

Research Article

A Critical Investigation in Understanding the Impact of Strategic Marketing Responses To E-Tailing Growth in India's Personal Care Sector

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Abstract: As a result of the rapid proliferation of online shopping in India, the personal care industry has seen a profound transformation, and businesses have been forced to adjust their marketing tactics in response to the digital revolution. The purpose of this article is to provide an in-depth analysis of the significant ways in which strategic marketing strategies are evolving in response to the rapid growth of online shopping in this industry. The personal care sector has traditionally relied on brick-and-mortar storefronts and direct interaction with customers. However, the industry is presently undergoing a transformation in which digital platforms, consumer data, and individualised online experiences have a significant impact on making purchasing decisions and maintaining brand loyalty. This study employs a quantitative research technique within a positivist framework, and it does so by sending out structured self-report questionnaires over the internet in order to collect pertinent data from persons who are knowledgeable about the expanding personal care sector in India. While the study makes use of SPSS software for statistical analysis in order to assess the dependability and relevance of the data, structural equation modelling is used in order to investigate the interconnections that exist between significant strategic marketing aspects and the growth dynamics of e-commerce. Because of these findings, crucial new insights have been provided on which marketing strategies—digital branding, influencer engagement, targeted advertising, and omni-channel presence—have the most effect in an environment that is technologically competitive. The purpose of this research is to improve knowledge of how the Indian personal care business can maintain a competitive advantage in a market that is driven by e-commerce by evaluating the congruence between customer expectations and brand strategies in the digital domain. The results shed light on the need of strategic marketing that is characterised by agility, creativity, and decision-making that is driven by data in order to effectively manage the ever-changing patterns of digital consumption. Within the context of the personal care industry in India, the paper highlights the significance of strategic marketing in terms of both directing and addressing the future path of e-commerce development.

Keywords: E-tailing, Strategic Marketing, Correlation

INTRODUCTION

Recent years have seen the emergence of new consumption habits that have been influenced by the Internet, networks, and information systems technology. As a result of these advances, people's conceptions of consumption as well as their behaviour while consuming have been altered. After going through the Web 1.0 era of web portals and the Web 2.0 phase of social media, we have now moved on to the scene media phase of the Web 3.0. The advent of internet shopping has resulted in a significant improvement across the board for the purchasing experience of consumers. Customers that shop online are not significantly affected by limits related to time, space, or business logistics. When it comes to traditional internet purchasing, customers are only able to access information via the use of photos, text, and pre-recorded films. As a consequence of this, the development of e-commerce in the age of Web 3.0 has come to a complete halt. Because they were purposefully designed with advertising films and photos of online items that were overly enhanced, they make it more difficult for customers to get accurate information. Within the context of the decision-making process, the "asymmetry of

information" that exists between customers and firms generates mistrust and cynicism on the part of consumers with respect to purchases (Bründl, 2017). The online shopping experience is made more difficult by customer assistance services that are run slowly. As a result, innovation that places a high focus on providing an exceptional experience for users is very important.

Customers are able to make purchases from any location and at any time thanks to the unparalleled flexibility that e-commerce provides. This eliminates the geographical limits that were previously a barrier to entrance into the market. The expansion of online shopping has been considerably aided by developments in technical infrastructure, notably in the areas of systems that ensure the security of online transactions, as well as by the widespread availability of internet connection (Varadarajan 2020). This process has been expedited by the transition from traditional storefronts to online marketplaces, which has resulted in the development of e-tailing, also known as online retailing, which takes advantage of the ease and speed of shopping for goods and services via the internet.

