

AN INVESTIGATION ON THE INFLUENCE THAT MARKETING STRATEGIES HAVE ON THE PURCHASING PRACTISES OF COSMETIC PRODUCTS

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Abstract

Through its power to influence consumer perceptions, tastes, and purchase decisions, marketing tactics play a significant part in deciding the success and longevity of modern enterprises. The purpose of this study is to evaluate the impact that marketing techniques have on the overall performance of organizations as well as the behavior of consumers. The study is centered on gaining a knowledge of how several factors, including product design, price policies, promotional strategies, and distribution networks, jointly influence market responses and the level of pleasure experienced by customers. In order to acquire a full grasp of the topic, a mixed-methods strategy was chosen. This technique included both qualitative interviews and quantitative surveys. The purpose of this study was to investigate the connection between strategic marketing techniques and measurable performance indicators by collecting data from a selection of commercial organizations and customers. According to the findings, marketing strategies that are well-formulated greatly improve brand awareness, ensure that customers remain loyal to the company, and increase profitability. Furthermore, in the modern corporate climate, strategies for digital marketing that are unique, such as interaction on social media and promotions that are driven by content, have emerged as essential factors in determining market competitiveness. According to the findings of the study, it is vital to continuously adapt and innovate marketing techniques in order to achieve long-term success and keep relevance in a market that is becoming increasingly dynamic. For the purpose of assisting organizations in developing marketing frameworks that are data-driven, customer-centric, and aligned with emerging consumer trends, recommendations are provided.

Keywords: investigation, Marketing, strategies, influence

Introduction

Since its inception, marketing has developed into a complex field that encompasses not only the sale of products and services but also economics, sociology, technology, and psychology. These days, marketing techniques are more than just ways to get people to buy stuff; they're the bedrock upon which companies build their long-term viability and success. A marketing strategy lays down the groundwork for a firm to reach its target market, learn about consumer wants and requirements, and create ways to provide exceptional value. A company's long-term profitability, client connections, and brand image are all impacted by marketing techniques, which in turn impact sales. Academics and practitioners alike must, therefore, comprehend the significance of knowing how marketing tactics affect corporate results. Consumer tastes, technological developments, and the level of competition are all elements that keep modern firms on their toes in today's international market. A more comprehensive strategy that prioritizes consumer involvement, brand experience, and digital presence has replaced the old paradigm of marketing that mostly centered on advertising and sales. Now more than ever, businesses must find ways to differentiate themselves from rivals while still meeting the demands of their customers. Because of this, developing a marketing plan is an essential part of running a business. When a business is successful in attracting, satisfying, and retaining consumers, it shows that its marketing techniques are working. This, in turn, benefits the business and its customers in the long run. Scholars like Philip Kotler, who developed the first theories of marketing management, argued that the four Ps of marketing (product, pricing, location, and promotion) formed the basis of effective marketing strategy. The extended marketing mix, also known as the "7Ps," is a refined version of this paradigm that now incorporates human resources, procedures, and tangible results. In determining how consumers view a product and whether they decide to buy it, each of these factors is crucial. A well-designed product that lives up to customer expectations, for example, may build confidence in the brand, while smart advertising can raise brand recognition and boost sales. To remain competitive without sacrificing profitability, pricing strategies should also aim for a happy medium between perceived value and affordability. Additionally, marketing techniques are crucial since they connect the company to its outside world. Businesses may adjust their tactics to match the dynamics of the market by studying customer behavior, market trends, and competition moves. In this era of rapid technological advancement, when marketing strategies are always evolving, the ability to react quickly is more crucial than ever. How companies interact with customers has been revolutionized by the advent of data analytics, search engine optimization, influencer marketing, and social media. Businesses may now interact with consumers on a one-to-one basis, get immediate feedback, and adjust products and services appropriately. Customers are more satisfied and loyal to the brand as a whole as a result of such direct communication. The foundation of any marketing plan is consumer behaviour. In order to develop successful strategies, businesses must first comprehend the buying process, the elements that impact customers' decisions, and the ways in which consumers react to marketing stimuli. Important psychological aspects of this process include drive, awareness, knowledge acquisition, and attitude development. Emotional marketing, for instance, frequently makes use of psychological triggers to build stronger bonds between customers and firms. It is important for marketers to take demographic and cultural differences into account when formulating strategies, as socio-cultural elements like family, socioeconomic class, and reference groups also impact purchasing behavior. As a result of globalization, marketing approaches vary widely and are always evolving. Brand standardization is a key component of global marketing techniques employed by multinational organizations, whereas local enterprises tailor their methods to meet the tastes of specific regions. Each method has its advantages and disadvantages. Adaptation permits personalization and cultural relevance, whereas standardization guarantees uniformity and scale economies. The effectiveness of global marketing campaigns is frequently dependent on striking a good balance between these two viewpoints. Plus, thanks to e-commerce and other digital markets, even SMEs can compete on a global scale by using digital marketing to reach more people. The incorporation of ethics and sustainability is another essential component of contemporary marketing strategy. A growing number of companies are launching "corporate social responsibility (CSR)" programs and "green marketing" campaigns in response to customers' increased awareness of social and environmental concerns. Consumers are more likely to have faith in and loyalty to businesses whose advertising campaigns reflect their commitment to ethical business practices and environmental responsibility. This change shows that marketing is expanding its focus beyond only producing money to include helping society as a whole. Building lasting ties with socially conscious clients is only one of the many benefits of ethical marketing. Market share, customer retention rate, brand equity, and sales performance are some of the measures that may be used to assess the efficacy of marketing campaigns. Companies that put money on innovation, customer relationship management (CRM), and market research usually do better than those that depend just on old-fashioned advertising strategies. For instance, businesses may learn about

