

Sustainable Path for Successive Internet Marketing in India

Kandukoori Sri Varun Venkatesh
Chaitanya Deemed To Be University, India

Abstract — Internet marketing is a tool for promoting items, developing strategies, comprehending the market structure, and making judgments. The goal is to use internet marketing to advertise and sell products and services online. Nowadays, businesses use internet marketing to promote their products & services in an economical way. This research paper's goal is to examine the effects of digital marketing and how crucial it is for marketers. This essay starts out by introducing digital marketing and how it affects businesses and marketers. The relevance of digital marketing in the modern period is highlighted, along with customer perceptions of internet marketing aspects, factors that increase revenue from online marketing, and a swot analysis of the market and industry. That's the Internet marketing is a tool for promoting items, developing strategies, comprehending the market structure, and making judgments. The goal is to use internet marketing to advertise and sell products and services online. Nowadays, businesses use internet marketing as a low-cost means of electronic communication to advertise their products and services to the public. Marketers use this channel to promote their products and services. The 450 respondents were collected as samples for the study, which was conducted in the Mysore region. The study used a convenient sampling method. Both primary and secondary data sources were used to support the investigation.

Keywords: Industry, Cosmetic Brand, Beauty Items, Digital Marketing

I. INTRODUCTION

One of the platforms with the quickest growth is internet marketing, which has many different media channels. Email marketing, influencer marketing, content creation, blogging, affiliate marketing, video advertising, online advertisements, and other strategies are all part of internet marketing. Identification of the target market and client Behaviors are made easier by social media marketing. In order to link the world, it is crucial to handle marketing skills. Promoters must also stay current with technological advances if they want to reach new audiences. The social networking method that aids in spreading knowledge of the goods and services. Internet marketing has become popular and one of the main platforms needed by businesses. It aids in cheaper product and service promotion. It is not the only justification a company will use. As well also analyses the target market, discover a marketing segment needs and wants, helps the build long relationships with customers.

The results of the study will help to understand consumer buying behavior toward online shopping, how consumers are aware of it, what perceptions they have of it, what factors influence that behavior, and what issues consumers encounter when making purchases online. Marketers find it challenging to comprehend consumers' purchasing behavior in an electronic world; thus, the study identified this as a problem statement and worked through multiple chapters to get at the objective statements.

The study is organized into five chapters. The first chapter discusses the industry profile and company profiles. This chapter also covers the domestic and international industry context, as well as the products and rivals of ten different companies. The second section covers theoretical background and a review of prior research with knowledge gaps. The third chapter will provide details on the research framework, or research design, which includes a full research plan, research methodology, data used, a structured questionnaire for data collection, the use of Likert's scale, a tool for limits of the data interpretation tool study's purpose, need, and chapter organization. The collected data will be analyzed in the fourth chapter's data interpretation section, utilizing various charts, including pie charts and line charts, as well as statistical data tables that provide numerical data in an understandable manner. The study's conclusions will be demonstrated in the final chapter. The study's findings, which are based on interpretive data and respondent suggestions, will be written, followed by a conclusion.

II. BACKGROUND OF THE STUDY:

From one generation to another, the cosmetics industry is continually evolving. The generational differences are enormous. The skin care products have taken center stage in cosmetics market in recent years due to an enormous rise in disposable income spent cosmetics, which highlights the spread of cosmetics on a global scale. The majority of cosmetic firms only use online media to advertise their products because it's the simplest way to reach their target audience and allows them to speak with client's directly. It will be beneficial to get customer feedback on cosmetic brands and suggestions. Due to their awareness of beauty, the majority of young people have entered the cosmetics industry. It results in an increase in cosmetics purchases and the cosmetics industry.

III. REVIEW OF LITERATURE:

To develop the marketing plan, Dr. Pushpraj Wagh (9/2021) researched all of the aspects that affect consumer behavior with regard to the Lakme brand. The study's sample size is 100 women who live in Pune, and it is based on convenience sampling. The assessment took into account depend abilities, factor analytics, and hypothesis formulation. The author of this study made recommendations to improve the effectiveness of quality, cost-effective ingredients, offers, product line variety, and promotion campaigns that aid in understanding consumer behavior toward the product.

