



Effectiveness of Personal Selling Strategies in Marketing of Cosmetics

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ABSTRACT

Cosmetics are a product that aids people in keeping their bodies, hair, and skin clean. The study was based on the effectiveness of personal selling strategies in marketing of cosmetics. The present research was basically Descriptive cum Exploratory in nature. Both primary and secondary data were taken. The sample size for the primary data collection would be 600 female cosmetics Customers or Consumers. Sampling location was Lucknow, Uttar Pradesh. Total 600 (population sample) was taken in the study and only 550 individuals reported the given questionnaire based on selling of cosmetics. Hence, 550 was considered as 100 %. It was observed in different groups i.e., strongly agreed, agreed, undecided, disagreed and strongly disagreed. Personal selling improved the different strategies in sale of cosmetics i.e., Strong relationship b/w company and customer, increasing firm's profitability, Increased sales volume and revenue of an organization, Customers products intention, Effective communication tool which used by marketers, Word of Mouth (WOM) as an effective element, explaining cosmetic and its respective uses, Selling should be reviewed through feedback. It concluded that personal selling strategies effectively modulated the selling and marketing of cosmetics by enhancing the customer relationships, product detailing & satisfaction and increased sale volume and revenue.

Keywords: Personal selling strategies, marketing of cosmetics, word of mouth, customer relationship.

INTRODUCTION

India is resisting change across the board. The country appears to be experiencing excessive consumption as a result of the increase in purchasing power. Corrective organizations are expanding in light of the public's reduced variations as a result of the opening of emerging markets. Indians have a strong affinity for appealing appearances. Indian women are not confined to their houses in the slightest; they work and travel just like men [1]. As a result, they take greater care of their appearance and use the cosmetics that are readily available on the market. Indian guys are often troubled by their appearance, so it's not just women who utilize brightness and corrective range. There are also outstanding cosmetics specifically designed for men [2].

Cosmetics are a product that aids people in keeping their bodies, hair, and skin clean. Additionally, it improves our look, elevates our mood, and prepares us for occasions like weddings, parties, and the workplace. It encompasses goods for personal and hygiene care, color cosmetics, skin care, hair care, and perfumes [3].

The purpose of personal selling is to facilitate communication between the target audience and the company. It works well because it allows the buyer and seller to communicate directly in both directions [4][5].

In today's fiercely competitive industries, which include the manufacturing sector, purchasing is no longer just a transaction; salespeople for companies need to understand their clients' businesses better than clients do and match their strategies with their own. Personal selling, which listens to consumers, evaluates their requirements, and plans attempts to address their issues, is still a crucial component of the promotional mix. Personal selling is the priciest type of advertising [6].

MATERIALS AND METHODOLOGY

In essence, the current study was exploratory and descriptive. We collected both primary and secondary data.

Sample size

600 female cosmetics consumers.

Sampling location

Lucknow, Uttar Pradesh

Primary data

- Primary data was collected with the help of structured questionnaire.
- Primary data collection was done by Customers and Consumers both.

Secondary data

- Secondary data was collected from annual reports of cosmetic companies and various literatures.

Questionnaire

These includes the points which can affect the personal selling on sale of cosmetics. The Questionnaire includes the following points:

- Strong relationship b/w company and customer
- Increasing firm's profitability
- Increased sales volume and revenue of an organization
- Customers products intention
- Effective communication tool which used by marketers
- Word of Mouth (WOM) as an effective element
- Explaining cosmetic and its respective uses
- Selling should be reviewed through feedback

RESULTS AND DISCUSSION

Evaluation of the effectiveness of personal selling strategies of cosmetics

In this study, total 600 (population sample) was projected but only 550 individuals reported the given questionnaire based on selling of cosmetics. Hence, 550 was considered as 100 %. It was observed in different groups as agreed- strongly, agreed, undecided, disagreed & disagreed- strongly.

