

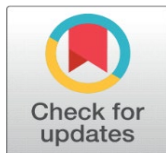
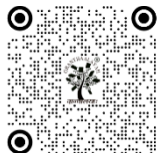
CUSTOMER INSIGHTS FOR ENHANCING MARKETING STRATEGIES IN THE BEAUTY AND WELLNESS INDUSTRY

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ABSTRACT

The beauty and wellness sector is undergoing significant transformation driven by increasing consumer awareness, shifts in lifestyle, and the impact of digital media. This research investigates the utilization of customer insights to bolster marketing strategies and enhance brand visibility within this industry. Data was gathered from participants via a structured survey to evaluate perceptions, levels of satisfaction, and channels of awareness. The results indicate that social media, digital marketing, and personalized interactions play a crucial role in influencing brand visibility and fostering customer loyalty. The study concludes that by harnessing customer insights, brands can formulate targeted strategies that improve market penetration and strengthen consumer relationships.

Keywords: Customer Insights, Marketing Strategies, Brand Awareness, Consumer Behavior, Beauty and Wellness

1. INTRODUCTION

The beauty and wellness industry has grown significantly in recent years due to the influence of digital platforms, changing lifestyles, and increased awareness of self-care. Understanding consumer behavior is now essential to creating strong and unique marketing tactics as competition heats up. Businesses can use customer insights to understand what motivates customers, how they perceive brands, and what factors influence their purchasing decisions. Data-driven insights enable companies to create individualized and successful marketing efforts in an industry

where trust and emotional resonance are critical. Social media and digital marketing have caused consumer involvement to shift to online spaces where brand interactions and experiences are becoming more and more important.

2. UNDERSTANDING CUSTOMER INSIGHTS AND CONSUMER BEHAVIOR

The sector has experienced significant expansion, driven by an increased awareness of self-care, shifts in lifestyle, and the escalating impact of social media. As competition intensifies within the markets, comprehending consumer behavior has become an essential element in formulating effective marketing strategies. [Kotler and Keller \(2016\)](#) assert that insights into customer behavior form the basis for developing value-oriented marketing strategies that resonate with consumer expectations. These insights enable marketers to discover not only the products that consumers purchase but also the motivations behind their purchases. In the beauty and wellness industry, consumer decisions are frequently influenced by emotional factors and personal identity. [Solomon \(2018\)](#) articulates that consumers view beauty and wellness as manifestations of self-assurance and individuality.

3. ROLE OF CUSTOMER INSIGHTS IN STRATEGIC MARKETING

Consumer insights are becoming crucial resources for developing marketing plans that put relevance and customisation first. According to [Kumar and Reinartz \(2018\)](#), companies may forecast behavior, identify target segments, and tailor communication methods by incorporating customer data into marketing decisions. Businesses may match their marketing messages with the needs and values of their customers by analyzing trends in customer feedback, satisfaction, and loyalty.

[Zeithaml et al. \(2018\)](#) stress that customer satisfaction and perceived value have a direct impact on advocacy and retention in service-based sectors like health and beauty. Long-term connections and brand trust are more likely to be strengthened by marketing strategies that draw on insights from consumer experiences. Customer insights thus serve as strategic resources that influence service delivery and marketing messaging.

4. RESEARCH METHODOLOGY

The purpose of this study was to examine how consumer insights help the beauty and wellness sector create more successful marketing plans and increase brand awareness. The methodology looks at customer perceptions, satisfaction levels, and behavioral patterns using both descriptive analysis and quantitative research methodologies.

Research Design: A descriptive research design was adopted to obtain factual and quantifiable information about customers' awareness, satisfaction, and perception toward beauty and wellness services. The design allowed for the identification of patterns and relationships between service quality, customer satisfaction, and brand recommendation.

4.1. RESEARCH OBJECTIVES

- To assess customer insights and their impact on the development of marketing strategies within the beauty and wellness sector.

