

# Sustainable Path for Successive Internet Marketing in India

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**Abstract:** Internet marketing is a platform which used to promote the market products, to make strategies, understand the market structure to take decisions. The purpose is to using internet marketing to sell goods and services, & advertising over the internet. Now a days business are practiced internet marketing to promote their goods & services with cost effective. The purpose of this research paper is to study the impact of digital marketing and how important it is for marketers. This paper begins with an introduction of digital marketing, how it effects to organizations and marketers. It highlights the customer perception towards internet marketing factor, revenue increasing factors of internet marketing, analyse the swot analysis of the market and industry, importance of digital marketing in today's era. It is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The research area covered in Mysore region; the 450 respondents were collected as samples. The research followed convenience sampling technique. The research is based on primary and secondary data sources.

**Keywords:** Digital marketing, Industry, cosmetic brand, beauty care and products

## I. INTRODUCTION

Internet marketing is one of the fastest growing platforms and having various type of media channels. Internet marketing includes email marketing, influencer marketing, content writing, blogging, affiliate marketing, video advertising, online ads, and so on. This social media marketing helps to identify the target audience as well as customer activities. It is important to manage the marketing skills to connect the global. Also keeping up with technological development trends is vital for promoters to reach new audience. The social networking process which helps to create awareness about the products and services. Internet marketing became trend and most required platforms to companies. It helps to promote the goods and services with less expense. It is not the only reason a business will do it. It also analyses the target market, discover a marketing segment needs and wants, helps the build long relationships with customers.

Study results will help to know consumers buying behaviour towards e-shopping, how consumers are aware about online shopping, what perception consumer have, what are the factors influencing them towards online shopping and what are the problems consumers are facing while making purchase decision in online. In an electronic environment understanding the consumer's buying behaviour is difficult to marketers, therefore study figured out this as a problem statement and gone through the several chapters to reach the objective statements. Study divided into five chapters, in the

first chapter explained about industry profile and company's profiles, here it deals with industry global and domestic scenario, ten companies' information with products, competitors etc. Second deals with theoretical background and review of past studies with research gaps. Third chapter will provide information about research framework i.e., research design it includes complete research plan, research methodology, data used, data collection tool is structured questionnaire used to collect data and Likert's scaling technique is used, data interpretation tool, limitations scope of the study, need for the study and chapter scheme. in fourth chapter data interpretation here collected data will interpreted by using different charts such as pie charts and line charts and statistical data tables showing numerical data in understanding manner and in the final chapter proved findings, suggestions and conclusion of the study. Findings driven by interpretation data and suggestions will be written on the basis of respondent's suggestions and concluded with giving conclusion for the study.

## II. BACKGROUND OF THE STUDY

The cosmetic industry is rapidly changing industry from generation to generation. It has huge difference between generations. The cosmetic industry includes hygiene products, hour care, makeup fragrance, skin care products. At present cosmetic industry estimated to be worth \$609.8 billion. In this cosmetic market, skin care product appears to the most prominent place in the past years a tremendous increase in disposable income spending on beauty products, it presents the appearance of cosmetic products in the global level. Most of the cosmetic brands are used to promote their products through online media only because it's easiest way to reach target audience and also can communicate directly with customers. It will helpful to take suggestion, advices and feedbacks from the customer about cosmetic brands. Most of the youngsters gone through into cosmetics due to their beauty consciousness. It leads to increase in purchase level of cosmetics and also cosmetic industry

## III. REVIEW OF LITERATURE

Dr. Pushpraj Wagh<sup>9</sup> (2021) studied about what are all factors of consumer behaviours influence towards Lakme brand to frame the marketing strategy. The sample size of the study is 100 women respondents in Pune city, it's based on convenience sampling, The evaluation considered based on reliabilities, factor analytics, hypothesis framing. In this study author suggested to increase efficiency of quality, value for money ingredient, availability of offers, product line range, promotion campaign which helps to understand the consumer behaviour towards the product. Ann Marie Brihon<sup>2</sup> (2012) described about beauty industry, how it



influences on women through advertising. The real fact of advertising is to exposing the unrealistic factors of products, also it is negative disappointment to the customers which impacts negatively, and it resulted with low esteem, anxiety, low confidence in many women. **Laura hoofer (2021)**<sup>14</sup> In this Paper, author studied about how the social media became popular medium in people lives nowadays, how it impact on marketing techniques, in cosmetic industry. Also, researcher investigates the impact of social media on customer purchasing intention in cosmetic industries.

