

INNOVATIVE GROWTH STRATEGIES FOR GLOBAL  
LUXURY COSMETIC BRANDS IN INDIA

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### **Abstract**

Luxury brands promotion is essential through effective marketing that can ensure the success in the competitive market. In India, the cosmetic luxury brands needs to apply certain strategic applications that can ensure the success in the market. This research has performed the proper analysis of the variables, which were adopted by the cosmetic brands dealing globally to expand their business in various cities of India. In addition, the proper analysis of the opportunities considered global by the dealers who are dealing with the growth of the market in the industry of cosmetic brands in India. The research has performed SPSS based survey data analysis to gather effective data and it has been found that the digital and social media platform-based marketing are the most possible option for the luxury cosmetics brands.

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## **Chapter 1: Introduction**

### **1.1 Chapter introduction**

The retailers who are dealing with luxury cosmetic brands have understood the fact that India has been considered as the market, which is very diverse. Therefore, the retailers found it challenging to run the business over here. So, they wish to capture the global market of India based on the cosmetic brand. The success of the growth of the company depends on the capabilities of the retailers to understand how complex the market strategies are and the way how to make innovations in their plan to capture the business market. This company named Coloressence has followed the strategy and development criteria, so they showed a different movement of how to flourish their business in India (brandequity.economictimes.indiatimes.com, 2018).

In the year 2010, India faced a major recession in the industry of luxury cosmetics and brands. but now it is back with all the developments in the economic area. Now it is so developed that it has started to achieve the attention of the global market in the industry of luxury cosmetic brands. With the increasing attention, the level of competition also increased in order to grab the Indian market. But it is also necessary for the companies who are planning to flourish its business must need to make a proper analysis of the market of India. Without proper analysis, it will become hard for them to understand the aspects in which they can flourish their business and acquire the maximum profits (business today. in, 2018).

### **1.2 Background of the company**

Cosmetics are considered to be an essential substance which gives an effort to enhance the physical appearance of a concerned person. Cosmetics means a substance which mainly contains objects which are chemical objects (De Mooij, 2018). The purpose of applying cosmetics is to

present him or her in a more appropriate manner which will not influence the structure of the body. The cosmetic industry brands which are considered to be luxurious in nature started to enter the global market of India at a pace which is considered to be very fast in nature. In the year of 2010 India faced a recession but now it is back with its complete economic growth and got the attention of the luxury brands which were considered to be global in nature (Globaldata.com, 2018).

The Coloressence company consists of makeup with packaging which is available in various ranges (Sisodia, 2016). The stores of this company are situated in multiple famous cities of India. They have their stores at Ahmadabad, Chennai, Indore, Kanpur, Noida, Pune and many other cities. Nowadays it is considered to be a cosmetic brand which is growing very fast in India and people can see that its uses are available in shopping malls, retailer shops and as well as in different renowned salons. The distribution network of this company is now considered to be very robust (Ahmed, 2017). The company also has an intention to explore its brand in the rural areas also which is deemed to be a very innovative idea.

### **1.3 Problem Focus**

Various strategies must be followed by the luxury brand to grab the global market. But it becomes difficult for the global brand to apply the same approach while grabbing the local market. In this context, an important question arrives which states how the retailers can implement the same plan in the local market and can still be same populated. On the other hand, the luxury cosmetic brands, which have an intention to flourish its business globally, should know the strategies of how to set the sales to target globally and as well as locally (Arrigo, 2018). Considering the market of India as the most competitive market, many cosmetic brands have tried to flourish their business in this market since the year 1991. India is considered to be a

country which has the population growth supposed to be in the position of second highest. But still, there are various parts of India which cannot afford the luxury cosmetic brands. It is the duty of the retailers who are dealing in the Indian market to pay more attention to adoption locally. On the other hand, that the global retailers found it difficult to make an appropriate strategy for marketing in a country this is having consumers who are dispersed in nature. According to Bechan and Hoque (2016), this kind of consumers is prevailing in various cities of the country in India. The primary purpose of these retailers is to introduce a market strategy which will become more profitable and will be able to acquire the maximum market share. This company named Coloressence also found it challenging to implement various market strategies to grab the attention of the diverse customers in different cities of India. As they wanted to flourish they must acquire its business all over India, so this kind of various strategies.

#### **1.4 Research Purpose**

The retailers dealing with global cosmetic brands found out that India will be a suitable market for them to flourish their business (Khojastehpour et al.2015). To acquire this, they need to make a proper analysis of the strategies they need to implement to expand the business. This paper mainly focuses on the innovation of the plan based on growth for the cosmetic brand \s dealing with luxury products to flourish their business in India (retaildive.com, 2018).

#### **1.5 Research Question**

- According to Mendes and Rees-Roberts (2015), based on the customers and the cities what are the most likely opportunities available for the retailers who want to promote their business of global brands of cosmetics in the Indian market?

- To promote a strategy based on market value which is innovative what the main aspects that must be accomplished by the cosmetic brands so that their business can run smoothly and earn the maximum profits are?

### **1.6 Research Objective**

- The proper analysis of the variables which were adopted by the cosmetic brands dealing globally to expand their business in various cities of India (Moran et al.2015).
- Proper analysis of the opportunities considered to be global by the dealers who are dealing with the growth of the market in the industry of cosmetic brands in India.

### **1.7 Significance of the study**

The brands of cosmetics which are intending to flourish its business in the market of India have a growth rate of 17.065 measures on a period of near about five years. The turnover which is considered on an annual basis is termed out to be 9.5 billion based on the currency of USA (Ramli, 2015). The market of India intended to get the attention of the market considered to be global. According to some statistics report, it was also stated that the population who were supposed to be in the class of the middle class in nature was near about 70 million in India. So the companies should adopt some extraordinary strategies to grab the attention of these people. According to some studies it has been found that since the year 2010 India was facing a recession period in the industry of cosmetic business considered to be global. In this situation, It became tough for retailers to flourish their business in this concerned market (Ray, 2018). After the research and proper analysis of several factors, a satisfactory result should come out. This result will consist of different innovative strategies. These retailers dealing with the brands of cosmetics considered to be global can implement in their business. These innovative strategies will help those retailers to acquire the maximum profit from the market at a rapid growth rate.

The company named Coloressence wants to flourish its business in different cities of India. This study is essential for them as these will let them know what the strategies involved in the context of expanding their market are. After analyzing the plan, they will get a proper framework will help the companies dealing with cosmetics globally to clarify opportunities to flourish their business in different cities.

### 1.8 Delimitation

In the case of every research, researcher faced some problem while conducting the investigation or gathering information for the analysis. This study also has some of its limitations. The delimitation of these studies is -

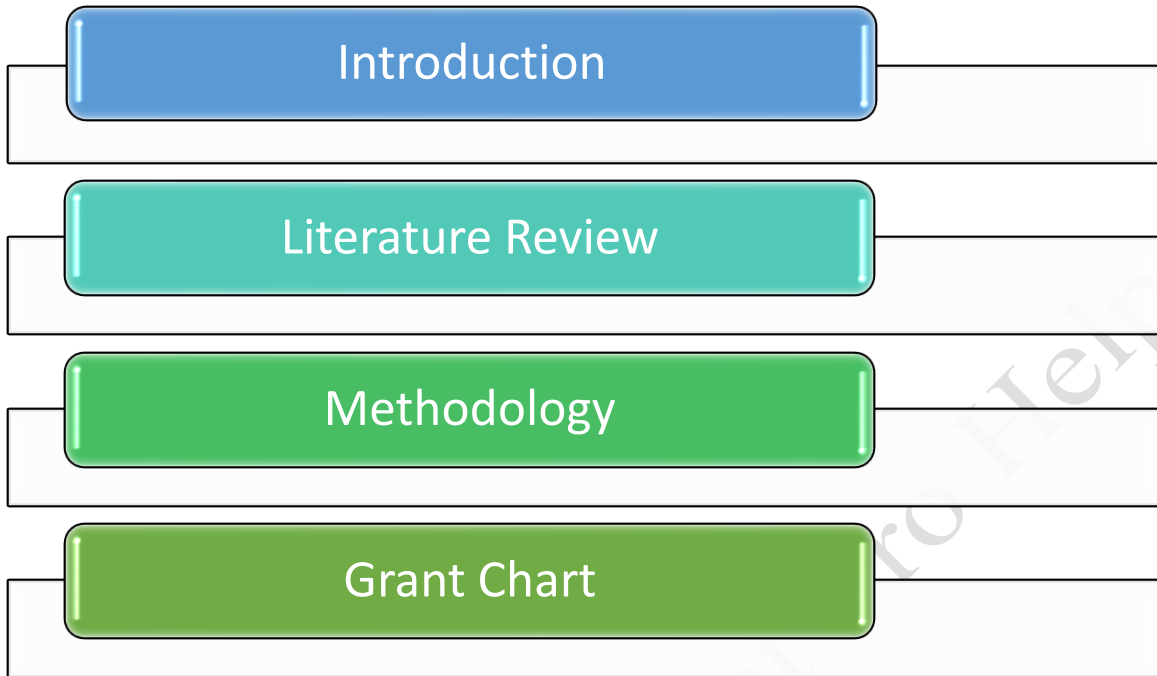
- Limited time and resources: Due to limited time and resources one Indian Cosmetic Company had made these studies are known as Coloressence.
- Limited research area: Due to the limitation of time area of research gets smaller. The study only focused on the marketing strategy of the Coloressence company for the Indian market.
- Comparatively new company: There are already many national and international cosmetic companies present at this time who dominate the cosmetic market of India. On the other hand, Coloressence is a newly found cosmetic company. For this reason, the company is not as famous as like other cosmetic companies, and many people are unaware of the company. For this reason, the researcher has some problem in gathering information regarding the study.
- Not being so popular: A company needs to be famous for being successful (Keegan and Green, 2015). The Coloressence company is a new company, for this reason, most of the people are unaware of this company and its products. The researcher can't find a decent amount of people who used the outcome of this company.

- Product rates are cheap: Most of the Indian people decided the product quality by its price (Fernandes and Panda, 2018). The product with high price rate is considered a good product. On the other hand, if the product price is lower than other products, then the product is not considered a good product (Sharma, 2018). The products of the color essence company are much cheaper than other cosmetic product which is from a famous company like Lakme, LOreal etc.
- Slow in advertising: For becoming famous and successful and to gain more attention of people companies used advertisement (Lasserre, 2017). Favorite cosmetic companies like Lakme, LOreal, they launch their products with massive advertising by using some of India's top-ranked Bollywood stars. In this case, Coloressence Company is slow in the advertising sector. While concluding the research, the researcher could not be able to find any advertising which includes any Bollywood star.
- Availability of the product: one company depend on the availability of their product (Roll, 2015). The products of the Coloressence company are not readily available. Outcomes of these companies are not easily accessible in small towns.

### 1.9 Summary

At the last of this chapter, the researcher can say that the Coloressence Company is growing, but they need a more attractive plan to achieve their goal. In this chapter, the researcher points out some of the delimitations of this study. The main problem the researcher faced is the unawareness of the people about this company. When a new company launched their product, they used the power of media, an advertisement for reaching out to the customers all over the world or in their own country.

In this case, the Colorescence company did not use the advertisement industry properly, and for this reason, they failed to gain popularity. As it was found out by different research that the retailer found out the market of India was considered to be the most competitive market in the industry of luxury cosmetics. But the companies who were dealing with global markets found out it is challenging to deal with the local market accordingly. So, they needed to make some innovative strategies to grab the domestic market also. The marketing agencies of the Colorescence company should analyze the studies with the full focus to find the variables involved to earn the maximum profit from the market. As they failed to make the proper analysis, so they could not grab the targeted market. As it was found that most of the Indian people are belonging to the middle-class, so the company should make their price range accordingly to grab the attention of those customers. This was found out to be another innovative strategy by the company. Due to the promotion of this strategy the company flourishes its business in Chennai, Delhi, and Mysore. The company is also having its two manufacturing industries in Haridwar also.



