

# Impact of Digital Marketing on Women Skincare Sector in India

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**Abstract:** *The study of Impact of Digital Marketing on Indian Skincare Sector investigates how digital marketing activities have revolutionized Indian Skincare Industry in a significant way. The industry of Skincare in India has matured enough where buyers are doing extensive research online before actually making their final purchase. The buyers in the market are searching for various products, latest trends & sellers online, which make digital marketing more lucrative for the Indian Skincare Industry. The latest trends have shown that it is mandatory for every Indian Skincare organization to have an online presence via digital marketing communication mix. The present study, therefore, revolves around digital marketing and its impact on Women Skincare Sector in India. Questionnaire survey was used to collect the data by using non-probability convenient sample technique. A sample of 181 questionnaires was used in which all 181 responses were collected within a period of one week. Findings show that a brand's image, its presence, digital marketing activities and advertisements done on digital platforms have a strong positive influence on the consumers' mind and this directly impacts the Indian Skincare Industry.*

**Keywords:** Indian Skincare Sector, Women Skincare, Digital Marketing, Digital Marketing Trends, Digital Marketing Communication

## 1. Introduction

Digital marketing is the marketing of products or services that uses digital technologies, primarily the Internet, but also includes mobile phones, display advertising, and any other digital medium. Methods of Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books are becoming more common in our advancing technology.

India's skin care industry stood at \$1.6 billion in 2017 and is expected to expand at a rate of 9% to reach \$2.7 billion by 2023, backed by rising disposable revenue, increasing demand for skin care goods across all age groups, particularly young people, and increasing consumer understanding of different skincare goods. The emergence of online beauty skincare e-commerce players like Nykaa and Purplle along with growing internet consumers, leads to a growing presence of online retail in the skin care industry in the country. In addition, increasing consumer demand for skin care products is pushing producers to come up with fresh product launches, driving development in India's skin care industry further.

The worldwide trend that has perhaps had the biggest impact on the Indian skincare sector is the increasing demand for inclusiveness and representation. India has had a long-standing obsession with fair skin, equated with the supreme feminine beauty. Growing up, many millennial women in culture have been subjected to the message that only fair complexions are desirable and that dark skin needs to be "treated" or "fixed." As calls for more inclusive definitions of beauty have become more prevalent in the United States and around the globe, these discussions have spread to India, where beauty consumers have also become more

aware about what they want when they communicate with the brands.

The amount of clients from the online marketing of women skincare products via digital marketing platform has phenomenally increased. Undoubtedly, when it comes to high currency value products, buyers get involved in private purchasing experience; digital marketing makes India's organisations have a enormous effect on buyers. It is therefore obvious that digital marketing has an impact on the buyers. Thus, it is evident that digital marketing impacts the Indian Skincare business in many ways.

## 2. Literature Review

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Digital marketing involves trading products or services through computer networks, such as the Internet. Electronic commerce is based on technologies such as mobile commerce, transfer of electronic funds, supply chain management, internet marketing, online transaction processing, electronic data exchange (EDI), inventory management systems, and automated data collection systems. Digital Marketing typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail.

Digital Marketing may employ some or all of the following:

- Online shopping websites for direct retail sales to consumers
- Providing or participating in internet marketplaces processing business-to-consumer or consumer-to-consumer purchases by third parties
- Collection and use of demographic information through internet contacts and social media
- Marketing by e-mail or fax to potential and established clients

## 2.1. Major Skincare Companies Who Use Digital Marketing

**L'Oréal Paris** India is a total beauty care company that combines the latest in technology with the highest in quality for the ultimate in luxury beauty at mass. As the biggest beauty brand in the world, As the world's largest beauty brand, L'Oreal Paris is committed to technology, research and innovation and provides cutting-edge, high-quality goods for females, men and kids of all ages and ethnicities. L'Oréal Paris offers a wide range of skincare solutions for the beauty need of Indian Women. Each of their skincare product is developed and rigorously tested with leading scientists. The brand aims to provide a luxurious and sensorial skincare experience.