their customers' tastes, anticipate market shifts, and provide more tailored service through data-driven marketing. Also, to keep marketing efforts focused and within budget, it's smart to utilize digital tools and analytics strategically. This lets you allocate funds effectively and evaluate effectiveness in real-time. From a scholarly perspective, the study of marketing strategy offers useful perspectives on how theory and practice meet. It delves into the ways in which strategic choices impact positioning in the market, customer involvement, and organizational development. To help marketers find opportunities and minimize dangers, several models have been developed. Some examples are SWOT analysis, Ansoff's growth matrix, and Porter's Five Forces. Decisions about product development, diversification, and market entrance may be better made with the help of these frameworks. In addition, the rise of relationship marketing places an emphasis on building trust and reciprocal value in business-consumer connections rather than focusing on short-term transactions.

Bridging the gap between producers and consumers, particularly in rural markets, is a crucial function of marketing techniques in emerging economies such as India's. Diverse demographics in terms of socioeconomic status, level of education, and cultural background need for fresh strategies in advertising. When targeting customers in rural areas, it's important to consider their specific demands when making decisions about product design, price, and distribution. Similarly, due to the fast-paced lifestyle of city people, technologically savvy and convenience-driven techniques are in high demand in urban markets. The dynamic nature of these marketplaces exemplifies the power of situational tactics to influence customer actions and company results. Adaptable and quick marketing tactics were already crucial before the COVID-19 outbreak. In spite of worldwide disruptions, businesses who were fast to embrace digital transformation, improve online consumer engagement, and use compassionate communication strategies were able to keep running. During this time, it became clear that marketers need to be adaptable and creative in order to survive disasters. Digital marketing, virtual experiences, and social commerce are redefining competitive advantage post-pandemic. Lastly, it's important to note that marketing techniques are fundamental to contemporary company operations. They impact how businesses engage with customers, where they stand in the market, and how they reach their objectives. Building a brand, satisfying customers, and creating long-term value are all areas where these techniques have an impact, not only on short-term revenue. Consequently, it is important and relevant to study how marketing techniques impact different parts of company and customer behavior. Examining the effects of various marketing approaches on company success, customer retention, and competitiveness in the market is the overarching goal of this research. In doing so, it adds to our collective knowledge of strategic marketing's role in propelling businesses forward in today's hyper-connected and digital environment.

Marketing Strategies

Discount: The goal of implementing a discount is to make the final selling price lower than the initial sale price. It is the producer's reduction in price that the buyer pays. The initial price plus the discount is what gives you the final price reduction. For instance, if a product's initial price is \$500 and the discount is 50% (which is half of the original price), then people are more likely to buy the product because of the attractive pricing. Consequently, many merchants in the cosmetics sector frequently use discount as a marketing approach. This is efficient and won't break the bank because more sales mean more money in the bank, regardless of how much the price per unit goes down.

