



A ROLE OF RETAILERS TO PROMOTE COSMETIC PRODUCTS IN HYDERABAD

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Abstract

Research conducted among the apparel Retailers in Hyderabad revealed that there were significant variations in the actual cosmetic products. While on promotion it involves both direct and indirect marketing strategies such as advertising, promotions, public relations, partnership and online marketing. The main methods of promotion are advertising personal selling sales promotion and word of mouth marketing, these Consequences of these variations in dimensions could be significant for the customer in terms of selecting the right apparel Product.

Keywords: Advertising, Promotion, Public Relation, Partnerships. Retail Promotion, Word of Mouth, Direct Marketing, Online Marketing, Non Media Marketing, Pre-determined, consumer demand stimulate market demand, Example include contest, coupons, freebies, lose leaders, point of purchase display, premiums, prizes, product sample and rebates.

INTRODUCTION OF THE STUDY

Retail marketing is the process of promoting products and services to customers through various channels of distribution in order to drive sales. It involves both direct and indirect marketing strategies, such as advertising, promotions, public relations, partnerships, and online marketing. What is the retail promotion strategy. Retail promotion is a strategy to increase consumer demands and sales. The idea behind offering effective retail promotion services is to engage directly with the end consumer and influence their purchase decision. The challenge today, however, is a string of available retail strategies to reach the customer. The main methods of promotion are advertising, personal selling, sales promotions, public relations, direct marketing, and word-of-mouth marketing. It uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, the point of purchase displays, premiums, prizes, product samples, and rebates. In today's digital age, promoting your product online is crucial to reach a wider audience and increase sales. However, many businesses face the challenge of limited budgets when it comes to marketing. The good news is that with the right strategies and tools, you can effectively promote your product online without breaking the bank. In this article, we will explore four key areas that can help you successfully promote your product online on a limited budget.

REVIEW OF LITERATURE

Nguyen, L. Simkin (2013). Found that fairness is more than just a necessity; it is an increasingly important differentiator among companies. Fairness is considered a prerequisite for improving relationship quality between buyers and sellers.

Philipp Hillenbrand, et.al (2013).in his study the choice of brand name for a product can alter the retailers judgment about the product and their purchase decision-making process with competition getting fiercer and product quality becoming more homogenous, a better brand name can be decisive in product choice if the retailer compare several products.

Cobb, et.al, (1995). Found that customer-based brand equity dominates the literature on branding and acts as an important concept in the business world. IN fact, if a brand has no meaning (value) to the customer, it is also meaningless to investors, manufacturers or retailers. Brand equity can be viewed from two main approaches: economic and customer psychology.

Cullen, Johnson T. Sakano (1995). Found that satisfaction can also be considered as an indicator of how a firm assesses some of the other costs and benefits of its relationship beyond the level of economic performance and conflicts, which is described as the overall satisfaction of the channel member.

Vikram Dahiya (2015). Revel that the market for cosmetic and allied products in India is estimated to be about Rs. 12000cr (USD 2.50bn) with 70% dominated by a multitude of mutely players in unorganized sector. In contrast to this, the organized sector has been growing at between 25% and 30%. The estimated turnover of Indian Cosmetic industry is Rs.13000 cr, with a future growth rate of 10% per annum.

OBJECTIVES OF THE STUDY:

- To evaluate retailers attitude towards the promotion of select cosmetic products.
- To Study the method of selecting brands

HYPOTHESES:

- There is no significant difference among the retailers in promoting sale of cosmetic products
- There is no significant difference in the ranking of different cosmetic product brands

Introduction of Cosmetic products

Cosmetic products are segmented into skin care products, hair care products, color cosmetics, fragrances, etc. These products are used to enhance the beauty of the consumers by rejuvenating skin, giving shine to the hair, and so on. Distribution channels such as supermarkets, department stores, etc., offer a wide array of cosmetic products and provide a convenient medium for selection of the desired product.

The cosmetics products market is segmented on the basis of types, distribution channels, and geography in terms of value (\$Billion). The market segments, by type, include

skin care, hair care, color cosmetics, fragrance & deodorants, personal hygiene, oral hygiene, soap, bath & shower, sun care, and others.

