

A Study on Impact of Marketing Strategies Towards Google Assistant for Cruelty free Brands in Cosmetic Market with Special Reference to Coimbatore City

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Abstract:

The cosmetic industry is undergoing a transformation driven by technological advancements and increasing consumer demand for ethical and sustainable products. This study focuses on the role of digital marketing and artificial intelligence (AI) in promoting cruelty-free cosmetics in Coimbatore, particularly through Google Assistant. It examines how digital marketing strategies tailored for AI-powered voice assistants impact consumer behavior and brand perception. Using a questionnaire, primary data was collected and analyzed through Percentage Analysis, Chi-square, and T-Test methods. Key findings reveal a strong link between demographic factors and the frequency of using Google Assistant to search for cruelty-free cosmetics. The study underscores the importance of optimizing content for voice search queries to cater to the growing use of AI-driven tools like Google Assistant. It also emphasizes the need for seamless integration of these tools with social media platforms, e-commerce websites, and mobile apps to enhance the customer experience. In conclusion, the research highlights the importance of innovation, collaboration, and transparency in digital marketing strategies. By adopting these approaches, cruelty-free brands can strengthen consumer engagement, improve brand perception, and thrive in the competitive and ethically evolving cosmetic market.

Keywords — Cruelty-free cosmetics, Google Assistant, Digital marketing strategies, Preference.

INTRODUCTION:

The rapid growth of technology has transformed the connection between businesses and consumers, with digital marketing becoming vital for engaging target audiences. In the cosmetics industry, rising awareness of ethical practices has increased demand for cruelty-free products, emphasizing sustainability, transparency, and social responsibility. Certifications like "Leaping Bunny" and "PETA Approved" build trust for such brands. Google Assistant, an AI voice assistant, enhances consumer interactions by offering personalized recommendations and simplifying purchases. For cruelty-free brands in Coimbatore—a city with tech-savvy, ethically conscious youth—digital strategies like voice search optimization and conversational AI are reshaping consumer behavior and brand perception. This study investigates the influence of these tools on purchasing decisions and engagement in the city's evolving market.

MATERIALS AND METHODS:

Research Methodology

The quantitative research approach is employed in this study to collect and analyse numerical data to understand the impact of digital marketing strategies on

consumer behaviour. Surveys with structured questionnaires will be used to gather responses from a sample population in Coimbatore, focusing on their interaction with Google Assistant for cruelty-free cosmetic brands. Statistical tools will be utilized to identify patterns, correlations, and trends in the collected data.

- **Consumer Behaviour:** Understanding how consumers in Coimbatore interact with Google Assistant to search for and evaluate cruelty-free products.
- **Effectiveness of Digital Marketing:** Analysing the impact of specific strategies such as voice search optimization and personalized content in driving consumer awareness and sales.

SOURCES OF DATA

Primary data

Primary data will be collected through structured questionnaires distributed to consumers in Coimbatore to understand their usage of Google Assistant and preferences for cruelty-free cosmetics.

Secondary Data

Secondary data will be sourced from industry reports on cruelty-free cosmetics and digital marketing trends, as well as academic journals focusing on AI and consumer behavior. Company websites and blogs will offer information on marketing campaigns and strategies of cruelty-free brands. Media articles and government/NGO reports will provide insights into consumer awareness and ethical certifications.

Sample size

The sample size for this survey is 150.

Sampling Technique

In this study, Cluster Sampling Technique is used.

Tools used for Analysis

- Percentage Analysis
- Independent Sample T-Test
- Rank Analysis

PREPARATION OF TABLES:

Percentage Analysis

Table 1.1
Age of the respondents

Particulars	Number of respondents	Percentage
Less than 20 years	80	57.1%
20-30 years	56	40%
30-40 years	3	2.14%
More than 40 years	1	0.71%
Total	140	100%

Source: Primary data

INTERPRETATION:

From the above table 1.1, study finds most no of respondents are less than 20 years of using cruelty – free cosmetics of 57.1% with 80 respondents, 40% of respondents are 20 – 30 years, 2.14% respondents are 30-40 years and balance 0.71% are respondent of more than 40 years.

