

Service Marketing Acts As Sales Booster: Exploring The Impact On Cosmetic Business

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Abstract

Achieving the required sales targets is a big challenge for a seller. This study attempts to explain how service marketing approaches can be used to maximize the selling ability to create a market competitive advantage. This article is based on a detailed search of reliable databases of Science Direct and Google Scholar after a thorough examination of the available literature. There is a significant research gap because of the limited availability of research publications on the topic. The results of this study highlight the significance of service marketing as a strategic tool for academics, researchers, and policymakers. Applying the tools of service marketing boosts the sales volume of the cosmetic business. The study provides a viewpoint of the cosmetic business and how service marketing affects sales effectiveness. The study also fills the available gap in the literature.

Keywords: gap, academicians, tool, effectiveness, cosmetics, service.

HIGHLIGHTS

- Service marketing increases the efficiency of marketing.
- Service marketing is very important for the cosmetic business.
- Service marketing has a positive impact on customers.
- Service marketing boosts sales effectiveness.

1. Introduction

The study examines how important service marketing is for increasing sales effectiveness in the competitive cosmetics sector. Services may be of two types, services that are known as after sales services that are the product attached services, and some competitive services are provided by the supplies to win the market share (Liao et al., 2023). The purpose of the study is to clarify how service marketing strategies can be used to establish a market advantage. The cosmetics industry is a highly competitive and rapidly growing sector, where achieving sales effectiveness is necessary for sustained success (Ayala & Henderson, 1995). Service marketing, which focuses on delivering exceptional customer experiences, has emerged as a significant driver in enhancing sales effectiveness within the cosmetic business. This literature review aims to explore and analyze the impact of service marketing strategies on sales effectiveness. By examining existing systematic and case studies, this study seeks to identify the best examples of sales effectiveness and highlight the worldwide success of service marketing initiatives (Campbell & Farrell, 2020). It is observed that all the tangible products including the cosmetic business get a positive impact on sales due to the involvement of service that are associated with marketing activities and are also provided physically to the customers (Mozafari et al., 2022). Academics and practitioners are particularly interested in how sales and marketing work together to please consumers and accomplish organizational goals, and scholars have looked into a variety of facets of the sales-marketing interface (SMI)

(Biemans et al., 2022). Service marketing is a branch of marketing that is very effective to enhance sales of an industry, such as, the cosmetic business because the costumers of this industry are very much sensitive and if good service are attached with the marketing activities, the sales effectiveness will boost easily (Balaji et al., 2023). It is claimed that the three main areas for sales enhancement are marketing, customer service, and product (Zhan et al., 2021). The clean label movement, which promotes health advantages, has seen a significant shift in the cosmetics industry over the past ten years, pushed by the health-conscious customer (Goic et al., 2021). This is because the wrong products can be harmful to your health, especially if you have skin problems (BakowskaBarczak et al., 2022). Consumer preferences, shifting trends, and technological breakthroughs are what fuel the cosmetics industry's rapid growth and fierce competition (Lim et al., 2022). There has been a considerable change in the promotion and sale of cosmetic items in recent years (Wu et al., 2022). The conventional strategy of depending simply on the qualities and advantages of a product is no longer adequate (Dewsnap et al., 2020). Cosmetic companies are increasingly concentrating on service marketing techniques to increase sales effectiveness and obtain a competitive edge (de Jong et al., 2021). Personalized consultations, after-purchase assistance, and value-added service are just a few examples of the intangible components and experiences that are supplied to customers outside of the main product in the cosmetics sector (FregidouMalama & Hyder, 2021). The impact of service marketing on the cosmetic business's ability to sell products is examined in this article (Lei et al., 2020).