L'Oréal Skincare Brands: - Hydra Fresh, Skin Perfect, Reitalift

**Himalaya Wellness:** Himalaya began its journey at a time when herbal products were regarded with scepticism. But the founder had firm belief in the power of nature's goodness. He was convinced that people would share his belief if the benefits of herbs and plants were researched and analysed through science and were proven to be safe and effective though empirical evidence. The company has more than 290 researchers that utilize ayurvedic herbs and minerals. A hepatic drug called Liv.52 is its flagship product, launched in 1955 for the first time.

**Everyuth Naturals:** Zydus Wellness Ltd. Offers a variety of skin care products under the Everyuth Naturals brand name. While having the benefit of being a healthcare company's skin care brand, Everyuth Naturals has always come up with products that address distinct requirements of every skin type. The products harness the goodness of natural ingredients that are known for their efficacy and skin nurturing properties. The brand therefore promises the safety and tender care of nature along with the advantages of proven scientific research. In skin care sections such as face masks and scrubs, Everyuth enjoys market leadership and also has a powerful place in the face wash segment.

**Neutrogena:** Neutrogena® the #1 Dermatologist Recommended skincare brand offers a wide range of skin and hair care products. Neutrogena provides its consumers great values, special offers, and the latest news on some of the world's most loved beauty and skincare products through their website Neutrogena.com. Neutrogena® Corporation's respect and credibility resulted to its 1994 takeover by Johnson & Johnson. As a member of the Consumer Companies family Johnson

& Johnson, Neutrogena® manufacturers have the chance to maintain the "Neutrogena way" while at the same moment preserving the "Neutrogena way" drawing on the breadth of resources of the Johnson & Johnson Family of Consumer Companies.

Now, more than ever, consumers equate health with beauty. Neutrogena® stands naturally poised for tremendous future growth and an ever-increasing number of satisfied customers.

## 2.2. Digital Marketing Techniques Adopted by These Brands

**Content Optimization** commonly referred to as Search Engine Optimization utilizes your content for more visibility on the internet. The search engines rank highly optimized content higher on search engines page than the non-optimized content. Brands write great content that both existing and potential customers can relate with. Great content can improve the brands SEO ranking, meaning it is more optimized and many people will see the content and know what the brand is offering. The brands keep the content flowing and make sure to use keywords that the customers are likely to look for on the web. As such, the content goes to the customers, and helps make considerable marketing efforts via the web.

**Social Media:** We are in a age, where information and knowledge are everywhere on digital platforms. Comparing with old marketing methods, the internet is a big smile and a perfect strategy to reach out to new customer horizons hitherto unimagined. Social media is an a very effective marketing tool because most people and especially millennial nowadays tend to follow a brand on social media. A bigger percentage of social media users will recommend a service or a product if they are satisfied with its social media service. Every day, social media records a large amount of subscribers, making it an evergreen marketing strategy to reach fresh markets and keep the accessible ones. As such, skincare are opening social media pages for marketing and promotion of their products and services.

**Website Optimization:** L'Oréal Paris, Himalaya, Everyuth, Neutrogena have a website to supplement their social media pages. The websites must have a proper design because, in the first place, it reflects the image of the brand. Website optimization involves designing a website from nothing. It involves adding keywords or phrases, image tags; editing Metadata to ensure that your site is accessible to a search engine. Website optimization is the same as the search engine optimization (SEO), and the content that the brand offer there must be significant and up to date. It is a significant way of reaching potential customers.

**Television Advertisements:** Television is a powerful way of communicating to the masses. It earns a slot in the evergreen strategy because advertising on tv is far much better than and effective than placing an add on a newspaper. A TV ad that appears during prime-time hours will reach more audiences in a matter of seconds, thereby creating awareness of the existence of a service or a product. You can never go wrong with a television ad, however annoying it might be simply

because it will still serve its objective, which is entering the minds of potential customers. Television ads reach consumers when they are most attentive and allow you to convey the message in sight, sound, and motion. This gives the brands business and what they are offering instant credibility. It allows the brands to become a creative marketer and attach a personality to the business.