**Figure 1: Structure of the Dissertation**

(Source: created by the learner)

### **Chapter 1: Introduction**

In the first chapter of this dissertation, the researcher discusses the background of the selected company, about the problems focused on the topic of the essay, questions, objectives, significance, delimitations of the study.

### **Chapter 2: Literature Review**

The second chapter is based on the literature review of the dissertation. This chapter gives an idea of what is meant by luxury and its characteristics. It also discusses the role of branding to bring success to an organization.

### **Chapter 3: Methodology**

The third chapter of this study based on the methodology, which is used by the researcher for doing the research. This chapter discusses about research strategies, data analyzing strategy which used are used in this research.

#### **Chapter 4: Grant Chart**

Grant chart will be exhibited here.

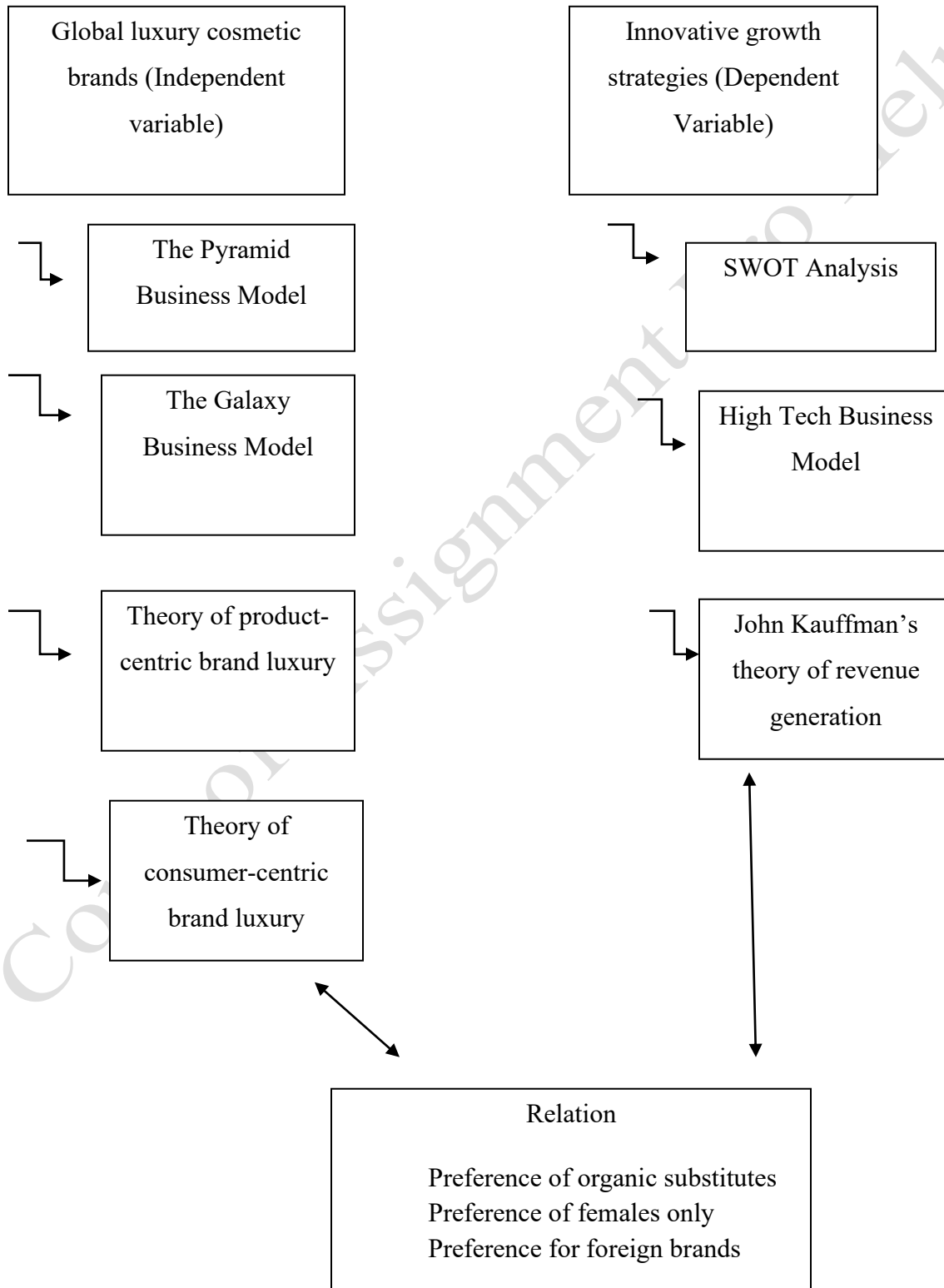
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## Chapter 2: Literature Review

### 2.1 Introduction

The role of social and digital media has taken up the cosmetic brands up by a storm. The highly competitive cosmetics market has identified the potential of social media branding and the implementation of digital media. These new technologies assist in the business on a social media platform. The businesses include building up a brand image, collaborating in developing up a new product, business strategies and developing a brand value. Digital technology and social media have opened up new frontiers for the companies. This, in turn, gives better control for the consumers to obtain information and consuming power in a marketing scenario. New age customers are hooked onto social media platforms like facebook, twitter, Instagram. This gives a cosmetics brand like colour essence an edge. In this aggressive new age marketing strategies, promoting and selling in social media platforms is a rage. This is possible only due to the advent of the digital technology or platform. The age of smartphones and smart gadgets completely revolutionised the way people used to do things. From conducting business at the press of a thumb to generating revenue from the farthest corner of the world in the comfort of one's room, digital technologies and social media have opened new doors in the business world (luxedigital, 2018).

2.2 Conceptual Framework



### 2.3 Concept of independent and dependent variable

Here the concept is based on the global luxury brands in India and the ways innovative growth strategies needed to analyse the market, maximise profits and the role of social media. Some luxury brands have been discussed earlier in chapter one. Out of which, colour essence has been given the priority for its creative excellence, brand exclusivity, premium segment products, sophisticated craftsmanship, and high market value. As opined by Mosca, (2016) in this new age, luxury brands like colour essence are held in high esteem due to its high-status symbol and the brand uniqueness. Mainly, the exclusivity comes from the uniqueness and availability of the premium products compared to the lesser prestigious products with more availability and generic nature. As opined by Ozuem, (2016) the importance of luxury brands comes from the fact that it reflects the rarity and exhibits exclusive charm. All the more, the advent of social media in this digital age adds fuel to the flame. Taking the assist of social media to establish a brand (here, a luxury brand) has been both a boon and a curse. With unlimited scope and availability, comes tough challenges (Smilansky, 2017). Negative branding, fake reviews, promoting fake brands etc. tarnishes a company's image. These marketing paradoxes highlight the challenges faced by a luxury brand in this digital era.

As opined by Bhandari, (2018) luxury brands and digital revolution exhibits a symbiotic relationship. While digital age revolutionised the very definition of luxury, luxury has also influenced the digital age in numerous ways. Together, they offer a unique and diverse opportunity to establish omni-connections. This creates a synergy between the digital revolution and the luxury brand establishment. In order to establish and survive in this competitive market,

constant innovations are necessary to stand out of the crowd. Digital marketing is an innovative method to obtain that desired result. Digital marketing allows companies to sell the brand's products by promoting their values and exclusivity (Cavender and Kincade, 2014). Moreover, the focus of luxury brands is always on rarity, product discretion and scarce availability. Digital marketing helps in attaining that. As opined by Gurkov, (2016) before the onset of a digital era, luxury brands in India and globally entered the market with much scepticism and reluctance. This created a dilemma and a love-hate relationship between the brands and market. Digital marketing narrowed this gap. As noticed by Kapferer, (2014) the entry of the digital applications (especially, mobile phones) luxury brands felt the need to develop an online exposure. It became inevitable that the digital platform is the ultimate future.

As opined by Malhotra and Choudhury, (2017) the luxury market scenario in India has gained quite an attention with several global brands flooding the Indian market and more to debut shortly. The Indian market has proved itself to be one of the most diverse, vibrant and competitive markets for luxury brands. The success behind the luxury brands lies in their capability to analyse the market scenario and to develop and implement innovative growth strategies to provide the elite clientele with a distinct brand experience. Despite holding huge potential Indian market is still at a nascent change. The market has always been under constant changes for over a decade. To identify and innovate, the luxury brands like colour essence needs to understand the demand, culture and unique feature about the Indian markets. Latest regulations from the Indian government like approving a 100% foreign direct investment allowed the global luxury cosmetic brands significant access to the Indian market. A survey estimates that luxury cosmetic segment is growing at a rate of 40% every year (forbes.com, 2018). India is dominated by real estate, global luxury cosmetic brands like Sephora, loreal, colour essence are

collaborating with local retailers and distributors to launch their products. The luxury cosmetic brands in India is mostly clustered in metropolitan cities. The global cosmetic brands need to understand the Indian market scenario, the purchasing power parity of the customers for generating revenue and maximising the profits.

As opined by Theurillat and Donze, (2017) social media marketing involves in creating an open source market, that is interactive and user-friendly for conducting online trading and feedback. Social media in today's world is recognised to be the prime channel for conducting business processes in a market. Social media facilitates several features all at once. This includes creating an online market portal, community creation and collecting customer feedback. The innovative strategy at play here is the personal information that social media platforms hold. These large personal data offers the global luxury cosmetic brands to identify the consumer's preferences and tap the market potential. As noticed by Wong and Dhanesh, (2017) social media plays a crucial role in developing market strategies and knowledge. Using social media the customer's choices, preferences, requirements, and problems, every tiny detail can be analysed.

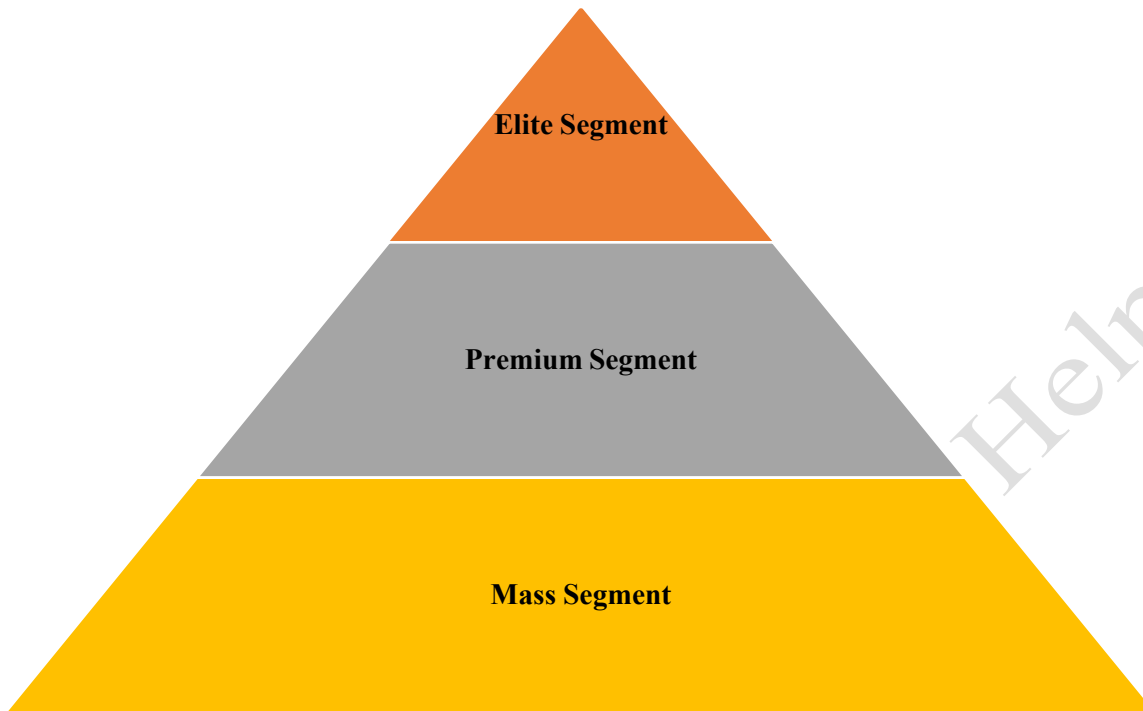
Moreover, the analytics provided by social media has proven beneficial for providing adequate solutions. As opined by Ozuem, (2016) some global luxury cosmetic brands like colour essence and Huda beauty has even gone to the extent of introducing a new growth strategy in the form of social media metric system. This provides an efficient channel for conducting market research, promotion, and feedbacks all at once. Social media develops new growth strategies like infusing brand loyalty through creative marketing strategies. It can also create brand awareness among online users. Now, the global luxury brands must choose wisely to effectively use social media as a tool for expanding their growth in not only India but in the whole world as well.