The distribution channels of cosmetic product include supermarkets, pharmacy & drug stores, department stores, direct selling, specialty stores, internet retailing, beauty salons, and others. The geographic segmentation includes market value and volume for the key countries in North America, Europe, Asia-Pacific, and Rest of the World (ROW).

CLASSIFICATION OF COSMETICS:

On the basis of type

- Sun care products
- Soaps, bath, & shower products
- Oral hygiene products
- Personal hygiene products
- Others (baby care, depilatory products, etc.)

On the basis of distribution channel

- Specialty stores
- Beauty salons
- Internet retailing
- Others (shopping club, retail shops, etc.)

On the basis of geography

- Asia-Pacific
- Rest of the World (ROW)

Cosmetic History

Cosmetic products that you use today were not all created in recent history. Some of them have long and storied history that reaches the very beginning of the modern human civilization. Here you can witness that journey of cosmetics like never before.

Makeup Products History

The long and interesting story of makeup history can change the way you look at your cosmetic products forever, and here is the perfect place to see for yourself how was Makeup introduced to the modern world of fashion.

Cosmetics Facts

Cosmetic products have managed to have really great impact on our lives, fashion, culture and history. Here you can find out more detail about them, their types, way they are made and much, much more.

HISTORICAL DEVELOPMENT

Advancements in industry, chemistry and medicine in 18th and 19th century brought significant advancements in cosmetics. They were still not accepted fully, but new Victorian style that arose in 19th century brought the cosmetic-centric fashion that demanded that all

“ladies” must present themselves as beautiful and fragile, with elaborate clothes and precisely defined facial features. For that purposes, eye shadows, lipsticks, nail polish and other products started gaining traction.

Early 20th century was without a doubt dawn of the modern cosmetic industry. Rise of film, photography, fast communications, countless innovators, and support from large industrialists managed to introduce cosmetic products to every household in the western world.

During first few decades of 20th century, cosmetic companies (many who would soon become international powerhouses) introduced solid lipsticks, lip gloss, mascaras, eyeliners (propelled to mass popularity by the incredible discoveries beneath Egyptian pyramids), suntans, hair colors, gels and powders of all types. With such advancements, it was not strange to see that old Victorian styles were soon forgotten. New international fashion moved rapidly after 1930s, introducing new styles with each passing decade.

SCOPE OF THE STUDY

This study focus on the heterogeneity holds many implications to marketers, especially to those who want to study Indian Retailers. Therefore, the selection of Hyderabad.

Represents a true perspective for study the Retailers Perception & impact on consumer buying behaviour.

RESEARCH METHODOLOGY:

In order to achieve the objectives of the study, the researcher used the descriptive analytical method, which attempts to assess “Impact of Retailer Perception towards the select cosmetics products “through questionnaire to study on retailer’s perception in Hyderabad.

SOURCES OF DATA

The present study is based on both primary as well as secondary data. However, the primary data has been used extensively for analysis.

PRIMARY DATA

Primary data were collected through well-structured questionnaires administrated to Retailers. A questionnaire approach was considered to be the most effective method for collecting primary data for fulfilling the purpose of studying retailers’ perception towards select cosmetics products.

SECONDARY DATA

The secondary data collected from articles, journals, periodicals such as magazines, business newspapers; subject related books and websites etc. were consulted to determine the existing level of knowledge about retailer’s perception.

SAMPLE SIZE

Proposed to cover 100 Retailers through questionnaires in person about retailers of cosmetics in entire Hyderabad. 10 % of these shall be taken as the sample for the pilot study on retailers of cosmetics in entire Hyderabad.

SAMPLING TECHNIQUE

For the purpose of this study probability sampling technique of systematic random sampling technique may be used for collecting the data from the retailers of Hyderabad.

LIMITATIONS OF THE STUDY

In spite of the above limitations, the study throws some light on understanding retailer's perception, influence, customer opinions and experiences of brands buyers in particular and others in general. Since the study was exploratory in nature, it is expected that this will paves the way for further research in the area.

TABLE NO 1 - 1. RETAILERS SAMPLE OF GENDER WISE

S.NO	GENDER	TOTAL
1	MALE	80 (80%)
2	FEMALE	20 (20%)
TOTAL		100 (100%)

From the table no.1. it is observed that Gender wise Retailers are distributed as Male **80 (80%)**, Female is very less in number **20 (20%)**, Data collected from respectably Hyderabad.