**Speaking Engagement and Networking**, one of the advantages of using speaking engagements is that brands are directly speaking to a targeted audience. Their attention helps understand they are interested in what you are offering and you will need only a small, professional, and spirited nudge to turn them into your consumers. Talk of the good old word of mouth working for the best interest of your business. When it comes to networking, you can attend seminars and meet potential buyers or join associations or organizations where you can target potential customers. A face-to-face encounter with a potential buyer builds trust, which underpins the importance of sell-buyer rapport.

**Direct Mail:** If you send thank you cards to your customers for showing appreciation, they are more likely to purchase your products again. Consumers interested in your industry will take information leaflets very seriously and provide expert advice. Remember you have to use high-quality prints to impress your clients, and if this is a hassle, stick to direct mails. It is a pronounced way of making sure that your customers are always aware should there be any new product or service from your business.

**Influencer Marketing:** Influencers generally build their audiences by creating content in their niche area that is hyperrelevant and professionally produced. This means that properly selected influencers should produce your brand audience's best possible content. These influencers have a massive amount of... well, influence... over their audience and can make powerful brand advocates.

**Analytics:** Greatest asset of digital marketing is that one can measure its performance and efficiency through Analytics. The company uses many analytics tools that help analyze and measure its marketing campaigns through website, blog, social media channels and paid advertising. The analytics data is important for increasing the performance and also for generating more prominent leads.

### 3. Research Methodology

The research is an activity involving parameter estimation as far as organisational demands are concerned. Research has been intended to obtain the appropriate data that can be used for different organisational reasons. Research included collecting both primary and secondary data. Primary data included questionnaire was prepared to gather information in order to determine the impact of digital marketing on Women's Skincare Sector in India. Secondary data for this study was gathered through internet, publications, articles, company website, etc. The data collection method was none other than survey method which is usually incorporated for collection of raw information. Thus, the sample survey was carefully planned to transform the procedure using chosen samples to the correct route to achieve the required

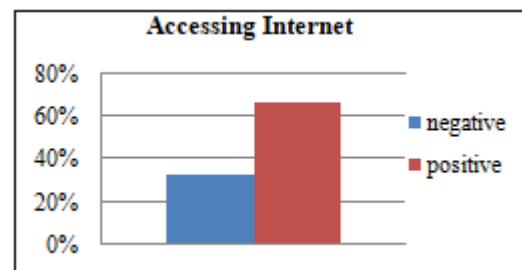
destination. A structured questionnaire was administered. The questionnaire was designed in the view both major and minor objectives of the study. The respondents were women belonging to different professions and age groups. They were asked to fill the questionnaire. Data was tabulated after the information was obtained and project results were presented followed by assessment and interpretation in order to achieve some conclusion.

#### 3.1. Data Interpretation

The following charts shows the distribution of respondents according to their collective preferences

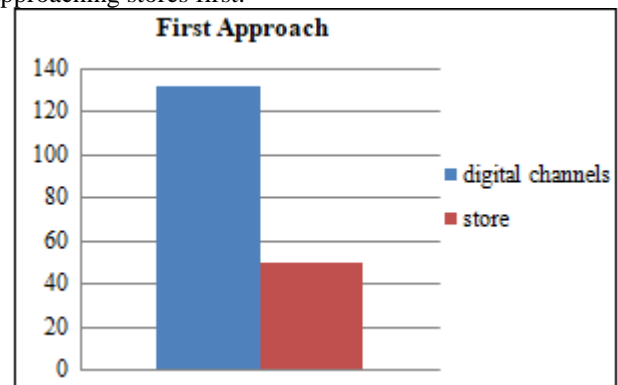
##### Accessing Internet for Researching About the Product

In response as to whether or not the customer access internet before buying a product, 148 of the 181 answered in the positive which translates into almost 67.15% of the sample size. This establishes the superiority and awareness of the use of internet among the people.