Strong relationship b/w company and customer

Personal selling of cosmetics develops the relationship b/w company and its customer. It reported that 32.73 % individuals strongly agreed that personal selling creates a strong relationship b/w company and customers. However, only 7.27 % strongly disagreed the same.

Table 1. Strong relationship b/w company & its customers

Group	Frequency	Percent (%)
Strongly agreed	180	32.73
Agreed	160	29.09
Undecided	120	21.82

Disagreed	50	9.09
Strongly Disagreed	40	7.27
Total	550	100

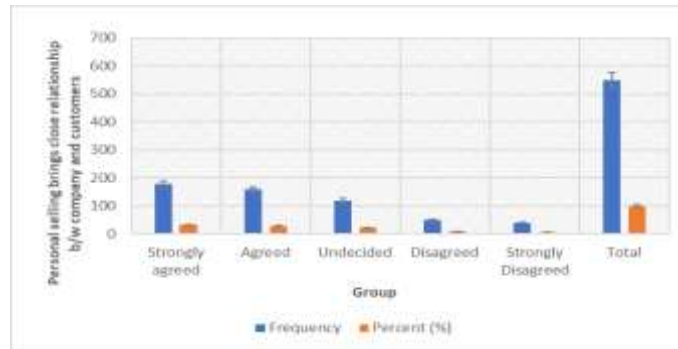


Fig 1. Graphical data of strong relationship b/w company and customers

Increasing firm's profitability

Another aspect of personal selling is to increase the firm's profit. 38.18 % individuals were agreed that selling through man power is a directly increases the firm's profit. Moreover, 7.27 % individuals disagreed it.

Table 2. Personal selling increases firm's profit

Group	Frequency	Percent (%)
Strongly agreed	160	29.09
Agreed	210	38.18
Undecided	90	16.3
Disagreed	40	7.27
Strongly Disagreed	50	9.09
Total	550	100

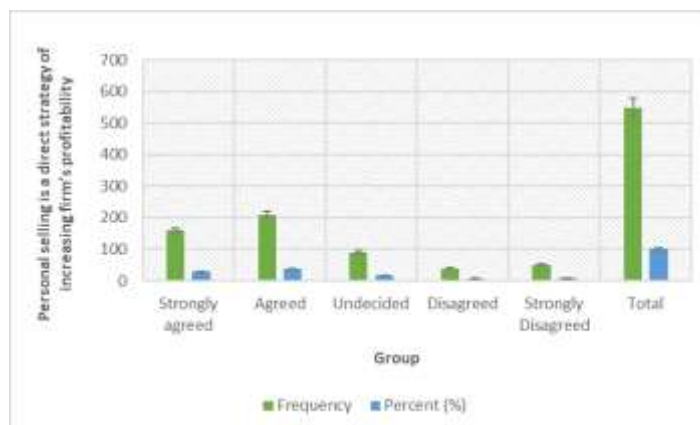


Fig 2. Graphical data of personal selling increases firm's profit

Increased sale volume and revenue

It obvious that personal selling increases the sales volume and revenue. 34.54 % individuals agreed that personal selling enhances the sales volume and revenue of a company. Only 12.72 % people rejected that sale volume and revenue of a company can be increased by personal selling.

Table 3. Increased sales volume and revenue

Group	Frequency	Percent (%)
Strongly agreed	160	29.09
Agreed	190	34.54
Undecided	90	16.36
Disagreed	70	12.72
Strongly Disagreed	40	7.27
Total	550	100

