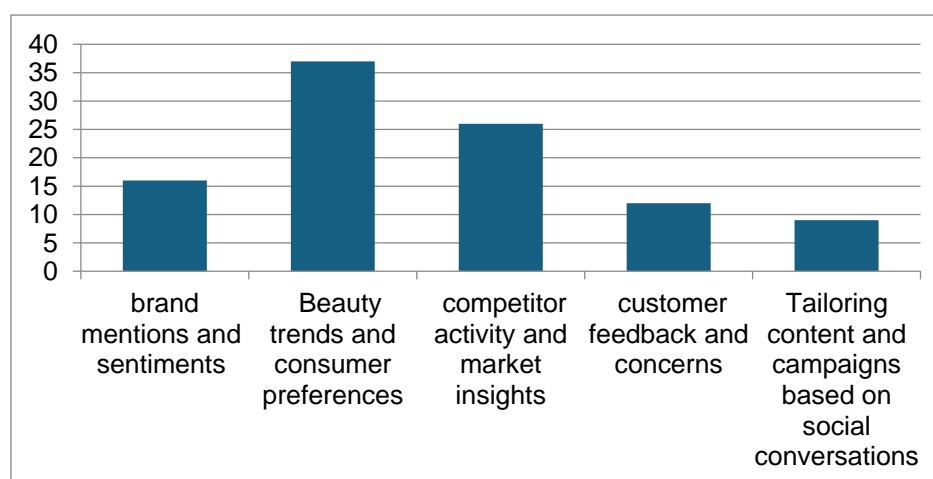
Result shows that 26% of respondents says story differentiating the brand in a saturated market and 9% says it humanize the brand and builds trust.

4.24 Social listening be utilized to enhance digital marketing

Table 4.24-showing social listening be utilized to enhance digital marketing

Responses	Frequency	Percentage
Brand mentions and sentiments	16	16
Beauty trends and consumer preferences	37	37
Competitor activity and market insights	26	26
Customer feedback and concerns	12	12
Tailoring content and campaigns	9	9
Total	100	100

Figure 4.24-Showing social listening be utilized to enhance digital marketing



Interpretation:

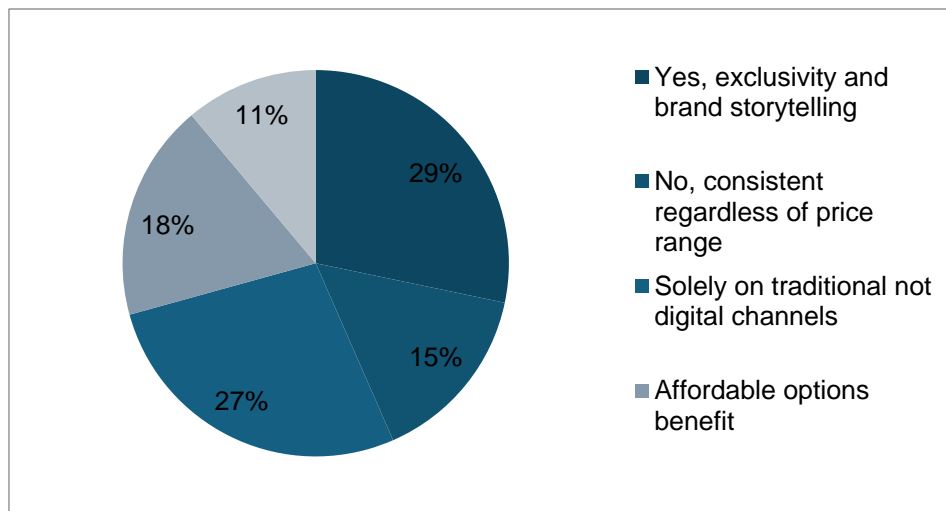
46% of respondents says that identifying emerging beauty trends and consumer preferences and 9% it tailoring content and campaigns based on social conversations.