The promotion and sale of clients' intangible services is accomplished through a variety of methods and techniques known as service marketing. It directly affects how customers perceive, choose, and interact with service marketing and has a substantial impact on sales performance. Here are various service marketing types and how they affect the efficiency of sales, see figure 1:

Table 1: Types of Service Marketing

Type of Service Marketing	Main Theme	Impact	Citation
Digital Marketing	Using social media channels like Facebook, Twitter, and Instagram to interact with customers, share insightful material, and establish connections. Search Engine Optimization (SEO) is the process of tweaking website content so that it can rank better in search results, be more visible, and draw in organic visitors. Content marketing is the process of producing and disseminating pertinent and useful content to inform and educate potential customers and establish the brand's credibility in the marketplace.	Digital marketing raises brand awareness, draws in potential clients, and enables accurate targeting, all of which ultimately results in increased sales effectiveness.	(Maina et al., 2023)
Content Marketing	Creating educational and stimulating content for blogs, articles, and videos that solve client issues and show expertise. The white papers and e-books provide in-depth resources that highlight expertise and solutions pertaining to the service.	Content marketing positions a service provider as an authority in their field, draws in quality leads and aids future clients in making good decisions.	(Balaji et al., 2023)

Email Marketing	Through newsletters, regularly provide updates, promotions, and useful content to a subscriber list, and through the drip campaigns nurturing via automated email are sent to the customers.	Email marketing may increase sales effectiveness by nurturing prospects, maintaining customer connections, and encouraging repeat business.	(Kenza et al., 2023)
Influencer Marketing	Working with experts in the target market to market and supporting the service.	Influencer marketing may greatly boost brand recognition and consumer confidence, which can enhance sales conversions.	(Mero et al., 2023)
Word-of-Mouth Marketing	By offering rewards or referral programmes, businesses can persuade satisfied customers to recommend their friends and relatives. via Online feedback and reviews.	Reviews that are favorable and word-of-mouth are effective sales strategies because they increase credibility and trust, which boosts sales.	(Frempong et al., 2020)
Event Marketing	Hosting conferences, webinars, or workshops to engage prospective customers and establish ability.	Events can offer chances for face-to-face communication, the development of relationships, and lead creation, all of which can increase sales effectiveness.	(Choe et al., 2023)
Customer Relationship Management (CRM)	Managing and customizing customer interactions with CRM software provides personalized experiences.	Effective CRM promotes and sustains relationships with clients, which encourages recommendations and loyalty.	(Treiblmaier & Petrozhitskaya, 2023)

Public Relations (PR)	Managing the service provider's brand through news releases, media attention, and handling crisis situations.	Positive PR improves brand trust and perception, which can increase the effectiveness of sales.	(Reshetko et al., 2021)
Partnership Marketing	Partnering with businesses that acknowledge one another to offer bundles of services or joint marketing.	Through cross-marketing, partnership marketing can increase sales and increase the customer base.	(Hagen et al., 2022)

Depending on the service, target market, and marketing methods used, different services have different effects on the effectiveness of sales. Sales can increase, customer retention can be improved, and there can be sustained business growth with an effective marketing mix that is adapted to the unique demands of the service and its customers.

2. Objectives of Study

- a. To investigate the impact of service marketing on sales effectiveness within the cosmetic business.
- b. To identify the most effective service marketing strategies that positively influence sales performance.
- c. To analyze global success stories of service marketing initiatives in the cosmetic business.

3. Review Questions

- a. How does service marketing contribute to sales effectiveness in the cosmetic business?
- b. What are the key components of successful service marketing strategies in terms of enhancing sales effectiveness?
- c. What are the best examples of sales effectiveness achieved through service marketing in the cosmetic business?
- d. How have global cosmetic companies leveraged service marketing to achieve success on a global scale? To achieve the objectives of the study it is necessary to act according to the proper answers of the review questions.