According to Ann Marie Brihon (2012), the beauty business affects women through advertising. The truth about advertising is that it exposes the unrealistic claims made about items as well as the unpleasant disappointment it causes in its audience. As a result, many women have low self-esteem, anxiety, and confidence.2021: Laura Hoofeer14The author of this paper investigated how social media became a common medium in people's lives today and how it affected marketing strategies in the cosmetics business. Additionally,

researchers look into how social media affects consumers' intentions to buy cosmetics.

Authors Abdullah Bin Junai and Reshma Naseem (2013) Researched the factors influencing women's cosmetic purchase decisions. What factors cause them to buy the specific cosmetics they want? The daily shift in consumer mentality They favor natural and herbal cosmetics because they provide a more attractive physical appearance than chemical cosmetics. Shruthi Kothiya and Dr. Uthkarsh Karate¹⁰ highlight the women's skin care industry in digital marketing; today, customers rely heavily on digital marketing when making a variety of purchases. Ramesh Pai and Suchitra (2021) Nika, the author of this paper, looked at data regarding individuals associated with the cosmetics e-commerce sector. What challenges she encountered in the market as a female entrepreneur. This investigation used secondary data.

Richa Mishra and Rachitha Kapoor (2021) It included a detailed assessment of the difficulties the Indian economy was experiencing as a developing nation because of the constant use of chemicals. It harms both humans and animals' health in too many ways. With the use of green organics in the cosmetics industry, mankind has realized the importance of going green. This is a significant step toward changing young consumers' preferences and reforming the cosmetics sector. Antifurba¹⁰, (2021) Bruno Budimir²⁹ This essay intends to investigate how members of generations X, Y, and Z behave toward the cosmetics industry. Groups X, Y, and Z represent clients from the 19th and 20th centuries, showing how they adopted a pattern that had an impact on later generations. The primary goal of this study is to compare generational purchasing patterns for cosmetics.

Clara Mutambara and Shirin Alicorn (2015) Author 23 examines the connections between trust, perceived risk, shopping delight, quality, and the volume of planned online purchases. Analyzing the state of the market is necessary to comprehend customer behavior. Understanding business tactics is essential to surviving in the market and making money. Online business has replaced traditional business as a way to connect with the world and expand.

In (2020) 18 Mr. Bolan T. Augustine It establishes the significance and potency of advertising for cosmetic items. Advertising is the practice of educating people about something or educating them about the services. The author of this paper discussed the issue with online advertising. The elements affecting and determining the social media on cosmetic items in India are described by Suresh V, Dr. M. Chitra, and Dr. K. Maran (2016)²⁷. Through social media, the Indian cosmetics industry is currently expanding quickly. Indian cosmetics producers are doing their best to follow rational procedures.

Lorena Silveria(2019) Batista Online advertising: The author of this study report discussed the significance of digital influencers in the cosmetics sector. Customers can now consult influencers for guidance and recommendations before making a purchase. Influencers in digital marketing are now essential for attracting clients and increasing sales.

Kefir Hajer(2016) Through the use of two Facebook brand pages, the author of this paper attempted to explain social media marketing analytics. Through these pages, they discovered the most popular posts that influenced customers

to purchase brand-name goods. Dr. Hamza Salim Karaim's research from 2021 focuses on brand loyalty in the marketplace. Spending more money on cosmetics is becoming more popular. Every customer has a unique emotional response toward their preferred brands and items. These brands' competitors play the market by fixing prices.

Binyan L. (2021) To assess the size of the Chinese cosmetic market and the significance of the cosmetic consumption market. China's economy, as we all know, is a global economy, and everyone's standard of living has increased. Female college students in China place a high value on beauty consciousness.

According to Bigluing, Susie Pryor (2012)⁵, "beauty" is a consequence that draws in the audience. According to its studies, physical attractiveness and cosmetics are factors that positively influence the outcome. Holly Poquette (2013)¹² conducted a study on the cosmetic industry's use of social media marketing. It became into a powerful tool for marketing platforms. One of the media is social media, which makes it impossible to base study on its daily structure and fashion. Effect of cosmetic business digital marketing on brand loyalty: man quitting¹⁶. 145 Chinese college students made up the sample. The majority of businesses used digital media marketing tactics, which are more affordable than conventional marketing.