Mobile technologies are very significant because they enhance the functionality of the e-commerce arena and provide mobile shopping experiences that are tailored to the ever-changing requirements of consumers. In this context, platforms are increasingly using data analytics in order to obtain a better knowledge of consumer behaviour (Cheng, 2020). As a result, these platforms are assisting businesses in modifying their marketing tactics and improving user experiences (Rachmawati, 2020). The transition towards online retailing has resulted in the creation of new market possibilities and has required a reevaluation of classic retail tactics. As a result, companies have been motivated to analyse their operational models in order to maintain their competitiveness in a sector that is already saturated. E-commerce, often known as online sales of products and services, enables businesses to conduct business-to-consumer (B2C) transactions via the use of platforms such as websites and mobile apps. The expansion of e-commerce provides customers with access to a wide variety of products and services without the need to physically visit a shop. This is in contrast to the fact that companies are using online catalogues and management systems to increase their operational efficiency (Mehroliia, 2020). The large variety of items that are accessible to customers is one of the many significant benefits that this phenomenon of online commerce brings. Additionally, consumers have the opportunity to take advantage of reasonable pricing and promotional offers. In spite of this, it presents a number of one-of-a-kind issues, such as increased competitiveness and the need to deliver exceptional customer service in a digital environment. The establishment of a successful e-commerce platform requires the completion of a number of essential tasks, such as determining the demographic that will be targeted, selecting an acceptable e-commerce platform, developing a user-friendly website that incorporates items, and organising payment and delivery options. A one-of-a-kind e-marketing mix has been generated as a result of the increasing prevalence of online shopping, which has changed marketing methods (Gong, 2019). As a result of the fact that demand is being driven by convenience, conventional brick-and-mortar retailers have looked to internet platforms in order to ensure a portion of the expanding online sales industry. The emergence of e-commerce behemoths such as Amazon and eBay has brought about a transformation in the retail industry by providing firms with the ability to reach clients all over the world via centralised online platforms (Fang, 2018).

LITERATURE REVIEW

Impulse purchasing is a topic that receives a lot of attention in the realm of consumer decision-making. According to studies, between forty and eighty percent of all transactions are unplanned purchases. In mobile commerce, researchers highlight the importance of rapid response and simplicity as factors that motivate impulsive purchasing. During the COVID-19 epidemic, studies of impulsively purchased commodities such as groceries, financial products, milk tea, essentials, "unhealthy" foods, and brand-related user-generated content items have revealed that these types of purchases are associated with a higher likelihood of purchase. Several research are being conducted with the

purpose of determining how various channels of purchase, including internet marketplaces, could influence impulsive purchasing behaviour (Akram, 2021).

Increasing the amount of contact, entertainment value, authenticity, and visibility that livestreaming shopping provides helps to explain why it has been so successful. Live streaming differentiates itself from traditional buying methods such as in-store and online purchasing by enabling customers to see, engage with, discuss, and make purchases using their mobile devices at any time and from any location. Due to the fact that traditional internet shopping is predicated on searching, it is essential to engage in activities such as searching, comparing, and selecting alternatives before making a purchase (Gupta, 2019). Conventional internet shopping is dependent on the initiative of the customer, and the success of this method is mostly dependent on individuals actively looking for things with certain goals in mind. During livestream shopping, customers are directed by presenters who provide aggressive promotion of the things they are purchasing.

"E-commerce anchoring" is the foundation upon which the marketing strategy for livestream retailing is built. A person who provides clients with thorough product demonstrations is known as an e-commerce anchor. E-commerce anchors, in contrast to traditional television broadcasters, offer guidance to customers by sharing their own personal experiences with the products that are being promoted, responding to questions from viewers in real time, interacting with viewers based on the requests they make, and presenting products in ways that stationary images and text are unable to accomplish. On livestream shopping platforms, the traits, features, or properties of e-commerce anchors have been shown to have a substantial effect on purchasing choices or impulsive purchases, according to studies. In the eyes of researchers, anchors possess characteristics that may be categorised as physical attractiveness, professional expertise, and social appeal (Lakhan, 2021). Interactivity, professionalism, and attractiveness are three characteristics that are essential for business anchors who function as thought leaders in the realm of e-commerce. Their results demonstrate how anchor attributes have a positive impact on the intention of consumers to make a purchase. In their qualitative research, the authors studied the role of perceived scarcity as an independent variable, a mediating factor, and a moderating factor in relation to purchasing decisions, panic buying, readiness to purchase, and impulsive buying. These results demonstrate that, via the use of perceived arousal, perceived scarcity has a positive impact on panic purchasing and indirectly supports panic or impulsive purchase behaviour. When it comes to Chinese social commerce, the perception of scarcity is a major factor in explaining impulsive online shopping. On the other hand, it stimulates hoarding behaviour (such as keeping things while shopping) and concealing behaviour (such as placing items in locations other than their allowed placements) among in-store consumers, according to studies. This is because perceived scarcity does not immediately impact the urge to purchase among in-store customers. It is the authors' contention that the link between perceived scarcity and the

desire to purchase is influenced by the presence of anticipated regret.