**Abdullah Bin Junai, Reshma Naseem (2013)**<sup>1</sup>, author studied about purchasing decision process of the females in cosmetic. what factors influence them to purchase particular cosmetics which they want. the mindset of the consumer changing Every day. They preferring to natural and herbal cosmetics give more physical appearance than chemical cosmetics. **Dr. Uthkarsh karate, Shruthi Kothiya**<sup>10</sup> brings out women skin care sector in digital marketing, now a day's digital marketing became one of important element to customer for purchasing various type of things. **Suchitra & Ramesh pai (2021) Nika**, in this Paper, author studied about information about people connected with cosmetic e commerce industry. Being a women entrepreneur what struggles she faced to survive in the market. This study based on secondary data

**Rachitha Kapoor, Richa Mishra (2021)**<sup>21</sup> It carried the descriptive study being a developing country phase Indian economy facing lot of complications due to ever use of chemical. it causes too many health issues in human body as well as animals. These things realized mankind to go green concept using green organics in cosmetics industry is one of big step towards changing young consumer preference and reforming the cosmetic industry. **Antifurbailor, Bruno Budimir (2021)**<sup>29</sup> This paper aims to study about generation X, Y, Z behaviours towards the cosmetic industry. Generation X, Y, Z Represents 19<sup>th</sup> to 20<sup>th</sup> century customers, these people how they accepted the trend in their generation what impacted to generations. The main purpose is to do this research is comparing generation behaviour on cosmetic market.

**Shirin alicorn & Clara Mutambara (2015)**<sup>23</sup> author determines relationship between trust, perceived risk, shopping enjoyment, quality and quantity of online purchase intention. To understand the consumer behaviour, it is required to analyse the market condition. To survive in the market, it is necessary to understand the business strategies in order to gain profit. Traditional business is transferred into online business to spread their business also to connect the global.

**Mr. Bolan T Augustine (2020)**<sup>18</sup> It determines the importance and effectiveness of advertisement towards the cosmetic products. Advertising is the process of informing something information to people or informing about the services. In this paper author explained about the problem of online advertisement. **Suresh V, Dr. M. Chitra, Dr. K. Maran (2016)**<sup>27</sup> describes the factors influencing and determining the social media on cosmetic products in India. Nowadays, Indian cosmetic products industry is rapidly growing through social media. India cosmetic manufacturers serving their best to reasonable process

**Lorena Silveria Batista Genu (2019)**<sup>15</sup> **Digital marketing:** In this research paper author explained about

digital influencer's importance in cosmetic industry. Nowadays customers can take suggestions and advices from influencers before purchasing of products. In this time digital marketing influencers plays vital role to grab the customers and crack the sales.

**Xuan Quynh (2015)**<sup>28</sup> In this research paper explained about Maybelline brand which is one of the Network to brands. It available in more than 100 countries. The main aim of this cosmetic product study is to gain reasonable insights of consumers in order to advice strategic proposals to grow BB cream of Maybelline. This research involves descriptive method approaches. In this research the whole data combine of qualitative and quantitative. **Natalia Top Alava (2021)**<sup>19</sup> determines the effectiveness of marketing their products using social media due to rapid growth of social media. Most of the top brands were reformed their promoting strategies. Social media marketing always engage their consumers by creating value for them and effective communication. **Savannah Greenfield (2018)**<sup>22</sup> This research paper determines the negative impacts of advertisements on women beauty products and efforts of advertisement promotion for beauty products on female consumers. The beauty became beast when advertisement included the unrealistic standards and lowering Esteem.