- To assess customer satisfaction and its correlation with recommendations and brand advocacy.
- To recognize demographic and behavioral trends that affect awareness and engagement.
- To utilize statistical methods to investigate the connection between satisfaction, loyalty, and the effectiveness of marketing.

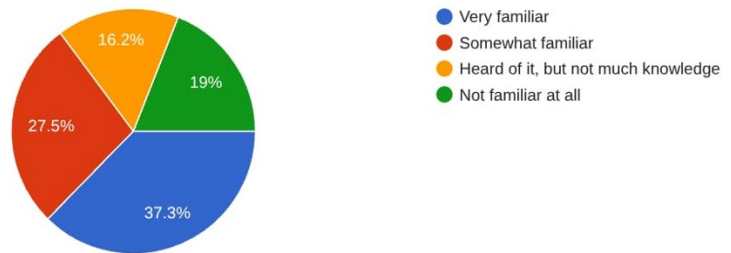
Data Collection: Primary data was collected through a structured questionnaire distributed among 142 respondents, primarily students and customers of beauty and wellness institutes.

Sampling Method: A convenience sampling method was used due to accessibility and time constraints. The sample represented diverse demographic groups, including different age ranges, educational backgrounds, and experience levels with beauty and wellness services.

5. FINDINGS

Brand Awareness

142 responses



- Very familiar: 37.3%
- Somewhat familiar: 27.5%
- Heard of it, but not much knowledge: 16.2%
- Not familiar at all: 19%

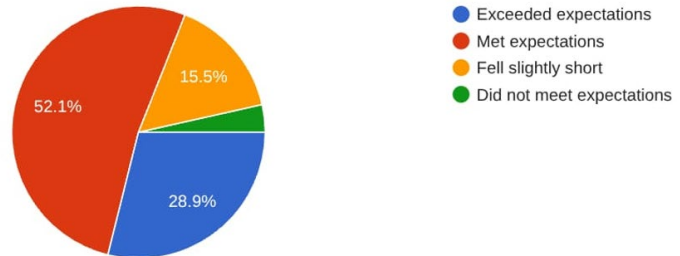
Interpretation:

The brand awareness statistics show that although most respondents are at least somewhat familiar with the brand, the degree of awareness varies greatly. The brand has effectively built a strong presence among a sizable percentage of its audience, as seen by the fact that 37.3% of respondents say they are extremely familiar. This group most likely consists of people who have either directly dealt with the brand or been exposed to regular marketing communications. The 27.5% who are somewhat familiar, however, represent a market that is aware of the brand but may not fully understand its value proposition or offerings. The fact that 16.2% of consumers have only heard of the brand suggests that awareness campaigns are expanding, even though they haven't yet resulted in significant interaction. Lastly, the 19% who say they are completely unfamiliar point to lost chances for market visibility and penetration. Considered together, these results indicate that although the brand has established a foundation of recognition, there is still much space for improvement in terms of enhancing deeper, more significant awareness, particularly among ignorant or inactive consumers.

6. CUSTOMER SATISFACTION

Were your expectations met by our services?

142 responses



- Met expectations: 52.1%
- Exceeded expectations: 28.9%
- Fell slightly short: 15.5%
- Did not meet expectations: 3.5%

Interpretation

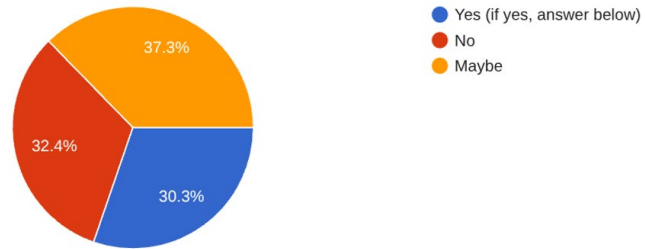
The brand's service performance is positively reflected in the satisfaction data, with 52.1% of respondents saying that their expectations were met and another 28.9% saying that they were exceeded. This combined 81% is a powerful sign of value delivery and service dependability. This degree of happiness indicates that the company successfully satisfies and frequently exceeds the fundamental demands of its customers, which is crucial in the beauty and wellness industry because customer loyalty is fueled by experiential excellence. The 15.5% of respondents who thought the service was somewhat inadequate indicate minor discontent rather than a total breakdown in the experience; this group might just need better expectation management, communication, or personalization. The remaining 3.5% of respondents felt that their expectations were not fulfilled represent a minor but significant subset whose issues need to be resolved in order to stop bad word-of-mouth. Overall, these findings show that the current service model works well, although it might need some focused improvements to close gaps and move more clients into the "exceeded expectations" group.