Over the course of this digital age, the growth of network information technology in recent years has been a significant driver of the digital economy. It has also developed unique patterns and features in the marketing strategies used by e-commerce businesses (Chowdhury, 2021). Despite the development of the digital economy and technology in the current day, conventional television continues to be the most important medium for social communication. This is true across all types of media, including radio, print, and social media as well as other new platforms. A trend in the development of society is reflected in the progression of marketing strategies for online commerce in the new media age. E-commerce internet marketing is the most common manifestation of this phenomenon. This kind of marketing is continually evolving into social marketing via the efficient collection of information through a variety of search engines. E-commerce has been widely exploited as a result of the development of network information technology, the increasing use of smartphones among customers, and the rapid evolution of mobile networks. Utilising the widespread availability of feature phones and mobile networks has proven to be an effective strategy for the growth of e-commerce marketing. Because of the ease with which software can be purchased, it is continuously developing marketing techniques and content in order to pique the attention of consumers, which ultimately results

in an increase in the demand for purchases.

METHODOLOGY

The research approach is established on the basis of the positivist paradigm, which places the utmost importance on objectivity, quantitative observations, and statistical analysis in order to get the desired findings. In this research, a quantitative approach is used to conduct an in-depth analysis of the ways in which strategic marketing strategies influence the proliferation of online shopping in the Indian personal care industry. The collection of primary data was aided by the use of online self-report questionnaires that were sent to a representative sample of individuals who were either actively involved in the personal care industry or aware about the sector's growing digital environment. In order to cover all areas of strategic marketing initiatives and their perceived or seen effect in the context of e-commerce growth, the questionnaire was meticulously crafted to include all of these factors. Using the SPSS statistical programme, preliminary investigations were carried out. These studies included data purification, assessment of dependability, descriptive statistics, and inferential tests. The purpose of the study is to draw evidence-based insights on the trajectory of e-tailing in India's dynamic personal care business by means of strategic marketing strategies. This analytical method assures the empirical validity of the results and supports the objective of the research.

Analysis

Table 1: Demographic analysis

Gender composition	Frequency	Percent
Male	84	57.90
Female	61	42.10
Age groups	Frequency	Percent
Less than 30 years	39	26.90
31 - 40 years	59	40.70
41 - 50 years	16	11.00
Above 50 years	31	21.40
Education	Frequency	Percent
Completed Under graduation	60	41.40
Completed Post graduation	36	24.80
Completed Professional course	35	24.10
Others	14	9.70
Type of organisation	Frequency	Percent
Private organisation	64	44.10
Government oriented enterprise	72	49.70
Non-Profit	9	6.20
Total experience	Frequency	Percent
Less than 3 years of experience	36	24.80
3 - 6 years	39	26.90
6 - 9 years	29	20.00
9 - 12 years	9	6.20
Above 12 years	32	22.10
Monthly Income	Frequency	Percent
Less than Rs. 50,000	6	4.10
Rs. 50,001 - Rs. 1,00,000	11	7.60
Rs. 1,00,001 - Rs. 1,50,001	17	11.70

Rs. 1,50,001 - Rs. 2,00,000	38	26.20
More than Rs. 2,00,000	73	50.30
Which e-tailing platform do you most often use to buy personal care products	Frequency	Percent
Amazon	67	46.20
Flipkart	44	30.30
Nykaa	17	11.70
Purple	10	6.90
BigBasket	7	4.80
Total	145	100.00

Examining strategic marketing responses to the spread of e-tailing in India's personal care sector, the demographic analysis of the respondents offers important new perspectives on the profiles of participants in this study. According to the gender breakdown, men made 57.9% of the whole sample and women made 42.1%. While it indicates a relatively male-dominated consumer engagement pattern in this sector of e-tailing, this balanced representation assures the inclusion of both male and female opinions concerning online personal care purchase and strategic marketing techniques.

With 40.7%, the majority age group among respondents is 31–40 years, meaning that mid-career professionals—who are likely more technologically savvy and financially self-sufficient—show the highest interaction with online personal care platforms. Then, 26.9% of the respondents are under thirty years old, suggesting a younger, maybe more digitally savvy generation. Especially, 21.4% of respondents are over 50 years old, suggesting a notable involvement of senior users in e-tailing, thereby highlighting an increasing trend of digital adoption among different age groups. Just 11% fell within the 41–50 years demographic, suggesting that this age range would show less participation in the personal care e-commerce market than others. Of the responses (41.4%), most had undergraduate degrees; followed by 24.8% with postgraduate degrees and 24.1% with professional course certifications. This points to a well-educated responder population, most likely connected with smart buying decisions, improved knowledge of digital marketing techniques, and inclination to interact with tailored online marketing campaigns. Under the "Other" category, a small percentage (9.7%) denotes varied educational backgrounds beyond conventional academic paths.