4. Theoretical Framework

This literature review is guided by the Service Profit Chain (SPC) framework, which establishes a link between employee satisfaction, customer loyalty, and financial performance. By examining the impact of service marketing on customer satisfaction and loyalty, this framework will help elucidate its influence on sales effectiveness (Briggs et al., 2020). The theoretical framework depends on three main factors: (i) Employee Satisfaction, (ii) Customer Loyalty, and (iii) Financial Performance. It means that service marketing creates employee satisfaction through marketing campaigns, in results a customer establishes, and it will be a source of financial resources for the organization, such as the cosmetic business, etc. (Son et al., 2021). This relationship will help in enhancing sales efficiency and sales effectiveness. This relationship is shown pictorially as, see figure 3:



Figure 1: Theoretical Framework

The management theory highlights how components in a service-oriented firm such as a cosmetic business are interconnected, emphasizing how staff satisfaction reproduces customer loyalty, which in turn reproduces financial performance. For example, a cosmetic business that invests in thorough employee training programmes, promotes a positive work atmosphere, and offers rewards for great customer care (Ansari, 2020). Employees are consequently more content with their jobs and more likely to offer consumers exceptional service. As a result, clients are more satisfied and loyal because they value great service. In the end, this increased

client loyalty results in stronger cosmetic business sales and financial performance (Fernando et al., 2022).

5. Hypotheses

H₁: Service marketing positively influences sales effectiveness in the cosmetic business.

Explanation: The hypothesis **H₁** shows that service marketing is directly related to the sales effectiveness of the cosmetic business. It shows that when service marketing campaigns are carried out their positive impact will come on the sales effectiveness of an organization.

H₂: The implementation of personalized service and loyalty programs enhances customer retention and loyalty, thereby positively affecting sales effectiveness.

Explanation: The hypothesis **H₂** shows that the implementation of personalized service and loyalty have a positive effect on sales effectiveness because these both factors increase the sales efficiency and effectiveness with the same zeal and spirit.

It means that there is a direct relationship between service marketing and sales enhancement. Service marketing motivates the customers, and it impacts sales effectiveness. The demanding services will impact positively on the customers minds and that will equally affect the sales efficiency and effectiveness.

6. Focus of Study

The focus of study is to investigate how service marketing affects the efficacy of sales in the cosmetics sector, with a focus on customer-centric tactics and international success stories . The focus of the study can be further elaborated by influence of service marketing on sales effectiveness: It aims to comprehend how customer experience, service quality, and engagement methods contribute to improved sales effectiveness. It focuses on customer-centric strategies. Here, it will examine how cosmetic companies are implementing customer-centric strategies in their marketing endeavors in the study. It will focus on global success stories that means that the study can include international success stories from the cosmetic sector to give a thorough knowledge of the effects of service marketing. It will

also focus on the key metrics and indicators, such as the client retention rates, customer lifetime value, sales conversion rates, and revenue growth are also considered. The competitive advantage that is availed the cosmetics sector by Investigating how businesses set themselves apart from competitors through greater service quality, distinctive customer experiences, or innovative service offerings. Challenges and best practices are also experienced by the cosmetic businesses in the society. Finally, implications for the cosmetic business may be achieved by focusing on other companies in the industry using the knowledge gained from researching the impact of service marketing on sales effectiveness. These are the factors that help in making the success of a sales of cosmetic business among the other sellers in the market. For the cosmetic business, the sales representatives play a very important role, and due to their utmost efforts and services this business flourishes very rapidly, it gets a competitive advantage easily (He et al., 2020). When customer-centered strategies as they have been discussed here are combined with the global success stories the net result of the service marketing is received. The focus of study is pictorially shown here, see figure 2.

