

Impact of Modern Marketing Trends on Consumer Behaviour in the Cosmetic Industry

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Abstract – Influences of recent marketing techniques in the purchase decision of cosmetic industry, recent years have witnessed a paradigm shift in marketing strategies with the advent of modern techniques. Understanding how consumers perceive and respond to augmented Reality, content marketing, influencer marketing, and related strategies intricate in tailoring effective strategies that connect with the audience. 120 respondents were surveyed from various parts of Thrissur district Descriptive study was used to understand the problem. Purposive sapling method has been used throughout the paper. The duration of the study was 21 days. Graphical and statistical tools like graphs and percentages are used. Majority of consumers aware of the recent marketing techniques are women with a percentage above 71% compared to men. Recent marketing techniques has made the Cosmetic purchase go from offline to online on a large scale.

Keywords – Modern marketing, consumer behaviour, cosmetic industry, digital marketing, influencer marketing, social media marketing, augmented reality, purchase decision

I. INTRODUCTION

The cosmetic industry has witnessed a significant transformation in recent years, driven by the integration of modern technologies and evolving consumer behaviour. This article explores the impact of contemporary marketing techniques, including Augmented Reality (AR), Virtual Reality (VR), Social Media Marketing, Influencer Marketing, and Content Marketing, on consumer attitudes, perceptions, and purchase behaviour within the cosmetic industry. The advent of modern marketing trends has revolutionized the way cosmetic products are advertised and consumed. With the rise of social media and influencer marketing, consumers are increasingly relying on online reviews, tutorials, and recommendations to inform their purchasing decisions. Sustainability and ethical practices have also become crucial factors, with consumers seeking eco-friendly and cruelty-free products.

Significance of the Study

Understanding the effectiveness of recent marketing trends in influencing consumer purchasing behaviour crucial for several reasons. It helps companies optimize their marketing strategies, allocate resources effectively, and stay competitive in a dynamic industry. Moreover, it informs product development and innovation, enhances customer engagement, and fosters brand loyalty.

II. STATEMENT OF THE PROBLEM

How do the modern marketing techniques influence consumer perceptions and attitudes towards cosmetic products, brands, and overall purchasing decisions?

What are the factors that shape their perceptions? To what extent do Augmented reality, Virtual Reality, Social Media Marketing, Influencer Marketing, and Content Marketing effectively informs and persuades consumers in the cosmetic industry?

- How Does the effectiveness vary across different demographics and consumer segments?
- How do these marketing strategies influence brand loyalty and trust in the context of cosmetics?
- How does come trust in influencers and virtual experiences affect their purchasing preferences

Objectives

- Analyse consumer perceptions towards recent marketing trends.
- Assess consumer engagement levels in marketing strategies within the cosmetic industry.
- Examine the purchase decision influences of customers in the cosmetic industry.

III. RESEARCH METHODOLOGY

This study aims to investigate the impact of modern marketing trends on consumer behaviour in the cosmetic industry. A comprehensive analysis of consumer sentiments and behaviours will be conducted through data collection from customers in Thrissur district.

Research design: Descriptive analysis and analytical technique is used in this study.

Data collection: Primary and secondary data were used. Primary data is collected with the help of a questionnaire, while secondary data is gathered from a variety of sources, including journals, publications, the internet, and many others.

Sample size: The study conducted in Thrissur district with 120 respondents.

- Sample technique: Conveniences sampling technique is used for selecting samples from population.
- Period of study: This study is carried out for duration of three week
- Area of study: The study is only focused on Thrissur

Data analysis Tools: With the help of SPSS software various statistical tools used to analyse for attaining the objectives of current study.

- Mean
- Standard deviation
- Anova
- Charts
- T test

Scope of the Study

The cosmetic industry is broad and can encompass various aspects related to marketing strategies, consumer behaviour, and the cosmetic industry. A breakdown of the potential scope of the study includes analysing recent and emerging marketing trends in the cosmetic industry, including digital marketing, influencer collaborations, sustainability marketing, personalized marketing, and social media strategies.

Understanding how consumers perceive and interact with marketing efforts, exploring factors influencing purchasing decisions, preferences for specific products, brand loyalty, and the impact of cultural or societal norms on consumer behaviour.

Limitations

- Sample Size and Representation: The study may have a limited sample size or may not represent the diverse demographics and behaviours within the consumer market adequately.
- Generalizability: The findings of the study may not be entirely applicable to other regions, cultures, or markets due to unique consumer preferences and marketing strategies.

IV. REVIEW OF LITERATURE

Abhishek Pal, Panda, Sandeep Mukkamala (2021): This work is concentrated on analysing the various factors related to recent trends adopted in cosmetic industries. This study assists and examines various cosmetic industries in deciding for segmentation, positioning, and targeting product sales. Developing a plan for marketing strategies includes a goal, business vision, and selling proposition. The ultimate goal of this work is to analyse the marketing strategies of cosmetic companies to launch various innovative ideas that boost product sales.

Kotler et al (2013): The study focused on analysing consumer behaviour. He found “a consumer’s behaviour is affected by four different factors: cultural, social, personal factors and psychological factors.” These factors help consumers to prefer certain products and brands. Though many of these factors are not under the control of marketers, but a successful consumer-oriented market service provider should work as psychologist to procure consumers.