##### First Approach

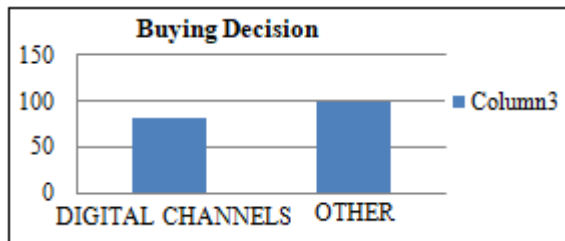
In response as to whether whom would the customer approach first while thinking of buying a product 132 out of 181 respondents preferred visiting the company website dedicated to the product or approaching e-portals. But we also can't ignore the fact that almost 49 customers preferred approaching stores first.



##### Medium Used to Make a Strong Buying Decision

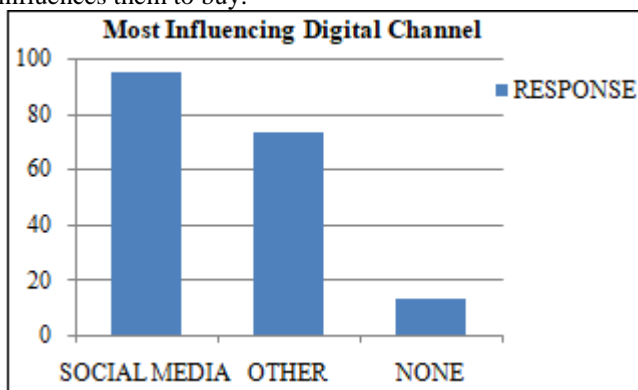
In response as to which medium influences the respondent to make a strong buying decision, it is observed that only 81 out of the 181 respondents can make a strong buying decision based on what they see on digital channels. Rest 100 respondents still don't trust the digital mediums before making a strong buying decision. Another important observation is that, almost 88 of the respondents make a strong buying decision based on word of mouth and references.

This shows that though digital mediums are preferred by most of the customers for researching about a particular product but when it comes to making a strong buying decision customer do not trust digital mediums.



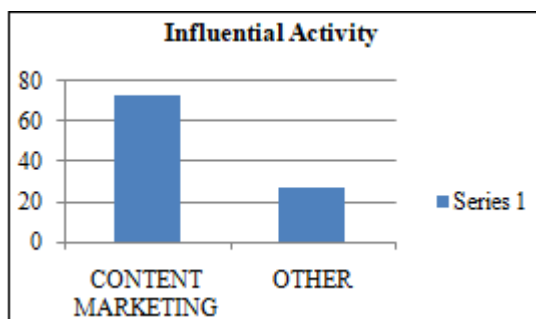
**Most Influential Digital Channel**

When asked as to which digital marketing channel the respondent finds most influential, 95 out of 181 respondents found social media to be very influential. From the data analysis we can interpret that most of the digital multimedia advertising done by the company influences the customers. Whereas 13 respondents still feel that no digital channel influences them to buy.



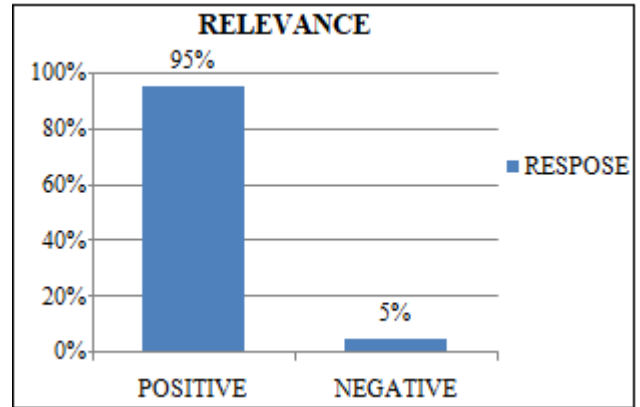
**Most Influential Digital Marketing Activity**

When asked as to which digital marketing activity influences the most, 73 out the 181 respondents found content marketing to be the most influential. Followed by social media marketing, affiliate marketing and interactive marketing. Content marketing is the most preferred because when it comes to buying a product the customer focuses more on relevant and consistent content to get a clear image of what the product is all about.