4.25 Difference in the effectiveness of digital marketing

Table 4.25-Showing difference in the effectiveness of digital marketing for luxury cosmetics versus more affordable

Responses	Frequency	Percentage
Yes, exclusivity and brand storytelling	28	28
No, consistent regardless of price range	15	15
Solely on traditional not digital channels	27	27
Affordable options benefit	19	19
Depends on the target audience	11	11
Total	100	100

Figure 4.25-Showing difference in the effectiveness of digital marketing for luxury cosmetics versus more affordable



Interpretation:

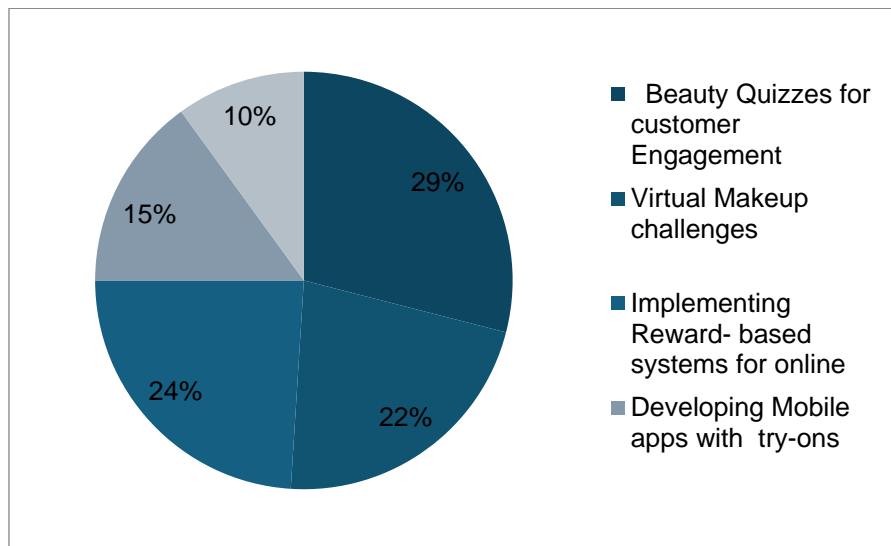
28% of respondents say luxury cosmetics may focus more on exclusivity and brand storytelling and 11% the effectiveness depends on the target audience

4.26 Gamification be integrated into digital marketing

Table 4.26 Showing-gamification be integrated into digital marketing

Responses	Frequency	Percentage
Beauty Quizzes for customer Engagement	29	29
Virtual Makeup challenges	22	22
Implementing Reward- based for online	24	24
Developing Mobile apps with try-ons	15	15
Incorporating cosmetics-themed games	10	10
Total	100	100

Figure 4.26 Showing-gamification be integrated into digital marketing



Interpretation:

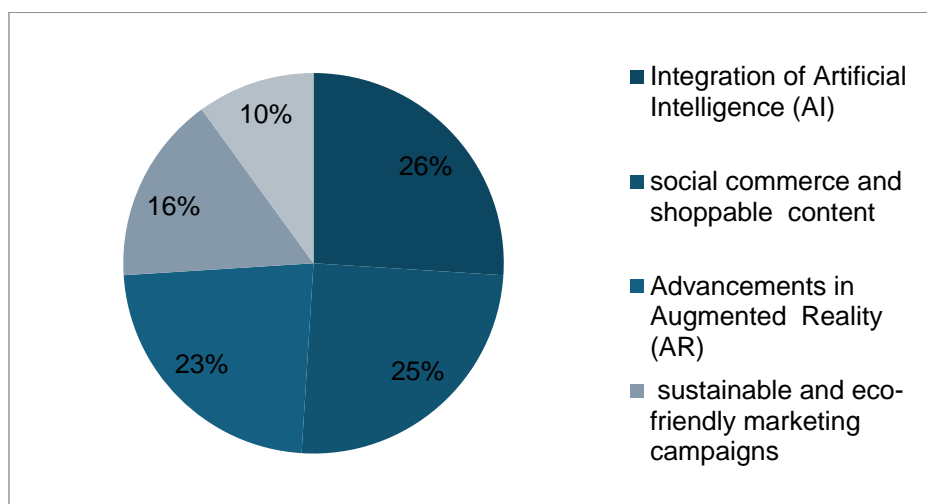
29% of respondents says gamification launch interactive beauty quizzes for customer engagement and 10% it incorporates cosmetics themed games on social media