**Hajer Kefir (2016)**<sup>11</sup> In this paper author tried to explain about social media marketing analytics using two face book brand pages, through this page they found most popular post which influence customers to buy brand products. It determined the discussions and opinions of users on brand. **Dr. Hamza Salim Karaim (2021)** it is research about highlighting the brand loyalty in the market. Day by day increasing of cosmetics expenditure becoming trend. All customers have their own emotion on their favourite products and brands. Related to these brands are playing in the market with fixing the prices. **Touching (2013)** studied about electronic commerce importance in marketing platform. The mode of electronic commerce based on browser / application mode. Buyers and sellers cannot meet directly but different type of activities selling and buying through online became trusted these days. **Binyan L (2021)** determines the Chinese cosmetic market level and role of cosmetic consumption market using Chinese college students. As we know, China's economy is worldwide economy and all individual's living standards are improved. In China female college students give importance to thus beauty consciousness.

**Zithing Shi (2020)**<sup>30</sup> In this paper author studied about strategy of marketing and behaviour of cosmetic consumer market. It brings out existing strategy to modify with new one. It is based on Chinese consumer market. As usual it has high economic level and rapid economic development. Nowadays college students are becoming target audience to branded cosmetics products. **Sun lug (2020)**<sup>26</sup>, In this paper author studied about innovative digital communication of cosmetic advertising, the development of internet platform leads to create large number of media to people online advertisement conveys information to customer. The online advertisement plays vital role while creating value to the brand also.

**Ms. Mansi Kapoor (2014)**<sup>11</sup> This paper described the analysis of cosmetic products in digital marketing. Cosmetics are becoming latest trend to healthy industry. It creates knowledge; beauty consciousness of urban

consumers with the help of advancement of emerging technology beauty products became popular. **Maria Zueva (2019)**<sup>17</sup> In this paper researcher studied about the digital marketing effects on customer-based brand equity in cosmetic industry. As usually brands facilities the most difficult valuation of products and services. It allows customers to exposure themselves on products to take feedbacks

**Anupama Ray (2019)**<sup>4</sup> research on Instagram marketing of personal care products in India. The study is about analysing the effective reaching of Instagram to the customers through its innovative ads. It is best platforms to reach their target audience quickly. Market their offerings the purpose of this study is to understand the most online used platforms by customers for allows customers to give suggestions and take feedbacks. **Karan Bansal (2020)**<sup>13</sup> explained about the impacts of digital marketing on buying behaviour products. The sample area covered in Russia. Digital marketing is not only helpful for grabbing the customers but also essential to connect globally and to present in globally. **Parul Oberoi,Prerna obtains (2018)**<sup>20</sup> described about consumer attitude towards cosmetics products. Understanding consumer behaviour is the study of people towards the product consumption. The sample area covered in Delhi NCR. Our Indian cosmetic industry is one of the unique industries which always looking forward to make innovative and impressive.

**Bigluing, Susie Pryor (2012)**<sup>5</sup> the beauty is result of outcome, physical appearance factor to attract the audience. Its research talks about beauty and cosmetics are physical appearance which helps to give final result with positive way. **Holly Poquette (2013)**<sup>12</sup> study the effective social media marketing on cosmetic industry. It became power tool to advertising platforms. Social media is one of the media cannot be research based on Day by day the structure and trendy. **Man quitting**<sup>16</sup> impact of digital marketing of cosmetic industry on brand loyalty. The sample collected from 145 college students in China. Most of the companies were following the digital media marketing strategies which are less expensive than traditional marketing. **Chandana Vinod (2016)**<sup>17</sup> study the about the impacts of social media marketing on beauty of products. It studied the attitude towards buying the beauty products. The objective of this research is to forecast the relationship between social media marketing activities,

#### IV. STATEMENT OF THE PROBLEM

Online shopping is one of popular medium of shopping, people have changed their way of purchase from the traditional mode of purchase to e- shopping. Therefore, it is not easy to understand customer buying behaviour in an electronic environment and it is essential for e-retailers to identify consumer buying behaviour to attract more customers by understanding their buying behaviour, needs, and desire.

#### V. OBJECTIVES OF THE STUDY

- To identify the revenue increasing factors towards internet marketing

#### VI. RESEARCH METHODOLOGY

##### A. Research method

The Descriptive type of the research used in this project.

By using descriptive type of research, we can get current scenarios, past scenarios and future outcome possibilities towards internet marketing.

##### B. Sample design:

Its collection of samples from the various brands in cosmetics. By analysing understanding of cosmetic industry & data gathered from the specific population.