IV. DATA ANALYSIS AND INTERPRETATION:

Based on the above research framework the study made an attempt to prove the framed objectives tries to investigate the factors influencing internet marketing analyse and evaluate the factors using for percentage analysis and factor analysis.

A. To Identify The Revenue Increasing Factors Towards Internet Marketing:

- 1) Changing trends
- 2) Customer engagement towards sales promotion

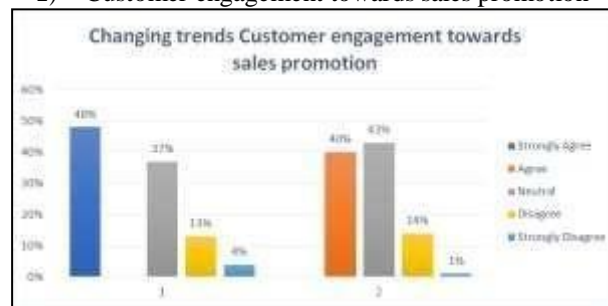


Fig. 1: change trends & customer engagement towards sales promotion

Above chart showing that, the responses of two questions regarding changing trends Customer engagement towards sales promotion, for the first question out of 450 members, 48% fully agreeing, 37% agreeing, 13% of them neutral, 4% disagreeing & 0.2% of them fully disagreeing. And for second question, in 450 responses, 40% strongly agreeing, 43% agreeing, 14% Neutral, 1% disagrees and 0.4% entirely disagreed

- 3) Ease maintenance of marketing mix
- 4) Changing of game rule

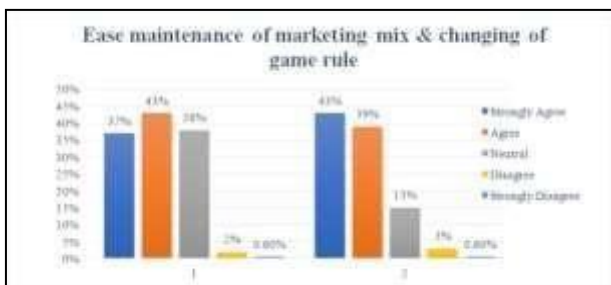


Fig. 2: Ease maintenance & changing of game rule

Above chart showing that, the responses of two questions regarding. Ease maintenance of marketing mix & changing of game rule, for the first question out of 450 members, 37% fully agreeing, 43% agreeing, 38% of them neutral, 2% disagreeing & 0.6% of them fully disagreeing. And for second question, in 450 responses, 43% strongly agreeing, 39% agreeing, 15% Neutral, 3% disagree and 0.6% entirely disagreed

- 5) Attain new customers
- 6) Fast reaching

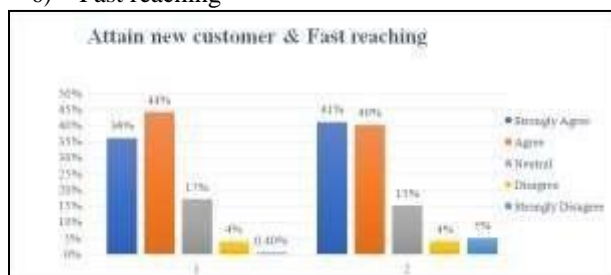


Fig. 3: Attain new customer & fast reaching

Above chart showing that, the responses of two questions regarding Attain new customer & Fast reaching, For the first question out of 450 members, 36% fully agreeing, 44% agreeing, 17% of them neutral, 4% disagreeing & 0.4% of them fully disagreeing. And for second question, in 450 responses, 41% strongly agreeing, 40% agreeing, 15% Neutral, 4% disagree and 5% entirely

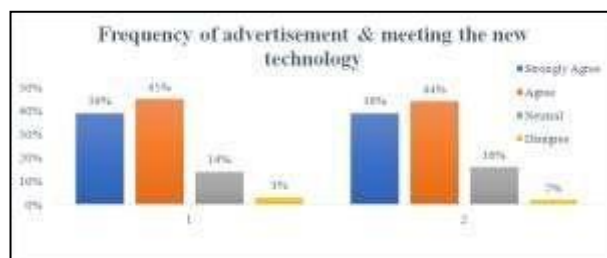
- 7) Cost to company
- 8) Availability of each and information