## 2.4 Business models and theories of luxury brands:

### The pyramid business model

The pyramid business model or PBM starts with a luxury brand from the tip, then it shifts downwards into the premium and luxury market segment and furthers into the marketing standards. The glaring example of this pyramid business model is the global luxury cosmetic market. The brands start by providing unique cosmetic products to the high profile customers. It then expands into capturing the premium customer segment. Finally, it moves on to the departmental stores or exclusive retailers for capturing the mass market (Cavender and Kincade, 2014). This often leads to loss of legitimacy of many luxury cosmetic brands. There is always a tendency for many global cosmetic brands to extend downward with the relatively less premium product line to acquire the vast mass market. Now, the question arises how much of the identity of the luxury brands go down in line. This puts down down the legitimacy and brand value of the luxury cosmetic companies. Greater the quality contamination greater is the risk of generating revenues thereby fall in profits.

A global luxury cosmetic brand, Coloressence, has followed the pyramid business model which has proved beneficial for the company. By following this model, colour essence has added to its already shiny lineup, more successful lineup. All of this has been established without compromising the quality of their products. On the other hand, loreal did not start with attracting the high profile clientele thereby creating a void in the pyramid's apex. However, as the brand started venturing into the departmental stores, things were confusing for the premium clientele. As the company rolled out comparatively cheaper products, the brand image and value fell from its previous strata.



**Figure 2: the pyramid business model**

[Source: By the creator]

### **The galaxy business model**

The galaxy business model has no downward expansion. There are some brands like Huda beauty that follows no hierarchical pattern. They are either wholly separate or stay arranged like a constellation. The essence of galaxy business model is its structure which resembles a black hole. The centre of business activity is controlled from the epicentre.

This model is mainly followed by the luxury cosmetic products to remain as a sovereign body operating as a separate entity. Here the success of a line of products is not dependent on the success of its other products (Cavender and Kincade, 2014). Quite naturally, the risk factor involved in this model is not cohesive. It stresses the fact that all the product line up of an individual brand needs to be monitored centrally. The growth strategies only focus on the

expansion of the business thereby increasing the efficiency of the entire process. Brands like Armani and Chanel also follow this business model.

### **Theory of product-centric brand luxury**

This theory of luxury brand exhibits a product-centric perspective of delivering a predetermined perception of luxury brands. This theory is mainly focussed on catering to that specific clientele who are least bothered about the price tag. Here the emphasis is on the product's exclusivity and premium statement rather than its price label. Sephora, a global luxury cosmetic giant, follows this theory of business (Smilansky, 2017). In this perspective, the client is assumed to have a finesse taste in luxury cosmetics and coupled with higher purchasing power. Thus, the products are crafted in that manner to satisfy the niche customers. This innovative strategy proved a massive success for Sephora. Later on, other brands like Oriflame started following this product-centric theory. This innovative growth strategy stands on six pillars of success - supreme quality, significant price tag, scarce availability, uniqueness, aesthetically pleasing and rich heritage. They define the dimension of luxury by creating a brand symbol, architecture, associations, and a trademark.

### **Theory of consumer-centric brand luxury**

This theory focuses on understanding the consumer's behaviour and understanding regarding a luxury brand. The product lineups of a particular luxury brand are rolled out according to it. Luxury statements do not just influence the consumers of luxury products but also how luxury brands influence the popular culture and image. For example, Loreal follows this business model by concentrating on customer preference and their present demand. This growth strategy implemented by Loreal is innovative in the way that it gives its consumer base the top priority. This form of the innovative growth strategy is based on two major facets: indulging in individual

preferences and also demonstrating a social success. Here, the brand is not confined to what a product means to a customer, but as a whole (Smilansky, 2017).

These theories and models demonstrate the fact that no matter what theories and models are used to define a luxury brand, luxury needs to be analysed in personal and social levels. The pyramid based business model works only in a limited scope. The galaxy business model is however more generalised and widely accepted. The product-centric brand luxury theory only focuses on the product. Complete attention is given in producing a superior brand image and value. Here, the heritage of the product and its appeal to the affluent clientele is on the highlight. The mass appeal is neglected here to uphold the quality of the products. In the consumer-centric brand luxury theory, the focus is on both personal gratification and also mass satisfaction. This is a widely accepted business model and is followed by some global luxury cosmetic brands. [*Referred to appendix 2*]

## **2.5 Models and theories of market analysis and technology**

### **SWOT analysis**

A SWOT analysis is conducted to determine and strategically plan for a business enterprise in a competitive market. Here a SWOT analysis is conducted on a global luxury cosmetic brand, Maybelline.

#### **Strengths**

- Extensive product range - Maybelline has a wide range of products. This provides a wide choice for customers to choose from.

- Innovative packaging - As noticed by Wong and Dhanesh, (2017) the product display of Maybelline products is a major USP (unique selling point) for the company. Nowadays, only the quality of products is not enough to pull the customers. The packaging needs to be catchy too.
- Diversification of risk - the global cosmetics industry is risky and competitive. To diversify the risks, Maybelline rolled out its products in different parts of the world including India.
- Superb marketing - Maybelline is a name that is associated with the leading names of the entertainment industry. This is the ultimate USP of the company. The company's brand ambassadors have Alia Bhatt and Gigi Hadid etc. which proved a good marketing strategy.
- Association with loreal - the company Maybelline is a subsidiary of parent company loreal. L'oreal is one of the leading cosmetic brands in the world. Hence its association with such a prestigious brand improves the brand image.

### Weaknesses

- Poor website - in days of online marketing, Maybelline official website is always a subject of debate. It is poorly optimised through and through.
- Harmful chemicals - numerous cases have been linked to the company creating confusion among the consumers.
- Weak presence in social media - As opined by Theurillat and Donze, (2017) compared to the rival brands, Maybelline fails to have a significant social presence. Its rivals like Sephora and L'oreal has a prominent social presence. In the era of social media, this is just unacceptable for a global brand like Maybelline.

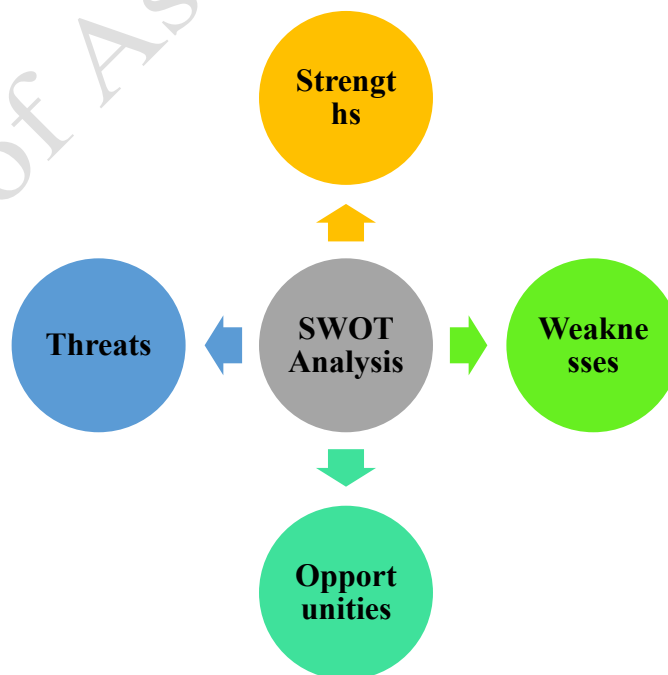
- Lack of differentiation - Maybelline tends to generalise their products. This creates confusion among the premium and the general consumers who fail to differentiate the products.

### **Opportunities**

- A shift in customer behavioural pattern - As noticed by Wong and Dhanesh, (2017) most people nowadays tends to use cosmetic products for all kinds of settings. Awareness and consciousness among consumers regarding cosmetic products mean more opportunity. Global cosmetic brands need to cash this opportunity.
- The rise of the female workforce - an increase in the number of female professionals in the past decades had a direct impact on the luxury cosmetic industry. In the present scenario, the job profiles demand the female employees wear makeup. This has significantly increased the consumption of cosmetics. Working professionals also mean greater purchasing power. The steep price tag is not a concern anymore for a lot of working women.
- A rise in per capita income - a steep rise in the per capita income globally has resulted in the accumulation of disposable income. This, in turn, has increased the impulsive consumption of luxury cosmetic products. This also boosts the sales of a luxury cosmetic company.
- Personalisation perspective - As opined by Theurillat and Donze, (2017) in today's world, every consumer demands personalised makeup and are willing to pay for it. This enabled the luxury cosmetic brands to charge a significantly higher premium for personalising. Companies like Maybelline and parent body loreal also sells custom-made makeup kits for the niche clientele.

## Threats

- Peak competition - a company like Maybelline, is subjected to tremendous competition from the rival brands like Estee Lauder and Revlon. This is a never-ending rat race to reach the top.
- Economic recession - a few years back, the whole world was struck in an economic recession. The cosmetic industry of India was also severely hit. This resulted in the loss of jobs so spending money on luxury cosmetics became a distant dream.
- Negative publicity - As opined by Malhotra and Choudhury, (2017) most cosmetic brands including premium brands are subjected to heavy criticism. The allegations against their use of chemical components and testing them on animals have received worldwide condemn. These negative images create a negative space in the consumer's minds which in turn affects the sales.



**Figure 3: SWOT Analysis**

[Source: by the creator]

**High Tech Business model**

In today's generation, the implementation of digital technologies and social media plays a key role. The use of high tech types of equipment in global luxury cosmetics brands is nothing new. Its importance and prominence in the global cosmetics industry are listed below:

- Luxury cosmetic products with the best assessment are launched in the market. This is attained by social media promotion and feedback collection. Free giveaways and rewards to obtain valuable intel is an innovative strategy used by most brands. This provides the prominent cosmetics brands to take assumptions and understand the customer's choices.
- As noticed by Kapferer, (2014) social media has always influenced the customer base by befooling them with lucrative product strategy. Sometimes, almost identical products just with catchy packaging often interest naive consumers. This unique strategy from most global luxury cosmetics brands proved beneficial for the companies.
- In a digital age, top cosmetics brands employ unique ways to lure customers. With the help of social media, cosmetics brands are creating a fake situation. This innovative strategy involves stocking up of limited products to peak the customer's impatience. So when the products are finally available for public, the entire stockpile clears off in a short span.
- In a technological era, customer satisfaction is of prime importance. The customer feedbacks provides a valuable portion for every luxury cosmetic brands. The inept service from the premium brands, will diminish the brand image and affect the company's business.