- Sampling method:
- Random sampling respondents will choose randomly.
- Sampling technique: convenience sampling
- Population: total number of internet users in Mysore region
- Sample unit: Internet users
- Sample size: 450 respondents

##### C. Source of data:

The sources of data consist of primary data and secondary data

- **Primary data:** primary data is base for this study, this data will be collected from 400 respondents
- **Data collecting instrument:** Structured questionnaire, Likert scaling
- **Secondary data:** this study consist of secondary data, the data gathered from the internet, books, articles, journals and past study reports.

#### VII. 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

##### To identify the revenue increasing factors towards internet marketing:

1. Changing trends
2. Customer engagement towards sales promotion

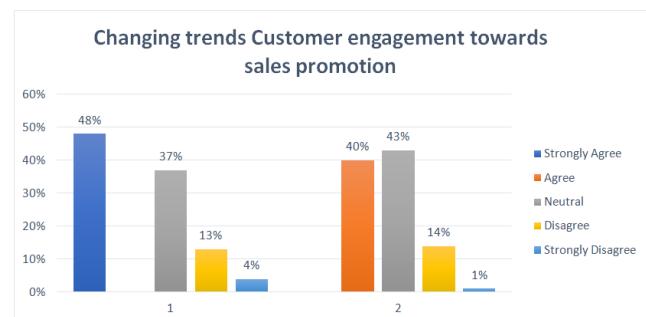


Fig. 1. changing trends and customer engagement towards sales promotion

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% disagree and 0.4% entirely disagreed

### 3. Ease maintenance of marketing mix

### 4. Changing of game rule

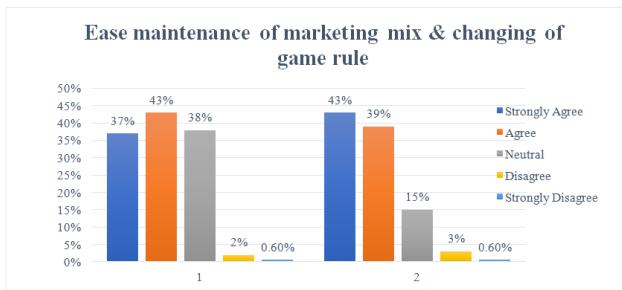


Fig. 2. Ease maintenance of marketing mix & changing of game rule

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

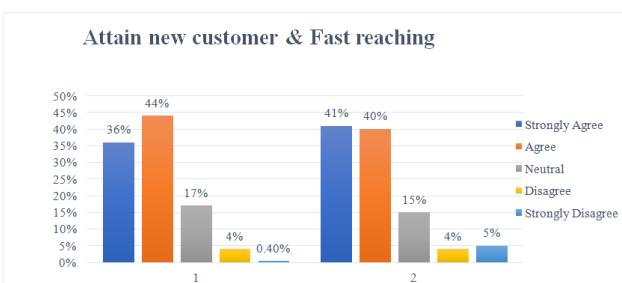


Fig. 3. Attain new customer & Fast reaching

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 disagreed.