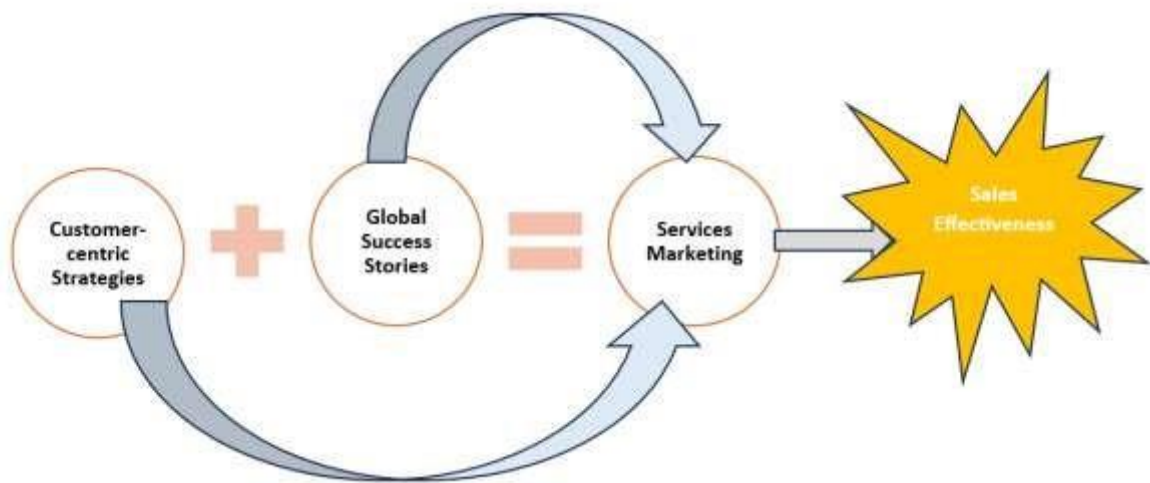


Figure 2: Focus of Study

7. Limitations

- a. **Generalizability:** The results might not apply to the cosmetics business in general because of geographical and company-specific differences.

- b. **Data Availability:** The availability of data in less quantity on the specific topic makes the study more restricted.
- c. **Time Constraints:** Time constraints for study affect the results of the study.
- d. **Sampling Bias:** The study's dependence on certain samples might prevent it from accurately reflecting the market's diversity.
- e. **Self-Reported Data:** Dependence on self-reported information could lead to inconsistent reporting and response bias.
- f. **External Factors:** Sales success may be impacted by uncontrollable external factors like legislation and changes in the economy.
- g. **Competitive Confidentiality:** Access to thorough information may be restricted by confidential methods of marketing.
- h. **Technology Evolution:** The study might not have considered all the rapid improvements in technology.

Before considering the results of the study, the consideration of the limitations of the study are most important because sometime the reader will ignore the limitations and he or she will remain unable to get the actual results of a study.

8. Results of Study

The literature review revealed a strong positive correlation between service marketing and sales effectiveness within the cosmetic business. Customer-centric approaches, innovative technologies, and relationship-building initiatives were found to significantly contribute to enhanced sales performance. Based on the literature review it is found that a very positive and strong relationship has developed between service marketing and sales effectiveness, but during this process three factors assist in establishing this bond. The results of the cover three factors with the help of service marketing and these are customer-centric approaches, innovative technologies, and seller-customer relationship building. It means that the positive effect service marketing on sales of cosmetic business has been proved and it has also proved that the other three factors, such that, customer-centric approaches, innovative technologies, and the relationship-building of sellers and customers. These

factors force the service marketing and sales effectiveness relationship to be more strengthened and more positive. The factors for success of service marketing and sales effectiveness as mentioned in the previous paragraph are very helpful for getting the required results based on the use of service marketing in cosmetic business. The whole scenario is pictorially shown here, see figure 3.