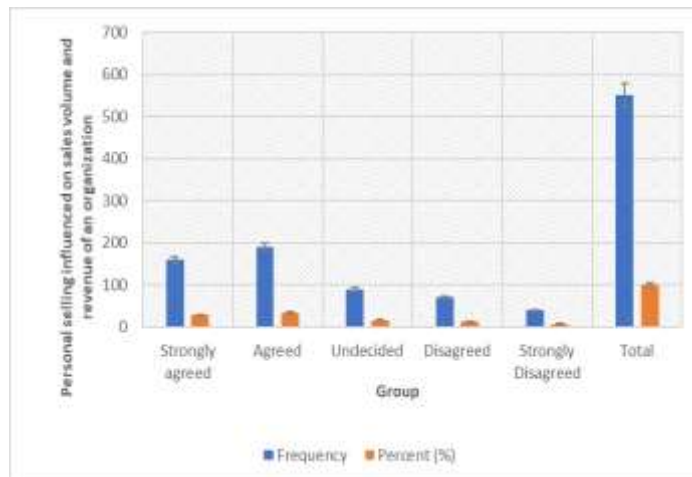


Fig 3. Graphical data of increased sales volume and revenue

Customers products intention

Personal selling affects what clients want to buy. Thirty-two percent (32.72%) strongly agreed and thirty-eight percent (38.18%) agreed that personal selling affects what clients want to buy. However, very small percent of individuals (3.63 %) strongly disagreed and 20 % undecided the same.

Table 4. Customers products intention

Group	Frequency	Percent (%)
Strongly agreed	180	32.72
Agreed	210	38.18
Undecided	110	20
Disagreed	30	5.45
Strongly Disagreed	20	3.63

Total	550	100
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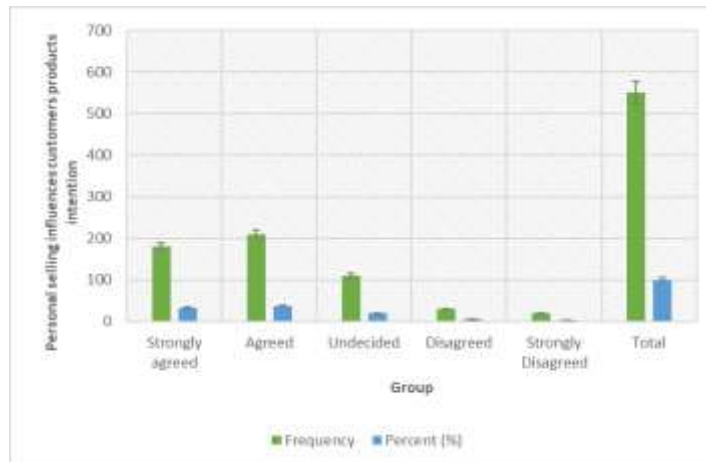


Fig 4. Graphical data of customers products intention

Effective communication tool

It makes a useful communication tool that marketers employ. 170 people agreed and 9.09% strongly disagreed that personal selling is a good way for marketers to communicate.

Table 5. Effective communication tool

Group	Frequency	Percent (%)
Strongly agreed	170	30.9
Agreed	230	41.81
Undecided	40	7.27
Disagreed	60	10.9
Strongly Disagreed	50	9.09
Total	550	100

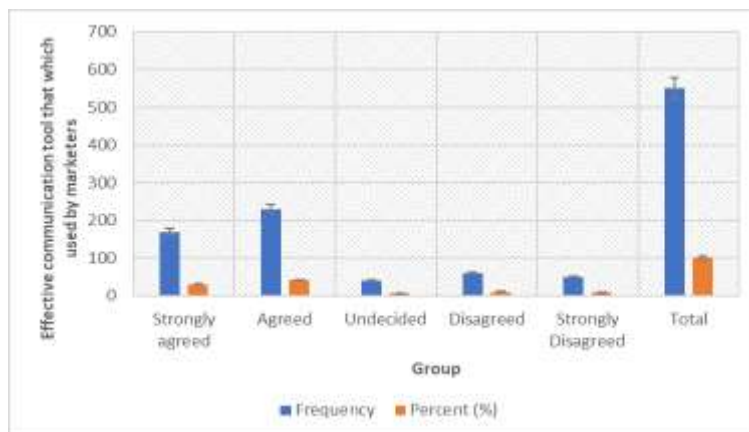


Fig 5. Graphical data of effective communication tool

Word of Mouth

It directly facilitates the selling and thus gives a huge and effective revenue to the company.

