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Major Research Project

on

An empirical study on the impact of promotional baits on consumer purchase decisions in the skin care industry in Delhi /NCR

Submitted By:

Nisha Rawat

23/BMBA/14

Under the Guidance

of

Dr. Gaurav Vashisht

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Delhi Technological University Bawana Road Delhi-110042

CERTIFICATE

This is to certify that the report of the project submitted is the outcome of the research work entitled "An empirical study on the impact of promotional baits on consumer purchase decisions in the skin care industry in Delhi /NCR" carried out by Ms. Nisha Rawat, bearing Roll No. 23/BMBA/14, under my guidance and supervision, for the fulfillment of her Major Research Project in Semester IV of the Master of Business Administration (MBA) Programme at Delhi School of Management, Delhi Technological University.

To the best of my knowledge the report

I. Embodies the work of the candidate herself,
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I, the undersigned, solemnly declare that the MAJOR RESEARCH PROJECT REPORT is based on my own work carried out during the course of my study under the supervision of Dr. Gaurav Vashisht.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

I) The work contained in the report is original and has been done by me under the general supervision of my supervisor.

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III) We have followed the guidelines provided by the university in writing the report.

IV) Whenever we have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

Name: Nisha Rawat

ACKNOWLEDGEMENT

I am highly grateful to the Dr. Saurabh Agrawal, HOD DSM, Delhi Technological University, for providing this opportunity to carry out the Major Project.

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Name: Nisha Rawat

EXECUTIVE SUMMARY

This research project, titled *"An Empirical Study on the Impact of Promotional Baits on Consumer Purchase Decisions in the Skincare Industry in Delhi/NCR"*, set out to understand how marketing promotions influence the everyday choices people make when buying skincare products. In a market that's growing rapidly and where competition is fierce, brands are constantly coming up with new ways to grab attention—offering discounts, Buy-One-Get-One (BOGO) deals, free samples, and loyalty programs. But a key question remains: do these offers really help brands build long-term relationships with customers, or do they just lead to one-time sales?

A structured online survey was shared using Google Forms, targeting people in the Delhi/NCR region who actively use skincare products. A total of 100 valid responses were collected from a mix of students, professionals, and homemakers. The goal was to gather a broad yet relevant perspective. Statistical analysis using tools like SPSS and Excel helped uncover patterns and connections between consumer behaviour and promotional strategies.

Study Overview

The study combines quantitative analysis (100 respondents) with statistical testing (ANOVA, chi-square, t-tests) to evaluate the effectiveness of discounts, BOGO offers, and social media campaigns.

Key Findings

1. **Promotional Influence on Purchases:**
    - 59% of respondents rated promotional offers as highly influential (4–5/5), with BOGO deals (70%) and flat discounts (20%) being most effective.
    - Impulse Buying: 43% admitted buying more than planned during promotions; 47% were uncertain ("Maybe").
2. **Gender and Demographic Insights:**
    - Women showed significantly higher influence scores (mean = 3.86 vs. 3.24 for men) and greater impulse-buying tendencies.
    - Youth Dominance: 82% of respondents were aged 18–25, with social media (Instagram/Facebook) as the primary source of offer awareness (78%).
3. **Product Preferences:**
    - Sunscreen (58%) and moisturizers (27%) were most purchased during promotions.
    - Repurchase Behavior: 70% repurchased products initially bought on promotion, indicating potential for loyalty if quality is maintained.

4. **Occupational Trends:**
    - Working professionals had the highest mean influence score (4.11), followed by students (3.44) and homemakers (3.33).

Strategic Recommendations

1. **Optimize Promotional Mix:**
    - Prioritize BOGO deals and flat discounts for trial and volume sales.
    - Use time-bound offers (e.g., flash sales) to create urgency.
2. **Leverage Digital Channels:**
    - Invest in influencer partnerships and Instagram/YouTube campaigns for younger audiences.
    - Personalize offers using customer data (e.g., loyalty rewards for repeat buyers).
3. **Balance Promotion Frequency:**
    - Avoid over-reliance on discounts to prevent brand devaluation.
    - Pair promotions with quality assurance and post-purchase engagement (e.g., feedback surveys).
4. **Target Gender-Specific Campaigns:**
    - Design female-centric campaigns emphasizing value, while highlighting product efficacy for males.
5. **Omnichannel and Tech-Driven Experiences**
    - The future of skincare marketing is **omnichannel**: blending online convenience with offline touchpoints. Incorporating **virtual consultations, AR try-ons, and seamless e-commerce experiences** can increase conversion rates and customer satisfaction.

6. **Emphasize Product Quality and Customer Experience**
    - While promotions are highly effective for driving trial and short-term sales, **product quality remains the top driver of brand advocacy and repeat purchase**. Brands must ensure that promotional offers are paired with consistent product performance and excellent customer service to convert new buyers into loyal customers.

Why This Research Matters:

This study didn't just look at numbers—it looked at real behaviours and preferences. It was grounded in existing research but made practical by real responses from real consumers. The tools and methods used added clarity and reliability to the findings.

Final Takeaways:

Promotional offers are powerful drivers of skincare purchases in Delhi/NCR, particularly among women and younger consumers. While discounts and BOGO deals boost short-term sales, long-term loyalty requires balancing promotions with product quality and digital engagement. Brands must adopt a hybrid strategy: leveraging urgency-driven offers for immediate gains while building trust through consistent post-purchase experiences.

Implication for Marketers: Success lies in integrating data-driven promotions with authentic brand storytelling to convert transactional buyers into loyal advocates.

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CHAPTER 1: INTRODUCTION

1. Introduction

Overview of the Skincare Industry

1.1 Background

The skincare industry has seen an incredible transformation in recent years, emerging as one of the fastest-growing sectors in beauty and personal care market. This growth is mostly driven by a rising awareness of the importance of skincare as part of a healthy lifestyle, increased concerns about pollution and skin-related issues, and growing importance on self-care and well-being. With increasing familiarity and comfort with digital technology, enhanced access to information has led consumers to make more informed skincare choices, with a growing preference for products that are scientifically proven, dermatologically tested, and made from clean or natural ingredients. Skincare is no longer limited to anti-aging creams or basic moisturizers; the market has expanded to include serums, toners, sunscreens, exfoliators, face masks, and personalized treatments, each promising unique benefits and outcomes.

In India, this evolution is particularly visible in metropolitan regions such as Delhi/NCR, where changing lifestyles and increasing exposure to beauty content through social and digital media have made skincare a daily routine for many. Here, skincare is not just a matter of aesthetics but also a means of self-expression, self-care, and social identity. Consumers are not only looking for effective products but also experiences that align with their personal values—be it sustainability, cruelty-free practices, or personalization based on skin type.

As a result, the competitive landscape in the skincare market has intensified. Established brands such as Lakme, Nivea, and L'Oréal are now sharing the market with newer, digital-native brands like Minimalist, The Derma Co., SkinKraft, and Plum. In this increasingly crowded marketplace, brands must go beyond product quality to win consumer trust and attention. Promotional strategies have therefore become essential in both online and offline settings. These include flat discounts, bundle offers, buy-one-get-one (BOGO) deals, first-time purchase coupons, festive and seasonal sales, cashback options, and free samples with purchases. Such offers are not just limited to retail outlets; they are aggressively marketed on e-commerce platforms like Nykaa, Amazon, and Flipkart, as well as through direct-to-consumer brand websites.

Popular Skincare Brands

1. Dot & Key

- Dot& Key is known for their dermatologist-tested products that combine modern science with natural ingredients.
- It targets skin concerns like acne, pigmentation, and dryness with scientifically-formulated products enriched with natural ingredients.
- Dot & Key positions itself as a scientific yet natural skincare brand. Its dermatologist-tested products appeal to consumers seeking effective, safe, and gentle solutions

DOT & KEY

2. Dr. Seth's

- Dr. Seth's positions itself as clinical skincare solutions specifically formulated for acne, pigmentation, and aging signs.
- It offers targeted treatments for specific skin concerns, with products designed by dermatologist Dr. Kiran Seth.
- Dr. Seth's is seen as a trusted clinical skincare brand, ideal for consumers looking for highly effective, treatment-oriented solutions.
- The brand's reputation among dermatologists has fueled growth where consumers are looking for dermatologically-approved products.

DR SHETHS

3. Conscious Chemist

- It focuses on clean beauty, with cruelty-free, chemical-free, and sustainably-sourced ingredients.
- It offers a variety of products free from harmful chemicals, catering to eco-conscious consumers.
- Conscious Chemist targets the growing clean beauty movement, appealing to a younger, eco-conscious demographic that prioritizes ethical skincare.
- The brand is gaining popularity, especially among millennials and Gen Z consumers, with strong sales through social media and platforms like Nykaa.

CONSCIOUS CHEMIST

4. Cetaphil

- It fosters gentle, dermatologist-recommended skincare, especially for sensitive skin.
- They offer mild products for cleansing and moisturizing, making it ideal for sensitive skin types.
- Cetaphil is one of the most trusted dermatologically-recommended brands in India, known for its universality and efficacy in treating sensitive skin.
- Cetaphil enjoys strong brand recognition across pharmacies, e-commerce, and supermarkets, making it a leading brand in India's dermatologist-recommended skincare category.

CETAPHIL

5. Aqualogica

- Aqualogica focuses on skincare solutions focused on hydration, with ingredients like coconut water and niacinamide.
- They focus on Hydration-based skincare products that cater to those with dry or dehydrated skin.
- Aqualogica has established itself as a go-to brand for hydration, offering products that emphasize moisture retention and glowing skin.
- The brand has seen a significant increase in popularity due to its affordable pricing and effective formulations. Social media marketing and influencer partnerships have played a key role in driving its success.

AQUALOGICA

6. Biotique

- It is a combination of Ayurvedic principles with modern skincare science, using herbal ingredients.
- It offers a wide variety of skincare products based on traditional Ayurvedic formulas, suitable for different skin types and concerns.
- Biotique is positioned as a natural, herbal skincare brand that focuses on Ayurveda and sustainable beauty.
- The brand benefits from a large consumer base in India because of its affordable pricing and herbal credibility. It is available across retail stores and e-commerce platforms.

BIOTIQUE

7. Kama Ayurveda

- Kama Ayurveda stands for luxury Ayurvedic skincare using organic and rare ingredients.
- They offer high-end products that combine Ayurvedic practices with modern skincare needs, using organic and premium ingredients.
- Kama Ayurveda is a premium skincare brand, targeting consumers looking for luxury, natural skincare.
- The brand has a strong presence in premium retail outlets and is popular among consumers in tier 1 cities. Its luxury positioning contributes to steady sales growth.

