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## Will Guarantee, Guarantee Companies a Door to Door Sale?

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**Abstract:** The aim of the study is to understand the value perception of consumers towards cosmetic brands and the guarantees they provide for creating trust. This study seeks to identify the attitude of consumers regarding a new distribution channel for the cosmetic companies in Pakistan. Furthermore, it will help generate new business avenues for cosmetic brands to offer their products and maximize their reach to far flung areas where there are no shopping malls. The results of the study unveiled that door to door selling offers convenience, health safety in pandemic and privacy to consumers however it also poses security issues to consumers. Moreover, door to door selling has a negative perception in Pakistan and needs high efforts to change the image of door to door selling. It will help in poverty reduction in this Covid-19 Pandemic, as semi literate to literate people of every age and genders can engage in some profitable activity and thus generating income, resulting a boost in economy. Pakistan's population is comprised majority of women. They can benefit from this study because they can do a part time job and generate income in these testing times.

**Keywords:** Cosmetics, guarantees, door to door selling, brand value, Pakistan.

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### INTRODUCTION:

Innovations are basic ingredients of marketing (MacGregor, Sroka, & MacGregor Pelikánová, 2020), therefore finding new ways to sell your product is vital for brands. Cosmetic brands are mostly sold through retail outlets and company owned outlets such as body shop has opened its outlets all over the world. Today, consumers are going mindlessly after new innovations and products in cosmetics. Journals and media is filled with advertisements to persuade them to purchase more and more. Many harmful chemicals are used in formulations which pose health issues to consumers in the name of health, beauty and wellbeing. With the advent of green revolution consumers are increasingly becoming concerned about the negative impact of chemicals used as ingredients in the cosmetics which have adverse effect on their health (Wischhover, 2018).

Oriflamme is one international brand which has brand awareness in direct selling on business horizon of Pakistani market. Consumers will be able to gain access to a variety of cosmetic products at their convenient time and place i.e. they can better control the sales force visiting their homes. Furthermore, it will help generate new business avenues for people. In this pandemic, door to door selling will help in poverty reduction as semi literate to literate people of every age and gender can engage in some profitable activity generating income, resulting a boost in country's economy. The knowledge results from this research will help the managers to make decisions based on consumer's preference. Creating a thought process which helps them to aligned cosmetic strategies to successfully sell their products directly to their targeted consumers.

The process and procedures to keep one's skin healthy and in best condition is called skincare which include cleansers, moisturizers lotions, exfoliating creams, skin lightening products, masks, serums, tanners sunscreen and toners (Rani & Krishnan, 2018). The use of cosmetic products is increasing due to many factors. Media is one of them Media depicts very desirable image of self assured models using different cosmetic products to enhance their appearances. With Enhanced appearances consumers achieve a socially desirable enhanced self image. YouTube beauty blogging is mostly by women and other than this women are taking active part in fashion blogging, beauty video logging (Banet-Weiser, 2017), brand reviews and review various shopping sites. They are able to collaborate with cosmetic brands and can earn which empowers women from far-flung areas to be a part of cosmetic industry and making women play a considerable role in country's economy.

Market is changing drastically youngsters and high earners young adult people are more social media savvy, concerned with image enhancement , enjoy a higher purchasing power however they avoid to reach out physically to check claims or prices (MacGregor et al., 2020). Information, media and social media have changed the landscape of business and transactions across the globe (Steel, 2017). The factors that impact firm's performance invited huge attention in research (Bobenič-Hintošová, Bobenič, Hajduová, & Szajt, 2020). Business growth is the main issue for academia and practitioners and observed that digital layers also play

catalyst to growth and opportunities (Balzer, Užík, & Glova, 2020). Supporting and empowering women through entrepreneurship can pose major growth opportunities for a country and can help in development (Onalan & Magda, 2020). Due to changing market opportunities and due to economic pressures women try to indulge in direct selling business online (Steel, 2017).

Consumers worldwide find direct selling a source of convenience. Easy to understand demonstrations helps them to know the product in better light and no hassle of going for buying the products. Therefore, marketers need information to develop door to door selling strategies for cosmetic brands to align their company strategies.

### **Literature Review:**

The process and procedures to keep one's skin healthy and in best condition is called skincare which include cleansers, moisturizers lotions, exfoliating creams, skin lightening products, masks, serums, tanners sunscreen and toners (Rani & Krishnan, 2018). The use of cosmetic products is increasing due to many factors. Media is one of them Media depicts very desirable image of self assured models using different cosmetic products to enhance their appearances. With Enhanced appearances consumers achieve a socially desirable enhanced self image. YouTube beauty blogging is mostly by women and other than this women are taking active part in fashion blogging, beauty video logging (Banet-Weiser, 2017), brand reviews and review various shopping sites. They are able to collaborate with cosmetic brands and can earn which empowers women from far-flung areas to be a part of cosmetic industry and making women play a considerable role in country's economy.

The economic impact and size of direct marketing is in debate from decades. The economic implications of direct marketing could not be ignored in the composition of an overall economic picture. It is very fast changing and rapidly growing industry all over the world. The market for skin care products is worth US\$229 million (Rani & Krishnan, 2018). In this industry to sustain competition and progress companies have to constantly look out for the emerging trends and companies are in a cut throat competition in this multi- billion dollar cosmetic market.