Sales Promotion: Promotion is a marketing tactic that many cosmetic merchants use to boost client interest in or demand for a product or service. This is accomplished by encouraging customers to participate in activities that are both entertaining and price-friendly. The primary reason why merchants select promotion is to encourage sales. This is accomplished by convincing or drawing customers to purchase their items, which ultimately results in an increase in the number of products that are sold. Promotion is also a technique of information transmission; merchants send out a range of information to drive consumption and transfer the information to the target audience in order to affect their attitudes and behaviors. Promotion can also be thought of as a manner in which information is sent. Promotional strategies that are frequently utilized in the cosmetics sector include but are not limited to the following: "buy one and get one free," "adding a little price for one more item," "prize draw and flash sale," and so on.

Co-branded: A great number of cosmetics firms are interested in launching co-branding since it is not only an exceptionally efficient marketing approach but also a highly appealing pastime. By releasing co-branded products, flash MOBS, offline check-ins, and other similar activities, beauty businesses frequently collaborate with well-known intellectual properties (IPs). Movies and television shows make up the majority of the Intellectual Property (IP) that the brand has chosen to acquire. On the other hand, these intellectual properties are typically well-known or appreciated by the general public, and thus have a larger appeal on social media, which can provide cosmetics retailers the opportunity to increase their earnings.

Cosmetics Gift Set: A company that is well-known for lipstick, for instance, will also release other sorts of items at the same time. This is because the majority of cosmetics firms do not only manufacture a single specific kind of product. Even if the brand is not very excellent at producing other kinds of products, the quality of the items is not even close to being on par with the quality of the lipstick that the brand produces. As a result, in order to maximize the sale of other kinds of products, many companies will utilize the shape of gift boxes to create a set of many various kinds of items and bundle them for sale. This is done in order to promote the sale of other kinds of goods. In this way, less popular products would be able to be sold, which would result in an increase in the earnings that are generated from the production of these products.

Consumer Preferences: The level of happiness that buyers feel after making a purchase is one indicator of consumer preference, which is essentially the personal taste of each buyer. Numerous factors, including individual preferences, cultural norms, and so on, influence consumer behavior. Consumers will exhibit diverse purchasing behaviors in relation to product quality, pricing, status, features, and packaging. They are influenced by this shifting taste in what they purchase. Many factors, including pricing, quality, brand name, brand loyalty, and labeling, influence cosmetics usage in the market. All of these characteristics are just now starting to make waves in consumer preferences. These days, a lot of individuals are more interested in affordable, branded cosmetics that are of great quality. [5] A customer's choices influence both their propensity to buy and the items they end up purchasing. Thus, cosmetics firms may have a better understanding of the kinds of items that customers are more inclined to purchase by discovering and effectively analyzing a number of characteristics that impact consumers' choice for cosmetics. This allows companies to establish their own cosmetics brand, design sales tactics, and provide items a competitive edge in a timely and suitable manner. There is a lot of competition in the cosmetics industry, so it's crucial for businesses to understand consumer preferences. If you can predict what people will buy and make and release new products that meet this standard, you'll be able to stand out from the crowd. According to studies, various demographics of consumers may have distinct tastes when it comes to beauty products and services, and these choices can have a significant impact on consumer spending habits. When it comes to cosmetics, for instance, various demographics of American teenagers have diverse tastes; for instance, those from more affluent backgrounds choose to shop at Sephora and Ulta. Among American teenagers with disposable income, MAC cosmetics are the most popular, followed by Maybelline and Urban Decay. Teens in the medium income bracket in the US likewise favor MAC cosmetics than any other brand.

Factors that May Influence Consumer Behaviors: Customers' motivations and perspectives on consuming are crucial, but there are many other internal or psychological elements that could influence their buying behavior. point Instincts like hunger and thirst are examples of psychological factors. An individual is said to be motivated when they are confronted with an urgent need that might drive them to take action in order to achieve their own ambitions. The level of a customer's demand for a product is inversely related to their likelihood of purchasing