The job categories of the respondents are somewhat evenly distributed. Although respondents from the non-profit sector only account for 6.2%, government-oriented companies make the biggest share at 49.7%, considerably exceeding private companies at 44.1%. Because of differences in exposure, wealth, and professional culture, this distribution points to different job situations across respondents, which may influence their buying behaviour, brand preferences, and responses to digital marketing strategies.

Examining total employment experience indicates a very homogeneous distribution across experience levels. With 26.9%, the majority sector has 3 to 6 years of experience; closely followed by 24.8% with less than 3 years of experience. This implies that a large portion of the sample comprises of early-careers professionals most likely active digital users. Those with more than 12 years of experience account for 22.1%; those with 6 to 9 years account for 20%; so, the e-tailing industry clearly has a significant presence of seasoned specialists. Being the lowest cohort in this group, only 6.2% have between 9 and 12 years of experience. About half of the respondents (50.3%) make in excess of ₹2,00,000 while another 26.2% make between ₹1,50,001 and ₹2,00,000 in monthly income. This rich group is perhaps more open to premium digital marketing strategies as they represent a financially strong consumer base with great buying power in the personal care industry. With only 4.1% earning less than ₹50,000 and 7.6% earning between ₹50,001 and ₹1,00,000, the lower-income categories are much underrepresented in this specific study sample and show limited engagement.

Ultimately, with 46.2% of respondents choosing Amazon as their favourite e-commerce channel for purchasing personal care products, Flipkart follows at 30.3%. This dominance reflects the wide range, reliability, and breadth of these platforms in serving the online personal care industry. With an emphasis on beauty and personal care, specialised platforms like Nykaa and Purple indicate 11.7% and 6.9% respectively, therefore demonstrating a modest but growing segment of consumers dedicated to this niche. Mostly known for grocery, BigBasket shows 4.8% of minor but constant influence in the supply of personal care items..

Table 2: Correlation analysis

Correlations	Personalized Marketing Communication	Social Media Engagement	Customer Experience	Pricing and Digital Promotions	E-Tailing Growth
Personalized Marketing Communication	1	.892**	.837**	.848**	.823**
Social Media Engagement	.892**	1	.846**	.858**	.844**
Customer Experience	.837**	.846**	1	.826**	.750**
Pricing and Digital	.848**	.858**	.826**	1	.798**

Promotions					
E-Tailing Growth	.823**	.844**	.750**	.798**	1

Among the elements of strategic marketing examined in the study, the correlation analysis reveals a strong and favourable link. The results show a strong association between Personalised Marketing Communication and Social Media Engagement ($r = .892$), meaning that rising personalised communication initiatives by companies line up with more social media interactions. This close relationship emphasises the combined possibilities of integrating dynamic social media campaigns with tailored material. Moreover, Personalised Marketing Communication shows strong correlations with Customer Experience ($r = .837$) and Pricing and Digital Promotions ($r = .848$), implying that these elements are interrelated; as personalised communication gets progressively focused and effective, it is likely to improve the general customer experience and promote more dynamic promotional pricing strategies. Personalised Marketing Communication ($r = .823$) shows a substantial link with E-Tailing Growth, meaning that the effectiveness of e-tailing activities is closely related to the success of tailored communication methods. Social Media Engagement shows notable relationships with Customer Experience ($r = .846$) and Pricing and Digital Promotions ($r = .858$), so underlining the vital part active social media strategies play in improving customer perceptions and promotional methods, which in turn drives e-tailing growth ($r = .844$). The interactions among these elements show that developments in one area, like better digital promotions, are probably in line with better customer experiences and more online interaction. The strong and statistically significant correlations among all the variables in the analysis support the idea that a coherent strategy in marketing—characterised by personalised communication, social media interaction, customer experience, synchronised pricing and promotions—can greatly increase the development of e-tailing in India's personal care sector.