Table 6. Word of Mouth

Group	Frequency	Percent (%)
Strongly agreed	200	36.36
Agreed	170	30.90
Undecided	40	7.27
Disagreed	110	20
Strongly Disagreed	30	5.4
Total	550	100

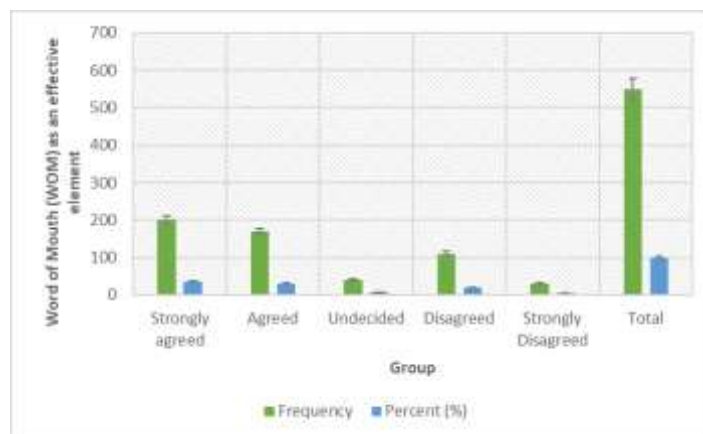


Fig 6. Graphical data of word of Mouth

Among 550, total 200 individuals strongly agreed that word of mouth acts as an effective element. Moreover, 170 customers agreed with the same. 110 customers were disagreed that word of mouth do not affects the selling. 5.4 % customers strongly disagreed the MOW

Explaining cosmetic and its respective uses

Table 7. Explaining cosmetic and its respective uses

Group	Frequency	Percent (%)
Strongly agreed	240	43.63
Agreed	180	32.72
Undecided	30	5.45
Disagreed	60	10.9
Strongly Disagreed	40	7.27
Total	550	100

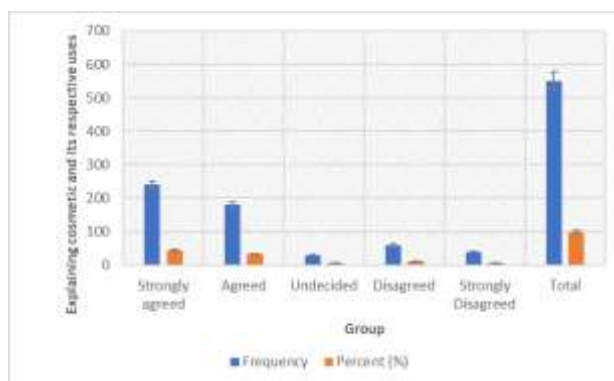


Fig 7. Graphical data of explaining cosmetic and its respective uses

43.63 % customers strongly agreed that personal selling helps in explaining cosmetics and its respective uses. 5.45 % undecided that personal selling helps in explaining cosmetics and its respective uses. 7.27 % of customers strongly disagreed the same.

Selling should be reviewed through feedback

30.9 % of customers agreed the personal selling should be reviewed through feedback while 20% disagreed the same. A lowest percentage (9.09 %) undecided that personal selling should be reviewed through feedback. The study looked into how personal selling affected the number of sales for the business. The findings indicated that there was a correlation between them. This suggests that when done well, personal selling affects and increases an organization's sales rate. By "personal selling," we mean a direct interaction between a salesperson and a consumer with the goal of introducing the product and outlining its primary features.