KARMA AYURVEDA

8. VLCC

- It focuses on comprehensive skincare and wellness services, with an emphasis on overall skin health.
- It Offers skincare products along with services like weight loss and wellness therapies.
- VLCC is recognized as a holistic beauty brand, providing both products and wellness services.
- With its long-standing market presence, VLCC continues to grow, especially through wellness centers and its online presence.

VLCC

9. Plum

- Plum offers vegan, cruelty-free, and clean beauty products made with natural ingredients.
- Plum offers products free from harmful chemicals, ideal for consumers seeking clean, ethical beauty solutions.
- Plum is a popular clean beauty brand with a focus on affordable yet effective skincare.
- The brand's vegan and cruelty-free approach has resonated with a growing segment of eco-conscious consumers, resulting in significant sales through e-commerce.

PLUM

10. Forest Essentials

- Forest Essentials is a luxury ayurvedic skincare using rare, natural ingredients.
- It Offers high-end skincare solutions designed to rejuvenate and nourish the skin, using rare natural ingredients.
- Forest Essentials is positioned as a premium Ayurvedic skincare brand with a focus on luxury.
- The brand has achieved success in the luxury skincare market, particularly among consumers looking for premium and authentic Ayurvedic products.

FOREST ESSENTIALS

1.2 Problem Statement

Promotional offers like discounts and deals are commonly used by skincare brands to attract consumers, but their long-term effectiveness is still unclear. While these offers lead to a surge in sales and website traffic in the short term, the big question is whether they help build real brand loyalty. Do consumers come back to buy the product at full price once the promotion is over, or do they simply jump from one discounted brand to another? Also, how do these promotions affect how people perceive the quality of the product, its value, and the brand's trustworthiness? These are important questions for marketers and brands who want to keep customers coming back for more.

This research aims to look at how promotional offers truly affect the buying behaviour of people in the skincare market, especially in Delhi/NCR. The region is a great place for this study because it's home to a wide range of people—from students and working professionals to homemakers and senior citizens—who all have different budgets, skincare needs, and digital habits. By understanding what motivates these consumers, what they expect from promotions, and how they act after making a purchase, this study will explore whether promotions lead to loyal customers or just temporary, deal-driven purchases.

The findings from this research will help skincare brands create more effective, sustainable marketing strategies, especially as the world becomes more "phygital" (a blend of physical and digital). Despite the widespread use of promotions, many brands struggle to keep customers and maintain steady sales. Today's consumers are more informed, have many options to choose from, and often compare prices across platforms before buying. Many will wait for discounts before making a purchase, which can hurt a brand's profits in the long run.

Additionally, not all promotional strategies work the same. Some might attract new customers but fail to keep them interested, while others might only appeal to a small group of people. In Delhi/NCR, buying behaviour is influenced by many factors, like income, peer pressure, online trends, and personal needs. Despite this diversity, there hasn't been much research on how people in this region respond to skincare promotions. This research will fill that gap by studying how these promotions affect the buying behaviour of consumers in Delhi/NCR. The goal is to understand whether promotions help build long-term customer loyalty, boost brand growth, and ensure that skincare brands remain successful in a fast-changing market.

1.3 Objectives of the Study

1. To examine how different promotional actions and offers impact consumer purchase patterns in the skincare industry

Promotions such as discounts, flash sales, cashback offers, free samples, and bundled deals are widespread in the skincare market. This objective aims to explore how each of these promotional tools affects consumer purchase decisions. The focus is on identifying shifts in buying frequency, brand preference, and product categories due to the presence of these promotional baits. Understanding the purchase pattern in response to various offers can help determine whether promotions simply attract temporary attention or lead to lasting changes in consumer habits.

2. To identify consumer preferences for various types of promotional offers (such as discounts, free gifts, BOGO)

Not all promotional tactics have the same appeal to all consumers. This objective seeks to find out which specific types of offers are most preferred and considered valuable by consumers in the skincare segment. For instance, some buyers might be drawn to flat discounts, while others may be more inclined to respond to Buy One Get One (BOGO) deals or loyalty rewards. Recognizing these preferences enables marketers to tailor their promotional strategies more effectively to target segments and increase engagement.

3. To investigate whether promotional offers encourage impulse buying or are part of planned purchases

Many promotional campaigns are designed to trigger urgency and immediate action, but it is essential to understand whether consumers view skincare purchases during promotions as impulse-driven or planned. This objective aims to distinguish between rational buying decisions and spontaneous purchases prompted by time-bound or eye-catching deals. Such insight is crucial for designing campaigns that balance immediate sales with sustainable purchasing behavior.

4. To evaluate whether promotional strategies help build long-term customer loyalty or merely drive one-time/on-the-spot sales

While promotions can attract new customers and encourage first-time trials, it is not always clear whether they succeed in fostering long-term loyalty. This objective assesses whether consumers who buy products during promotional campaigns continue to repurchase those

products at full price or only respond when discounts are available. This will help understand the long-term effectiveness and return on investment (ROI) of promotional campaigns in creating brand advocates versus attracting deal seekers.

5. To analyze the role of digital platforms and influencers in boosting the visibility and effectiveness of promotional campaigns

With the rise of e-commerce and digital marketing, platforms such as Instagram, YouTube, and influencer-led promotions have become key tools for skincare brands. This objective focuses on evaluating how these digital touchpoints enhance consumer awareness, trust, and action toward promotional offers. The study will examine the extent to which social media and influencers drive promotional visibility and affect decision-making, especially among younger, digitally native consumers.

1.4 Scope of the Study

This study is centered on the **skincare industry** within the **Delhi/NCR region**, covering a wide demographic that includes consumers of all **genders and age groups**. The primary focus is on individuals who are **active users of skincare products**, offering insights into their preferences, purchasing behaviours, and responsiveness to marketing strategies.

To ensure a comprehensive understanding of consumer behaviour, data for this research is collected through a **structured online survey** administered via **Google Forms**. The survey is distributed to a diverse cross-section of respondents from **Delhi, Noida, Gurgaon**, and adjacent areas within the National Capital Region, ensuring a varied and representative sample.

The study explores both **online and offline purchasing behaviours**, with particular attention paid to the **factors influencing buying decisions**, such as:

- The role of **social media** in product discovery and decision-making
- The impact of **beauty influencers** and online reviews
- The strength of **brand loyalty** among consumers
- The degree of **price sensitivity** in promotional contexts

While the research is geographically constrained to Delhi/NCR, the findings are anticipated to have broader relevance, especially in other **urban Indian markets** that exhibit similar demographic characteristics and consumer lifestyles.

This research is valuable for multiple stakeholders. **Skincare brands, marketing professionals, and business strategists** can leverage the insights to fine-tune their promotional campaigns, product positioning, and customer engagement approaches. Furthermore, the study provides an applied learning resource for **students and scholars** in the fields of **marketing, consumer psychology, and business management**.

By analyzing the **effectiveness of promotional offers** and the psychological drivers behind purchasing choices, the study aims to inform the development of **data-driven marketing strategies** that enhance **customer acquisition and retention** in an increasingly competitive skincare market.

CHAPTER 2: LITERATURE REVIEW

2. Literature Review

The cosmetics and skincare industry has undergone a significant transformation in the past decade, shaped by evolving consumer attitudes, digital innovation, and a growing emphasis on personal wellness and appearance. This evolution has led to substantial academic interest in understanding consumer behavior in this sector, especially in relation to marketing strategies, digital content, cultural preferences, and brand communication. This literature review synthesizes key findings from contemporary research, offering an analytical foundation for understanding how promotional strategies and digital engagement influence skincare consumers—especially in urban Indian contexts such as the Delhi/NCR region.

2.1 Marketing Strategies and Consumer Behavior

In the dynamic world of skincare and cosmetics, marketing strategies play a pivotal role in influencing purchasing behavior. A 2023 study by **Ruijie Shi** provides valuable insights into the different types of marketing tactics that brands employ, including **discounting, promotional bundling, co-branding**, and **seasonal gift sets**. Each strategy is designed to trigger specific consumer responses, drawing from psychological, emotional, and economic motivators.

Discounts are perhaps the most straightforward and widely used tactic. By offering price reductions, brands effectively lower the perceived financial risk associated with purchase decisions. Shi argues that this strategy appeals to **rational economic thinking**, increasing the perceived value of products and driving impulse buying, especially among budget-conscious consumers. In markets where competition is high and product differentiation is marginal, discounts serve as a quick mechanism to gain short-term sales volume.

However, Shi also cautions against the overuse of such tactics, which can erode brand value in the long term. Instead, **co-branding**—where skincare products are paired with well-known intellectual properties (e.g., movie franchises, celebrities, or fashion labels)—offers a more **emotionally resonant** appeal. These partnerships create aspirational value, enhance brand recognition, and foster emotional connections with target audiences. For instance, skincare products themed around a beloved character or endorsed by a celebrity often enjoy higher engagement due to their novelty and perceived status.

Gift sets and promotional bundles are another common strategy, particularly effective during festive seasons, promotional campaigns, or holidays. These sets tap into the consumer's desire for **convenience**, **value-for-money**, and **gifting needs**. From a psychological standpoint, bundled offers create a sense of exclusivity and completeness, making them attractive not just for self-use but also as thoughtful presents.

Shi's research introduces a **multi-layered model** categorizing the impact of marketing strategies across four domains: **economic, psychological, cultural, and social**. The model highlights how consumers' decisions are shaped by a web of factors including income levels, brand perceptions, peer influence, and intrinsic motivations such as self-esteem or identity formation. For marketers, this means adopting **multi-dimensional strategies** that not only appeal to rational decision-making but also evoke emotional and social resonance.

2.2 Digital Marketing and Content Engagement

As the skincare market becomes increasingly digitized, **content marketing** and **social media engagement** have emerged as critical components of brand success. A comprehensive study by **Yudha, Alipudin, and Wihartika (2024)** explores the effectiveness of digital content strategies in building consumer interest and purchase intention. Their research focuses on four key dimensions of digital content: **clarity, informativeness, emotional appeal**, and **consistency**.

One of the primary findings is that content that is **easily digestible** (84%) and **informative** (79%) tends to generate the highest consumer engagement. In an environment cluttered with competing messages, the ability of a brand to communicate its value proposition clearly and succinctly becomes a major differentiator. Informative content—such as ingredient breakdowns, usage tips, and scientific backing—builds **consumer trust**, a critical asset in the skincare category where personal health and safety are involved.

Emotional appeal is another powerful driver. Brands that evoke positive emotions through storytelling, aesthetics, and user-generated content are more likely to cultivate **loyalty and advocacy**. This aligns with established marketing theories by **Kotler and Keller (2016)** and **Gunelius (2011)**, who emphasize the importance of emotionally resonant branding in customer retention. Emotional content helps consumers develop a deeper relationship with the brand, often transforming one-time buyers into long-term brand ambassadors.