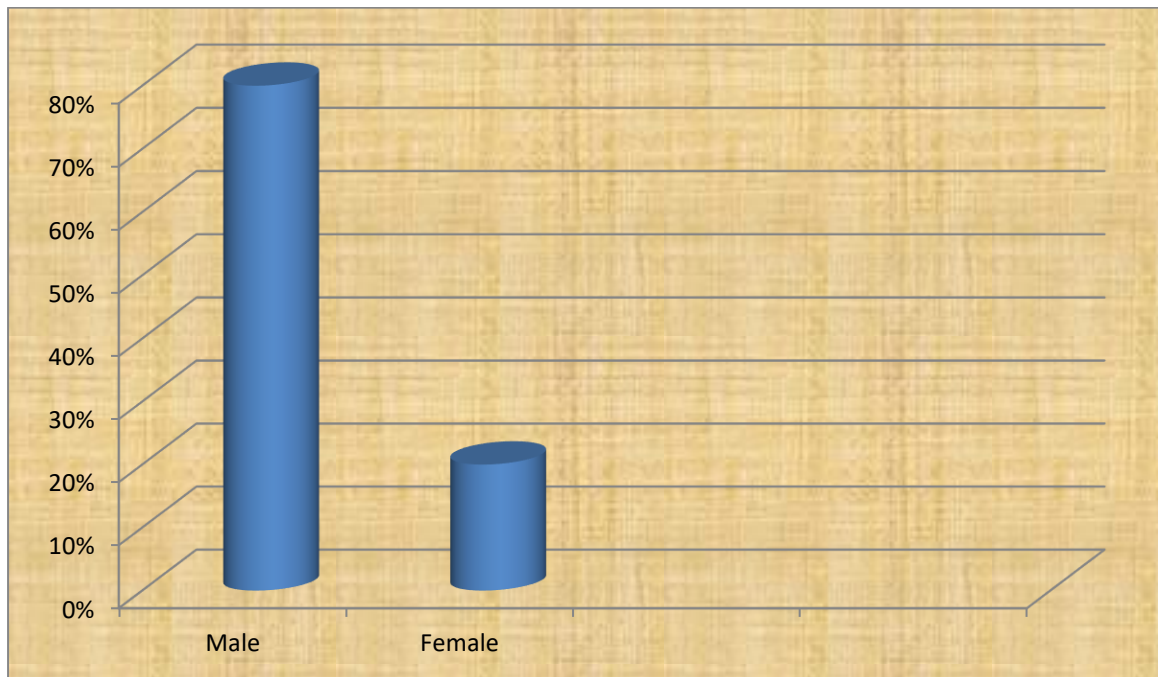


FIGURE No.1. Retailer Gender wise sample of percentage

TABLE NO 2 - RETAILERS AGE GENDER WISE

S.NO	AGE	MALE	FEMALE	TOTAL
1	BELOW 25 YEARS	10 (12.5%)	2 (10%)	12 (12%)
2	26-35 YEARS	20 (25%)	5 (25%)	25 (25%)
3	36-50 YEARS	30 (37.5%)	10 (50%)	40 (40%)
4	ABOVE 51 YEARS	20 (25%)	3 (15%)	23 (23%)

TOTAL		80 (80%)	20 (20%)	100 (100%)
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The table no.2, demonstrations we can observe the Male Retailer Age group below 25years 10 members (12.5%), 26-35 years Age group retailer is 20 members (25%), of retailers are in the age of 36-50 is 30 members (37.5%) in the age group of above 51 is 20 members (25%), so the age group of 36 and above are maintaining the business.

From table no.2, we can observe the Female Retailer Age group below 25years is 2 members (12%), 26-35 years Age group retailer is 5 members (25%), of retailers are in the age of 36-50 is 10 members (50%) in the age group of above 51 is 3 members (15%), so the age group of 36 and above are maintaining the business.

