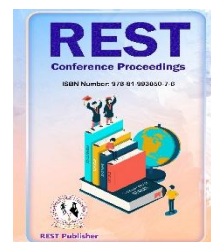


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A Study on Impact of Digital Marketing on Brand Awareness of Cosmetic Products

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Abstract: In the era of rapid digital transformation, digital marketing has emerged as a powerful tool for businesses to reach and engage consumers. This study investigates the impact of digital marketing strategies on enhancing brand awareness of cosmetic products. With increasing competition in the beauty industry, brands are leveraging various digital platforms such as social media, influencer collaborations, email campaigns, and content marketing to create a strong online presence and build brand recall. The research aims to explore consumer perceptions of digital marketing, the effectiveness of different online channels, and the role of digital content in shaping buying decisions. A mixed-method approach, including surveys and interviews, was used to collect data from a sample population of cosmetic product consumers. The findings indicate a significant positive correlation between digital marketing efforts and consumer brand awareness. The study concludes that digital marketing plays a critical role in shaping brand image, increasing consumer engagement, and ultimately influencing purchase behavior in the cosmetic sector.

Key Words: Digital Marketing, Brand Awareness, Cosmetic Products, Consumer Behavior, Influencer Marketing, Online Branding.

1. INTRODUCTION

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Digital marketing is an approach used by organizations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines digital marketing communication as "a concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact." The primary idea behind a digital marketing communication strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The brand's core image and messaging are reinforced as each marketing communication channel works together in unity, rather than in isolation.

2. LITERATURE REVIEW

Several researchers have explored the impact of digital marketing on brand awareness, particularly in the context of cosmetic products. Gupta and Mehta (2020) investigated the role of social media in enhancing brand visibility and found that platforms like Instagram and YouTube significantly contributed to the awareness and preference for beauty brands among young consumers. Their study emphasized that influencer marketing had a notable influence on purchase intentions. Similarly, Sharma (2021) examined the effectiveness of digital advertisements and concluded that creative and interactive ads led to higher recall and recognition of cosmetic brands, especially among urban female consumers. Patel and Desai (2022) focused on SEO and content marketing strategies and found that informative blogs and reviews helped consumers understand product features, thereby building trust and increasing brand recall. In a study by Reddy and Nair (2023), the researchers analyzed consumer behavior across e-commerce platforms and observed that brand visibility, discounts, and personalized digital campaigns improved consumer engagement and loyalty. Lastly, Khan and Verma (2024) assessed the correlation between digital engagement and brand equity in the cosmetic industry. Their findings revealed that consistent digital presence and responsive customer interaction strengthened brand image and awareness. These studies collectively indicated that digital marketing, through various tools and channels, played a critical role in enhancing brand awareness and influencing buying decisions in the cosmetic sector.

Problem Definition:

The cosmetics industry is a highly competitive market where brand awareness significantly influences consumer purchasing decisions. With the rapid growth of digital marketing, traditional marketing strategies are no longer sufficient to maintain a competitive edge. Digital marketing platforms, including social media, search engine advertising, influencer collaborations, and content marketing, have emerged as powerful tools to reach and engage target audiences. However, the effectiveness of these digital strategies in enhancing brand awareness for cosmetic products is not fully understood. This study aims to explore the impact of digital marketing on brand awareness within the cosmetics industry. It seeks to identify how various digital marketing channels and strategies contribute to consumer perception, recognition, and recall of cosmetic brands. By addressing this problem, the research will provide insights into optimizing digital marketing efforts to strengthen brand visibility and engagement in an increasingly digital marketplace.

Research Objectives:

- To study the concepts digital marketing and social media marketing.
- To study the awareness of digital marketing of cosmetics among the people in Amravati city.
- To study the impact of digital and social media marketing of cosmetics on consumer perception.
- To analyze the influence of digital marketing in purchase decision.
- To know about the kind of products bought by utilizing digital channels.

3. RESEARCH METHODOLOGY

A descriptive research design was applied to examine and highlight the key factors that influenced consumer buying behavior, specifically focusing on integrated digital service providers in Amravati City. The data required for the study were collected from respondents who used cosmetic products in the city. As it was a descriptive research based on existing literature and current consumer practices, the researcher collected primary data through a structured questionnaire. Secondary data, which referred to information already collected and analyzed by others, were gathered from sources such as newspapers, journals, magazines, textbooks, and websites. For data analysis, statistical tools such as mean, mode, and median were used to interpret the findings. The study targeted all consumers who had engaged with integrated digital service providers in Amravati City. The population comprised cosmetic users residing in the city, and the sample unit consisted of individuals who were consumers of cosmetic products. A total sample of 100 respondents was included in the study. To ensure unbiased data collection, the researcher employed a simple random sampling technique.

Data Analysis and Interpretation:

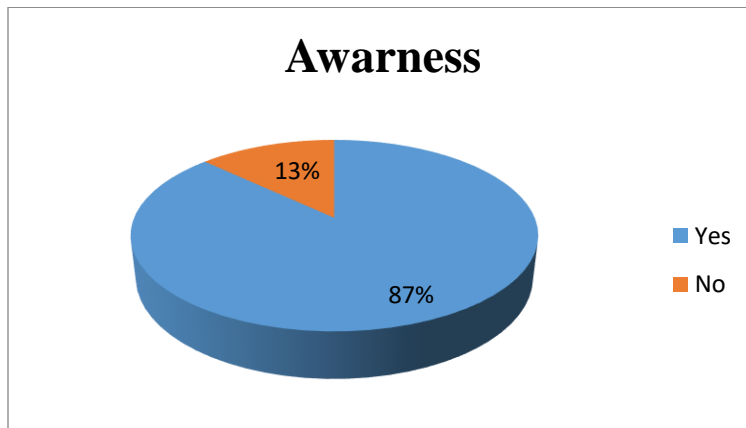


FIGURE 1. Graphical Representation of aware about an advertisement on social media

The above Graph shows aware about an advertisement on social media in which 87% respondent says yes and 13% says no.