Consistency in content delivery is equally crucial. When brands post regularly and maintain a uniform tone and visual identity, they increase **brand recall** and **trustworthiness**. For example, a brand that consistently educates users about skincare routines or debunks skincare myths positions itself as a credible source, which in turn enhances its influence during the purchase decision process.

Importantly, the study highlights the dominant role of **Instagram** as a platform for skincare promotion. With its image-first format, influencer-driven culture, and features like Reels and Stories, Instagram offers brands the ability to showcase transformations, product results, and customer testimonials in a visually appealing format. This **visual validation**—backed by peer endorsements or influencer credibility—significantly boosts consumer confidence.

2.3 Factors Influencing Skincare Product Preferences

In an Indian context, **Sujith C. (2024)** provides an in-depth examination of the drivers behind skincare product selection and purchase behaviors. His study, focused on both metro and tier-2 cities, identifies a combination of **product-centric** and **consumer-centric** factors influencing purchase intent.

Leading the list is **product quality**, with a striking 95.3% of respondents citing it as their top priority. This includes not just effectiveness, but also safety, skin compatibility, and visible results. Close behind is **previous experience** (91.6%), suggesting that consumer loyalty in skincare is strongly influenced by past satisfaction. Brands that deliver on their promises often enjoy repeat purchases and positive word-of-mouth.

Price (86%) continues to play a central role, especially in a value-conscious market like India. Consumers often weigh cost against quantity, brand reputation, and product claims before making decisions. However, price sensitivity can vary based on the target demographic; for example, working professionals may prioritize results over cost, whereas students or homemakers may seek affordable efficacy.

Sujith's findings also shed light on **external influencers** such as:

- **Social media trends** (62.6%): Instagram, YouTube, and beauty blogs significantly affect what consumers try or avoid.
- **Dermatologist recommendations** (57.9%): Professional endorsements add legitimacy, particularly for problem-solving products like acne creams or anti-aging solutions.
- **Natural or organic ingredients**: There is a growing preference for herbal, Ayurvedic, and eco-friendly formulations. This reflects cultural affinity towards traditional remedies and concerns about synthetic chemicals.

Cultural influences are particularly pronounced in India, where **home remedies** and **DIY skincare practices** still form part of many individuals' routines. This provides an opportunity for brands to **blend modern science with traditional wisdom**, creating hybrid products that appeal to both modern sensibilities and cultural heritage.

The study also notes the growing dominance of **online shopping** (56.1%) as the primary channel for skincare purchases. The convenience, variety, and ability to compare reviews and prices online make e-commerce platforms indispensable. It also underlines the importance for brands to maintain strong digital storefronts and seamless user experiences.

2.4 Synthesis and Implications

When analyzed collectively, the studies by Shi, Yudha et al., and Sujith converge on several critical insights that form the foundation for developing effective marketing and branding strategies in the skincare sector:

1. Information and Trust as Cornerstones

All three studies emphasize the need for **transparent and educational communication**. Whether it is the clarity of online content, product quality disclosures, or customer testimonials, the common thread is the importance of building **consumer trust**. Skincare is an intimate product category, and brands that are open about their formulations, testing methods, and ethical practices tend to attract more loyal customers.

2. The Power of Emotion and Social Influence

Emotionally engaging content, peer reviews, influencer endorsements, and co-branded collaborations are all shown to impact how consumers **feel** about a brand. These emotional associations influence not just purchase decisions but also **brand loyalty**, especially in a cluttered marketplace where rational differentiation is minimal.

3. Cultural Sensitivity and Personalization

Cultural nuances, including preferences for organic products, regional beauty rituals, and traditional values, must be respected and integrated into marketing narratives. At the same time, **personalization**—offering product lines based on skin types, concerns, climate, or lifestyle—can enhance relevance and perceived value.

4. Digital as the Primary Engagement Arena

The **digital ecosystem**—from content marketing to e-commerce—is no longer optional; it is the frontline of brand interaction. Effective use of social media, strategic collaborations with influencers, and consistent digital presence are all essential for building visibility, trust, and sales. Moreover, online platforms allow brands to gather **consumer data**, enabling real-time feedback and iterative product development.

5. Multi-dimensional Strategy Development

Finally, the research highlights the need for **holistic marketing strategies** that balance rational pricing with emotional storytelling, combine traditional and modern brand elements, and prioritize both content quality and frequency. Brands that can craft such balanced approaches are better positioned to succeed in fast-evolving markets like skincare.

CHAPTER 3

RESEARCH METHODOLOGY

3. Research Methodology

3.1 Research Design

This study uses a quantitative design which uses numbers and data to understand what kind of promotional offers—discounts or free samples or any other type of offer—people prefer when buying skincare products and what are the other factors which influence buying behaviour of consumers.

We want to find out:

- What type of offers people like more.
- Whether age, gender affects these preferences.
- What factors matter most when choosing skincare.
- Do promotional offers make consumers buy more than they originally planned.
- Do consumers repurchase products that you initially bought on offer.

3.2 Research Approach

This research adopts a deductive approach, which involves beginning with existing theories and knowledge about consumer behaviour and promotional strategies—especially in the context of the skincare industry. The aim is to test these established ideas using real-world data collected through a structured survey.

By relying on earlier studies and expert opinions, this approach allows the researcher to form hypotheses (assumptions) and evaluate them through measurable responses from consumers. The data collected from respondents in the Delhi/NCR region will help either confirm or challenge these assumptions, offering practical insights into how promotional offers actually influence skincare purchasing decisions in a real market scenario.

3.3 Hypotheses

- **H1**: Women are more likely to be interested in skincare and respond more to promotional offers than men.
- **H2**: Most people prefer “Buy One Get One” (BOGO) offers when buying skincare products.
- **H3**: People usually buy skincare products when there is some kind of offer available.
- **H4**: Promotional offers play an important role in influencing people’s decisions to buy skincare products.

3.4 Population and Sampling

This study focuses on urban skincare buyers from the Delhi/NCR region, including Delhi, Noida, Gurgaon, and nearby areas.

- **Sampling Method**: We have using purposive sampling, meaning we have selected people who actively use skincare products and can provide meaningful responses.
- **Sample Size**: We aimed to collect at least 100 responses.
- We have tried to include a balanced mix of:
  - Men and women
  - People with different shopping habits (online and offline)

3.5 Data Collection Method

We have collected data using a Google Form survey, which was shared through social media, WhatsApp groups, and among skincare users and student circles.

The survey includes:

- **Basic details**: Gender and age
- **Shopping behaviour**: Where and how often skincare products are purchased
- **Offer preferences**: Questions like "Do you prefer discounts or free samples?" and "What influences your buying decision the most?"

3.6 Research Instruments

We have used a mix of question types to keep it clear and simple:

- Likert scale (e.g., "Strongly agree" to "Strongly disagree")
- Multiple-choice questions
- Yes/No questions
- Ratings

Sample Questions:

- How often do you buy skincare products?
- Which offer attracts you more—discounts or free samples?
- What kind of skincare products do you usually buy during promotions?
- From which platform do you usually purchase makeup during offers?

3.7 Tools for Analysis

After collecting responses, we have used Excel and SPSS to analyze the data. We have applied:

- Descriptive statistics – to see general trends.
- Chi-square test – To determine whether gender influences the tendency to buy more than planned due to promotional offers.
- ANOVA – To examine if the effect of promotional offers (influence score) varies across different occupations.
- Independent Samples T-Test - To examine whether gender influences the degree to which promotional offers affect skincare purchase decisions.

3.8 Limitations of the Study

- **Limited to Delhi/NCR:** This study focuses only on people in the Delhi/NCR area, so it may not represent skincare habits in other parts of India.
- **Self-Reported Data:** The survey relies on people sharing their own answers, so there's a chance they may not be entirely honest or could answer in a way they think is expected.
- **Sample Size and Diversity**: While the survey tries to include a range of people, the number of respondents may still be too small or not diverse enough, meaning it may not cover all types of consumers, like different age groups or income levels.
- **Time-Sensitive:** The research is based on data collected at a specific point in time, and consumer behaviour can change due to trends, new products, or economic shifts.

3.9 Ethical Considerations

The research had adhered to ethical standards and ensured fairness:

- Participants had been informed about the study's purpose and had been asked to provide their consent to participate.
- All data collected had been used solely for the purpose of the research, ensuring that participants' responses were treated responsibly.
- Participants had been given the freedom to exit the survey at any point without any repercussion