7. COURSE RECOMMENDATION BEHAVIOR

Course recommendation



142 responses



- Maybe: 37.3%
- No: 32.4%
- Yes: 30.3%

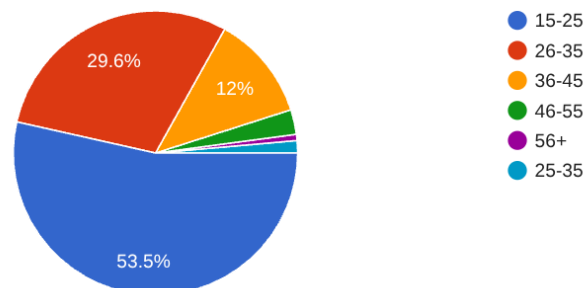
Interpretation:

The recommendation behavior offers an interesting dynamic: 30.3% would recommend the course, 37.3% said Maybe, 32.4% said No, and 0.0% said Never. This suggests that the customers had experiences that were neither overwhelmingly positive nor overwhelmingly negative (moderate or inconsistent service value), that these individuals represent an opportunity (undecided are not rejecting but need stronger reassurance, clearer benefits, or more memorable experiences to convert to promoters), and that the 32.4% who said No could identify service gaps, unmet expectations, or pricing mismatches that could inhibit organic growth. Taken together, the data suggests that while the service has a core base of satisfied customers, the brand needs to work on improving consistency, raising perceived value, and addressing some of the gaps that are reflected in the No responses.

8. AGE GROUP DISTRIBUTION

AGE GROUP

142 responses



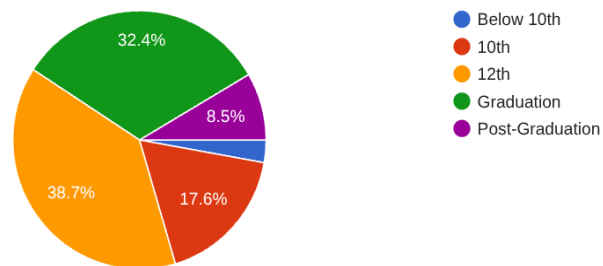
- 15–25 years: 53.5%
- 26–35 years: 29.6%
- 36–45 years: 12%
- Older groups: Minimal representation

Interpretation:

The age distribution shows that there is a significant concentration of respondents in the 15–25 age range (53.5% of the sample), followed by the 26–35 age group (29.6%). The brand's current offerings, communication style, and platforms greatly appeal to trend-conscious, digitally active consumers, as evidenced by the strong skew toward younger demographics. This age profile puts the business in a good position for viral marketing and online interaction because younger people frequently define beauty and wellness trends. However, the decreased percentage of those 36 years of age and above indicates that senior consumers are not as appealing or reachable. This poses a difficulty as well as an opportunity: broadening the range of services offered to address long-term wellbeing, older skin issues, or professional-level services could broaden the clientele.