### 7. Cost to company

### 8. Availability of each and every information

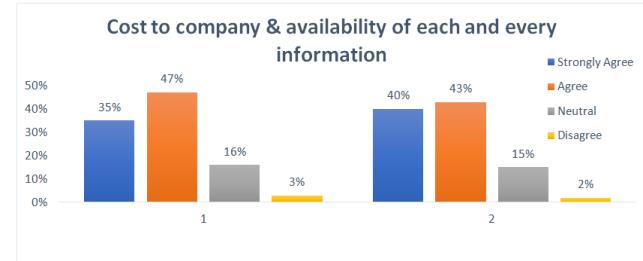


Fig. 4. Cost to company & Availability of each and every information

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

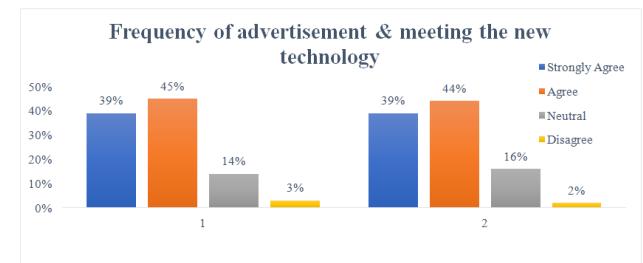


Fig. 5. Frequency of advertisement & meeting the new technology

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

### Factor analysis:

TABLE I. COMMUNALITIES

	Initial	Extraction
Changing Trends	1.000	.387
Sales Promotion	1.000	.493
Ease Maintenance	1.000	.552
Change in Game Rule	1.000	.538
Attain New Customers	1.000	.632
Fast Reaching	1.000	.621
Cost to Company	1.000	.490
Availability of each and every information	1.000	.529
Frequency of Advertisement	1.000	.434
Meeting the Technology	1.000	.506

Extraction Method: Principal Component Analysis.

TABLE II. TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	5.183	51.829	51.829	5.183	51.829	51.829
2	.918	9.181	61.010			
3	.795	7.952	68.962			
4	.619	6.188	75.149			
5	.546	5.461	80.610			
6	.452	4.517	85.128			
7	.433	4.330	89.458			
8	.385	3.853	93.311			
9	.351	3.506	96.817			
10	.318	3.183	100.000			

Extraction Method: Principal Component Analysis.

The study found that there is 51.829% of variance in the collected data. Hence it is satisfactory.

TABLE III. COMPONENT MATRIX(A)

Particulars	Component 1
Attain New Customers	.795
Fast Reaching	.788
Ease Maintenance	.743
Change in Game Rule	.734
Availability of each and every information	.727
Meeting the Technology	.711
Sales Promotion	.702
Cost to Company	.700
Frequency of Advertisement	.659
Changing Trends	.622

Extraction Method: Principal Component Analysis.

a 1 component extracted.

The study suppressed all the loadings is more than 0.5 hence the solution is to redistribute the factor. This component matrix is done to identify the components affecting on revenue generation

TABLE IV. COMPONENT SCORE COEFFICIENT MATRIX

	Component
	1
Changing Trends	.120
Sales Promotion	.135
Ease Maintenance	.143
Change in Game Rule	.142
Attain New Customers	.153
Fast Reaching	.152
Cost to Company	.135
Availability of each and every information	.140
Frequency of Advertisement	.127
Meeting the Technology	.137

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

### VIII. RESULTS AND DISCUSSION

- In cosmetic industry Compare to male customers female customers are purchase more through online shopping platforms.
- Youngsters who all are in the Age group 18- 25 are most enthusiast about purchasing cosmetic through online.

- 82% of the companies adopted digital marketing strategy which benefited to
- Promote products in effective way with less cost.
- As per business view compare to traditional marketing digitalized marketing is more effective, responders were think purchasing products & services via online is money saving
- In today's technology driven world networking sites become an a avenue where retailers can extend their business to a wider range of consumers.
- Cosmetic companies should improve their service quality to retain the consumers.
- 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
- Companies always make customer active engagement in their services and website portal to keep them informative effectively
- Cosmetic companies have to work efficiently on customer relationship management to keep healthy relationship which leads to increase of sales and customers.

### IX. CONCLUSION

Research has determined that retailers can increase awareness of their brand by being effective and creative when engaging customers on social media as more shoppers are using internet media (e.g., Facebook, Instagram, twitter, LinkedIn, snapchat etc) Internet marketing is one of the fastest growing platforms and having various type of media channels. Internet marketing includes email marketing, influencer marketing, content writing, blogging, affiliate marketing, video advertising, online ads, and so on. This social media marketing helps to identify the target audience as well as customer activities. It is important to manage the marketing skills to connect the global. Also keeping up with technological development trends is vital for promoters to reach new audience. The social networking process is helps to create awareness about the products and services. Internet marketing became trend and most required platforms to companies. The current cosmetic industry had developing through ideas and trends but coming industry planning to take cosmetic industry to next level by launching organic

and go green cosmetics ideas. The purpose of this idea is to take heavy consciousness on skin and body, it spread healthy thoughts and makes them glow when they use. Right now, cosmetic industry planning to launch organic cosmetics and green cosmetics to industry which develop the industry and helps them to make skin healthy

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