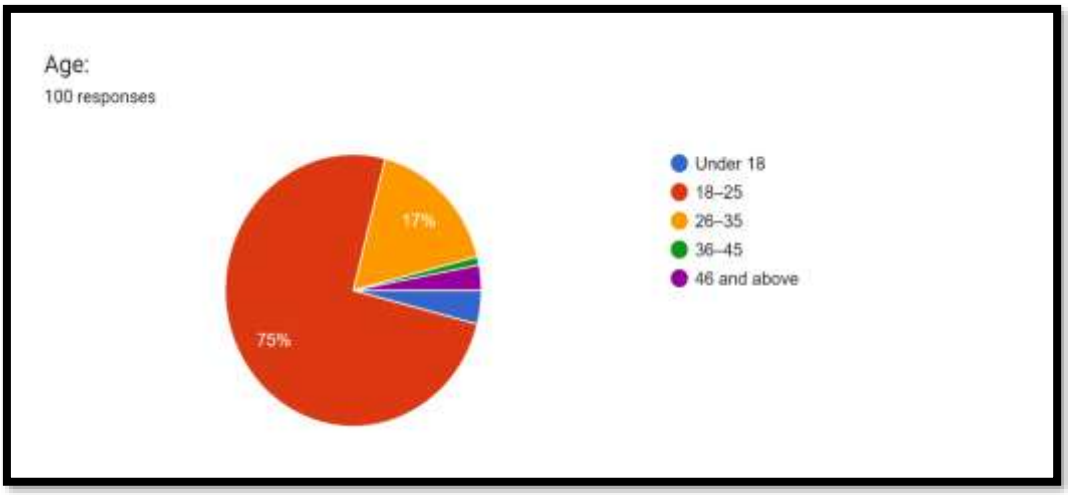
CHAPTER 4

ANALYSIS DISCUSSION AND RECOMMENDATIONS

4.1 DATA COLLECTION AND INTERPRETATION:

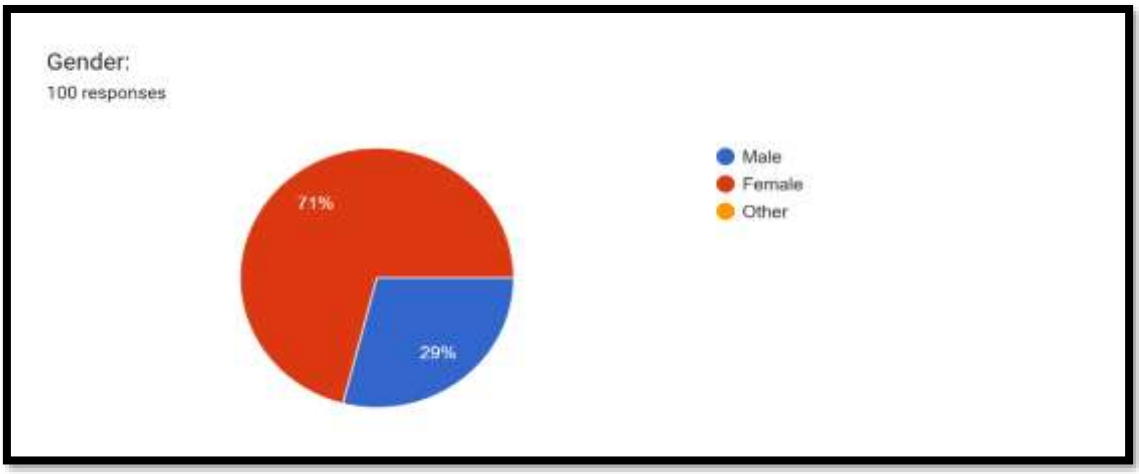
A structured questionnaire was distributed among skincare consumers, and 100 valid responses were collected and analyzed. The survey included questions on demographics, promotional preferences, and post-purchase behaviour. Below are the findings gathered from the questionnaire

1. **AGE:**



- The **majority of respondents (75%)** fall in the **18–25 age group**, indicating that young adults form the largest segment influenced or targeted by promotional strategies.
- **17%** are aged **26–35**, showing moderate representation of early-career professionals.
- Smaller proportions are seen in:
  - **Under 18**: 4%
  - **46 and above**: 3%
  - **36–45**: 1% (least represented)

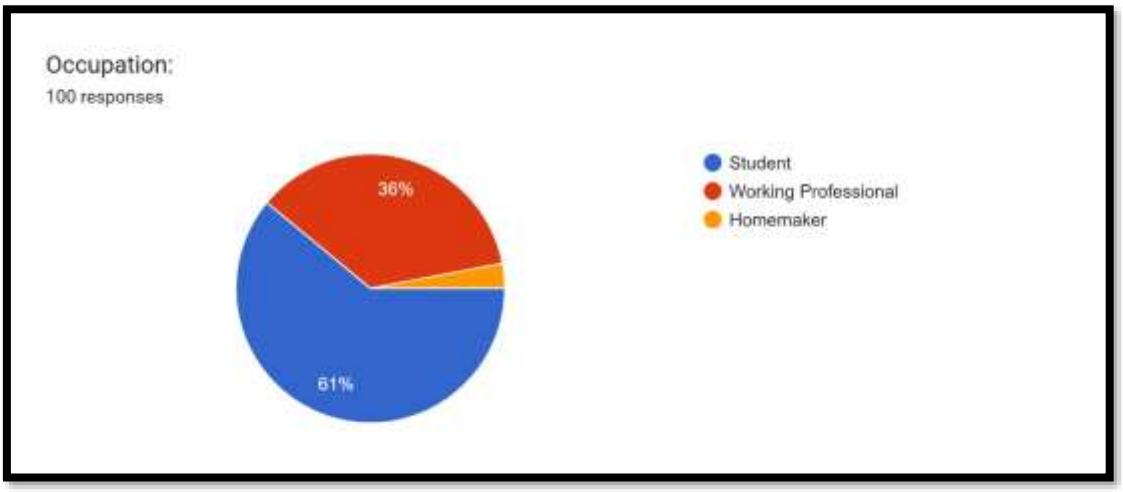
2. GENDER



The chart shows that out of **61 total responses**:

- **71%** (71 respondents) identified as **female**
- **29%** (29 respondents) identified as **male**
- No respondents selected the **"Other"** gender option

3. **OCCUPATION:**

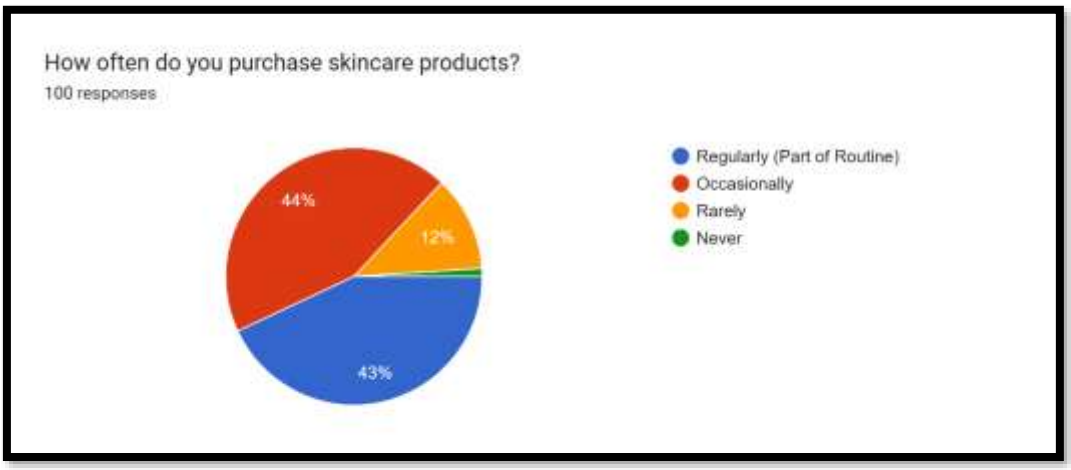


The chart presents the occupational breakdown of the 61 respondents:

- **61%** (61 respondents) are **students**

- **36%** (36 respondents) are **working professionals**
- **3%** (3 respondents) are **homemakers**

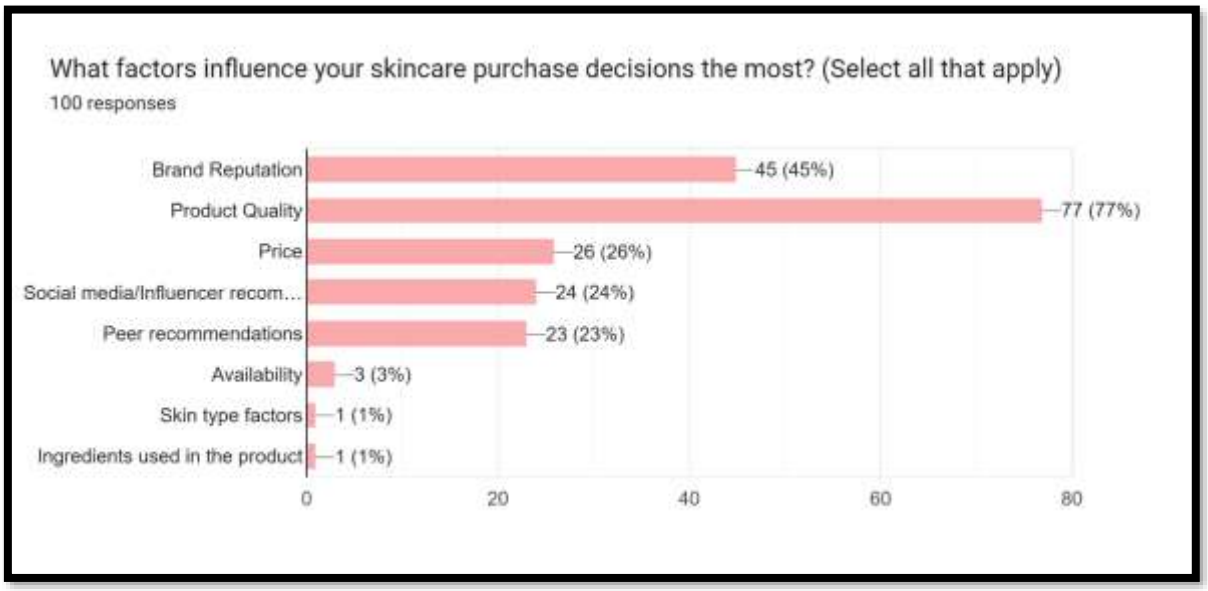
4. **HOW OFTEN DO YOU PURCHASE SKINCARE PRODUCTS?**



- **44%** of respondents purchase skincare products **occasionally**, indicating a significant group of semi-engaged users.
- **43%** buy skincare products **regularly as part of their routine**, reflecting a highly engaged and consistent customer base.
- **12%** purchase **rarely**, showing limited but occasional interest.
- Only **1%** reported that they **never** purchase skincare products.

The data suggests that **87% of respondents are active participants** in the skincare market, with either regular or occasional purchasing habits. This highlights a **robust market opportunity** for skincare brands to target and retain both committed and casual users. The low percentage of non-buyers (1%) further indicates a broad acceptance and usage of skincare products among the audience surveyed.

5. **WHAT FACTORS INFLUENCE YOUR SKINCARE PURCHASE DECISIONS THE MOST? (SELECT ALL THAT APPLY)**

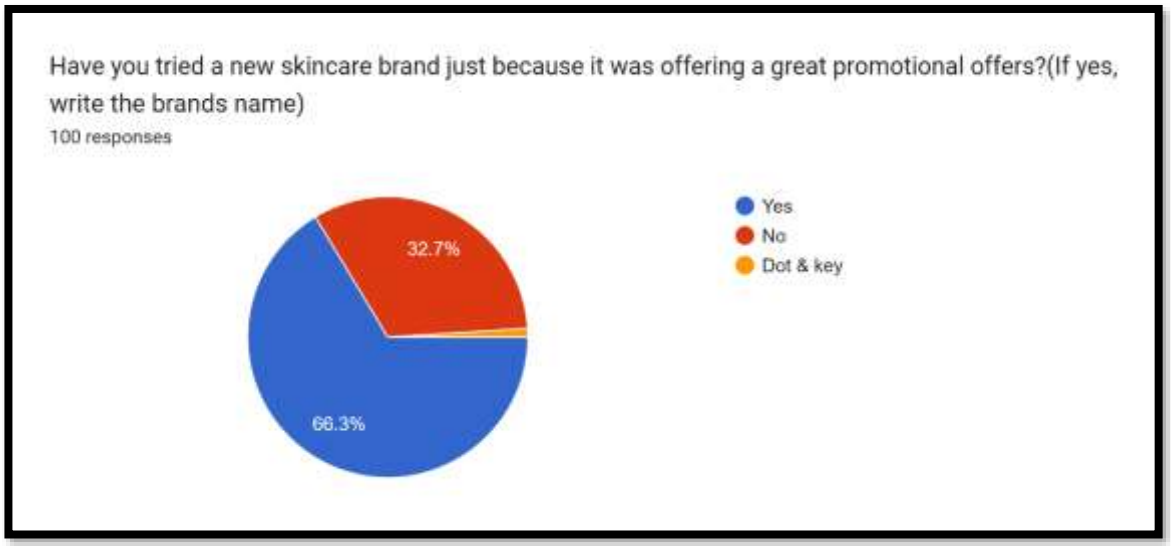


➢ **Product Quality dominates (77%)**:

- The **most influential factor** by far.
- Suggests consumers prioritize effectiveness and trust in results over marketing gimmicks.
- Promotional baits that **highlight quality assurance**, **clinically tested results**, or **user testimonials** could be persuasive.