- As opined by Malhotra and Choudhury, (2017) cosmetics products have a short lifespan. So the top cosmetics brands implement a smart strategy to aware the customers regularly of their new products. This innovative strategy has proved to be useful for the most luxury cosmetics brand. This continuous promoting attracts the potential buyers who purchase new cosmetics even though they have a lot already. This is one of the most innovative strategies employed by the cosmetic brands in India and globally. [*Referred to appendix 1*]

### **John Kaufman's theory of revenue generation**

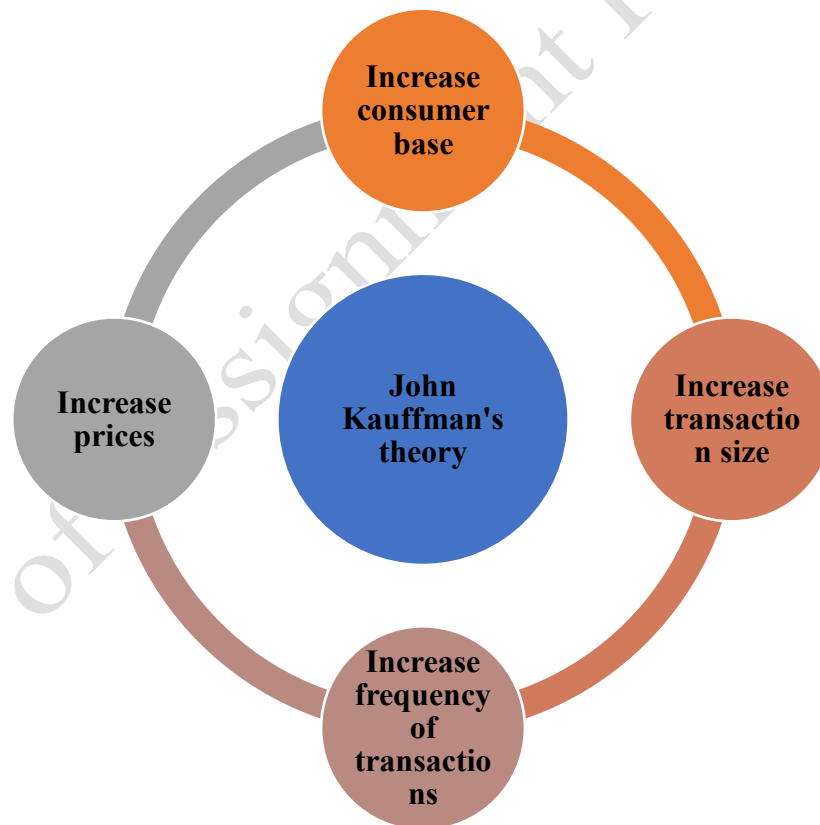
According to John Kaufman, there are four ways to increase the revenue of a company or brand.

They are as follows:

1. Increasing the consumer base - by increasing the clientele base, strategies are implemented in a straightforward or hidden way. The principal aim is to increase the average consumption by expanding the business as wide as possible.
2. Increasing average transaction size - As opined by Mosca, (2016) this method is implemented to drive the customers in purchasing more. The luxury cosmetic brands often implement this through the process of upselling. Whenever a customer buys a product, he or she is influenced to purchase more such commodities. This innovative method increases the revenue generation to a considerable extent.
3. Increasing the frequency of per customer transactions - this innovative strategy is used to encourage consumers to purchase more within short intervals. The more frequent is the

consumption of a product, greater is the income generation. Customers are often fooled into buying almost similar products at low frequencies. This maximises the profits of the company.

4. Increasing the prices - As opined by Bhandari, (2018) the most widely used income generation method of global luxury cosmetic brands is to raise the price tag. The increase in price often creates a unique effect on consumers. Some consumers hold the idea that higher price means better quality. This innovative strategy proved crucial in revenue generation.



**Figure 4: John Kauffman's theory of revenue generation**

[Source: By the creator]

## 2.6 Relation between an independent and dependent variable

Luxury is no longer restricted to people in urban areas nowadays, but it has also penetrated the rural areas. Earlier, people did not have enough money to buy cosmetics, but in today's world, every people have money. As opined by Grant (2016), most of the people can afford luxury items including women who are now able to fulfil their personal needs. The nation has developed financially day by day unlike earlier where a person's priority was limited to only food, shelter, and clothing.

Independent variable defines the factors, which are standalone to support the widespread marketing of the cosmetic brand in India. Understanding the market is required to take a brand into the next level. A consumer's requirements or needs plays a significant role in shaping a brands future. Customer's reaction is necessary in order to match up to the product of the brand (Brem *et al.* 2016). The matching of the customer's needs also helps to settle the bran's equity. Nowadays, every kind of products are available in the market, but a customer sticks to a particular brand which matches his or her personality.

Investment in technology has helped many renowned cosmetic brands like colour essence to achieve a digital transformation in India. While other booming companies have also emerged at the same time but they have failed. The need for technology indicates that it is a significant part of the industry. Earlier, luxury cosmetic brands have considered online retail platform to sell products which varies from low range price to mid-range price. The cosmetic brand has never considered selling high-end products for fear of loss. The high-end product was kept for premium experience for online retail stores in India (Cavender *et al.* 2014). E-commerce sites have helped customers to purchase high-value cosmetic products from an online retail platform. The customers get the product at the same value that they get through the offline retail store.

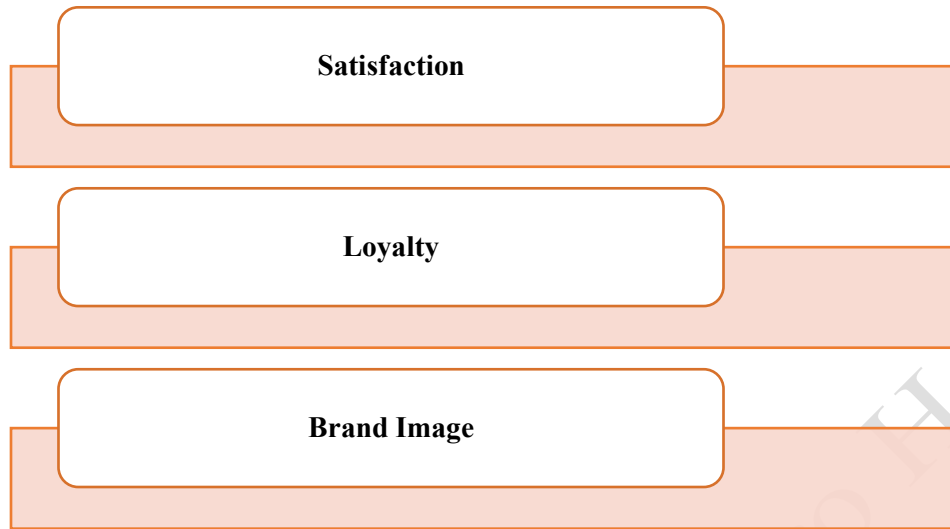
People are hooked to social media platforms nowadays. Promoting cosmetic brands on these platforms creates a massive difference in their sales. Attractive taglines along with attractive discount help the brand to create a significant impact on the customer's mind. Sales assistant nowadays has become beauty experts too; they create online tutorials in order to give tips on makeup. Online makeup tutorials are a bonus which helps to improve customer's loyalty. In addition to this, colour essence has also launched their beauty app. The beauty app uses a facial mapping technology which opens up a front camera and transforms the person's look into the virtual look. The app helps to beautify the face of that person, and later that image can be saved and added to wish list. The app helps the customer to try on the cosmetic virtually before buying. It has been proven that 65.9 per cent of the consumer buys a product after watching it on YouTube. A large amount of content is released in the YouTube; this trend is followed by other cosmetic brands too. To increase brand awareness, cosmetic brands are using SEO (Chang *et al.* 2016). SEO helps the brand name to stay in the top position in the navigation menu. The campaign of Celebrity, the launching of new products has created a connection with the young minds of today. Young generations are engaged with these cosmetics which help to market the products in a new way.

Social media has helped to promote cosmetic brands by advertisements at the same time by keeping authenticity in mind. Colour essence has used social media platforms to engage young minds by sharing posts actively. The brand has also used reviews of the customer; this helped to create a better product by utilising the review content. Hashtags have enabled the brand to showcase their items.

Market Analysis of the brand stands out to be the dependent variable of a cosmetic brand. According to the Confederation of Indian Industries the size of Indian cosmetic brands happens

to be 940 US million dollars and is still growing at the rate of 20.9 per cent per annum. The overall market which includes beauty services is 2580 US million dollar (Macchion *et al.* 2015). Currently, the size of the Indian cosmetic market is 600 US million dollars. Different segments of the cosmetic industry are showing an overall increase of 20.9 per cent. An increase in the market also includes the demands of various products in the industry. Low priced and medium priced items have shown a rapid growth in the cosmetic sector which accounts for 90 per cent of the industry. The cost of importing a cosmetic product is much higher than producing it in our own country. The average import tariff is currently at a high percentage point of 39 per cent, and India does not put restrictions on the entry of imported products. Latest developments involve according to cosmetic sector analysis, Indian cosmetic product will see a boom of 16 per cent from 2010 to 2013. Due to changing habits in a middle-class household and an increase in consumption, there will be a drastic change in the industry (Theurillat *et al.* 2017). A study shows affordability among the middle-class people has made a significant impact of around 7 million US dollars. Changing lifestyle among the commoners as they are becoming more beauty conscious day by day, lucrative and good opportunities welcomed the market players.

The three factors which bind the relation between dependent and independent variables are satisfaction, loyalty, and image of brands. It is said that a satisfied customer will always remain loyal to a particular brand. All of these depend upon one another in order to meet customer's expectations.



**Figure 5: Three factors which bind the relationship between dependent and independent variables**

(Source: created by author)

## 2.7 Literature gap

The word 'gap' concludes there are some limitations in the cosmetic industry. Literature gap involves how a customer reviews about the product, what customer prefers and the consumption pattern of the customer (Wong *et al.* 2017). In India, there is a huge scope in the growth of the market, particularly in the cosmetic industry. It is the nature of every human being to consult or search about the product before buying it. The person will search in Google or consult another person who is already using that product. After consulting, that person will evaluate the features or quality of the item. Nowadays, information about cosmetic products is readily available in newspaper, television, social media and even pamphlets. Planned buyers will research and then buy the items. (ibef.org, 2018)

The brand which has a positive influence on the customers has some limitation like they are only for female customers. Restrictions to only female customers stop the brand from growing in many larger parts of the country. However, it has been found that women living in the diversified environment have found the brand to be useful. Another study found that customer's purchasing an item depends on its income entirely. Suppose a woman with an annual income of three lakhs per annum will buy products which are of mid-value range. Income of a person varies greatly, and this creates a significant variation in the sale of products. The customers prefer products containing natural ingredients. Besides, other factors like demographics and psychological, it is seen that products containing more natural ingredient have a considerable number of sell. Some people use cosmetics daily so in order to maintain their skin they use products which consists of more natural ingredients. (fashion united.UK, 2018)

No significant research has been carried out till now with the gaps. The buying pattern of many customers has changed, the factors that can be included by changes in their lifestyles, buying capacity. Customers nowadays are more alert about the quality of the product due to which the market is growing more concerned about the selling of the product.

### **2.8 Linking with the current literature**

The cosmetic industry has seen a drastic change over the last ten years. The salon industry has seen a growth of 84 per cent growth due to women. Over the last four years, cosmetics items have seen a 59.9 per cent growth overall (Grant, 2016). Changing lifestyle has also created a significant impact in the salon industry which has grown by 34.9 per cent over the last six years. Also, a significant change can be seen in the cosmetics treatment also. With the development of the financial condition of women, the number of women takes cosmetic treatments to maintain themselves. Cosmetic treatments have changed by 4 per cent over the last ten years.