Table 8. Selling should be reviewed through feedback

Group	Frequency	Percent (%)
Strongly agreed	150	27.27
Agreed	170	30.9
Undecided	50	9.09
Disagreed	110	20
Strongly Disagreed	70	12.72
Total	550	100

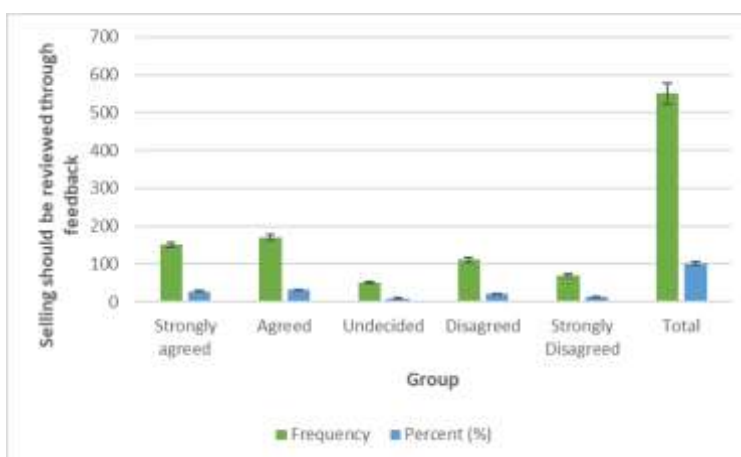


Fig 8. Graphical data of selling should be reviewed through feedback

This finding so demonstrates that the implementation of personal selling tends to generate customer intention, resulting in an impulse purchase, which in turn boosts organizational sales volume. The study's second conclusion demonstrates that customers' desire for a product is influenced by personal selling. This suggests that there is a positive rise in customer demand when an organization's sales representative is viable and skilled. In this sense, the term "competence" refers to a few fundamental qualities that a sales person should possess. Boldness, neatness, fluid communication, and in-depth product knowledge are just a few examples of this quality. Thus, this research shows that when this is the case, consumers' desire for a product tends to rise. Therefore, it makes sense for manufacturing companies to train each of its representatives to help increase demand for a product.

The hypothesis test findings show that Salesforce management and personal selling skills are two types of sales-related skills that have a big positive effect on individual sales skills. These results corroborate the conclusions of previous investigations [7]. These results further support [8] the assumption that an organization's management skills in sales help salespeople do their jobs well and successfully while simultaneously taking care of client problems. The second hypothesis, which was also confirmed (H3 is supported), posited that the individual sales competencies of door-to-door sale person facilitate the selling. This outcome corroborates the notion that salespeople's selling competencies substantially influence their selling conduct, especially regarding clients [9]. The results showed that selling-oriented sales activity had a negative influence on customer satisfaction (-), whereas customer-oriented sales behavior had a positive effect (+). This finding corroborates the assertion presented in [10] that sales orientation exerts a more significant influence on short-term success compared to long-term performance. Finally, the causal link between customer satisfaction and customer-focused sales activity became stronger as the length of the relationship increased. Even though there wasn't a statistically significant negative effect, there was a link between customer satisfaction and sales-oriented sales activity.

By combining the resource-based theory to two key marketing concepts- individual and organizational sales capabilities—this study advances theory. The study contributes little to existing knowledge by providing empirical evidence for this important hypothesis from the perspective of salesforce competencies. Furthermore, the extant literature on sales indicates a deficiency of studies that integrate and examine the connections among the ideas employed in this analysis. Prior research has examined the relationship between these constructs either alone or in other formats, necessitating more empirical assessment, validation, and theoretical development. By utilizing data from door-to-door cosmetics personal selling salespeople and consumers, as well as findings that evaluate many connections between the constructs employed, this study advances our understanding [11].

CONCLUSION

It goes without saying that a high-quality product cannot sell itself, but it may be sold to its maximum potential with the help of a sales professional and personal selling. The following advice is suggested to help an organization's personal selling efforts and boost sales volume:

- i) Salespeople should be highly motivated to prevent them from raising prices out of self-interest.
- ii) The product's quality and standardization should be ingrained since this will encourage buyers to buy it and raise the company's sales volume.
- iii) The company should make the product specification available.

It was determined that by improving client connections, product detailing and satisfaction, and sales volume and revenue, personal selling tactics successfully modified the selling and marketing of cosmetics.

CONFLICT OF INTEREST

Authors declare for none conflict of interest.

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