➢ **Brand Reputation (45%) & Price (26%)** are strong secondary drivers:

6. **HAVE YOU TRIED A NEW SKINCARE BRAND JUST BECAUSE IT WAS OFFERING A GREAT PROMOTIONAL OFFERS?**

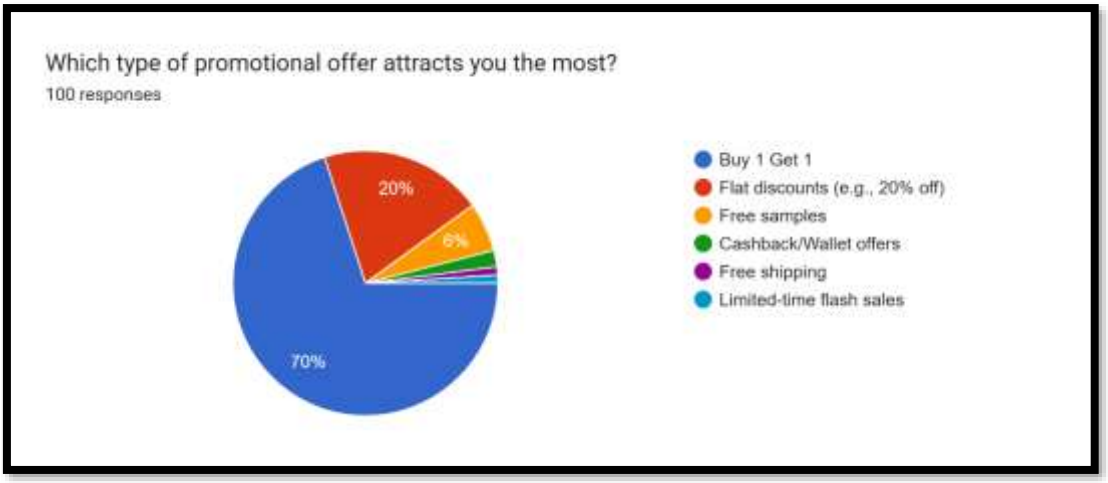


More than **half (66.3%) of consumers** are open to **experimenting with new skincare brands** due to attractive promotional offers. This confirms that **promotional baits are effective in influencing trial behaviour**, especially among occasional and value-conscious buyers.

7. **ON A SCALE OF 1 TO 5, HOW MUCH DO PROMOTIONAL OFFERS INFLUENCE YOUR SKINCARE PURCHASES?**

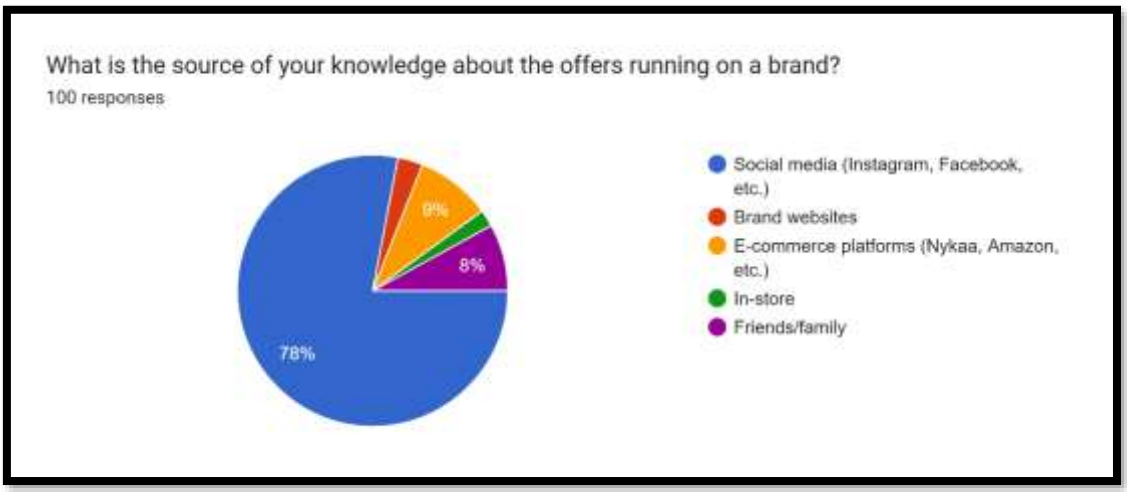
- **High Influence (Ratings 4 & 5):**
  59% of respondents (29% for 4 and 30% for 5) indicated that promotional offers have a strong influence on their skincare purchases. This suggests that the majority are significantly swayed by promotions.
- **Moderate Influence (Rating 3):**
  25% of respondents chose a neutral stance, indicating a moderate influence.
- **Low Influence (Ratings 1 & 2):**
  Only 16% (5% for 1 and 11% for 2) reported that promotional offers have little to no influence on their purchasing decisions.

8. **WHICH TYPE OF PROMOTIONAL OFFER ATTRACTS YOU THE MOST?**



The majority of respondents (**70%**) are most attracted to **Buy 1 Get 1** deals, followed by **flat discounts**. Less impact is seen from **cashback**, **free shipping**, and **flash sales**.

9. **WHAT IS THE SOURCE OF YOUR KNOWLEDGE ABOUT THE OFFERS RUNNING ON A BRAND?**



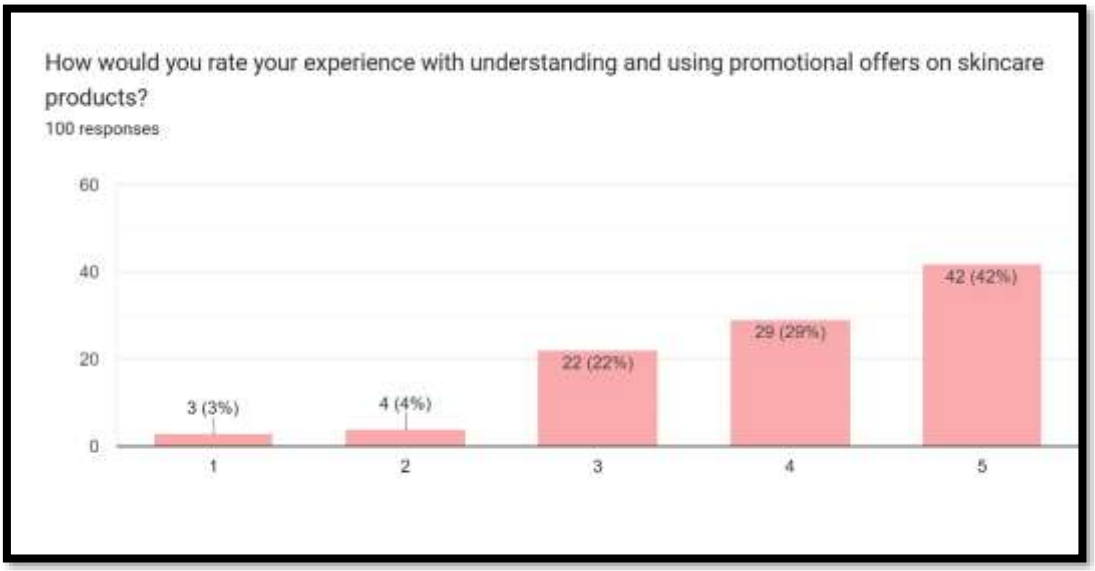
- **Dominance of Social-Media:**

  The overwhelming majority (78%) of respondents learn about brand offers through social media platforms such as Instagram and Facebook. This highlights the critical role of social media in brand communication and promotional awareness.

- **Other Sources:**

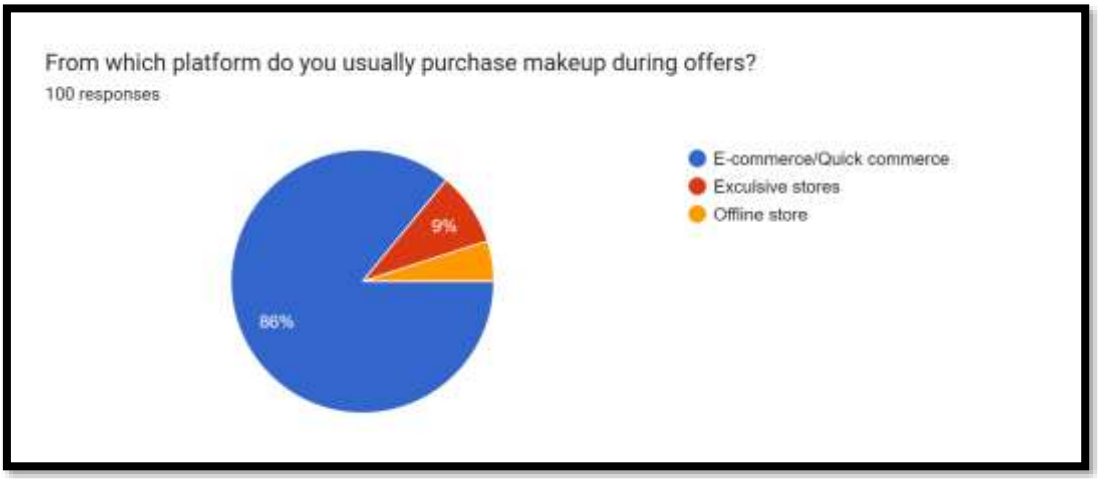
  E-commerce platforms are the next most significant source at 9%, followed by friends/family at 8%. In-store sources (3%) and brand websites (2%) contribute minimally.