Test of hypothesis

Table 3: Chi square 1

	E-Tailing Growth					
Personalized Marketing Communication	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	2	1	0	0	0	3
Disagree	5	9	0	0	0	14
Neutral	0	2	14	1	0	17
Agree	0	0	2	10	14	26
Strongly Agree	0	0	4	33	48	85
Total	7	12	20	44	62	145
Chi-Square Tests	Value	df	p value			
Pearson Chi-Square	218.571a	16	0.00			
Likelihood Ratio	161.58	16	0.00			

The results of the chi-square test show that e-tailing growth and personalised marketing communication have a statistically significant relationship. At any conventional significance level, the Pearson Chi-Square statistic—218.571—with 16 degrees of freedom and a p-value of 0.00 shows an extremely significant correlation. This suggests that opinions of e-tailing development among consumers in the personal care sector are connected with views of customised marketing communication.

The cross-tabulated frequencies show a clear trend: those who strongly support the effectiveness of tailored marketing communication generally identify a considerable degree of e-tailing growth. Of the 85 respondents who strongly praised customised marketing communication, 33 agreed and 48 agreed that e-tailing is spreading, therefore accounting for most of the highest-rated remarks on e-tailing expansion. Similarly, those who agreed that tailored marketing is effective would likely assist the growth of e-tailing; 10 in agreement and 14 in strong agreement. On the other hand, respondents who strongly opposed or opposed personalised marketing communication mostly expressed disagreement or neutrality about e-tailing expansion, therefore showing a concentration of reduced e-tailing growth beliefs in the lower spectrum of personalised marketing.

This strong link emphasises the crucial role of tailored marketing communication in changing consumer view and acceptance of the e-tailing model in the personal care sector. The data shows that customers are more likely to link the effectiveness and growth of the e-tailing experience with marketing materials seen as customised, relevant, and compelling to their own needs or preferences. Therefore, tailored marketing approaches become a major determinant of perceived e-tailing success, which emphasises the importance of personal care companies investing in data-driven, focused marketing strategies to improve consumer engagement and help the expansion of online retail channels.

Table 4: Chi square 2

	E-Tailing Growth					
Social Media Engagement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	1	6	0	0	0	7
Disagree	6	4	0	0	0	10

Neutral	0	2	11	1	0	14
Agree	0	0	3	10	2	15
Strongly Agree	0	0	6	33	60	99
Total	7	12	20	44	62	145
Chi-Square Tests	Value	df	p value			
Pearson Chi-Square	231.229a	16	0.00			
Likelihood Ratio	162.133	16	0.00			

The results of the second chi-square analysis show in India's personal care sector a statistically significant relationship between Social Media Engagement and E-Tailing Growth. With 16 degrees of freedom, the Pearson Chi-Square statistic is 231.229 and the p-value is 0.00, clearly proving that social media participation levels and perceptions of e-tailing development are not traceable to random chance. Particularly with personal care products, this statistically significant result shows that consumers' opinions on the growth and effectiveness of e-tailing platforms are closely related to their experiences and impressions of social media activity.

The way the responses are spread reveals the nature of this link. While 33 respondents think e-tailing is growing, the great majority—60—strongly agree that social media engagement is succeeding. This implies that consumers who actively connect with companies on social media channels are probably going to see great success and development in the online retail industry as well. Similarly, people who understand the importance of social media engagement show a considerable concentration of agreement and strong support for the spread of e-tailing. On the other hand, those who disagreed or strongly disagreed with the effectiveness of social media participation typically classified themselves as either disapproving or indifferent regarding the growth of e-tealing. Among those who strongly opposed social media participation, for example, six out of seven also expressed disagreement or strong criticism of the rise of e-tailing, so supporting the idea that inadequate social media interaction corresponds with a declining view of the digital retail growth of the sector.

These findings underline the significant impact of social media participation on consumer impressions on the development of online shopping in the personal care industry. Social media serves as both an interactive engagement platform and a marketing tool where brand stories, promotional materials, influencer partnerships, and customer service encounters combine to build trust and familiarity. Customer social media involvement with a brand increases their perception of brand relevance and responsiveness, therefore fostering a positive view of the complete e-tailing environment. Therefore, companies trying to improve their e-tailing presence in this cutthroat industry have to give consistent, interesting, and value-oriented social media strategies top priority and make investments in order to keep and increase client involvement in online buying.