The future of cosmetic industry holds promising for both new and existing players. Future of cosmetic industry looks bright and also holds great potential in building up a major sector in the beauty industry. The launch of new items and also in an innovative way helps in catering to customer's growing needs. Women have become overly conscious about their beauty, so they are spending a huge amount. Nowadays, women have become active learners, so they spend a large sum of money and also they are alert to the products they use. Use of herbal products has increased because women are inclined towards bio-active ingredients. The intrusion of foreign luxury cosmetic brands has taken a major toll on the Indian brands. People are more likely to take an interest in foreign brands (Brem *et al.* 2016). People are more inclined towards taking up foreign luxury cosmetic brands which have created a slowdown in the Indian market. Even after the slowdown of the market, the marketers have not given up, but they are still putting up their best effort. Thanks to the women who are spending nearly 34.9 per cent of their income on themselves on an average.

It is important to link current literature because the Indian market industry is also growing twice as fast as other foreign cosmetic industry. Products with additional benefits are creating a bonus for the industry (Cavender *et al.* 2014). Products with bonus include an anti-aging cream, moisturiser, and tan protection SPF are very popular among the young generation and also veterans. Another factor which affects people is air pollution. A high level of air pollution causes the skin to deteriorate and to keep skin safe they use creams. Hairfall, anti-dandruff shampoos are brought frequently by the customers due to unhealthy lifestyles and air pollution.

Players are investing heavily on the researchers in the cosmetic industry. Innovative ideas and improvisation of products are the key factors which have been majorly emphasised by the researchers. Research on Hypoallergenic creams is carried out as they have less impact on health.

Cosmeceuticals products have lower contamination of pesticide which allures customers majorly. The innovation of packages plays a significant role in the selling of products as men and women want different types of packages. Overall a customer wants an easy to open cap which stands better in washrooms. Men want packaging in which they do not have to use fingers in the jar. In total, men and women want a user-friendly packaging.

## 2.9 Summary

Luxury cosmetic brands have captured a significant part of the industry by storm. The pyramid model has helped to access the higher level customers, the middle-level customers and also the lower level customers. Firstly, marketers should approach the high-level customers after whom they should approach the middle class and lastly the lower level customers. The galaxy business model monitors the fact that there should be one epicentre which will hold the entire industry. There are two types of business models - consumer-centric theory model and product-centric business model. A SWOT analysis is about the risk, threat and to plan for business analysis in the market. The presence of dependent and independent variable in the market helps in the market analysis of various cosmetic brands in India. The literature gap proves to be a restriction for many cosmetic brands in India. Luxury brands need to join hands with the non-governmental organisation to provide a comfortable environment, support global causing factors and also to support social responsibility.

The research occurs only in Mumbai and Pune, which should not be the case. Different cities follow different cultures and also their work environment is different. Cultures with the difference in needs require different types of products to match up to their expectations. E-media and technology have changed the face of the entire cosmetic industry. Indian market is by far and widely different from foreign markets. We need to preserve our heritage and culture in order to

create difference among others. The young millennia's are purchasing a vast number of cosmetics due to which there is an increase in the number of these brands. In August, Arvind stores have opened 39 GAP stores as there is an increasing number of purchases of cosmetics.

The research industry needs to give more to the cosmetic brands in innovative ways which will remain forever. Only innovative ideas can help us to move in the path of success. Luxury is always finding a new face with the passing of generations. Celebrities, industrialists, and royals are experienced luxury customers who have tasted the best of luxury and continue to do so. At the same time, young entrepreneurs are continually finding new ideas to match up to the needs of the people.

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## **Chapter 3: Research Methodology**

### **3.1 Introduction**

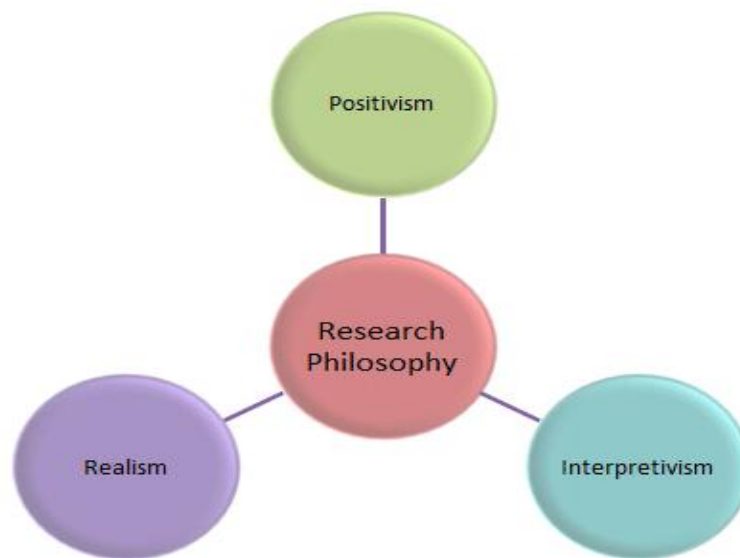
The specific procedure of research methodology in the research process is helpful to make interrogative information gathering procedure for the data assembling. The methodological section allows to maintain overall validity and reliability of the research work by the process of evaluating the data collection (Berbegal, 2013). In form of research philosophy, research approach and research strategy, the methodological technique appears with the characteristics to make proper information assembling process. By explaining and predicting the research phenomena, data collection for the particular research process can be maintained very properly (Beiske, 2007). In this current research on the innovative growth strategy implication of the luxury cosmetic brands of India, different form of research methodology has been applied for the data gathering and to carry out an in-depth observation. Data collection form has been selected in the specific manner that can helps to denied key objective of the research process. Considerable form of method has been applied in the research for the maintenance of the data evaluation process. Research variable evaluation can be considered as one of the most significant research processes in the process of making research evaluation process in the current research work. Therefore, in this current section, the researcher will be focusing on identifying the suitable methods, which help in fulfilling the research objectives developed. Furthermore, the focus is also on determining the ethical consideration to be maintained in order to carry out the research in appropriate manner.

### **3.2 Method Outline:**

In the section, the researcher has emphasized on assessing the research techniques for analysing the digital branding strategy effectively and its impact on the decision-making process of the consumer with reference to luxury cosmetic brands like Color Essence. The researcher has focused on specific research philosophy, research approach and design, data collection methods and analysis. These aspects have largely supported in gathering the required information to determine the relationship of the innovative growth strategies of global luxury cosmetic brands with the performance of organisations in attracting customers. On the other hand, particular sampling technique has also been determined to obtain the required number of samples to accumulate the required data.

### 3.3 Research philosophy:

It has been ascertained that the research philosophy is the determination of beliefs that helps in scrutinising the understanding about the viewpoints developed related to the subject matter. In addition, it helps in explaining the application of knowledge to attain the set objectives. It can be further mentioned that research philosophy develops presumptions that assists in conducting the research (Hair et al. 2007). On the other hand, knowledge of research philosophy can help to discuss the presumptions comprised in the research progression. In that relation, it can be mentioned that the by having philosophical understanding, the researcher has been able to clarifying and refining the research techniques employed in the research work. This in turn, has been supporting in acquiring the factual data and appropriately retort to research questions. Research philosophy is segmented into positivism, realism and interpretivism. Positivism supports to apply the logic to analyse the hidden information and facts in the logical way. Interpretivism is about to define concepts of natural law and helps in observing the behaviour of people to collect the information. Realism is the mixed approach of positivism and interpretivism for describing the application of beliefs in the research to generate the required information (Kumar, 2010).



**Figure 6: Research philosophy**

(Source: Showcase, 2014)

### *3.3.1 Justification on the selection of Positivism Research Philosophy*

For the current research study, the researcher has applied positivism research philosophy to assess the impact of innovative or digital growth strategy to capture maximum percentage in the luxury industry. By using the positivism philosophy, data evaluation has been effectively carried out. Empirical and measurable evidence has been collected in this research process by the evaluation of the secondary research evaluation through the authentic books, journal and news article selection process (Marczyk, DeMatteo and Festinger, 2005). As per the selected research philosophy, the researcher has the positive opportunity for accumulating the general information from the concerned people. However, it has been determined that while using the positivism philosophy, the investigator has maintained that no importance or value is placed on the personal beliefs, which could impact the research study. It is connected with experiments and observations majorly for accumulating the statistical information linked to the field of study (Matthews and Ross, 2010). The merit of research philosophy is that both the dependent and independent variable of this research can be examined by the process of making proper data evaluation. The significant factor is that the evaluator process of making proper observation of the research process can maintain the data evaluation. Apart from that, it can be pointed out that the researcher has been successful in generating quantifiable outcomes, which supported in determining the reliability and dependability of the study. It has been identified that if the numerical data is inaccurate then positivism research philosophy would be ineffective for the research (May, 2011). Therefore, the researcher has maintained that all the collected statistical information is in sync with the research questions developed.

### **3.4 Research design:**

Research design supports in discussing the framework that assists in selecting the collection and analysis pattern. A specific type of approach is employed during the data collection procedure which supports in quality description of the research design. Exploratory, descriptive and explanatory are common forms of research design which are usually applied by the researcher. It has been studied that exploratory design is helpful to acknowledge several ideas and opinions required for completing the research work (Saunders, Lewis and Thornhill, 2007). Explanatory research design, on the other hand, explains the occurrence of events and its effect on the subject matter. For obtaining the details as to state occurrence of incidents with proper and detailed description of research topic, descriptive research design is applied.

### *3.4.1 Justification for selection of the chosen Design*

Descriptive research design is chosen in this research study where description takes place by considering subject matter of the research work. The selected research design is suitable as it helps in defining the key objectives set for the research study. The most significant factor is that the descriptive research design is helpful in discussing the collected information and data in detailed manner. By using this research design, the researcher has been able to effectively describe the growth and expansion strategy of Indian luxury cosmetic brands. Moreover, the procedure and analysis of the literature review has been appropriately done which is very helpful for the data gathering management process of the research. The descriptive form of research is very much effective in the data observation process of making business observation of the research work (Singh and Bajpai, 2008). The descriptive form has enabled the researcher to evaluate and make explanation of the issues and challenges that the luxury brands of India are facing in order to expand in the global market place. On the other hand, it can be mentioned that the business expansion process of luxury cosmetic brands in India is explained very properly and also observation has been done by the in-depth analytical observation of the collected information. The most significant aspect of descriptive research design is that related data in the research can be managed very properly in order to carry out effective evaluation and assessment of information (Kumar, 2010).

### **3.5 Research approach**

Research approach is needed so that format required for carrying out the study can be effectively revealed. It has been determined that either inductive or deductive approach is applied by the researchers to conduct specific research study. Inductive approach focuses on to study the research topic when there is not sufficient information and data about the selected subject matter. However, observation is the initial phase of inductive approach, which supports to gain relevant information that further assist in determining the specific structure of the research (Matthews and Ross, 2010). On the other hand, deductive approach is utilised for describing the practical application of the existing models and theories related to the research topic. However, it is considered important by various researchers and scholars to determine the nature of the study and research topic for selecting the appropriate research approach.

### *3.5.1 Justification for selection of the chosen Approach*

Deductive approach suitable one for the current study as it helped in deducing the information by the evaluation of the secondary research and existing theories and concepts. The utilisation of deductive approach has helped the researcher to develop hypotheses that further helped in carrying out proper inspection to assess the hypotheses. The benefit of applying the deductive approach is that it assisted in accumulating both quantitative and qualitative data along with making association between dependant and independent variables (Berbegal, 2013). Furthermore, the selected approach allowed the researcher to examine various concepts to ascertain the clarity of different contents of the research study. By applying deductive research approach the researcher can figure out the issues and challenge in variable selection. The process is very simpler to access dependability of the hypothesis testing on the secondary data collection. Apart from that, it can be mentioned that the application of deductive approach is useful to abstract and simplify the complex issues related to research topic by segmenting into different parts, which helps to understand the research content in a proper manner. It has been identified that within shorter span of time, both inferences and analogies with the theories can be determined by the researcher (Marczyk, DeMatteo and Festinger, 2005). On the other hand, deductive approach has one drawback. If the researcher fails in considering the right amount of sample then it is highly likely that counterfeit conclusion will be drawn. Therefore, the researcher in the current study has maintain to select sample size which is reliable enough to meet the research objectives successfully.