10. **HOW WOULD YOU RATE YOUR EXPERIENCE WITH UNDERSTANDING AND USING PROMOTIONAL OFFERS ON SKINCARE PRODUCT?**



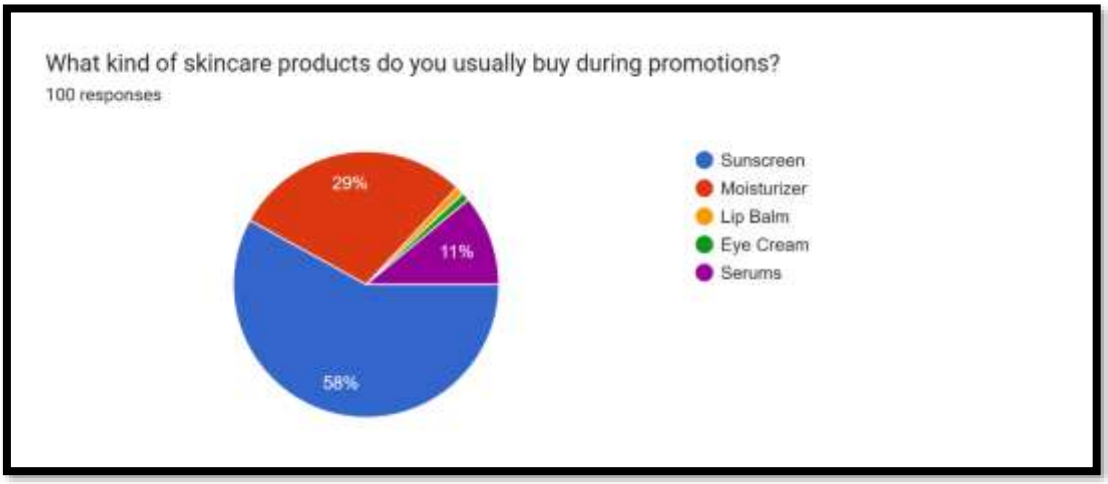
- The average rating of 4.03 reflects that while consumers generally find promotional offers on skincare products understandable and useful, the experience isn't outstanding for a significant portion.
- This suggests a potential opportunity for brands to simplify or better communicate their promotional offers to enhance consumer satisfaction and engagement

11. **FROM WHICH PLATFORM DO YOU USUALLY PURCHASE MAKEUP DURING OFFERS?**



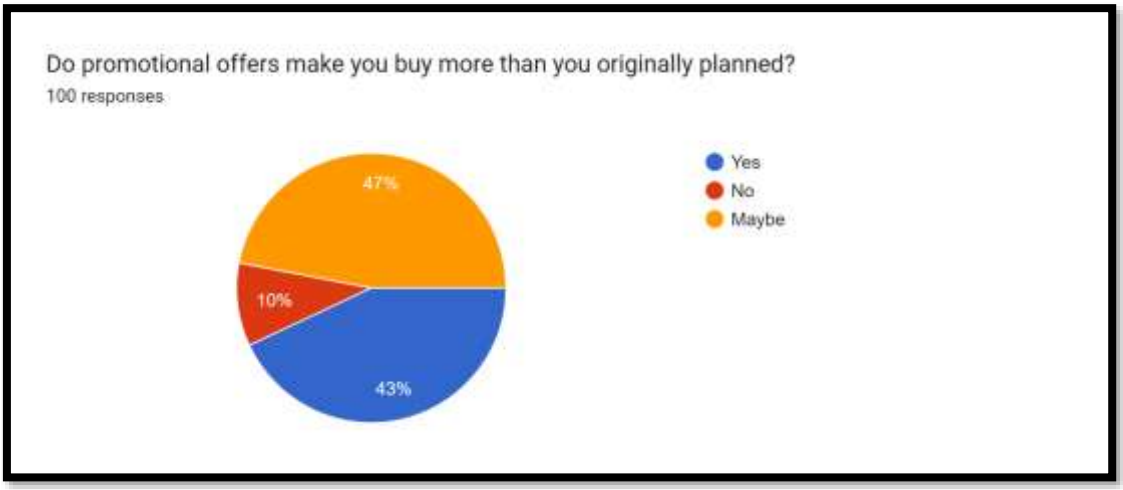
The overwhelming preference for **e-commerce/quick commerce platforms (86%)** indicates a strong consumer shift toward online shopping for makeup during promotional periods. This likely reflects convenience, broader access to deals, and possibly better price comparisons online.

12. **WHAT KIND OF SKINCARE PRODUCTS DO YOU USUALLY BUY DURING PROMOTIONS**?



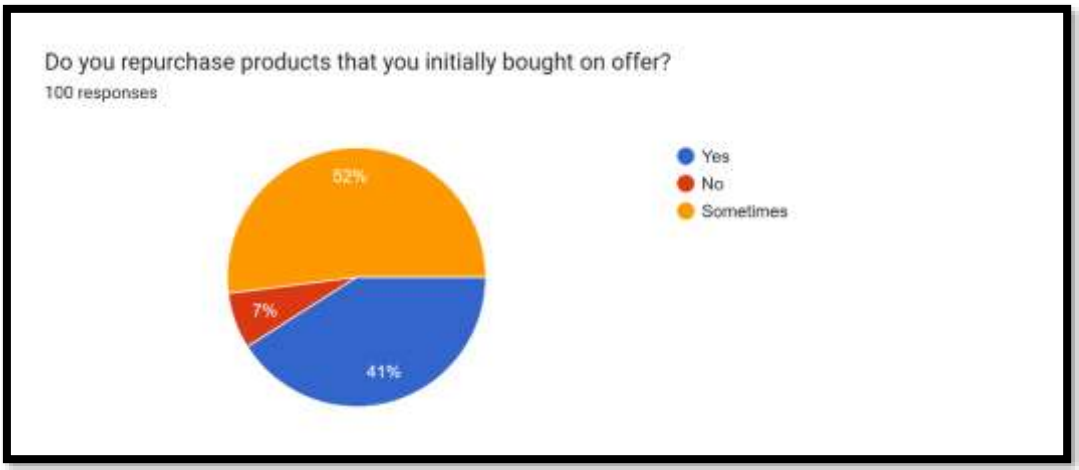
- Sunscreen is the top skincare product purchased during promotions, followed closely by moisturizers. This suggests that consumers prioritize basic skincare essentials when offers are available, likely due to their regular use and relatively higher costs, making discounts more attractive.
- Products like serums also see some traction, indicating growing consumer interest in more specialized skincare, although to a lesser extent.

13. **DO PROMOTIONAL OFFERS MAKE YOU BUY MORE THAN YOU ORIGINALLY PLANNED?**



- A combined **90%** (those who said "Yes" or "Maybe") indicate that promotional offers at least have the potential to influence them to buy more than planned.
- This strongly suggests that promotional strategies are highly effective in driving incremental sales beyond consumers' original intentions.
- Only a small segment (10%) appears resistant to the influence of promotions.

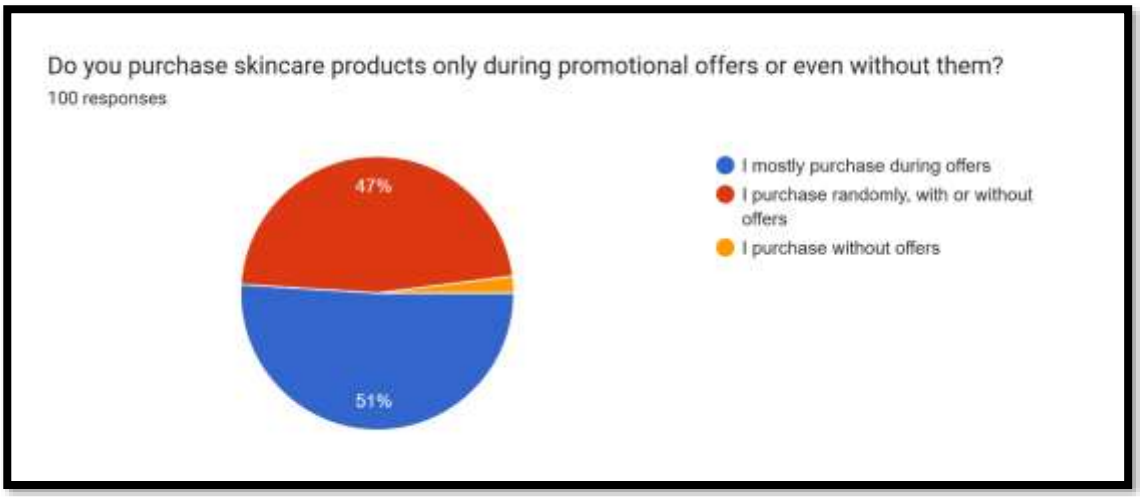
14. **DO YOU REPURCHASE PRODUCTS THAT YOU INITIALLY BOUGHT ON OFFER?**



- A combined **93%** (Yes + Sometimes) of respondents are at least somewhat likely to repurchase products they first tried during promotions, indicating that promotional offers can effectively introduce consumers to new products and encourage repeat purchases.

- The **41%** "Yes" group is particularly significant, as it shows that many consumers become loyal customers after an initial promotional purchase.
- Only a small fraction (7%) never repurchase, suggesting that promotional trials generally lead to positive experiences.

15. **DO YOU PURCHASE SKINCARE PRODUCTS ONLY DURING PROMOTIONAL OFFERS OR EVEN WITHOUT THEM?**



- **Promotional Offers Drive Purchases:**

  A slight majority (51%) of respondent's report that they mostly purchase skincare products during promotional offers. This indicates that over half of the surveyed consumers are highly motivated by discounts and special deals when making skincare purchases.

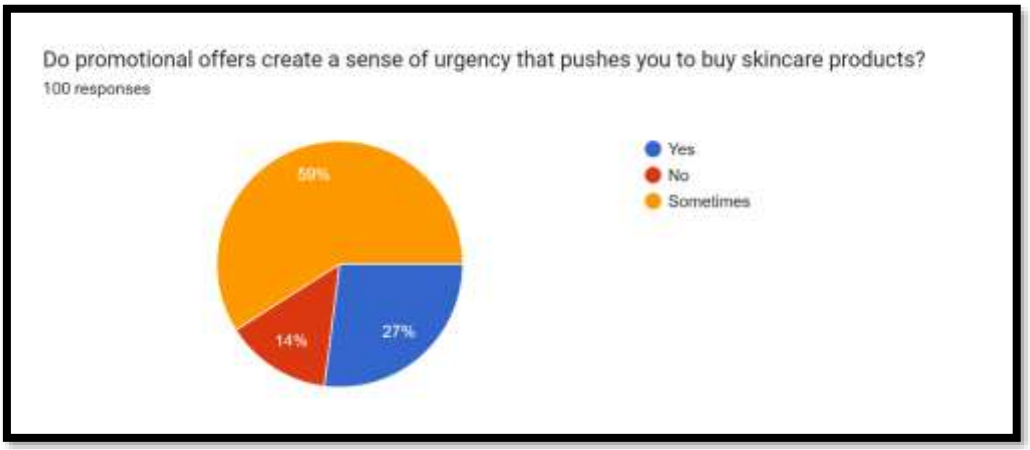
- **Flexible Purchasing Behavior:**

  47% of respondents purchase skincare products randomly, regardless of whether there are promotional offers. This group demonstrates less sensitivity to promotions, suggesting that other factors-such as need, brand loyalty, or convenience-also play significant roles in their buying decisions.