4.27 The future prospects and potential innovations

Table 4.27-Showing the future prospects and potential innovations

Responses	Frequency	Percentage
Integration of Artificial Intelligence (AI)	26	26
social commerce and shoppable content	25	25
Advancements in Augmented Reality (AR)	23	23
Sustainable and eco-friendly marketing campaigns	16	16
Rise of voice search optimization	10	10
Total	100	100

Figure 4.27-Showing the future prospects and potential innovations



Interpretation:

26% of respondents believe in integration of AI for personalized beauty recommendations and 10% believe in rise of voice search optimization for cosmetic products .

4.28 Testing of Hypothesis using Chi-Square

4.28 Age and specific platforms:

HO: There is no significant difference between Age and specific platforms

H1: There is relationship between Age and specific platforms

Age * 9 Are there specific platforms that prove more effective for cosmetics digital marketing? Crosstabulation

	9 Are there specific platforms that prove more effective for cosmetics digital marketing?				Total
	Facebook	instagram	pinterest	youtube	
18-25	0	29	8	15	52
25-30	6	9	2	5	22
Age 31-35	7	2	2	2	13
36-40	3	3	2	4	12
41-45	1	0	0	0	1
Total	17	43	14	26	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.719 ^a	12	.001
Likelihood Ratio	37.006	12	.000
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .14.

Interpretation: The relationship between technologies and cosmetics brand is tested using Chi square, where P value is lesser than 0.05 that is $.005 < 0.05$ hence null hypothesis is accepted and alternative hypothesis is rejected thus there is relationship between age and specific platforms

4.29 Testing of Hypothesis using Chi-Square

4.29 E-commerce platforms and Trends or emerging technologies:

HO: There is no significant difference between E-commerce platforms and Trends or emerging technologies

6 which trends or emerging technologies in digital marketing ? * 20 How do e-commerce platforms contribute to the success of digital marketing ? Crosstabulation

Count

		20 How do e-commerce platforms contribute to the success of digital marketing ?					Total
		digital marketing campaigns	customer reviews and ratings	personalized product	direct channel for online sales	order fulfillment and customer support	
6 trends or emerging technologies in digital marketing ?	Artificial intelligence	10	11	6	3	7	37
	Augmented reality	1	8	5	0	4	18
	influencer marketing	4	6	3	1	0	14
	social commerce	3	4	1	4	3	15
	video making	4	4	3	2	3	16
Total		22	33	18	10	17	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.103 ^a	16	.446
Likelihood Ratio	19.986	16	.221
N of Valid Cases	100		

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is 1.40.

H1: There is relationship between C technologies

Interpretation: The relationship between technologies and cosmetics brand is tested using Chi square, where P value is greater than 0.05 that is $446 > 0.05$ hence null hypothesis is rejected and alternative hypothesis is accepted thus there is relationship between E-commerce platforms and Trends or emerging