9. EDUCATIONAL QUALIFICATION**Highest educational qualification completed?**

142 responses



- 12th grade: 38.7%
- Graduation: 32.4%
- 10th grade: 17.6%
- Post-graduation: 8.5%

Interpretation:

According to the educational breakdown, the majority of participants are either students or in the early stages of their careers, with 38.7% of respondents having completed the 12th grade and 32.4% having graduated. This is consistent with the age data and indicates that the audience appreciates easily available, useful, and career-focused learning resources. The 17.6% of people with only a 10th grade education may be interested in pursuing jobs in beauty and wellness, which highlights the significance of program frameworks that are clear and accessible to beginners. Due to varying professional choices, the very modest percentage of postgraduates (8.5%) indicates that advanced academic individuals make up a small share of the audience. Customizing course difficulty, marketing language, and value propositions requires an understanding of this educational context. For instance, marketing messages ought to highlight job opportunities, skill development, and affordability, resonating with a largely semi-professional demographic.

10. DISCUSSION

The analysis of customer insights within the beauty and wellness industry reveals interconnected trends across awareness, satisfaction, demographics, and recommendation behavior. One prominent pattern is the partial strength of brand familiarity. While a majority of respondents recognize the brand, many do so at a shallow level, indicating that awareness is present but not yet translating into full customer understanding or preference. This highlights the importance of reinforcing brand identity and differentiation in a competitive industry where consumers rely heavily on trust, credibility, and perceived expertise.

Customer satisfaction emerges as a strong point, with a substantial proportion of respondents reporting that their expectations were either met or exceeded. This suggests that the brand's core service delivery is effective, consistent, and aligned with consumer expectations. However, the presence of unsatisfied or uncertain customers reminds us that satisfaction alone does not guarantee recommendation. In fact, the recommendation data demonstrates a notable gap: despite high satisfaction levels, many respondents remain undecided about promoting the course. This may indicate that while service quality is acceptable, it lacks distinctive or memorable elements capable of generating enthusiastic advocacy. Alternatively, customers may feel that additional value such as hands-on experiences, certification benefits, or post-service support is needed to fully justify promotion. These results are further contextualized by demographics. Young adults and those with only a high school education make up a significant portion of the brand's audience, indicating that they are mostly aspirational and looking for prospects for personal growth or entry-level jobs in the beauty industry. This group responds very well to relatable stories, influencer material, and digital media. Marketing efforts should therefore focus on aesthetically appealing, instructive, and community-driven approaches that appeal to this demographic. However, the underrepresentation of older groups suggests an unexplored market that may be filled with wellness programs or anti-aging treatments specifically designed for older consumers.

With every aspect accounted for, the data shows a brand with strong underlying performance but apparent room for increased market reach, deeper engagement, and improved value communication. Recommendation rates, long-term loyalty, and total brand effect can all be greatly increased by addressing these issues.

11. CONCLUSION

In conclusion, this analysis reveals a brand positioned favorably within the beauty and wellness industry but still navigating critical areas of growth. The findings underscore a moderate-to-high level of brand awareness, though not universally strong enough to drive confident customer preference or advocacy. This suggests that awareness-building efforts must be more strategic and consistent, emphasizing not only recognition but also meaningfully communicating the brand's value proposition. The majority of participants reported favorable experiences, indicating that customer satisfaction is a key competency. This demonstrates efficient service delivery and puts the brand in a strong position for future growth. But turning customer satisfaction into recommendations is still difficult, which emphasizes the need for better value articulation, more individualized experiences, and improved customer engagement tactics. Customers can become active promoters for the company by developing memorable encounters and encouraging emotional investment.

The significance of focused communication is further reinforced by demographic studies. Opportunities for accessible program designs, skill-building material, and digital-first marketing are presented by the young, varied audience in terms of education. Additionally, an underrepresented elder population has opportunities for growth through age-specific marketing campaigns and customized wellness services.

Overall, a clear strategy direction is indicated by the insights gleaned from this data: increase awareness, improve customer experience differentiation, foster advocacy, and broaden audience reach. In the competitive beauty and wellness market, the brand may strengthen its position, increase consumer loyalty, and foster long-term success by attending to these concerns.

CONFLICT OF INTERESTS

None .

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None.

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