### **3.6 Research Strategy**

As per the study of Marczyk, DeMatteo and Festinger (2005), research strategy can be explained as the procedure to understand the way to gather data that is suitable for the proper research outcome. The progressive form of research can be maintained very properly. The questionnaire survey research strategy has been applied in this research for the evaluation of the data gathered. The growth and expansion strategy of the luxury cosmetic brands have been examined by the procedure of making observation process in order to carried out the research process in an appropriate and effective manner. It has been determined that the use of questionnaire survey strategy helped the researcher in providing the scope to gather statistical data from the concerned people to understand the role of growth and expansion strategy in capturing large market share in luxury cosmetic industry of India. The survey has been carried out upon the respondents who

have understanding on the role of growth and digital branding strategy in order to capture large market share in the industry. From the opinion of the customers of luxury cosmetic brands, determinative objective of implementing growth and expansion strategy has been described and evaluated very properly.

The close ended questions are justified as it can provide efficient way in the determination of the key objective of the research. The close ended questions set out variable of the research process. Questions are asked which are based on the likert scale, where 1 is ranked as strongly disagree, 2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree.

### **3.7 Data Collection**

The selection of specific data collection method is helpful to gather information and facts that assists in studying any research topic with better details. It has been ascertained that data collection is useful to accumulate accurate outcomes for achieving the research objectives.

#### *3.7.1 Data Sources: Primary and Secondary*

For carrying out research study, it is important to determine the appropriate sources of data which supports to extract information as per the requirements. It has been identified that primary and secondary are the two data sources that are usually applied to gather required and relevant information in context of the undertaken research topic. For collecting the raw data, primary data is considered crucial as it helps in understanding the real-time situation (Kumar, 2010). Furthermore, it can be mentioned that the first-hand information can be more reliable, which can effectively fulfil the requirements of the research study. On the other hand, it can be mentioned that secondary sources are based on existing literatures and researches related to the research topic (Kumar, 2010).

For the current research study, the researcher has considered the primary data sources to gather information through questionnaire survey. It helped in understanding the viewpoints of the concerned people about the growth strategy used by the luxury cosmetic bands in India to expand market share and attract customers.

Secondary data is another data collection technique, which is usually applied to obtain data and information from various existing or secondary sources (Kumar, 2010). The researcher has gathered information from several online and offline platforms such as books, journal articles,

libraries, newspapers, and company's annual report. Nevertheless, it can be mentioned that the investigator in the current study has obtained data from online sources, books, e-books, libraries and digital libraries such as EBSCOhost and Emerald Insight, etc.

### *3.7.2 Data analysis Techniques*

The SPSS data collection tool has been utilised by the researcher for analysing the collected information, which has been very much helpful for the maintenance and evaluation of the research outcome. Furthermore, the researcher has used regression and correlation analysis for assessing the collected data in an effective manner. In addition, reliability testing has been done to determine the relationship between the data. On the other hand, it is to be mentioned that statistical tables have been used to present the data, which has been useful to assess and interpret the numerical data into descriptive and understandable form.

### **3.8 Population and Sample**

Simple random sampling has been applied by the research to find out the required number of sample size from whom the required and relevant data can be obtained. Under the random sampling, all the population has the equal opportunity to be part of the survey. However, it is to be noted that individual have been considered who are engaged in the online shopping for luxury cosmetic brands in India. For the questionnaire survey, 100 customers of luxury cosmetic brand in India have been selected to assess the growth and expansion strategy adopted by them to attract potential consumers.

### **3.9 Ethical consideration**

Some research ethics have been maintained for conducting the research process very effectively. The researcher has maintained the rules and regulation of the Data Protection Act 1998. The respondents who are involved in this research process are not pressurized to give their opinion on the question. Both the open ended and close ended questions must be presented in the survey list. The researcher protected the personal information of the respondents who are involved in this research process. Moreover, the collected data has not been used for any kind of illegal purpose rather for academic purpose.

### **3.10 Research limitation**

Some limitations have been found in the process of carrying out the research process very significantly. In this research, there has been time limitation and data limitation. The time

limitation has been affected on the process of carrying out the survey for collecting data from consumers. The sample size that has been collected in this research for the survey is small for the vast level of information gathering process. In order to carry out this research the sample size could have been larger. It can be further mentioned that at times, it has been difficult to control the behaviour of respondents as some of them casually answered the survey questions, which were of no use.

### **3.11 Summary**

It can be concluded that data collection can be considered as the process to make proper observation of the research process. Different types of data collection method have effective impact in the evaluation of the data process. By explaining and predicting the research phenomena, data collection for the particular research process can be maintained very properly. Data collection method of this research process is the form to complete the research.

**Chapter 4: Findings and Discussion**

**4.1 Introduction**

The current section has emphasised on presenting the results, which have been acquired through questionnaire survey. The responses of the consumers of different cosmetic brands have been helpful to understand the strategies used by them to promote their brands in India. From the regression analysis and descriptive analysis different factors behind the growth and expansion strategy of an organisation can be evaluated very significantly. From the gender analysis, total response frequency behind the observation has been understand eventually. The maximum percentage has been identified are female who are involved in the activity on online shopping. Innovative growth strategy related information has been identified very significantly by the evaluation of the data analysis. Analysis has been done on the Indian fashion brand Colorescence.

**4.2 Descriptive Analysis**

		<b>Gender</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	37	37.0	37.0	37.0
	Female	63	63.0	63.0	100.0
	Total	100	100.0	100.0	

Based on the above result, it can be observed that responses of female counterparts have been more in comparison to male. 37% of male consumers were engaged in the survey whereas 63% were female. However, the responses from both genders have been helpful to understand their perspective about the cosmetic brands and the strategies applied for promoting their

products. The response variety related information is helpful in order to deal with the outcome evaluation related factor of the research study. The gender analysis in the research is very much helpful in order to deal with the research outcome related analytical observation. Most of the respondents are female in the research who are mostly participated in this research survey.

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	11	11.0	11.0	11.0
	21-25	33	33.0	33.0	44.0
	26-30	35	35.0	35.0	79.0
	31-35	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

The result obtained clearly indicates that 11% respondents were having 15-20 years of age, 33% were between 21 and 25 years, 35% were between 26-30 years and 21% were between 31 and 35 years. The inclusion of respondents from different age brackets have been effective to know their opinions about the cosmetic brands in India. The maximum frequency in response giving is found to be the customers of the 26-30 years old who are mostly involved with the activity in purchasing goods and products of the market through the online shipping process. The opinion of the responses has the effectiveness in making proper observation of the data and the analytical observation. People's interaction with the fashion brand has effectiveness to help in the growth and expansion process. The observation is very helpful in order to make progressive form of innovation of the organisation. Main target customer of this company is the young fellow who can be attracted very highly by the service quality of the products.

**How frequently you buy luxury cosmetic products?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Within 15 days	20	20.0	20.0	20.0
	15-30 days	23	23.0	23.0	43.0
	30-60 days	42	42.0	42.0	85.0
	More than 60 days	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Majority of the respondents (42%) replied that they purchase luxury cosmetic products within 30 to 60 days. 23% of the participants answered that within 15-20 days they buy the luxury cosmetic products. On the other hand, 20% said they purchase the products within 15 days whereas 15% replied that they take more than 60 days for buying the luxury cosmetic products.

The growth and expansion strategy of Coloressence is very helpful in order to make their position in the market place. From the opinion of the respondents it has been found that people’s initiative has been found in the online purchase is very slow for the maximum respondent. 42% revels their monthly online shopping related activity in the business innovation related factor. The focus must be given more in the online marketing process of the organisation and high level of digitalization. Digital marketing is the form that increase higher level of customers attraction in the market.

**4.3 Regression Analysis**

To measure the coefficients of the variables, regression analysis has been utilised. It helped in understanding the extent to which independent variables impact the dependent variable.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 <sup>a</sup>	.458	.384	.66083

The model summary table clearly presents that there is a positive relationship between the model and dependent variables. It has been determined that there is 46% of the variance in the data. Therefore, it can be indicated that the data gathered are more related to each questions asked from the respondents. The table shows that R Square result has been estimated as .458 that indicated that response focus has been highly given on the changing online strategic reformation process. The online shopping process has been considered as the most suitable procedure in making higher level of customer attraction and to maintain business innovation through the progressive manner.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.167	12	2.681	6.138	.000 <sup>b</sup>
	Residual	37.993	87	.437		
	Total	70.160	99			

- a. Dependent Variable: Digital Branding Strategy is one of the most effective techniques that must be considered by the higher officials of luxury Cosmetics.
- b. Predictors: (Constant), With the help of digital branding techniques, the customers are more intended to purchase the brands., With the help of effective Digital Branding Strategy companies in luxury cosmetic industry can easily communicate with their customers., Online purchases facility has made selection the right brand of cosmetics as much easier and quick process of check out., Luxury cosmetics attract many customers towards their brand through digital branding strategy in this competitive market, Personal branding is another important model of digital branding that is an effective tool of attainment business goals and targets., You came to know about the brand and its products through different digital platforms like Facebook, Emails, Websites and others, Social Media marketing is another effective digital marketing technique that is an integral part of digital marketing for luxury cosmetic organizations used to engage their audience for their new Launches, offers and so on., The Market share of luxury cosmetics companies has increased due to more presence on different digital platforms that increased online leads also., You have trust on the products of any luxury cosmetic products due to its strong brand image and presence on digital platforms along with user reviews, Information about luxury skin care products is obtained by the customers through different digital platforms such as Facebook, Website, Twitter and others., Search Engine Marketing is another important tool that is used by companies in cosmetic industry to target their customer., The role of digital branding is very crucial in luxury cosmetics industry specially in skin care products

The mean square result has been estimated by the regression analysis is 2.681. The procedure shows that responses are given more stress on the online shopping process that can ensure growth and expansion factor of the company. The regression test result indicates that Dependent variable digital marketing strategy has been indicated as the digital marketing strategy is suitable in order to deal with the product differentiation process and service management process of the organisation. The digital branding strategy is suitable in order to make growth and improvement process of the organisation. The strategic innovation process has been found to be the important process in the growth factor in the business explanation.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.259	.551		.469	.640
	With the help of effective Digital Branding Strategy companies in luxury cosmetic industry can easily communicate with their customers.	.176	.135	.169	1.307	.195
	Luxury cosmetics attract many customers towards their brand through digital branding strategy in this competitive market	.338	.129	.268	2.620	.010
	You came to know about the brand and its products through different digital platforms like Facebook, Emails, Websites and others	.051	.095	.067	.534	.595
	The Market share of luxury cosmetics companies has increased due to more presence on different digital platforms that increased online leads also.	.332	.094	.402	3.537	.001
	Search Engine Marketing is another important tool that is used by companies in cosmetic industry to target their customer.	-.077	.105	-.094	-.727	.469

Social Media marketing is another effective digital marketing technique that is an integral part of digital marketing for luxury cosmetic organizations used to engage their audience for their new Launches, offers and so on.	.067	.104	.077	.640	.524
Information about luxury skin care products is obtained by the customers through different digital platforms such as Facebook, Website, Twitter and others.	-.093	.122	-.096	-.764	.447
You have trust on the products of any luxury cosmetic products due to its strong brand image and presence on digital platforms along with user reviews	-.045	.099	-.056	-.452	.653
Personal branding is another important model of digital branding that is an effective tool of attainment business goals and targets.	.027	.100	.028	.268	.789
The role of digital branding is very crucial in luxury cosmetics industry specially in skin care products	-.148	.116	-.179	-1.277	.205
Online purchases facility has made selection the right brand of cosmetics as much easier and quick process of check out.	.159	.100	.155	1.593	.115
With the help of digital branding techniques, the customers are more intended to purchase the brands.	.132	.111	.147	1.185	.239

a. Dependent Variable: Digital Branding Strategy is one of the most effective techniques that must be considered by the higher officials of luxury Cosmetics.