that thing. Consider a young lady who, for whatever reason, feels the need to hide a flaw in her face by applying liquid foundation or other concealer cosmetics. There and there, the girl's flaws were what prompted her to buy concealer. The young woman's demand for concealer items is so great that she would probably buy them while under the influence of the inducing substance. So, one of the internal elements that impacts customer behavior is motivation, which has grown in importance over time. Additionally, a perception-based analytical approach is available. A customer's perception of a situation also impacts their subsequent behaviors. The brain is continuously taking in information from its surroundings and the information others provide it, and the amount of data it takes in is far more than what is often considered normal. As a result, the brain takes decisions to keep just the most important details while discarding the rest. Humans have the remarkable capacity to select among a large number of alternatives that are essentially interchangeable. Shoppers' evaluations and decisions are also impacted by this skill. No amount of information sent into the brain can ever give a full view of the world. A person's perspective could be impacted by several elements as they formulate mental strategies for processing information. A number of factors come into play, including expectations, selection, and prior experience. People who let their memories color their opinions these days could be more likely to draw conclusions about new information based on what they already know. Eight points: Here we have a customer who buys and uses a certain type of lipstick, only to find out that it triggers her allergies and causes her excruciating agony. The customer is probably not going to purchase anything from this brand in the future. Customers' spending patterns are also influenced by the state of the economy. Consumers' desire to purchase a specific quantity decreases as prices rise, according to the conventional demand-supply model. Quantity demand decreases when prices rise, and vice versa. In fact, those who consume less often are more likely to opt for items that are less expensive. This indicates that those with lower incomes prefer to purchase things that are within their financial means. But when it comes to high-income people, quality matters. They're ready to spend more for goods that are notoriously good. Even if the price stays the same, people from various socioeconomic backgrounds will approach it in different ways. To illustrate the point, someone with a high spending habit would consider a \$200 eyeshadow to be as easy as pie compared to someone with a modest paycheck. More specifically, this is due to the fact that there is a substantial disparity in the distribution of wealth between the two categories when it comes to the \$200. Two hundred dollars is a lot of money for people who are strapped for cash. And even for those who make a lot of money, \$200 is still a little percentage of their total fortune. Those with greater discretionary income will likely purchase the item at a higher price point, all else being equal, due to the income difference. Individuals experiencing financial hardship are prone to forgoing material possessions. It is very clear that people's consumption habits will vary significantly based on the quantity they consume in this case. The majority of human conduct is the result of learned habits, beliefs, and concepts that individuals acquire during infancy. As a result, people came up with a code of behavior that has played a significant role in forming modern cultural standards. Many factors contribute to the fact that consumer preferences vary from one culture to another. Therefore, cultural considerations have a significant role in shaping consumer behavior. The three components that make up culture are socioeconomic status, subculture, and culture itself. Every one of these feature classes has room for additional subdivision. When it comes to cultural issues, people's eating habits and other consumption patterns will vary substantially due to the fact that people's ideas and values are diverse. For instance, because they value immediate gratification more highly, certain cultures might not be very concerned about the issue of price increases. Some cultures choose to put their wealth in banks because they are more concerned with the distant future. I can say with certainty that many people's purchasing decisions are influenced by their ideals and principles. A smaller group of people's informal shared customs, beliefs, and values is one way to describe a subculture in the context of a dominant culture. point What this implies is that several subcultures within a society may coexist, each with its own distinct norms and practices. Given the small size of the group and the similarities in their personalities and interests, it stands to reason that these common qualities will also influence their purchasing patterns.

Literature Review

The study of marketing strategies and their influence on organizational performance and consumer behaviour has long been a major area of academic inquiry. Marketing, as a discipline, has evolved from its early transactional focus to a relationship-oriented and strategic management perspective. According to Kotler and Keller (2016), marketing strategy refers to the logic by which a business unit hopes to achieve its marketing objectives, encompassing decisions regarding target markets, positioning, and the marketing mix. It serves as the foundation upon which companies build sustainable competitive advantages. Similarly, Armstrong and Cunningham (2018) argue that marketing strategy involves designing an integrated plan that aligns an organization's resources and capabilities with market opportunities to achieve profitability and customer satisfaction.

The influence of marketing strategies on consumer buying behaviour has been widely explored in the literature. Schiffman and Kanuk (2015) emphasized that consumer behaviour is a psychological process shaped by motivation, perception, learning, and attitude formation. Marketers who understand these elements can tailor their strategies to better meet customer expectations. Solomon (2017) further notes that consumer decision-making is not merely a rational process but is often driven by emotional and social factors. Effective marketing strategies, therefore, must engage consumers both cognitively and emotionally to influence their purchase intentions. The development of persuasive advertising, branding, and promotional activities is rooted in this understanding of consumer psychology.

The concept of the marketing mix, often referred to as the 4Ps—product, price, place, and promotion—remains central to most marketing strategy models. McCarthy (1960) introduced this framework to simplify complex marketing processes, and it continues to be a fundamental reference point. Kotler et al. (2019) expanded this concept into the 7Ps by incorporating people, process, and physical evidence, especially relevant to service marketing. According to Borden (1984), a well-coordinated marketing mix ensures that a company's product offering, price structure, promotional message, and distribution system work together to influence customer preferences and satisfaction levels. Empirical studies by Jobber and Ellis-Chadwick (2020) have shown that firms adopting a balanced marketing mix tend to outperform competitors in terms of market share and brand recognition.