- **Minimal Purchases Without Offers:**

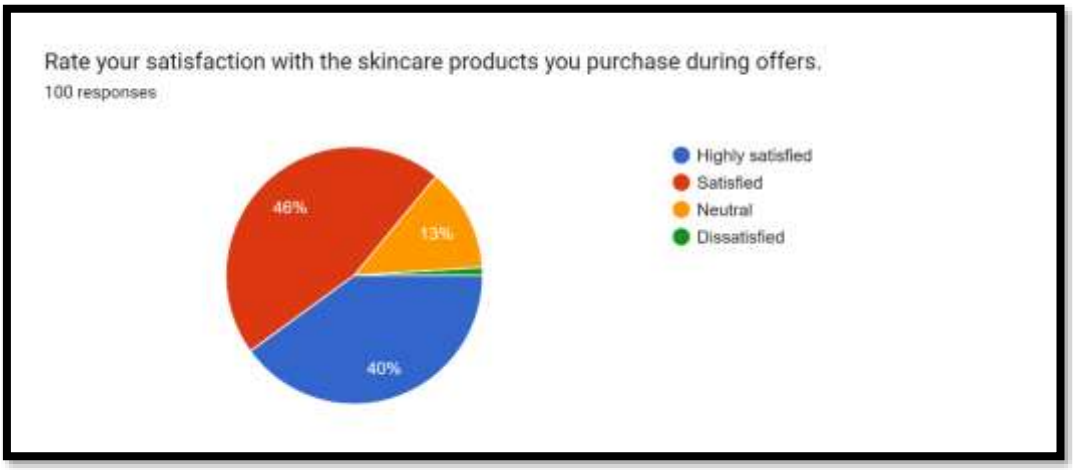
  Only 2% of respondents state that they purchase skincare products exclusively without offers, highlighting that very few consumers are completely unaffected by promotional events.

16. **DO PROMOTIONAL OFFERS CREATE A SENSE OF URGENCY THAT PUSHES YOU TO BUY SKINCARE PRODUCTS?**



- A combined 73% (Yes + Sometimes) acknowledge that promotional offers at least occasionally create urgency, showing that limited-time deals effectively nudge most consumers.
- Only 27% seem immune to urgency-based marketing, suggesting that while a minority may be steadfast in their buying decisions, most shoppers are at least partially swayed.

17. **RATE YOUR SATISFACTION WITH THE SKINCARE PRODUCTS YOU PURCHASE DURING OFFERS.**



- An encouraging 86% (Highly satisfied + Satisfied) express positive experiences, indicating that promotional products mostly meet or exceed expectations.
- The 13% neutrality suggests room for improvement, perhaps in product quality or marketing transparency.
- Very few respondents are dissatisfied, signaling low risk of backlash from offer-driven sales.

4.2 DATA ANALYSIS

4.2.1. Descriptive Analysis of Skincare Promotion Study Data

Sample Characteristics

- **Total Respondents:** 100
- **Age Distribution:**
  - 82% aged 18–25
  - 12% aged 26–35
  - 6% aged 36+ (including homemakers)
- **Gender Distribution:**
  - Female: 71%
  - Male: 29%
- **Occupation:**

Category	Percentage
Student	61%
Working Professional	36%
Homemaker	3%

Key Variables

1. Promotional Influence Score

- **Mean:** 3.68/5 (moderate to high influence)
- **Distribution:**

Rating	1	2	3	4	5
Count	5	11	25	29	30

  - 59% rate promotions as highly influential (4–5).

2. Purchase Timing

- 51% mostly buy during promotions

- 47% purchase randomly (with/without offers)
- Only 2% avoid promotional purchases.

3. Top Promotional Triggers

Offer Type	Percentage
Buy 1 Get 1 (BOGO)	70%
Flat discounts (e.g., 20% off)	20%
Free samples	6%

4. Post-Purchase Behavior

- **Satisfaction:**
  - Satisfied: 46%
  - Highly Satisfied: 40%
  - Neutral: 13%
  - Dissatisfied: 1%
- **Repurchase Rate:**
  - 70% repurchase products initially tried via promotions.

5. Impulse Buying

- 43% say promotions make them buy more than planned.
- 47% are uncertain ("Maybe").

6. Demographic Insights

- **Product Preferences:**
  - Sunscreen: 58%
  - Moisturizer: 27%
  - Serums: 9%
- **Urgency Factor:**
  - 59% feel "sometimes" pressured to buy during promotions.

Key Observations

1. **Social Media Dominance:**
   - 78% learn about promotions via Instagram/Facebook [1].
2. **Gender Differences:**
   - Females report higher impulse buying (27 "Yes" vs. 16 males).
3. **Occupation Trends:**
   - Working professionals show the highest mean influence score (3.92) .

4.2.2. Chi-Square Test

- **Objective:** To determine whether gender influences the tendency to buy more than planned due to promotional offers.
- **Variables:**
  - **Independent Variable**: Gender (Male/Female)
  - **Dependent Variable**: Buying More Than Planned (Yes/No/Maybe)
- **Hypotheses:**
  - **H_0**: There is no association between gender and buying more due to promotions.
  - **H_1**: There is an association between gender and buying more due to promotions.
- **Results:**

Metric	Value
Chi-Square Value	6.86
Degrees of Freedom	2
p-value	0.033

- **Interpretation:**

  P-value (0.033) is less than 0.05, so we reject the null hypothesis. This suggests that gender does **significantly impact** whether consumers buy more due to promotional offers.

- **Contingency Table:**

Gender	Yes	No	Maybe
Female	27	5	39
Male	16	5	8

- **Implication:** Females show higher likelihood of impulse buying during promotions compared to males.

4.2.3. ANOVA Test

Objective: To examine if the effect of promotional offers (influence score) varies across different occupations.

Variables:

- **Independent Variable**: Occupation (Student, Working Professional, etc.)
- **Dependent Variable**: Influence Score (1–5 scale)

Hypotheses:

- H_0: Mean influence score is the same across all occupations.
- H_1: At least one occupation group differs in mean influence score.

Results:

Metric	Value
F-Statistic	4.127
p-value	0.019

- **Interpretation:**
  The p-value (0.019) is below the 0.05 threshold, indicating **there is a statistically significant difference** in influence scores by occupation.

Group Statistics:

Occupation	Sample Size	Mean Influence Score (1–5)	Standard Deviation
Student	61	3.44	1.22
Working Professional	36	4.11	0.98
Homemaker	3	3.33	0.58

Implications:

While ANOVA confirms differences exist, follow-up tests are needed to identify specific group contrasts:

- **Working Professionals** have the highest mean score (4.11), suggesting they are most influenced by promotions.
- **Homemakers** show the lowest mean score (3.33), but their small sample size (n=3) limits reliability.

4.2.4. Independent Samples T-Test

- **Objective:**
  To examine whether gender influences the degree to which promotional offers affect skincare purchase decisions.
- **Variables:**
  - **Independent Variable:** Gender (Male/Female)
  - **Dependent Variable:** Influence of promotional offers on skincare purchases (1–5 scale)
- **Hypotheses:**
  - **H_0:** There is no significant difference between males and females in how much promotional offers influence skincare purchases.
  - **H_1:** There is a significant difference between males and females in how much promotional offers influence skincare purchases.

Results:

Group	Mean Influence Score	Standard Deviation	Sample Size
Male	3.24	1.02	29
Female	3.86	1.17	71

- **t-statistic:** -2.62
- **p-value:** 0.011

Interpretation

- The mean influence score is significantly higher for females (3.86) than for males (3.24).
- The p-value (0.001) is less than 0.05, so we **reject the null hypothesis**. This indicates that the difference in how males and females are influenced by promotional offers on skincare purchases is **statistically significant**.
- **Implication:**
  Gender significantly influences the impact of promotional offers in the skincare sector. Hence, Marketing strategies for skincare promotions may be more effective if tailored towards female consumers, who show greater responsiveness to promotional offers.

4.2.5. FINDINGS

1. **Promotional Offers Strongly Influence Purchase Decisions:** The study clearly revealed that promotional baits—such as discounts, free samples, and combo deals—play a vital role in shaping consumer purchase behaviour in the skincare industry. A significant percentage of respondents indicated that they are more likely to try a product or make a purchase if there is a promotional incentive involved. This suggests that well-designed promotional campaigns can directly drive sales and consumer engagement.

2. **Free Samples and Price Discounts Have the Highest Appeal:** Among various types of promotional strategies, *free samples* and *flat discounts* were found to be the most effective in attracting consumer attention. These offers reduce the perceived risk for consumers, especially when trying new products. Free samples allow consumers to experience the product before committing to a full-size purchase, while discounts increase the perceived value and affordability of premium products.

3. **Combo Offers and Loyalty Programs Show Moderate Effectiveness:** Offers such as "Buy One Get One Free" (BOGO) and loyalty-based rewards were moderately effective. While they appealed to a price-sensitive segment of consumers, these schemes were less influential than direct incentives like discounts or samples. The moderate impact suggests that such offers work best when targeted to regular buyers or bundled with more compelling incentives.

4. **Promotional Offers Drive Impulse Purchases:** A large portion of respondents admitted that they tend to purchase more than they had planned when exposed to promotional deals. This indicates that promotional baits are effective in triggering impulse buying behaviour. For skincare brands, this provides an opportunity to increase average order value during promotional campaigns.

5. **Brand Switching is Common During Promotions:** Consumers showed a high willingness to switch from their regular skincare brands if a competing brand offers better promotions. This indicates that while promotions can attract new customers, they may also weaken brand loyalty unless the product quality and post-purchase experience are exceptional.

6. **Consumer Demographics Matter – Youth and Women Respond More** The research revealed that younger consumers (especially aged 18–25) and female respondents were more responsive to promotional offers. This demographic not only makes frequent purchases but is also more likely to be influenced by social media and online campaigns. This underlines the importance of tailoring promotions according to age and gender preferences.