The regression analysis result shows that there is high dependency of the digital branding strategy of the customers digitally communicating with the luxury cosmetic brands. Both significance and beta value are positive, which indicates that the luxury cosmetic companies have better prospective to reach out to potential consumers through digital communication

It has been found that digital branding strategy of luxury cosmetic firms in India is dependent on the consumers to gain maximum benefit in the competitive luxury cosmetic industry. The beta value of 0.268 and significance value of 0.010 indicates that there is high possibility for organisations in the cosmetic industry in India to compete strongly in order to attract high number of customers.

The beta value of 0.067 and significance value of 0.595 shows that by adopting digital branding strategy, the cosmetic brands in India are able to create their presence on the digital platforms like Facebook, Emails, websites and other, which supports in developing awareness of brands among the consumers. Thus, it is clear that by using digital media platforms, customers can collect desired information about brands, thereby making purchase decision.

It has been determined from the finding that the success of digital branding strategy of cosmetic companies significantly linked to the market share obtained by the organisations. The significance value of 0.001 and 0.402 beta value clearly indicates that the luxury cosmetic companies can generate high market share by increasing their presence on different digital platforms.



Information about luxury skin care products is obtained by the customers through different digital platforms such as Facebook, Website, Twitter and others. (H)	Pearson Correlation	.350	.584	.300	.559	.520	.450	.298	1	.415	.538	.450	.398	.456
	Sig. (2-tailed)	0.000	0.000	0.002	0.000	0.000	0.000	0.003		0.000	0.000	0.000	0.000	0.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
You have trust on the products of any luxury cosmetic products due to its strong brand image and presence on digital platforms along with user reviews (I)	Pearson Correlation	.338	.240	.314	.505	.465	.445	.378	.415	1	.283	.400	.416	.685
	Sig. (2-tailed)	0.001	0.016	0.001	0.000	0.000	0.000	0.000	0.000		0.004	0.000	0.000	0.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Personal branding is another important model of digital branding that is an effective tool of attainment business goals and targets. (J)	Pearson Correlation	.275	.456	.240	.364	.274	.474	.303	.538	.283	1	.280	.346	.380
	Sig. (2-tailed)	0.006	0.000	0.016	0.000	0.006	0.000	0.002	0.000	0.004		0.005	0.000	0.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
The role of digital branding is very crucial in luxury cosmetics industry specially in skin care products (K)	Pearson Correlation	.348	.594	.563	0.192	.508	.275	.657	.450	.400	.280	1	.287	.319
	Sig. (2-tailed)	0.000	0.000	0.000	0.056	0.000	0.006	0.000	0.000	0.000	0.005		0.004	0.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

Online purchases facility has made selection the right brand of cosmetics as much easier and quick process of check out. (L)	Pearson Correlation	.399	.374	.347	.414	.323	.377	.311	.398	.416	.346	.287	1	.307
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.001	0.000	0.002	0.000	0.000	0.000	0.004		0.002
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
With the help of digital branding techniques, the customers are more intended to purchase the brands. (M)	Pearson Correlation	.426	.222	.366	.449	.485	.364	.440	.456	.685	.380	.319	.307	1
	Sig. (2-tailed)	0.000	0.027	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.001	0.002	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

The correlation data has indicated the fact that the Pearson coefficient that the possibility of knowing the brand from the digital platform and social media such as Facebook has the highest possible correlation with the search engine searching possibilities in the cosmetic industry with the value of 0.663. Based on this the role of digital branding is essential for the determination of the marketing of the cosmetics brands especially the skin care products.

#### 4.5 Reliability Analysis

##### Reliability Statistics

Cronbach's Alpha	N of Items
.893	13

The Cronbach's Alpha value has been determined using SPSS tool and it has been found that the value is 0.893. Comparing it with the standardized value it can be said that the data is highly reliable.

#### 4.6 Discussion

With the changes that are occurring in the cosmetic industry, it has been realized that there is lot of dynamism noticed in the choices and preferences of the customers. As mentioned by Bhandari, (2018) the needs and demands of the employees is changing frequently and thus there is immense pressure being faced by the retailers of the luxury cosmetic brand to make such changes in their retailing. It may cater to the needs and demands of the highest share of employees in the cosmetic industry in India and other countries. It can be stated from the research work of Cavender and Kincade, (2014) that considering the need for innovativeness in the cosmetic industry for enhancing the possibilities of the growth strategy, the need for resorting to digital marketing and branding for the global marketing strategy for the marketing of the cosmetic brands. The survey questionnaire that had been formulated for the purpose of the data collection reflects upon the scenario of the market as well as the demand for cosmetics in Indian as well as global market. It has also been found that the increased level of competition in the cosmetic industry globally has been due to the increased level of demand for cosmetics around the world and this has also led to increased level of competition. As per Chang and Chung, (2016) this has led to increased need for innovation in the cosmetic industry for being

competitive and to emerge victorious against the competitors. Thus, the questionnaire that has been formulated has been to address the need for examination of the factors that are required in the cosmetic industry for effective growth strategy. The discussion shall be upon the descriptive analysis of the customers for the cosmetic products in the global cosmetic industry.

From the descriptive analysis that had been conducted upon the customers, it has been found that in the questionnaire survey, the percentage of female participants had outnumbered the number of male customers. It has been seen that in comparison to the 37% male customers that have taken part in the survey, there is participation of 63% female customers. This percentage difference in the participation of the customers reflects upon an important supposition in the cosmetic industry. According to Chang and Chung, (2016) descriptive analysis thus reflects upon the demand structure and the focus of the cosmetic brands in the cosmetic industry. The descriptive analysis also reflects on the demographic segmentation of the market of luxury cosmetic brands in India and globally. The analysis of the data received thus suggests the fact that the demographic segmentation in the cosmetic industry is dominated by gender based segmentation. Thus the brands, in the cosmetic industry when they launch new products in the market in India and globally, focus on the gender based segmentation. Based on the data gathered from the descriptive analysis, it had been established that the female customers form the niche market for the cosmetic industry in India and global market. The participation from the female customers also reflects upon the fact that there is dominance of the female customers in the industry and that majority of the brands that exist in the industry address the needs and demands of the female customers in major cases. However, as per Chang and Chung, (2014) it cannot be denied that male customers also have 37% in the participation and that shows that contrary to assumptions that female are the only customers for the cosmetic companies, the

companies also have male customers. Thus, it can also be added here that the growth strategy for innovation in the cosmetic industry might also include targeting the male customers in greater degree and cater to their demands for cosmetics also. Considering the fact that the female customers have the largest share, as customers, in the cosmetic industry, advertisements and products that are introduced, address the female customer needs primarily.

From the results, it is clear that primarily the women customers in the age group purchase the major share of the cosmetic products in India and the global market 21 years to 35 years in the cosmetic industry. Thus, for the purpose of innovation for better growth opportunities, there would be need for addressing the needs and demands for customers among the women customers in the age group 21 years to 35 years. Since it has been realized that the aim has been to engage in digital marketing strategies and branding of the cosmetic brands on digital media platforms for innovation, there would be need for targeting the women customers in the age group 21 years to 35 years on the digital media and social media platforms. This age group that has been found to be the most responsive to the purchasing of cosmetics from the luxurious cosmetic brands is also very responsive and active on the digital media and social media platforms. As per Kapferer, (2014) it can be stated that it would be easier and convenient to address this target customer on the digital media platform on the social media platform and branding advertisements. Since women customers in the age group 21 years to 35 years cover the majority share in the cosmetic industry, it also be stated that there are positive opportunities for the cosmetic companies to improve their growth strategies as this age group is a huge margin and that the demands for cosmetics in this age group does not fluctuate much. It can also be added that the advertisements need to be formulated in a manner that the demands for cosmetics from the luxury cosmetic brands are displayed aptly. Moreover, the ads need to cater to the beauty issues and problems

that the women customers in the age group 21 years to 35 years face for better opportunities of growth.

On the basis of the understanding of the data that had been gathered on the purchasing habits of the customers in the questionnaire it can thus be stated that majority of the respondents that are primarily women purchase cosmetics once a month. It has been found that the 42% respondents have admitted to have buy luxury cosmetic products in one month or in two months. This shows good frequency for the purchase of the cosmetics. Moreover, it has also been noted that 23% of the participants buy the luxury cosmetics product within 15-20 days. In this respect, it can be stated that the purchase frequency for the luxury cosmetics product is very high and the customers purchase the luxury cosmetics product in little time gap. There are very few customers that buy the luxury cosmetics product infrequently (15%) and thus overall the data reflects on the fact that the market for the luxury cosmetics products is very current and dynamic and that it has good market in the Indian as well as global market. Macchion Danese, and Vinelli, (2015) has mentioned since majority of the customers buy the luxury cosmetics products frequently, there is good scope for the companies and brands in the cosmetic industry for future growth. Moreover, it can also be added that since the purchase frequency for the luxury cosmetics product is very high and the demands of the customers is frequently changing, there is immense pressure on the companies in cosmetic industry to offer new products frequently. The frequent purchase of the luxury cosmetics product by the customers also suggests the fact that the customers believe in experimenting with the products and are willing to buy new products for their beauty and skin care and often try new products frequently. In this matter, it can thus be deliberated that since the purchase frequency is high and the time lag in the purchase is low, the luxury cosmetics products need to be innovative every time a new product is launched in the market. If the new product that

is launched in the market, in the cosmetic industry in India and globally is not innovative then the product would fail to attract the niche market. Moreover, Malhotra and Choudhury, (2017) has mentioned that the innovative product also needs to be frequently placed in the market and there is also need for effective market strategies and advertisements for marketing the luxury cosmetics product. If the marketing is not effective and attractive then it would fail to attract the customers and the luxury cosmetics product would go unnoticed.

From the data that had been gathered from the regression analysis, the relationship between the independent and dependent variable has been understood. It has been seen that since there is variance of only 46% in the data in the regression analysis, it can thus be stated that the independent and dependent variable are closely related and that the dependent variable and the independent variable have positive correlation. In this regard, it can further be elaborated that the digital media advertisements and the media advertisements and branding has positive correlation with the luxury cosmetic products. Wong and Dhanesh, (2017) has mentioned it can also be stated that the independent variable that is the luxury cosmetics products in India and global market is closely dependent on the digital media advertisements and branding strategies. In this manner it can also be stated that the innovative strategies that would be formulated for the growth strategies can focus upon digital media advertisements. Since the data variance is only 46%, keeping certain other factors intact such as the market and environment conditions, digital media advertisements can be used for impacting the innovation strategies in the market of luxury cosmetic industry. In this manner it can also be elaborated that if the advertisements are not effective and attractive then it can also have negative impact on the growth strategies of cosmetic industry in India as well as global cosmetic market. This is because the variance data in the regression is only 46%. The data from the regression analysis also states that the data that had

been gathered from the questionnaire also effectively addresses the responses. It can also be stated that the responses gathered can be effective for analyzing the relationship between the independent and dependent variables.