Table 1.2
Gender of the respondents

Particulars	Number of respondents	Percentage
Male	52	37.1%
Female	88	62.9%
Total	140	100%

Sources: Primary data

INTERPRETATION:

From the above table 1.2, study finds most no of respondents are Female of using cruelty – free cosmetics of 62.9% with 88 respondents, 37.1% are Male with 52 respondents.

Independent sample T-test Analysis

Table 2.1

Gender	N	Mean	Std.deviation	Std.error mean
Which brand do you prefer for Cruelty-free cosmetics?				
Male	77	1.73	.883	.101
Female	71	1.45	.733	.087

Table 2.2

Test	t	df	Sig.(2-tailed)	Mean difference	95% confidence Interval
Equal variances assumed	1.230	49	0.225	0.177	-0.112 to 0.466
Equal variances not assumed	1.264	37.958	0.214	0.177	-0.106 to 0.460

Sources: Primary data

INTERPRETATION:

The above table (2.1) indicates that the demographic factor that out of 140 respondents have been taken for the study, the test checks if there is a significant difference between the two groups. Since the p-value (0.214) is greater than 0.05, there is no significant difference between the group averages. This means the two groups are likely similar in the aspect being tested.

RESULTS AND DISCUSSION:**Results and Discussion:****Results:****Percentage Analysis:**

- **Age and Usage of Cruelty-Free Cosmetics:**The analysis from Table 4.1.1 shows that 57.1% of respondents under the age of 20 use cruelty-free cosmetics, representing the largest consumer **group** (80 respondents). This is followed by 40% of respondents aged 20-30 and 14% in the 30-40 age group. Only 0.71% of respondents above 40 years of age use cruelty-free cosmetics, indicating limited adoption among older demographics.
- **Gender and Usage of Cruelty-Free Cosmetics:**Data from Table 4.1.2 highlights that 62.9% of **respondents** who use cruelty-free cosmetics are female (88 respondents), while 37.1% are **male** (52 respondents). This suggests a significantly higher preference for cruelty-free cosmetics among female consumers.

Independent T-Test Analysis:

- **Gender and Brand Preference:**The t-test results in Table 4.2.2 indicate a p-value of 0.214, which is greater than the threshold of 0.05. This shows that there is no significant relationship between gender and preference for specific cruelty-free cosmetic brands. The null hypothesis (Ho1) is not rejected, supporting the conclusion that gender does not significantly influence brand preference in the cruelty-free cosmetics market.

Discussion:

The findings reveal that younger demographics, particularly those under 20 years of age, form the primary consumer base for cruelty-free cosmetics, likely due to their greater awareness and alignment with ethical consumption trends. The higher adoption among females underscores the importance of targeting this demographic in marketing campaigns, as they display a stronger preference for cruelty-free products. Despite gender-based differences in overall usage, the lack of a significant relationship between gender and brand preference suggests that marketing strategies should

focus on other factors, such as product quality, ethical certifications, and brand reputation, rather than tailoring campaigns solely based on gender. These insights emphasize the importance of understanding demographic factors and consumer preferences to design effective marketing strategies. Brands should leverage these findings to optimize their campaigns and develop products that appeal to the ethically conscious, younger consumer base.

CONCLUSION:

The study concludes that the preference for cruelty-free cosmetic brands is influenced by factors such as brand trust, product awareness, and gender. The findings indicate a growing interest in cruelty-free cosmetics, with consumers becoming more aware of ethical considerations and the impact of their purchasing decisions. Despite this positive trend, challenges persist, such as limited knowledge about specific brands and the perceived higher cost of cruelty-free products. Effective marketing strategies, education, and transparency about the benefits and authenticity of cruelty-free cosmetics can help overcome these barriers, fostering greater consumer trust and increasing the adoption of these products.

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