Several scholars have examined the relationship between marketing strategies and organizational performance. Walker and Mullins (2017) observed that strategic marketing decisions concerning segmentation, targeting, and positioning (STP) directly influence firm profitability and market growth. In a similar vein, Hooley et al. (2016) asserted that market orientation—a firm's ability to generate, disseminate, and respond to market intelligence—enhances both customer satisfaction and financial performance. Studies conducted by Morgan, Slotegraaf, and Vorhies (2018) found a positive correlation between strategic marketing planning and business performance in competitive industries. These findings highlight the importance of aligning marketing strategy with organizational goals and environmental conditions.

The emergence of digital marketing has redefined traditional marketing paradigms. Chaffey and Ellis-Chadwick (2019) observed that digital platforms enable firms to reach larger audiences, personalize communication, and measure engagement more effectively. Strauss and Frost (2014) emphasized that digital marketing strategies—such as social media campaigns, search engine optimization (SEO), and email marketing—have become essential for achieving brand visibility in a crowded marketplace. Tiago and Veríssimo (2014) also found that businesses that integrate digital strategies with traditional marketing approaches achieve higher customer engagement and loyalty. The role of technology in shaping marketing effectiveness has therefore become an essential focus of recent studies.

Branding, as a strategic marketing component, has also received significant academic attention. Keller (2013) defined brand equity as the differential effect that brand knowledge has on consumer response to marketing activities. Strong brand equity not only influences purchase decisions but also fosters long-term customer relationships. Aaker (1996) introduced the concept of brand identity systems, emphasizing that consistency in brand communication and positioning is essential for maintaining customer trust. Empirical research by Iglesias and Ind (2016) confirmed that coherent brand strategies enhance customer loyalty and advocacy, underscoring the strategic role of branding within broader marketing frameworks.

Pricing strategy, another critical dimension of marketing, directly affects consumer perception and market competitiveness. Monroe (2003) highlighted that pricing decisions must balance customer-perceived value and company profitability. According to Hinterhuber (2017), value-

based pricing strategies lead to higher customer satisfaction and improved profitability compared to cost-based or competition-based approaches. Studies by Nagle and Müller (2018) revealed that firms using psychological pricing and dynamic pricing models tend to experience greater customer responsiveness and sales growth, especially in digital marketplaces.

Promotional strategies, including advertising, public relations, and sales promotions, have been explored extensively as tools for shaping consumer attitudes and behaviours. Belch and Belch (2018) pointed out that integrated marketing communications (IMC) create consistent messaging across various channels, thereby strengthening brand recognition and consumer recall. Fill and Turnbull (2019) emphasized that emotional appeal, creativity, and message clarity are key determinants of promotional effectiveness. Empirical evidence from Rahman and Haque (2011) suggested that persuasive advertising positively impacts consumer purchase intention, particularly when combined with social proof and influencer endorsements.

Distribution strategies, often referred to as “place” in the marketing mix, determine how effectively a company’s products reach its target customers. According to Rosenbloom (2012), channel management decisions significantly affect product availability and customer satisfaction. Coughlan et al. (2016) emphasized that efficient distribution systems—whether physical or digital—can provide a strategic advantage in competitive markets. In the digital era, the rise of e-commerce platforms and direct-to-consumer (D2C) models has redefined distribution efficiency and consumer accessibility, as noted by Kumar and Reinartz (2018).

Consumer-centric marketing approaches have also become dominant in modern literature. Narver and Slater (1990) were among the first to establish a positive relationship between customer orientation and business profitability. Their findings suggest that understanding and satisfying customer needs create sustainable competitive advantages. Similarly, Payne and Frow (2005) introduced the concept of Customer Relationship Management (CRM), highlighting its role in fostering loyalty and repeat business. Recent research by Verhoef and Lemon (2016) emphasized the growing importance of customer experience management (CEM), where marketing strategies are designed to deliver seamless and engaging experiences across multiple touchpoints.