From the analysis, it has been found that stress has been given on the acceptance of the dependent variable digital marketing strategy related evaluation in the marketplace. The analysis shows that Coloressence has been focused on the digital marketing strategy for the evaluation of the business management. In the market entry process, it is very necessary for the organisation to make the target customer happy. The online branding strategy is another form for the evaluation of the process of making target audience attraction. In the age of digitalization, concentration has been given very highly on the organisational attractiveness. From the market analysis of Coloressence, essence, it has been found that business motivation and improvement is highly dependent on the position of the company. In order to expand properly in the market place, Coloressence has to be focused on the business-related innovation. The realities brand management and market innovation, it has been found that target market strategy is highly dependent on the digitalization. Wong and Dhanesh, (2017) has mentioned the growth and expansion can be influenced by the notion of branding process through the online platform. In the higher-level business orientation, it has been found that product and service related improvement can be possible while the products are highly purchased by the company. Apart from that, it is the case of high level of growth and expansion management process. The market also includes some important factors such as product differentiation process and service. Macchion, Danese and Vinelli, (2015) have mentioned the market innovation and marketing management process of Coloressence can be improved by the level of expansion strategy that they have been given for the organisational development. Online platform in now a days is very

easy to access to get high level of interaction with the customers. Online business marketing strategy is helpful in the evaluation process of maintaining long term business improvement. Respondents opined about their high interaction with online channels and application to purchase goods and products. The respondents opined that the online platform provide them the opportunity to have information on the goods and products. It can further be analysed that online strategy and initiatives are effective to make operation in maintaining customer's efficiency. Branding strategy can provide the chance to have progressive growth and operation. In most of the case, it can be said that business strategy for the product development is based on the feedback that can be taken from the customers. Product and service related orientation of Colorescence can be developed if they can renew their product and service related differentiation strategy. The growth and expansion of Colorescence can be improved if they can focus on the expansion strategy. The online marketing platform of the company can be improved very properly by the changing factor of the market. The product and service related orientation through the online platform can be maintained as the procedure to improve business related efficiency in the marketplace.

As per Theurillat and Donze, (2017) the growth and expansion strategy of Colorescence can be improved through the digitalization. The investigation demonstrates that Colorescence has been cantered around the computerized promoting methodology for the assessment of the business the board. In the market passage process, it is extremely fundamental for the association to satisfy the objective client. The web based marking system is the another shape for the assessment of the way toward making target group of onlookers fascination. Macchion, Danese and Vinelli, (2015) have mentioned in the period of digitalization, fixation has been given exceptionally on the hierarchical engaging quality. From the market investigation of Colorescence, pith, it has

been discovered that business inspiration and enhancement is exceedingly subject to the situation of the organization. So as to grow legitimately in the commercial centre, Coloressence must be centred around the business related development

From the opinion of the respondents, impact of digitization on the business expansion has been clearly been identified. The research report shows that maximum percentage of youth generation are likely to carry out their product and service management related activity through the online store as recent updates on the service related innovation can be taken by this process. People are more likely to foreign brands that can created slowdown of the foreign brand in the business. The three factors which bind the relation between dependent and independent variables are satisfaction, loyalty, and image of brands. For the growth and expansion related improvement, organisation needs to be more focused on the choice of the customers. The product and service related orientation can eventuallybe improved by the notion of marketing strategy.

From the ANOVA test result different types of digital strategy has been described that are using by the organisations for the business development. Coloressence has been focused on different types of online strategy that can provide them effectiveness to meet with organisational improvement. The most significant factor is that customer's trust on the luxury brand can be improved and decreased by the online platform. Coloressence has been expanded globally by the social media and digital media. As per Theurillat and Donze, (2017) the strategy of digital media can be considered as the procedure to make proper business improvement. Marketing advertisement through the digital strategy is helpful for the operational success of the company. Different operations have been developed in the company to improve the idea to attract customers. By the evaluation of the global business market, it has been identified that facebook and twitter is the way to make higher level of customer attraction. The social media and digital

media can be considered as the important way in improving growth and expansion process of the company. In most of the case Color essence is likely to make proper operation in the management process of the company. In most of the case, it can be said that operation related evaluation of the company can be developed significantly by the operation that is taken by the company. The respondents evaluated about the negative impact on the growth and expansion process of the company. The procedure is effective to understand objective of making proper market expansion. Business innovation and operation are two important part in the business where social and digital media works as the bridge to improve marketing operation of the company. The most significant factor is that service related efficiency of the business development process. Social media and digital media operation in the business has fruitful result to maintain organisational initiative. The most significant factor is that the growth and expansion strategy in the business can be considered as the procedure to make suitable relationship with the customers. In the customer engagement process, it has been found that facebook, twitter and instagram can be considered as the safest platform for the organisational development. The growth and expansion strategy in the company is used to differentiate their goods and products with other company. In the market, the business, Color essence is facing issues due to the negative feedback of the customers. This procedure can come up with the negative impact for the marketing operation development.

As per Theurillat and Donze, (2017) digital platform along with the users' review has positive impact on the marketing operation management. The service related operation in the market can have suitable impact to make the customer aware about the goods and products that is giving by the company. Apart from this, it can be said that, respondents said about the growth and expansion process in the market. People have trust and faith in the business operation to make

business improvement process. The business improvement process can be generated. The operation management process in the market has effectiveness in order to deal with business improvement process.

## **Chapter 5: Conclusion and Recommendations**

### **5.1 Conclusion**

Therefore, in the digital era, entering the market in different cities has become easier for the luxury brand. With the help of the digitalization, the organizations have been able to reach the people at a shorter span of time. Therefore, many of the luxury brands have been expanding the business in an effective manner. It has been found that the organizations have been implementing different theories of business that has helped in the growth and development of the business in a faster pace. With the execution of the business theories, the organization has been to adapt the culture of different market in different cities in an effective manner.

With the expansion of the business of the luxury brand, the level of the profitability has been increasing. This has increased the pace of the growth and development of the companies. Due to this reason, the culture of different markets has been adopted. Many new employees have been hired within the organizations due to which the level of the employment has also been increased. This has led to robust of the workforce of the luxury brands.

### **5.2 Linking with the objectives**

*Objective 1: the proper analysis of the variables which were adopted by the cosmetic brands dealing globally to expand their business in various cities of India*

In the literature review, it has been found that the cosmetics brands have been using many business models and theories for entering into the markets of different regions. The business models and theories adopted by the luxury brands have helped the organizations in the expansion of the business in the global market. One of such companies is Coloressence. With the adoption of the pyramid business model, the luxury brand has been segmenting the markets in an appropriate manner. It has been found that in the earlier scenario, the luxury brand found it difficult to enter the markets in the different regions.

In the chapter 4, it has been found that the luxury brand has been using the social media for the purpose of marketing. The dependency of the people on social media has been increasing. Due to this reason, the organizations have been using many websites of the social media for the advertisement of the products offered to the people. With the marketing through social media, reaching the people has become easier. Due to this reason, the luxury brand has been able to advertise the products in different markets in an effective manner.

***Objective 2: Proper analysis of the opportunities considered to be global by the dealers who are dealing with the growth of the market in the industry of cosmetic brands in India***

In the literature review, it has been found that the digitalization has been considered has one of the opportunities for entering in the global market. With the digitalization, the organizations have been using many new and advanced technologies. With the adoption of the technologies, the organizations have been able to analyze the markets of different regions. Due to this reason, the organizations have been developing the strategies in such a manner that has enabled it in attracting the consumers of the different markets. With the execution of some of the technologies, the organizations have been reducing the cost of the operation of the products of the luxury brand. Due to this reason, the organizations have been offering the products to the

consumers at a reasonable cost. The people of all classes have been able to afford the products of the luxury brand. Due to this reason, the demands for the luxury cosmetic products have been increasing in the markets of different cities. This has led to the creation of many business opportunities. This has helped the companies in the expansion of the business in a faster pace. It has been found that the organizations have been adopting many new and advanced technologies within the business. This has helped the companies in adopting the changes that are required to capturing more portions in different markets of the cities.

### 5.3 Recommendation

For development of the global luxury cosmetics in Indian market it is very much required for the global cosmetic brands to take care of the aspect of development of its brand image along with attracting the new customer segment and the whole operations of the business are required to be based on development and controlling of the effective distribution channels. Therefore, the following recommendations will be helpful for the international luxury cosmetic brands to be successful in case of developing the growth strategies of the cosmetics companies.

- One of the most important aims for the global luxury cosmetic brands will be to adopt the strategies for developing deeper sense of satisfaction in the minds of the consumers and thereby creating such an image of the brands that will be irreplaceable by other cosmetics brand available in the market. The brand development as well as marketing strategy by the companies will be aimed at to be easily identifiable by customers.
- The people of India are becoming highly technology oriented and specifically in case of searching product information through the digital media and engaging in use of the online media for buying the products. Therefore, all sorts of luxury cosmetic brands

of global level will mainly target strategic promotional aspects with the help of adopting the social media based marketing strategy mainly.

- The global cosmetic brands, while developing their business in Indian market, are required to be making application of the wide ranges of digital and online marketing strategies. This will be helpful for the companies for reaching to millions of peoples and in different market segments and thereby attracting new customer bases towards the luxury cosmetics and beauty products.
- The global brand must ensure being in consistent touch with the customers from different market segment by ensuring seamless communication of all the new product information to the consumers. Apart from this, it will be one of the most effective steps in case of reaching to the new customers also apart from being oriented towards the existing customers.
- The global cosmetic brands will also be mindful regarding taking care of the aspects of development and spread of their brand story, which will encompass the history and spirits of the luxury brands. The complete commitment of the companies in case of product designing and development will be solely reflected in the shape, colour, and fragrance of cosmetic products in considerable details. This will help the brands in causing the customers a specific feeling of using the products every time.
- For gaining success in case of expansion of the luxury cosmetic brands in the Indian cosmetics market, it is one of the most important requirements for the overall marketing strategy that the designing of products must be innovative. Developing the profound and gorgeous designed products will help the luxury cosmetic brands attracting the Indian consumers of higher classes in easier ways. However, another

very important aspect in this connection will be to take help of the modern technology for achieving greater success in overall growth of the business.

- Applying the most advanced technology based marketing of the cosmetic products will help the customers in the Indian market to sufficiently exploiting the market scopes in cosmetics. This will be great opportunity for the cosmetic product brands for experiencing successful market growth in India.
- One very effective step towards developing the business opportunity in the Indian market will be to introduce a perfect combination of the product range of luxury cosmetic products. This will help the brands in reaching increased number of customer bases in more effective ways as considerable number of the customers will be attracted towards such lucrative combination and range of the cosmetic and beauty products along with having the touch of luxury.
- In addition to product designing, the global luxury cosmetic brands will ensure presence of representation of luxury in the cosmetics that will help the brands in gaining competitive edge in the markets.
- The global brands will turn their attention towards development of effective supply chain in personal level in India as without this; effective development and growth of the global luxury cosmetic brands will not be possible. Apart from this, taking effective care of the CSR aspects will also be required while operating in the Indian market as this will be one of the most important success factors in India.

#### **5.4 Limitation of the Research**

The present study has considered mainly the possible best effective growth strategies for the global luxury cosmetic brands in India, this is also necessary with this respect to consider the

differences in marketing essentialities in case of business growth in India and other developed countries in Asia. There are brands like Lakme, L'Oreal, Revlon, Maybelline and Himalaya, which have adopted specific growth strategies in India and specific strategies for different European and American countries. However, conducting a study regarding important differences in growth strategies to be required for Cosmetic brands in India, China, USA and UK might be effective in case of finding out the essential differences. This is significant limitation of the present study.

### **5.5 Future Scope of the Study**

There are scopes for further studies regarding essential differences between the possible growth strategies to be adopted by the luxury cosmetic brands in Indian market and in the markets of other Asian countries and some of the important developed nations like USA, UK and Japan. This will be highly effective in case of conducting the further studies.

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