5.1 Findings

- Majority of responses is increases visibility of cosmetics products online
- Most of them are females, 73 percentage are female and 26 percentage are male.
- Majority of responses is from age between 18-25 .
- 32 % of responses suggest that social media play influence collaboration in promoting cosmetics through digital marketing and only 10 % suggest user generated content.
- The study reveals that 36 % of responses influencing purchasing decisions and 2 %responses in boosting conversation rates.
- Majority of responses utilizing influencers marketing and only 6 % responses use conduct market research.
- 29 % of responses use optimizing product pages for search engines and only 7 % of responses use improving website visibility in search result for the effectiveness in SEO.
- 37 % of responses use Artificial intelligence for personalization recommendation digital marketing and only 14 % use influencer market collaborations.
- 24 % of responses navigating stringent advertising regulations and only 7 % face responses face managing influencer relationship.
- 27 % of responses impact increase leveraging authentic product recommendations but only 10 % re reaches target audience.
- Most of responses choose Instagram for more effective digital marketing and only 10 % choose Facebook.
- 33 % of responses believe there is an engaging interaction and brand loyalty and only 7 % responses engagement is irrelevant the focus should be solely on product features.
- Majority of responses believe in exclusive discounts and offers for customer retention and only 12 % are gathering feedback and conducting surveys.

- 32 % of responses analysing customer behaviour and preferences role played by data analytics and only 8 % has fewer roles in refining target audience segmentation.
- 37 % of responses considered the culture preferences impact beauty standard and only 9 % global campaigns should ignore cultural nuances to maintain consistency
- Most enhancing interactive beauty tutorials in AR or VR and only 4 % of responses personalized makeup simulations.
- 26 % of responses use conversion rate metrics to measure and only 17 % of responses customer acquisition cost is the key metrics.
- 28 % of responses contribution increase user experience through personalized marketing campaigns and only 8 % building customer loyalty through personalized communication.
- Majority of responses are ethical in promoting diverse beauty standard and only 6 % of responses are ignoring body image concerns can enhance marketing.
- 28 % of responses are running contents or challenges encouraging user participation and only 8 % creating users spotlight stories on social media.
- 29 % respondents believe facilitating seamless shopping experience through mobile apps and only 10 % of responses have leveraging mobile friendly content for AD campaign.
- 31 % says e-commerce facilitates customer reviews and the customer and only 13 % of responses contribute providing a direct channel for online sales.
- Most of the respondents says story differentiating the brand in a saturated market and only 9 % of responses humanizing the brand and building trust
- 46 % of responses identifying emerging beauty trends and consumer participation and only 9 % of respondents tailoring content and campaigns based on social conversations.
- 28 % of responses say luxury cosmetics may focus more on exclusivity and brand storytelling and only 11 % of the effectiveness depends on the target audience not the price range.

- 29 % of responses suggest launching interactive beauty quizzes for consumer engagement and only 8 % of responses incorporating cosmetics themed game on social media
- Driving industry trends. Online advertising has facilitated a more personalized and interactive experience for consumers, allowing them to explore and engage with cosmetic products in innovative Out of total respondents, 29 percentage of responses integration of artificial intelligence for personalized beauty for future prospects and only 10 percentage of responses rise of voice search optimization for cosmetic products.

5.2 Suggestions

This study seeks to determine the impact of digital marketing on cosmetic items. The findings of this study may be valuable to future students and professors conducting similar studies. Here are a few recommendations for online advertising:

- Digital marketing only increases brand loyalty. Consumers are not focused on the features of new products. Marketing should be done in a way that highlights the features of new products.
- The data indicate that digital marketing mostly targets a specific audience. More techniques should be implemented to focus on the people who influence the price range.
- Customers prefer individualized product recommendations over discounts, beauty tips, tutorials, etc. Companies should concentrate on providing tailored emails.

5.3 Conclusion

To summarize, the impact of digital marketing on cosmetic items is unquestionably enormous, with a critical role in molding customer views,

influencing purchasing decisions, and driving industry trends. Consumers can now discover and engage with beauty items in creative ways thanks to digital marketing, which has made the experience more personalized and interactive. Social media platforms, influencers, and targeted advertising efforts have created a virtual environment in which trends can originate and spread quickly, influencing consumer preferences and expectations.

The findings of the study confirm that digital marketing has a significant impact on beauty items. It influences purchasing decisions and brand loyalty. However, it exclusively promotes a few brands and does not emphasize on the benefits of cosmetic items. According to the findings, digital marketing focuses solely on the target demographic, rather than those who consider price range. Cosmetic items can boost their sales, target demographic, and features through effective internet marketing.