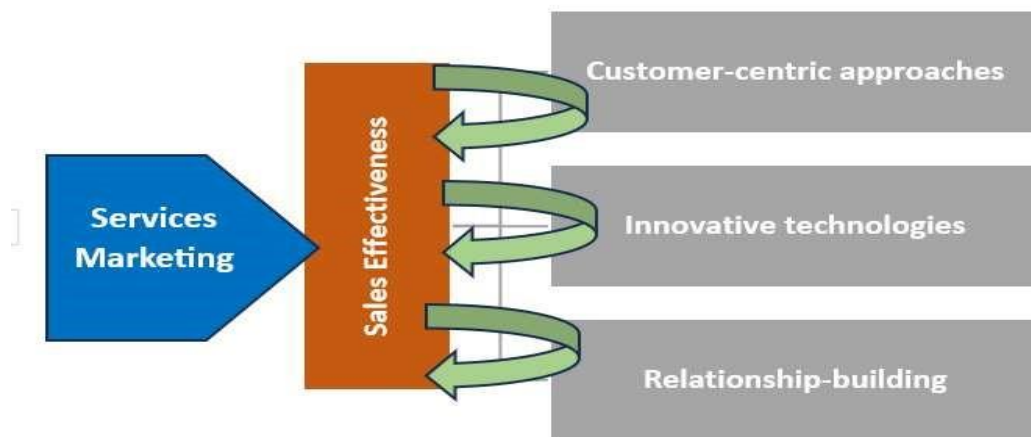


Figure 3: Successful Factors of Service Marketing

9. Discussion

The findings of this review highlight the critical importance of service marketing in driving sales effectiveness within the cosmetic business. By prioritizing customer needs and satisfaction, businesses can gain a competitive edge and foster long-term relationships with customers. This article emphasizes service marketing on the sales effectiveness of cosmetic business as especially but also the same rules are applicable for other industries that manufacture the consumer products in all over the world (Lavuri et al., 2022). Whenever a marketing campaign is started it shows two sided effects on the business, if the campaign meets the realities, it increases the business image and put a positive impact on sales, vice versa, when some sort of wrong statements regarding a product, or for a business, it affects badly to the goodwill of that business, and ultimately a negative impact will come on such business (Dewsnap et al., 2020). That is why, the marketing activities must follow the norms and international standards that are acceptable by

everyone (McMullan, 2023). This article is a literature review of service marketing of cosmetic business where author has tried to find out the impact of service marketing on the sales effectiveness of the cosmetic business. The review of the available literature has done systematically and a comprehensive discussion has been conducted on various related issues (Park & Yoo, 2020). The change on sales that is normally occurs due to changes in the existing technology has also been noted, similarly, the impact of good or bad relationships with customers has also been discussed (Nguyen & Özçaglar-Toulouse, 2021). During the process of service marketing, the motivational techniques, the customer-centric approaches and all those issues that are very much important for enhancing the sales efficiency and effectiveness have been addressed properly (Arghashi, 2022). It was discussed also about the world effective factors such as customer-satisfaction, personalization, and experiential marketing (Li et al., 2021). Finally, focusing on study, and results achieved from study have been discussed (Meijer et al., 2021).

10. Conclusion

In the dynamic environment of the cosmetics industry, service marketing plays a critical role in boosting sales effectiveness, according to the literature review conducted for this study. It is abundantly obvious that businesses operating in this industry can not only realize immediate benefits but also establish a trajectory of sustainable growth and long-term success by putting a priority on customer-centric strategies and embracing innovative technologies. Furthermore, it is essential to understand that the conclusions drawn from this research go beyond the limits of the cosmetics sector. These guiding concepts are globally applicable, making them relevant to consumer products and service businesses everywhere. They are based on the partnership between service marketing and sales effectiveness. Regardless of the industry in which they operate, the strategic frameworks and practices highlighted in this study serve as valuable resources for companies looking to navigate the complex issues of a customer-centric economy. They promise increased competitiveness and profitability.

11. Recommendations

Based on the systematically review of the literature following recommendations are preferred:

- a) **Customers Retention:** Cosmetic companies should invest in customer relationship management tools to understand and cater to customer preferences, that will increase customer retention and loyalty.
- b) **Use of Modern Technology:** Implementing virtual try-on technologies can significantly enhance the customer experience and drive higher conversion rates.
- c) **Customers Loyalty:** Developing personalized loyalty programs can foster brand loyalty and encourage repeat purchases among customers.

12. Future Applications

The insights from this study can serve as a foundation for future research on service marketing and sales effectiveness, not only in the cosmetic business but also in other sectors. Researchers and marketers can build upon these findings to explore the impact of emerging technologies, changing consumer behaviors, and evolving market trends on sales effectiveness.

13. Declaration for any conflict of interest

The authors state that they are not aware of any competing financial or personal interests that might have influenced the research described in this article.

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