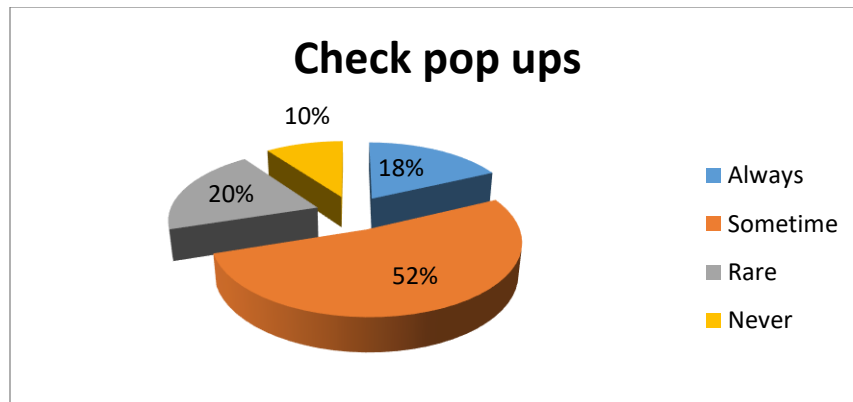


FIGURE 2. Graphical Representation of check out the advertisements pop ups which appears on social sites

The above Graph shows check out the advertisements pop ups which appears on social sites in which 18% says Always, 52% says Sometime, 20% says Rare, 10% says Never

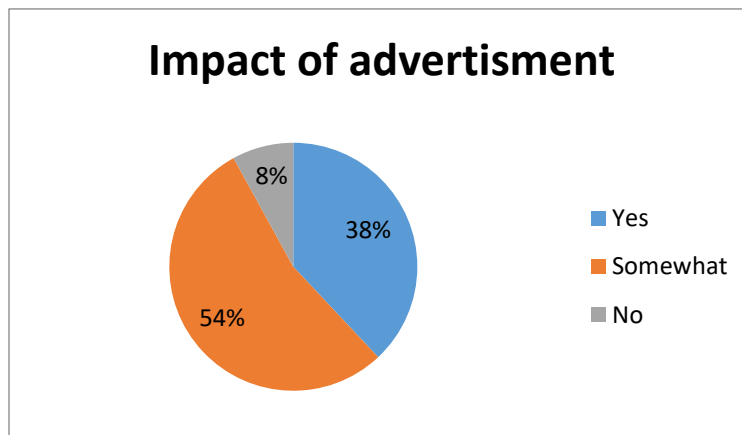


FIGURE 3. Graphical Representation of online advertisement have an impact on buying decision making

The above Graph shows online advertisement have an impact on buying decision making about products which 38% respondent says yes, 54% says somewhat, 8% says no

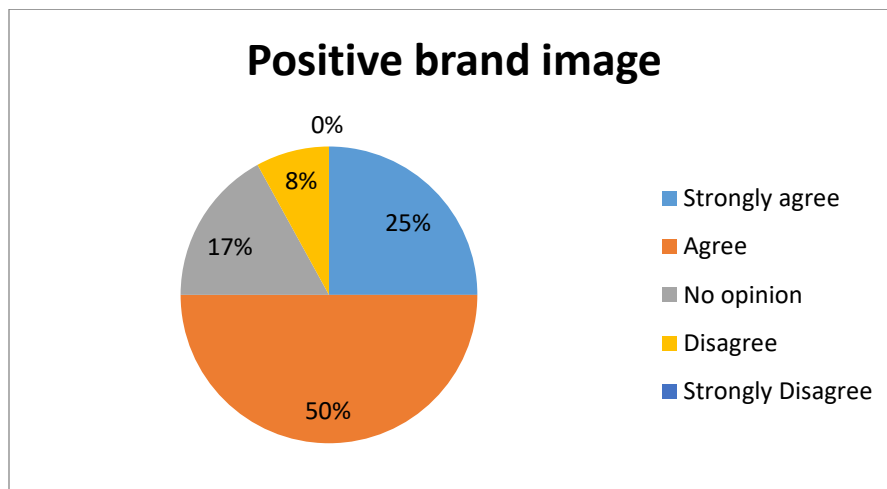


FIGURE 4. Graphical Representation of digital & social media marketing creates positive brand image about the product/services

The above Graph shows digital & social media marketing creates positive brand image about the product/services in which 25% respondents says Strongly agree, 50% says Agree, 17% says No opinion, 8% says Disagree.

Findings:

The survey reveals that 87% of respondents are aware of social media advertisements, showing their wide reach. Over half (52%) sometimes check pop-up ads, while 18% always do, indicating moderate engagement. However, 20% rarely and 10% never check them, suggesting some users find them less appealing. In terms of influence on buying decisions, 38% say online ads affect their choices, and 54% are somewhat influenced, showing a notable impact. Only 8% report no influence. Additionally, 75% of respondents believe digital marketing creates a positive brand image, with just 8% disagreeing, highlighting the effectiveness of digital platforms in shaping brand perception.

3. CONCLUSION

Social media platforms were found to be effective channels for advertising due to high levels of user awareness and engagement. Pop-up ads were frequently noticed and occasionally interacted with by the majority of users. Online advertisements had a noticeable impact on consumer buying decisions, although some users remained cautious or indifferent. Overall, digital and social media marketing positively shaped brand perception, enhancing trust and engagement with products and services.

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