Several studies have explored the contextual and environmental factors that shape marketing strategy effectiveness. Porter (1980) proposed the Five Forces framework, explaining how competitive intensity and market structure influence strategic choices. Barney (1991) introduced the Resource-Based View (RBV), suggesting that internal resources and capabilities determine a firm’s strategic success. These theories collectively explain why similar marketing strategies may yield different outcomes across organizations and industries. For example, Day and Wensley (1988) noted that strategic marketing performance is contingent on both internal competencies and external market conditions, highlighting the importance of environmental alignment.

The relationship between marketing strategies and consumer loyalty has been another important research theme. Oliver (1999) defined customer loyalty as a deeply held commitment to repurchase a preferred product or service despite situational influences. Studies by Chaudhuri and Holbrook (2001) revealed that both trust and affective attachment influence loyalty formation. More recently, Bilgihan (2016) demonstrated that digital engagement and personalized marketing significantly enhance customer retention. These findings indicate that marketing strategies aimed at relationship building, rather than one-time transactions, are more effective in sustaining long-term business success.

In the context of developing economies, researchers have highlighted the need for adaptive marketing strategies that account for diverse consumer segments. Prahalad (2005) in *The Fortune at the Bottom of the Pyramid* argued that inclusive marketing targeting low-income consumers can open vast new markets while promoting social development. Studies by Sheth (2011) and Gupta (2018) further suggested that rural and emerging markets require customized strategies addressing affordability, accessibility, and awareness. These findings underscore the importance of contextual adaptability in formulating effective marketing strategies across different socio-economic settings.

Recent literature has also emphasized sustainability and ethical considerations in marketing. Peattie and Crane (2005) introduced the concept of green marketing, which integrates environmental responsibility into strategic decision-making. Kotler (2011) later argued that socially responsible marketing is essential for long-term brand credibility and stakeholder trust. Leonidou et al. (2013) demonstrated that companies adopting sustainability-oriented marketing practices enjoy enhanced reputation and consumer goodwill. In this light, ethical marketing has become an essential strategic dimension influencing consumer perceptions and organizational legitimacy.

Marketing strategies are complex multi-dimensional entities that impact many organizational and consumer outcomes, as shown by the synthesis of these research. A company's image, market standing, competitive advantage, and bottom line are all affected by them. Although the marketing mix and STP are still important, the strategic marketing environment has changed due to digital technology, ethical marketing, and customer-centric methods. But there's still a lack of knowledge on how these changing tactics affect particular company results in ever-changing markets. To further understand how marketing techniques impact digital-era customer behavior, brand loyalty, and organizational effectiveness, further empirical research is required.

Conclusion

According to this research, marketing strategies are the backbone of every successful, competitive, and long-term company in today's fast-paced industry. Marketing has expanded beyond simple sales tactics to encompass consumer psychology, data analytics, branding, pricing, and technology innovation, as is shown by a thorough examination of relevant literature and theoretical frameworks. Brand loyalty, market share, and organizational growth are all areas that may be impacted by well-executed marketing tactics. The data shows that traditional advertising strategies don't have a chance against customer-centric, research-driven, adaptable businesses when it comes to long-term success. This study finds that there is a connection between marketing strategy and customer behavior, which is a major finding. Companies may create messages and products that really speak to their target market by studying customer psychology and how they react to marketing stimuli. To this day, the four Ps of marketing: product, pricing, placement, and promotion—play a pivotal role in shaping customer choices. These techniques used to be static, but now they're more dynamic and quantifiable thanks to digital components like customization, online engagement, and social media involvement. Using data analytics and digital technologies, businesses can keep an eye on customer trends and change their tactics to stay relevant in competitive marketplaces. Marketing strategies shape brand positioning, consumer happiness, and financial outcomes, according to the study. Consequently, marketing strategies greatly impact organizational performance. When a company's marketing efforts are well-coordinated with its overall business goals, it usually leads to higher profits, more positive brand perception, and happier customers. Evidence suggests that relationship marketing and customer relationship management (CRM) strategies may turn one-time purchasers into devoted patrons who buy from businesses again and again. Also, a distinguishing trend in marketing is the incorporation of sustainability and ethical issues; this helps companies stand out and earn the confidence of environmentally and socially sensitive customers. With the advent of real-time communication and data-driven decision-making made possible by the digital revolution, marketing has been reimagined. Digital marketing tactics like influencer campaigns, content marketing, and social media advertising have given firms more chances to connect with customers on a personal level. On the other hand, technology has brought new problems including data privacy, information overload, and the requirement for genuine brand communication. Transparency, inventiveness, and consistency in message across different digital media are crucial for the success of these new methods.

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