Table 5: Chi square 3

	E-Tailing Growth					
Customer Experience	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	3	4	0	0	0	7
Disagree	4	6	0	0	0	10
Neutral	0	1	13	1	2	17
Agree	0	1	1	22	26	50
Strongly Agree	0	0	6	21	34	61
Total	7	12	20	44	62	145
Chi-Square Tests	Value	df	p value			
Pearson Chi-Square	195.753a	16	0.00			
Likelihood Ratio	143.742	16	0.00			

In the personal care sector of India, the third chi-square analysis reveals a statistically significant relationship between Customer Experience and E-Tailing Growth. With 16 degrees of freedom and a p-value of 0.00, the Pearson Chi-Square statistic is 195.753, showing that the link between these two categorical variables is quite strong and unrelated to random fluctuation. This finding confirms that customer perceptions of their experiences with e-tailing platforms are closely correlated with their opinions on the overall spread of e-tailing across the industry.

Analysis of the frequency distribution supports this conclusion. Thirty-four respondents who strongly felt that e-tailing is increasing also highly agreed that customer experience was pleasant and successful. Moreover, another 21 members of this cohort agreed with the e-tailing growth. Those that supported positive client experiences also generally voiced positive opinions on e-tailing growth; 22 of them agreed and 26 of them strongly agreed. These findings show a noteworthy concentration of yes responses across both variables. On the other hand, those who disagreed or strongly disagreed with the quality of the customer experience mostly also complained or stayed neutral regarding the spread of e-tailing. Seven respondents who showed serious dissatisfaction with customer experience primarily classified themselves as "strongly disagree" or "disagree" with e-tailing growth, therefore showing a lack of faith in the progress of digital retail among disgruntled consumers.

This strong and statistically significant link emphasises the crucial importance of giving the e-tailing industry an outstanding client experience. In the personal care sector, where consumer trust, product reliability, and delivery consistency are vital, the whole customer journey—comprising ease of navigation, payment security, responsiveness to complaints, and post-purchase support—directly influences consumers's evaluation of the efficacy and viability of e-commerce channels. An ideal customer experience improves consumer confidence and encourages repeat activity, therefore supporting industry views of progress. Therefore, e-tailers must improve every aspect of the digital buying experience if they are to keep customers and create positive impressions of the growth and legitimacy of the e-tailing model in the Indian personal care market.

Table 6: Chi square 4

	E-Tailing Growth					
Pricing and Digital Promotions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	1	3	0	0	0	4
Disagree	6	7	0	0	0	13
Neutral	0	2	14	1	0	17
Agree	0	0	2	17	21	40
Strongly Agree	0	0	4	26	41	71
Total	7	12	20	44	62	145
Chi-Square Tests	Value	df	p value			
Pearson Chi-Square	215.599a	16	0.00			
Likelihood Ratio	161.248	16	0.00			

Indicating a rather strong association, the fourth chi-square study looks at the relationship between pricing and digital promotions and e-tailing growth in the personal care sector. With 16 degrees of freedom and a p-value of 0.00, the Pearson Chi-Square score of 215.599 shows that the noted connection is statistically significant and not the result of random fluctuation. This confirms that consumers' opinions on the rise of e-tailing platforms in the Indian personal care industry are strongly connected with their assessments of pricing strategies and digital marketing activities by e-tailers.

An in-depth analysis of the response distribution shows a notable relationship between positive views on e-tailing growth and good opinions on pricing and promotions. Most of the respondents who strongly agreed (41) or agreed (26) that e-tailing is developing also highly praised the effectiveness of pricing strategies and digital marketing. Similarly, those who agreed with the pricing and promotion strategies showed a notable degree of agreement regarding e-tailing growth; 17 in agreement and 21 in strong agreement. On the other hand, individuals who strongly opposed or disagreed with price and promotions responded negatively or neutrally about the growth in e-tailing. Six people who disagreed with pricing strategies specifically also opposed the emergence of e-tailing; seven were classified as "disagree," and none expressed any notable support with the growth of e-tailing. These developments show a clear link between consumer opinions on pricing and digital incentives and their whole perspective of the growth and feasibility of the online retail industry.