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Name*

QUESTIONNAIRE

Gender*

- ☐ Male
- ☐ Female

Age*

1. How does digital marketing impact the visibility of cosmetics products online?

- ☐ Decreases visibility
- ☐ No impact of visibility
- ☐ Increases visibility
- ☐ Unpredictable impact

2. What role do social media play in promoting cosmetics through digital marketing?

- ☐ Increasing brand visibility
- ☐ Influencer collaborations
- ☐ Real-time engagement
- ☐ Visual content sharing
- ☐ Targeted advertising
- ☐ User- generated content
- ☐ Feedback and reviews

3. How do online reviews and testimonials influence the success of cosmetics digital marketing?

- ☐ Building trust and credibility
- ☐ Influencing purchase decisions
- ☐ Providing social proof
- ☐ Enhancing brand reputation
- ☐ Encouraging customer engagement
- ☐ Boosting conversion rates

4 .What strategies can be employed to target the right audience in digital marketing for cosmetics?

- ☐ Utilizing demographic targeting
- ☐ Implementing Geo-targeting
- ☐ Leveraging psychographic segmentation
- ☐ Utilizing influencer marketing
- ☐ Running targeted Ad campaigns

- Engaging in social media listening
- Conduct market research

5. How does search engine optimization (SEO) contribute to the effectiveness of digital marketing for cosmetics?

- Improving user experience and site performance
- Optimizing product pages for search engines
- Increasing online presence and brand awareness
- Boosting keyword- targeted content ranking
- Improving website visibility in search results

6. Which trends or emerging technologies in digital marketing that particularly beneficial for cosmetics brands?

- Augmented reality (AR) for virtual try-ons
- Artificial intelligence (AI) For personalized Recommendations
- Social commerce integration
- Video marketing and live streaming
- Influencer marketing collaborations

7. What challenges do cosmetics brands commonly face in implementing successful digital marketing campaigns?

- Intense market competition
- Staying updated with beauty trends
- Navigating stringent advertising regulations
- Building and maintaining brand authentically
- Managing influencer relationships
- Balancing online and offline presence

8. How do influencers impact the promotion of cosmetics through digital channels?

- Amplifying Brand awareness
- Leverage authentic product recommendations
- Enhancing credibility and trust
- Increasing social media engagement
- Expanding reach to target audiences

9. Are there specific platforms that prove more effective for cosmetics digital marketing?

- Pinterest
- Youtube
- Facebook
- Instagram

10. Is there a correlation between engaging content and the success of cosmetics digital marketing efforts?

- Yes, engaging content enhances customer interaction and brand loyalty
- No, content engagement has minimal impact in digital marketing success
- Engaging content is important, but its correlation with success is uncertain
- Only specific types of content contribute to digital marketing success
- Engagement is irrelevant, the focus should be solely on product features

11. How does email marketing contribute to customer retention in the cosmetics industry?

- Sending personalized product recommendations
- Providing exclusive discounts and offers
- Sharing beauty tips and tutorials
- Notifying customers about new product launches
- Gathering feedback and conducting surveys

12. What role does data analytics play in optimizing digital marketing strategies for cosmetics?

- Analyzing customer behavior and preferences
- Identifying high-performing marketing channels
- Tailoring personalized marketing campaigns
- Measuring return in investments (ROI) for Ad campaigns
- Refining target audience segmentation

13. Are there cultural considerations that should be taken into account in global digital marketing campaigns for cosmetics?

- Yes, cultural preferences impact beauty standards and product choices
- No, cosmetics are universally accepted, and cultural differences don't matter
- Cultural considerations in traditional marketing, not in digital campaigns
- Cultural aspects are relevant only for niche cosmetics, not for mainstream brands
- Global campaigns should ignore cultural nuances to maintain consistency

14. How can augmented reality (AR) or virtual reality (VR) enhance the digital marketing experience for cosmetics consumers?