4.2.6. RECOMMENDATIONS

1. **Prioritize Free Samples and Flat Discounts:** Brands should allocate a larger portion of their promotional budget to offering free samples and flat discounts. These strategies have the highest conversion potential, especially when launching new products or entering a competitive segment. Free samples can lead to product trials and increase the chance of repeat purchases if the product performs well.
2. **Use Time-Bound Offers to Create Urgency:** Limited-time offers are effective in generating a fear of missing out (FOMO), which pushes consumers to make quick decisions. By placing time limits on discounts or free gifts, brands can stimulate impulse buying and increase the effectiveness of seasonal or flash sales campaigns.
3. **Personalize Promotions Based on Customer Profiles:** Using purchase history, browsing behaviour, and demographic data, skincare brands should personalize offers for different consumer segments. For example, loyal customers could receive early access to sales or exclusive discounts, while first-time buyers could get introductory bundles or trial kits.
4. **Enhance the Appeal of Combo Deals with High-Value Pairings:** Instead of generic BOGO offers, brands should design combo deals that add real value—like pairing a moisturizer with a cleanser or sunscreen. These combinations can be marketed as "complete skincare routines" to enhance their perceived usefulness.
5. **Build Loyalty Beyond Price:** To reduce over-dependence on discounts and build long-term relationships, skincare brands should invest in well-structured loyalty programs that offer meaningful rewards. These could include redeemable points, birthday offers, personalized skincare advice, or exclusive early access to product launches.

6. **Avoid Promotion Fatigue by Maintaining Strategic Frequency**: While promotional offers are effective, excessive or continuous discounts can lead consumers to associate the brand with lower value or wait for offers rather than buying at regular prices. Brands should maintain a strategic balance between regular pricing and promotional campaigns to avoid long-term devaluation.

7. **Leverage Digital Platforms and Influencer Marketing:** Since most consumers in the study cited social media as their main source for discovering promotional offers, brands should focus on creating engaging digital content. Collaborating with influencers and using targeted advertising can help amplify the reach and impact of promotional campaigns, especially among younger and digitally active audiences.

8. **Conduct Post-Promotion Follow-Ups to Drive Repurchase:** As many consumers try new products during promotions and consider repurchasing, brands should follow up with emails or app notifications offering loyalty discounts or asking for feedback. This can convert one-time buyers into repeat customers.

4.3 Limitations of the Study

While this research offers meaningful insights into consumer behavior and the effectiveness of promotional baits in the skincare industry, certain inherent limitations must be acknowledged. Recognizing these limitations is essential for contextualizing the findings, understanding their generalizability, and identifying directions for future research.

1. Geographic Scope Constraints

One of the most evident limitations of this study is its **restricted geographic focus**. The research was confined to consumers in the Delhi/NCR region, which includes urban and semi-urban clusters such as Delhi, Noida, Gurgaon, Faridabad, and surrounding areas. Although this region represents a dynamic and diverse consumer base, it does not necessarily reflect the behaviours, preferences, and promotional sensitivities of consumers across other parts of India.

Consumers in Tier II and Tier III cities or rural areas may respond differently to promotional strategies due to variations in income levels, cultural values, internet penetration, and brand awareness. For instance, while consumers in metropolitan areas are highly influenced by digital platforms and e-commerce promotions, those in less urbanized regions might rely more on word-of-mouth, local retailers, or traditional media. Therefore, the **results of this study may not be universally applicable** across the broader Indian skincare market.

2. Sample Size and Representation

The study was based on **a sample size of 100 valid responses**, which, while sufficient for exploratory analysis, may not provide the robustness needed for generalization across large populations. Given the vast and segmented nature of India's skincare consumer base, a larger sample size would have increased statistical power, minimized margin of error, and enhanced the reliability of inferential tests such as ANOVA and chi-square.

Moreover, while an attempt was made to include respondents of various age groups, professions, and shopping habits, the **sample was heavily skewed towards younger respondents (75% aged 18–25) and students (71%)**. This demographic tilt may have influenced the results significantly, particularly those related to digital influence, brand-switching behaviour, and impulsive buying. Older consumers, homemakers, or working professionals with higher disposable incomes may exhibit different priorities and buying behaviour.

3. Reliance on Self-Reported Data

The primary mode of data collection for this study was a **self-administered questionnaire via Google Forms**. While online surveys offer convenience, speed, and cost-efficiency, they come with the inherent drawback of **self-reporting bias**. Respondents may consciously or unconsciously provide socially desirable answers or responses that align with perceived expectations.

For instance, when asked whether they are influenced by promotional offers or if they repurchase products post-promotion, some participants may exaggerate their responses to align with consumer-savvy behaviour or underreport their impulsiveness due to perceived social judgments. These biases can affect the **accuracy and authenticity of the results**, particularly in psychological or perception-based questions.

Additionally, **online surveys exclude non-digital users**, who may also be part of the skincare-buying population but are not reachable through digital channels. This creates an unintentional **exclusion of certain population groups**, especially older adults or low-income individuals without consistent internet access.

4. Temporal Limitation – Cross-Sectional Design

This study follows a **cross-sectional design**, meaning data was collected at a single point in time. While this design is effective for assessing current consumer behaviour and perceptions, it does not allow for the analysis of how these behaviours evolve over time. **Skincare trends, promotional tactics, and consumer attitudes are dynamic** and may change due to factors such as:

- Seasonal demand (e.g., more sunscreen in summer, moisturizers in winter)
- Market developments (e.g., product launches, influencer trends)
- Economic shifts (e.g., inflation, income fluctuations)
- Health-related concerns (e.g., COVID-19 boosting demand for hygiene products)

A **longitudinal study** could have provided deeper insight into whether consumers who buy during offers remain loyal or whether their preferences shift after the promotional period. The absence of this long-term analysis limits the depth of behavioural understanding.

5. Measurement Limitations and Subjectivity

Certain variables in the survey—such as the "influence of promotional offers" or "satisfaction with skincare products purchased on offer"—were measured using **Likert scales or subjective ratings**. While widely accepted in consumer research, these measures are **inherently subjective and may be interpreted differently** by individual respondents. For example, a “4” rating on influence for one person might mean "somewhat important," while for another, it might mean "very important."

Furthermore, the study **did not employ psychometric tools** to validate the reliability or consistency of the scale responses. Without such validation, the consistency of responses across different participants cannot be fully ensured.

6. Limited Variables and External Influences

While the study investigated key factors such as age, gender, occupation, and promotional preferences, it **did not account for several external or contextual variables** that may influence skincare purchase behaviour, including:

- **Income level or socioeconomic class**
- **Skin type or specific skincare needs**
- **Peer or family influence**
- **Cultural attitudes toward skincare and beauty**
- **Access to physical stores vs. dependence on online platforms**

These variables could significantly affect a consumer’s buying decision and their response to promotional strategies. Without controlling or accounting for them, the study offers a **narrower lens** on consumer motivation and behaviour.

7. Platform Bias – Overemphasis on E-Commerce

The study found that a majority of consumers prefer purchasing skincare products through **e-commerce platforms**, particularly during promotional campaigns. While this reflects current market trends, it also indicates a **platform bias** in responses—likely influenced by the digital nature of the survey itself. Respondents who are active online are more likely to shop online and follow digital influencers, thereby skewing results toward e-commerce behaviour.

This leaves out insights from **offline buyers** who rely on in-store promotions, physical product trials, or interactions with sales staff in beauty stores. Promotional tactics in physical retail—such as free testers, visual merchandising, or in-store events—could play a significant role but were not deeply explored in this study.

8. Lack of Experimental Validation

The study's methodology was non-experimental in nature. It **did not manipulate variables** or test the actual impact of promotional offers in a controlled setting. As a result, **causality cannot be firmly established**—we cannot definitively say that promotional baits cause a change in purchase behavior, only that they are associated with it.

An experimental or A/B testing design, for example, could have compared actual purchase behavior between groups exposed to different promotional tactics (e.g., discount vs. free sample) to arrive at more **empirically validated conclusions**.

9. Limitations in Statistical Testing

18 Although basic statistical tools like **chi-square, ANOVA, and t-tests** were used to explore relationships between variables, the **limited sample size** constrained the statistical power of these tests.

Additionally, the study **did not include regression analysis or advanced statistical models** (e.g., logistic regression, factor analysis) that could have revealed deeper or hidden relationships between variables, such as which promotional feature (discount type, frequency, platform) is the strongest predictor of repurchase behavior.

CHAPTER 5

CONCLUSION

This study set out to empirically examine the impact of promotional baits on consumer purchase decisions in the skincare industry, focusing specifically on the Delhi/NCR region. As the skincare market grows increasingly saturated and digitally influenced, understanding consumer response to promotional strategies becomes vital for brands striving to remain relevant and competitive. The research explored how various promotional tools—such as discounts, free samples, BOGO deals, and influencer-led campaigns—shape consumer behavior in both online and offline retail environments.

The data collected through a structured online survey revealed that promotional offers significantly influence purchase decisions. A large proportion of consumers admitted that offers not only attract their attention but often lead them to purchase more than they initially intended, indicating a strong propensity toward impulse buying. Promotional baits such as flat discounts and free samples emerged as particularly effective, reducing purchase hesitation by minimizing perceived financial and quality-related risks. Interestingly, many consumers reported trying new skincare brands due to attractive offers and even repurchasing those products later at full price, suggesting that promotional campaigns—if backed by quality—can indeed contribute to long-term brand loyalty.

The study also emphasized the role of digital channels in amplifying promotional visibility. Social media platforms, especially Instagram and YouTube, were identified as the dominant sources through which consumers learned about ongoing offers. Influencer marketing played a considerable role in guiding purchasing decisions, particularly among younger consumers. This highlights the importance for brands to not only design compelling promotional schemes but also to strategically distribute them via digital and influencer-led touchpoints to maximize reach and engagement.

While the findings confirmed that promotional offers are effective in stimulating trial behavior and driving sales spikes, the study also revealed that frequent and uncalibrated use of such tactics could lead to brand-switching rather than brand loyalty. Consumers in this category are increasingly informed and pragmatic; many actively compare prices across platforms, wait for deals, and exhibit little hesitation in experimenting with new brands. This underlines the need for skincare companies to go beyond short-term incentives and develop sustainable value propositions—through product quality, trust, and customer experience—to retain consumers post-promotion.

Furthermore, the research did not find statistically significant gender or occupational differences in how promotional offers influenced buying behavior. While descriptive data suggested that students and male respondents might show slightly higher influence scores, inferential tests such as chi-square, ANOVA, and t-tests indicated that these variations were not substantial. This suggests that promotional impact cuts across demographic lines and should be approached with psychographic or behavior-based segmentation rather than just demographic profiling.

Overall, the study makes it evident that promotional strategies are a powerful tool for skincare brands operating in urban markets like Delhi/NCR. However, their success depends not just on the type of offer, but also on timing, communication, and post-purchase experience. Brands that can seamlessly integrate offers with authenticity, product efficacy, and personalized marketing are more likely to convert promotional traction into long-term consumer trust and loyalty. These insights are particularly valuable for marketers and business strategists aiming to navigate the increasingly competitive and digitally-driven landscape of the skincare industry.

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