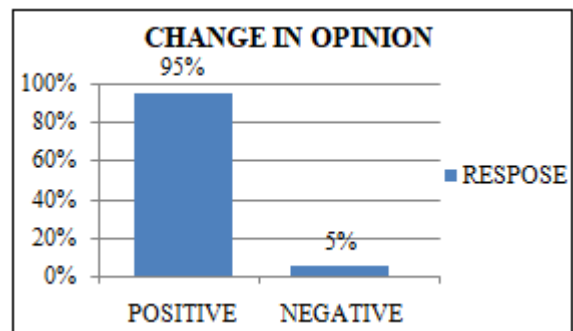
**Usefulness**

When asked whether the respondent finds digital media sources accurate, reliable and useful 95% of the customers were positive.



**Change of Opinion**

When asked whether digital marketing done by company changes the opinion towards buying a product 95% of the respondents were positive. This shows that having a strong digital presence in today's world can change a normal customer into a potential customer.



**4. Findings**

The Women Skincare Sector in India is one the fastest growing, profitable sector today. With changing scenario of the market and the shift of customer towards digital media has made it important for the Women Skincare Industry in India to have a strong online presence in order to make more profit.

From the above study we can find out that most of the customers prefer researching about a product online before actually buying it. When as business you take help of online tools like social media, emails, website content and SEO it enables your link and message to be shared quickly over a large platform.

Almost 95% of the respondents find digital media sources to be effective, accurate and useful. Digital marketing tools like electronic media and social media has helped the business communicate information about the products to clients in matter of short time.

One of the most visible impacts of digital marketing techniques have had on the Women Skincare Sector in India over past few years is that now results can be measured in real time. It is observed that a majority of customers visit the company's digital media channels in order to gather information about a particular product. The most preferred channel being E-commerce websites like Nykaa, Amazon allows the digital marketing manager to get a clear view



number of customers clicking on, customers visiting these sites. The manager can also get information regarding visitor conversion code and many more information at the touch of a button.

Majority of the customers found content marketing technique to be the most influential amongst every other digital marketing techniques used by the marketer. This particular finding states that developing a creative and effective online marketing strategy like content marketing makes a very high impact on the Women Skincare Sector in India. This is because online content marketing has reduced the dependence on costly advertising channels such as print media, television and radio etc.

The most important finding is that though digital marketing activities have made a positive impact on the Women Skincare Sector in India it's also observed that digital marketing is still no able to influence the customer to a make a strong buying decision when it comes to buying. The customer still doesn't trust the digital media sources a lot and makes a decision-based on word of mouth and references.

## 5. Conclusion

Digital marketing is a big task it not only involves creating and measuring campaigns in a different way but changing the whole mindset. By using effective digital marketing methods, the organizations has been able to make its impact on the minds of women, has cut down on advertising cost, has been able measure analytics and generate higher revenue. The targeted audience relies a lot on digital media channels before making a buying decision, finds digital media activities influential. This has helped the organizations gather a huge consumer base or in other words this helps the company generate potential leads. Web portals are now able to make impact on men as . Also the reason why digital marketing activities have succeeded is because that there is continuous updating of products & trends and follow up of clients are also up to mark. It has come to a satisfaction note that clients are believing that digital channels have started bridging the information gap between the organizations and customers. Digital Channels are considered as good platform to take a decision on which product to buy so as to get good results.

Digital marketing in Women Skincare Sector in India succeeds to convert the potential customers to into potential buyers hence impacting the over-all revenue generation of the company.

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