- Offering virtual try- on experiences
- Enhancing personalized makeup simulations
- Providing interactive beauty tutorials
- Enhancing In-store shopping experience online
- Creating immersive brand storytelling

15. What are the key metrics to measure the ROI of digital marketing efforts for cosmetics products?

- Return on Ad spend (ROAS)
- Conversion Rate
- Customer acquisition cost
- Click-through Rate(CTR)
- Social media Engagement

16. How does personalization contribute to the effectiveness of digital marketing in the cosmetics industry?

- Enhancing customer engagement with personalized content
- Tailoring product recommendations based on individual preferences
- Improving user experience through personalized marketing campaigns
- Increasing conversion rates by delivering relevant offers
- Building customer loyalty through personalized communication

17. Are there ethical considerations in digital marketing for cosmetics, such as body image of concerns?

- Yes, promoting beauty standards and avoiding unrealistic portrayals is crucial
- No, marketing messages are attractive, body image concerns as irrelevant
- Ethical considerations only in traditional marketing, not in digital campaigns
- These concerns are only relevant for niche cosmetics demographics
- Ignoring body image concerns can enhance marketing effectiveness

18. How can user-generated content be leveraged in cosmetics digital marketing campaigns?

- Showcasing customer testimonials and reviews
- Running contents or challenges encouraging user participation
- Featuring user- user created makeup looks or tutorials
- Incorporating customer photos and videos in advertisements
- Creating user spotlight stories on social media

19. What impact does mobile marketing have on the promotion of cosmetics products?

- Expanding reach to a mobile-centric audience
- Facilitating seamless shopping experience through mobile apps
- Utilizing SMS and push notifications for promotions
- Enhancing location-based marketing strategies
- Leveraging mobile-friendly content for Ad campaigns

20. How do e-commerce platforms contribute to the success of digital marketing for cosmetics brands?

- Streamlining order fulfillment and the customer support
- Implementing personalized product recommendations
- Facilitating customer reviews and ratings
- Enabling integration with digital marketing campaigns
- Providing a direct channel for online sales

21. What role does storytelling play in creating a brand narrative through digital marketing for cosmetics?

- Establishing Emotional connections with consumers
- Communicating brand values and mission
- Differentiating the brand in a saturated market
- Engaging and captivating the target audience
- Humanizing the brand and building trust

22. How does social listening be utilized to enhance digital marketing strategies for cosmetics?

- Monitoring brand mentions and sentiments on social media
- Identifying Emerging Beauty trends and consumer preferences
- Tracking competitor activity and market insights
- Responding promptly to customer feedback and concerns
- Tailoring content and campaigns based on social conversations

23. Is there a difference in the effectiveness of digital marketing for luxury cosmetics versus more affordable options?

- Yes, luxury cosmetics may focus more on exclusivity and brand storytelling
- No, the effectiveness of digital marketing is consistent regardless of price range
- Luxury cosmetics rely solely on traditional marketing, not digital channels
- Affordable options benefit more from influencer marketing than luxury brands
- The effectiveness depends on the target audience, not the price range

24. How can gamification be integrated into digital marketing campaigns for cosmetics?

- Launching Interactive Beauty Quizzes for customer Engagement
- Creating Virtual Makeup challenges with user participation
- Implementing Reward- based systems for online purchases
- Developing Mobile apps with Gamified cosmetics try-ons
- Incorporating cosmetics- themed games on social media

25. What are the future prospects and potential innovations in digital marketing for the cosmetics industry?

- Integration of Artificial Intelligence (AI) for personalized beauty recommendations
- Expansion of social commerce and shoppable content
- Advancements in Augmented Reality (AR) for virtual beauty experiences
- Development of sustainable and eco-friendly marketing campaigns
- Rise of voice search optimization for cosmetic products