Fig. 3: Cost to company & Availability of each and every information

Above chart showing that, the responses of two questions regarding Cost to company & Availability of each and every information, For the first question out of 450 members, 35% fully agreeing, 47% agreeing, 16% of them neutral, 3% disagreeing & 0.6% of them fully disagreeing. And for second question, in 450 responses, 40% strongly agreeing, 43% agreeing, 15% Neutral, 2% disagree and 1% entirely disagreed

- 9) Frequency of advertisement
- 10) Meeting the new technology



Above chart showing that, the responses of two questions regarding Frequency of advertisement & meeting the new technology, For the first question out of 450 members, 39% fully agreeing, 45% agreeing, 14% of them neutral, 3% disagreeing & 0.4% of them fully disagreeing. And for second question, in 450 responses, 39% strongly agreeing, 44% agreeing, 16% Neutral, 2% disagree and 1% entirely disagreed

V. RESULTS AND DISCUSSION:

- 1) In cosmetic industry Compare to male customers female customers are purchase more through online shopping platforms.
- 2) Youngsters who all are in the Age group 18- 25 are most enthusiast about purchasing cosmetic through online.
- 3) 82% of the companies adopted digital marketing strategy which benefited to
- 4) Promote products in effective way with less cost.
- 5) As per business view compare to traditional marketing digitalized marketing is more effective, responders were think purchasing products & services via online is money saving
- 6) In today's technology driven world networking sites become an a avenue where retailers can extend their business to a wider range of consumers.
- 7) Cosmetic companies should improve their service quality to retain the consumers.
- 8) Customers expecting quality products in reasonable price and they having fear about fake products therefore cosmetic companies' have to avoid of selling fake products and poor-quality products
- 9) Companies always make customer active engagement in their services and website portal to keep them informative effectively
- 10) Cosmetic companies have to work efficiently on customer relationship management to keep healthy relationship which leads to increase of sales and customers.

VI. CONCLUSION:

As more consumers use online media, research has shown that shops can raise brand awareness by being efficient and inventive when interacting with customers on social media. One of the platforms with the quickest growth is internet marketing which has many different media channels. Email marketing, influencer marketing, content creation, blogging, affiliate marketing, video marketing. Identification of the target market and client behaviors is made easier by social media marketing. In order to connect the world, it is crucial to have marketing skills. Promoters must also stay connected with technological advances if they want to reach new

audiences. The cosmetics market is currently growing – thanks to ideas and trends, but in future, organic and environment friendly cosmetics will be introduced. The concept behind it is to transmit positive thoughts and make skin and body glow by focusing attention on them. Currently the cosmetics industry is planning to introduce organic and eco-friendly products to help grow the sector and promote healthy skin.

REFERENCES:

- [1] Digital marketing strategy: an integrated approach to online media marketing
- [2] By Simon Kingsnorth
- [3] Social media marketing all in one by Jn=an Zimmerman
- [4] Abdullah Bin Junai, Reshma Naseem (2013) ‘A study on the purchase behavior&cosmetic consumption pattern among young females in Delhi & NCR’, Journal of Social and Development Sciences Vol. 4, No. 5, pp. 205-211, May 2013 (ISSN 2221-1152)
- [5] Ann Marie Brihon (2012) “The beauty industry’s influence on women in society”’,
- [6] Antifurbailor, Bruno Budimir (2021) Nuance of digital environment on decorative cosmetics trend sstats, and author profiles for this publication at: <https://www.researchgate.net/publication/354858607>
JEL: M31, L66, D91, D1
- [7] Anupama Ray (2019), A Study on impact of Instagram marketing on personal care products in India, Amity Journal of Marketing 1(2), (103–124) ©2016 ADMAA
- [8] Bigluing, Susie Pryor (2012), “Beauty in the age of Marketing”’, Review of useless and finance case studies Vol 3, Number1, 2012
- [9] Binyan L (2021) “Research on Marketing strategy of Chinese domestic cosmetics based on female college students’ consumption characteristics”’, Journal of advances in social science education and humanities research volume 543
- [10] Chandana Vinod (2016), A study on impact of social media marketing on consumer buying behaviour on beauty products. Red. No. JJT/2K9/CMG/787