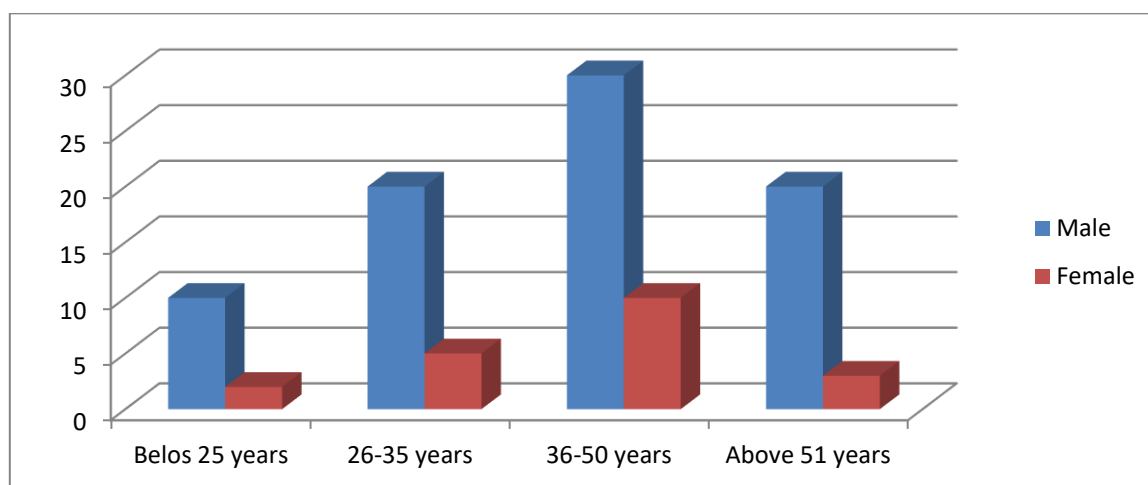


FIGURE NO 2 - Retailer Genders Male and Female sample of percentage

TABLE NO 3 - MARITAL STATUS GENDER WISE

S.NO	GENDER	MARRIED	UNMARRIED	TOTAL
1	MALE	65(81.25%)	15(18.75%)	80(70%)
2	FEMALE	15(75%)	5(25%)	20(30%)
TOTAL		80(80%)	20(20%)	100(100%)

Above table no 3 shows that married and unmarried retailers percentage, comparing to male female retailers are less in unmarried count, apparently shows the blue colour Colum's are male gender married and unmarried percentage is very high, married male 80 members (40%), married female count is 50 (25%), where same as unmarried female retailers are 10 (5%), unmarried male retailers are 60 member's (30%)

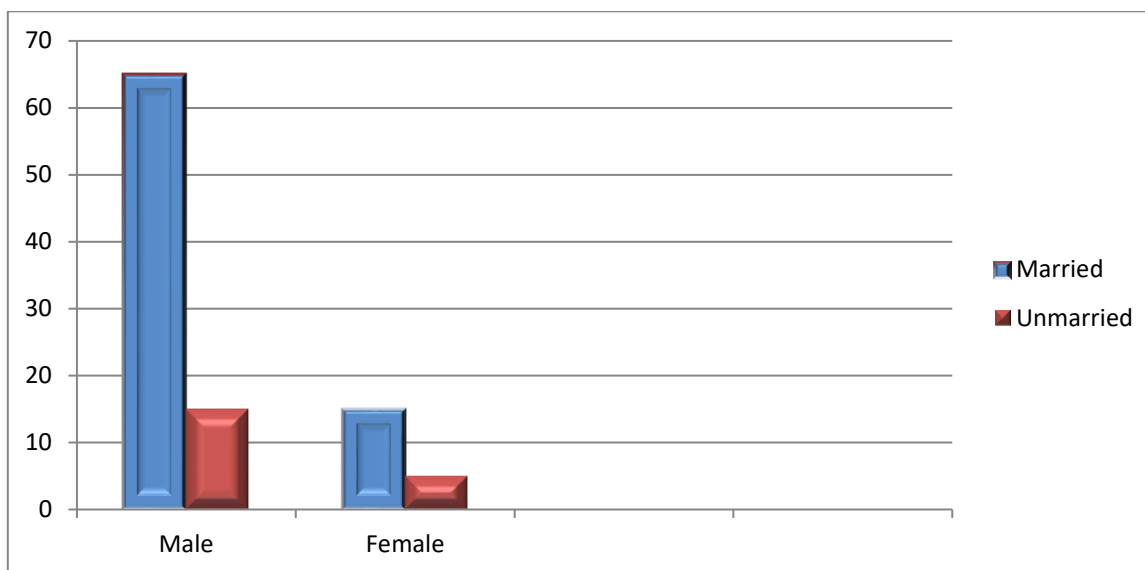


Figure No.3. Retailer Gender wise married and unmarried sample of percentage

TABLE NO 4 -HOW LONG ARE YOU IN THIS BUSINESS

S.no	Years	No of count	Percentage (%)
1	5 years	20	20(%)
2	10 years	40	40(%)
3	15 years	30	30(%)
4	20 years	10	10(%)
Total	Total	100	100(%)