Lankova et al (2019) in their study drew the comparison of social media marketing across the B2B, B2C and other

mixed business models. The use of social media platforms as the prominent form of marketing has been widely accepted by the business firms. The propounded that active participation of the customers is considered necessary to achieve maximum business goals.

Stay (2008): Under this study the author argues that Facebook has not hit the sweet spot when it comes to giving a brand or business a place in its network. Stay outlines Facebook pages, groups Applications, advertising, polls and Facebook connect as the opportunities and finally better access to business can be achieved with this platform in the coming years.

Ma Yuanxin and Noichangkid Pittanato (2011): This study investigated the social media users attitudes towards social media advertising. In order to answer their research question, theories and literatures regarding advertising, internet advertising, social media advertising and attitude were reviewed.

Table 1- Evaluating education-based perception towards recent marketing techniques

ANOVA					
	Sum of squares	df	Mean square	F	Sig
Between Groups	2.812	4	0.703	3.577	0.009
Within Groups	22.602	115	0.197		
Total	25.415	119			

To test whether difference is significant or not. Anova test carried out and result in below table.

- Ho: There is no significant difference in consumer perception with regards to education of consumers.
- H1: There is significant difference in consumer perception with regards to education of consumers.

Interpretation: Here in table 4.3.3, we conduct analysis by using one-way anova which shows if there is significant difference in the mean value of educational variables to the customer perception towards recent marketing techniques. Since the p value ($p=0.009$) is lesser than 0.05, there is significant difference in consumer perception with regards to educate consumers. As a result, the null hypothesis was rejected at 5% of the purchase decision.

Table 2- Evaluating occupation-based perception towards recent marketing techniques.

ANOVA					
	Sum of squares	df	Mean square	F	Sig
Between Groups	0.798	4	0.200	0.932	0.448
Within Groups	24.616	115	0.14		
Total	25.415	119			

To test whether difference is significant or not. Anova test was carried out and resulted in the below table.

- Ho: there is no significant difference in consumer perception with regards to occupation of consumers.
- H1: there is significant difference in consumer perception with regards to occupation of consumers.

Interpretation: Since the p value ($p=0.448$) and F value (.932) greater than 0.05, : there is no significant difference in consumer perception with regards to occupation of consumers. As a result, the null hypothesis was accepted at 5% of the purchase decision.

Table 3- Evaluating income-based difference in the perception towards recent marketing techniques.

ANOVA					
	Sum of squares	df	Mean square	F	Sig
Between Groups	1.387	4	0.347	1.660	0.164
Within Groups	24.027	115	0.209		
Total	25.145	119			

To test whether the difference is significant or not. Anova test was carried out and resulted in the below table.

- Ho: there is no significant difference in consumer perception with regards to income of consumers.
- H1: there is significant difference in consumer perception with regards to income of Consumers.

Since the p value ($p=0.164$) and F value (1.660) greater than 0.05, there is no significant difference between consumers perception towards dynamic marketing trends based on the occupational difference among them. As a result, the null hypothesis was accepted at 5% of the purchase decision.

Findings

- Majority of consumers aware of the recent marketing techniques are women with a percentage above 71% compared to men.
- Most respondents fall in the age category of 20-25 years which constitutes to a percentage of 57%.
- The occupation of the respondents consisting of students constitute a majority of 42.55%.
- The majority 37% of the respondents receive a monthly income of below 2000055
- The majority 50% of the respondents have educational qualification under graduation.
- There is no significant difference in consumer perception with regards to difference in the income of consumers.
- There is no significant difference in the mean value of educational variables to the customer perception towards recent marketing techniques.
- Women, compared to men, are more aware of the importance and participate in further discussions during the purchase process

- There is significant difference in the influence of marketing techniques in purchase decision of consumers with respect to gender of the consumers.
- Recent marketing techniques has made the cosmetic purchase go from offline to online on a large scale.
- Brands that provide valuable information tend to influence purchase decisions positively.
- UGC, including customer reviews, testimonials, and social media posts, enhances credibility and influences purchasing behaviour

Suggestions

- Conduct in-depth surveys, interviews, or experiments to understand how different marketing techniques influence various consumer segments.
- Include case studies of companies that have successfully implemented innovative marketing techniques.⁵⁶
- Compare the effectiveness of traditional marketing methods versus recent techniques to highlight trends and shifts in consumer behaviour.
- Explore whether social media presence is essential for brand existence.
- Investigate how mobile platforms and apps contribute to consumer engagement and purchase decisions.
- Take initiatives to eliminate offering fake products.

V. CONCLUSION

This study has explored the dynamic relationship between recent marketing techniques and consumer purchase decisions in today's digital age. The findings underscore the profound impact of innovative strategies such as digital marketing, personalized content, user-generated reviews, and ethical branding practices on shaping consumer behaviour. Brands that demonstrate genuine commitment to sustainability and social causes not only enhance their reputation but also resonate deeply with socially conscious consumers, thereby influencing their purchase choices. The integration of technology, such as AI-driven personalization and augmented reality experiences, has further revolutionized marketing strategies, enabling brands to deliver hyper targeted campaigns that cater to individual preferences and behaviours. These advancements highlight the evolving landscape where consumer expectations continue to evolve alongside technological innovations. It is clear that the future of marketing will be characterized by even greater integration of data-driven insights and advanced technologies. However, amidst these advancements, the fundamental principles of consumer trust, transparency, and relevance will remain pivotal in driving successful marketing outcomes.

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