This interesting result emphasises the important impact on consumer impressions of e-tailing of competitive pricing, discount strategies, and digital marketing campaigns. In a price-sensitive market like India, particularly in the personal care industry where alternatives are numerous and brand switching is common, smart pricing and tailored promotions are absolutely vital for increasing customer acquisition and retention. Discounts, package deals, time-sensitive promotions, and loyalty rewards improve conversion rates and build trust and perceived value, therefore enabling a greater sense of growth and advancement in the e-commerce industry. Thus, companies trying to improve their position in the online personal care sector have to constantly adjust their pricing and marketing

strategies to fit evolving consumer expectations and support positive opinions of the e-commerce environment.

DISCUSSION

This study critically investigates the interaction of consumer perception, marketing strategies, and the digital retail environment about the impact of strategic marketing responses to e-tailing growth in the personal care sector in India. The results show that the perceived growth of e-tailing in this sector is much influenced by strategic elements like personalised marketing communication, social media involvement, enhanced customer experience, competitive price with digital incentives (Rejikumar, 2021). Based on a positivist perspective and quantitative data gathered by means of systematic surveys, the research offers empirical evidence in support of the assumptions. By means of correlation and chi-square analyses, all main dimensions examined showed strong, statistically significant relationships with e-tailing growth, therefore highlighting their interdependent impact on the evolution of the online personal care industry.

One important result of the studies is the need of tailored marketing communication. Chi-square testing supports the result that the correlation analysis found—a strong positive link between tailored message and e-tailing growth (Hudson, 2019). In a sector defined by rapidly shifting customer preferences and a wealth of alternatives, e-tailers' ability to provide customised product suggestions, tailored promotions, and relevant content greatly affects client retention and satisfaction. This revelation aligns with global marketing patterns as customisation is considered as a strategic requirement rather than a simple improvement more and more (Hashmi, 2019).

Likewise, social media participation turned become a major driver behind e-tailing's growth. The higher correlation coefficients and chi-square significance show that in the personal care industry platforms such Instagram, YouTube, and influencer-led campaigns have become indispensable for product discovery and brand interaction. This marks a paradigm change from traditional advertising to dynamic, user-generated, interactive content creating a closer engagement with customers. Particularly for younger, technologically native consumers, social media shapes awareness and brand exposure as well as increases the perceived trustworthiness and relatability of products (Demaj, 2020).

As e-tailing grew, the customer experience—including both digital interface and post-purchase support—showered a notable connection. The findings show that customers who go through a seamless and fascinating customer journey—marked by simple navigation, open product information, quick delivery, and attentive support—are more likely to see the e-tailing ecosystem as increasing and beneficial. This suggests that funding user experience design and logistics infrastructure is not simply a back-end problem but also a strategic instrument for long-term sustainability and competitive difference.

Furthermore, rather important elements turned out to be digital marketing and pricing strategies. Particularly in the personal care industry, the Indian consumer market is highly price-sensitive. Discount programmes, package offers, and loyalty programmes help to improve customer view of e-tailing growth, therefore highlighting the basic need of value-for-money propositions in consumer decision-making. The chi-square study revealed that opinions of e-tailing success were strongly linked with favourable responses to pricing, therefore underscoring the strategic relevance of employing technology and data analytics to give real-time, customised offers appealing to certain consumers.

The demographic research provides thorough understanding of the composition of the sample and possible reflection of more general consumer behaviour trends. The generalizability of the findings of the research is enhanced by the variety in gender, age, education, income, and employment sectors. Generalising the results to more traditional or less connected populations requires consideration of the bias towards a more technologically engaged consumer base shown by the predominance of younger, technologically competent adults with mid to high income levels.

CONCLUSION

While pointing out areas that want additional research, the study offers strong empirical evidence supporting the relevance of strategic marketing approaches. Beyond the current measurements, the fast development of digital technologies—such as artificial intelligence-driven personalisation, augmented reality in product trials, and voice commerce—is changing consumer contacts. Moreover, additional research is needed on outside factors such data privacy concerns, government policies, and how

actual shopping experiences affect online decisions. Longitudinal studies may help one understand the development of these strategic responses throughout time and their adaptability to changes in the market and technological developments.

The study provides a comprehensive and empirically grounded analysis of how strategic marketing techniques could improve the perceived growth of e-tailing in the personal care industry inside India. It emphasises the need of consumer-oriented strategies in a society becoming increasingly digital and provides useful advice for companies trying to keep a competitive edge. To remain in line with the continually changing consumer environment, nevertheless, the dynamic character of digital commerce calls for constant critical analysis and adaptive strategy development.

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