From the table no 4 the given inference shows that out of 100 respondents, higher count is shown in 10 years 40 (40%) are running this retail cosmetic business, 20 years 10(10%) are very less retailers, recently start up 5 years 20(20%)retailers, 15 year experience 30(30%) retailers. According to this survey the results are as such 10 to 15 years retailers are more in count.

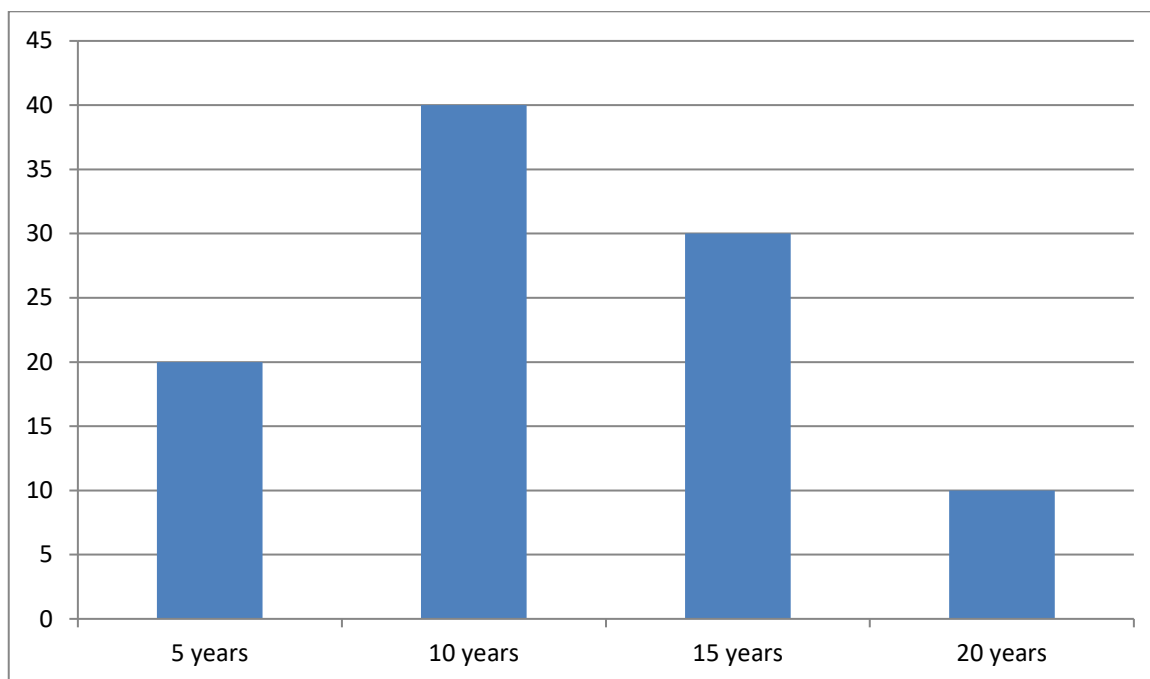


Figure 4 - shows the since how long retailers running the business

TABLE NO 5 - Who is the main influencer to sell the cosmetic product

S.no	Influencer's	No of Count	Percentage (%)
1	Customers	65	65(%)
2	Company	20	20(%)
3	Whole seller	10	10(%)
4	All of the above	5	5(%)
Total		1000	100(%)

Above mentioned figures are very apparently comparable to determine, who are the main influencers to sell the branded products more, major impact is Customer, 65 members (65%) are demanding to purchase their deserved Products, then after 10 wholesalers (10%) influencing the retailer, following these company is also influencing 20 members (20%). Others influence the retailer 5(5%), final conclusion, all of the above options are playing major roll to influence the retailer. But customers are playing major role.

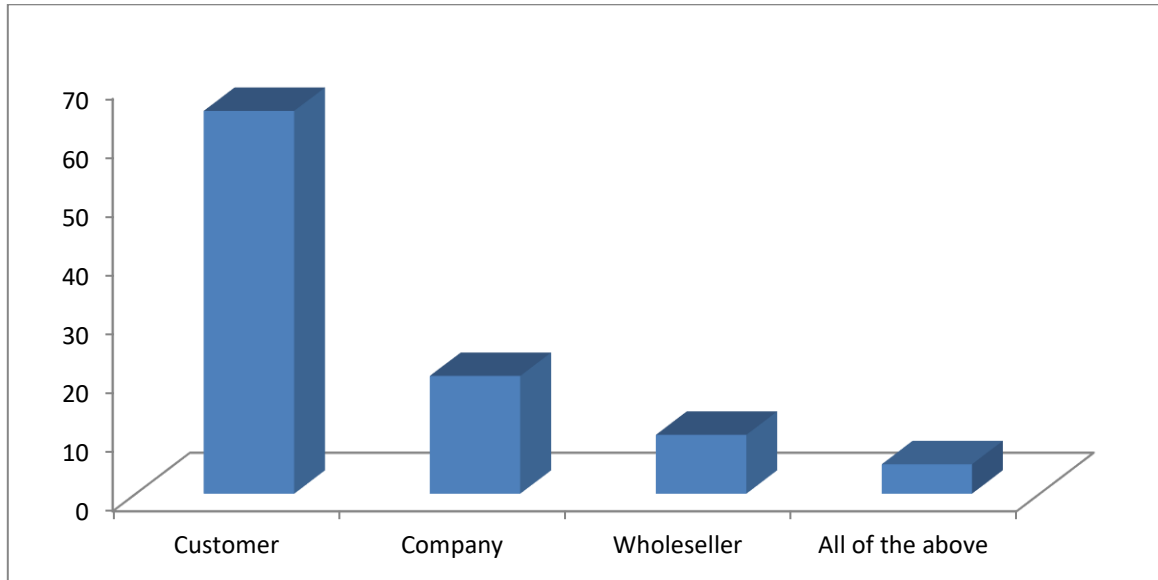


Figure 5 - Retailer’s main influencer to sell the product sample of percentage

6. To Evaluate Retailers attitude towards the Promotion of select Cosmetic Products (1 being the Excellent and 5 being the Poor).

S. No	Attributes	Excellent	Good	Average	Fair	Poor
19.1	How would be the actual sales when products are on Promotion	50	20	10	15	5
19.2	How did customers tend to buy cosmetic products while it is on promotion	55	25	5	10	5
19.3	How would be the prices of products while promotion	40	30	10	20	10
19.4	How knowledgeable was the Beauty advisor in promotion of product	50	30	5	10	5
19.5	How do you feel about the promotion of branded company products	60	20	5	10	5

Above table shows the retailer attitude towards the promotion of select Cosmetic Product sales. While on promotion cosmetic product sale is excellent 50 retailers are saying, 20 retailers are good, very less in count is 5 poor, at the same time retailers feel about promotion of cosmetic product highest 60 retailers are saying excellent, very less in count 5 average and poor. While on promotion customer are tend to buy cosmetic products, 55 retailers are saying excellent, very less in count 5 retailers are saying average and poor, at the same time retailers are telling about price 40 retailers excellent, 30 retailers good, 10 retailers are saying average and poor, beauty advisor are well knowledgeable product while on promotion to explain the customers, 50 retailers are saying excellent 5 retailers are saying average and good.

CONCLUSION

Promotional products are powerful marketing tools that can help your business grow by increasing brand awareness, customer loyalty, and sales. From custom pens and tote bags to branded apparel and tech accessories, promotional products offer a cost-effective way to get your message in front of potential customers. In this comprehensive guide, we'll explore the benefits of using promotional products for your business and provide tips on how to use them effectively.

Here are many benefits to using promotional products as part of your marketing strategy. First, they can help increase brand recognition by putting your logo in front of potential customers. Second, they can create a sense of goodwill among customers who receive them, which can lead to increased customer loyalty. Third, they offer a cost-effective way to advertise compared to other forms of advertising like TV or radio ads.

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