Today direct marketing is observing growth however the level of trust is not increasing. People are still doubt full about majority of direct sales and door to door sales has a very negative image. This situation is very different in other countries where they enjoy smooth sales in direct channels and door to door sales. Marketers need to understand ways in which they can counter this problem for their cosmetic brands.

Abduh (2021), stated in their research about a different type of guarantee which is halal ingredients guarantee if not observed can severe the relationship of consumers forever and may anger the consumers to get lawsuits as well. Guarantee are of two types conditional and non conditional (Alqahtani & Gupta, 2018). Guarantees play a vital role in creating trust for the consumers and they work for the firms and consumers both to find a common ground. If the product fail to perform during the guaranteed time the firms reset the time to zero (Alvarez-Alvarado & Jayaweera, 2018). However, in third world countries such standards are not followed which disintegrate the image of guarantees even more.

Doing business online has become an important alternative way to buy physical products from personally going shopping to malls in cities (Steel, 2017). In this pandemic it has proved to be safe and in some cases the only choice for retailers for the marketing and distribution of products and services directly to consumers. Previous research confirms that this also adds value to firms and consumers as consumers get their products directly at their door step and companies have seen enhanced profits for their when they added additional direct marketing to their retail mix (Pu, Sun, & Shao, 2020).

### **Data and Methodology:**

The objectives of the study is to understand the attitude of consumers related to product guarantee on consumers who want to purchase in door to door selling. This understanding will assist companies to identify the underline causes and their implications on door to door selling of cosmetics products in Pakistan. The case study method is employed to utilize both primary and secondary data to assess empirical qualitative method approach research. The sampling technique used in this current research is purposive sampling. The objective was achieved by administrating a structured interview containing both open ended and closed ended questions with women respondents selected through purposive sampling during December 2020. These respondents were also observed in their natural settings.

To maintain rigor of the research experts having more than ten years of experience in field work in marketing were asked to check questionnaire interview concepts and wordings. The data was collected through interview survey research method using 40 unstructured questionnaires. The unstructured interviews included 7 numbers of questions. The final 30 samples were used for the purpose of this qualitative study.

The sample was gathered mainly from Islamabad and Rawalpindi which are the capital city and cosmopolitan cities of Pakistan. The main sample unit is females because they are better informed about the cosmetics and use the most categories of cosmetics as color cosmetics, hair care and skin care. Therefore they were finalized as target respondents for this research. This study undertook an empirical qualitative approach involving in-depth interviewing among a random set of females about door-to-door. This began with a small pilot study to help

shape the topic, guide and counter any unforeseen problems. The interviews were transcribed from recording and analyzed for emerging themes. The data were analyzed in accordance with data driven qualitative approaches and the questions identified from expert interviews and preliminary unstructured interviews were finally made their way to the final interview questionnaire.

### **RESULT AND DISCUSSION:**

The results of the research are analyzed and discussed in detail

#### 1. Would you buy if u get money back guarantees from door to door selling?

This question helped to understand the attitude of the consumers towards the augmented aspect of marketing for direct selling of cosmetics product. This question identified that what the consumers feel about the use of money back guarantee factor in their offer. The interviewees gave a very different insight which was rather surprising. These augmented products are considered a kind of guarantee in other cultures and even in our culture but the majority of the interviewees considered this aspect just another trap.

Majority was sure that this will have no effect on their decision. The female consumers with a negative attitude toward the door-to-door selling of cosmetics stated that this attribute will not persuade them to buy the cosmetics products while the positively inclined ones stated that they will buy the products but money back guarantee will not affect them. Only a few interviewees stated that they will buy if they get money back guarantee. Minority of the consumer had a positive attitude and surprisingly majority of the consumers had negative attitude towards the door to door selling of cosmetics.

#### 1. Do you believe direct selling which give guarantees are ethical companies?

This question helps to understand the perception of the consumers towards the ethical standards of direct selling of cosmetics product. Historically, the sales teams have thought to be manipulative, quack , fakers and are distrusted by consumers and general public (Anderson, Cohen, Christ, Mehta, & Dubinsky, 2020). Mostly the interviewees with the positive attitude towards the direct selling of cosmetics stated that these companies would be ethical otherwise they will not be able to survive. However, those who had a negative attitude, responded that the companies are not ethical by nature.

#### 2. Would you buy if you know the individual, personally who sells the product?

This question was to understand that if company's employee people who are know to consumers will they trust the company and its products. This question identified that majority of the consumers think that if they knew the sale representative selling the products this will have no effect on their positive buying decision. The interviewees gave a very different insight which was rather surprising as majority of consumers stated that they don't believe in guarantee and have issue that it is mostly for just show and to attach value.

#### 3. If you get easy to return and complaint policy will you buy?

This question was to ask understand the attitude of the consumers towards the augmented aspect of marketing for direct selling of cosmetics product. This question identified that what the consumers feel about the use of easy to return and complaint policy. These augmented products are considered a kind of guarantee in other cultures and even in our culture but the majority of the interviewees considered this aspect just another trap. Majority was sure that this will have no effect on their decision. The female consumers with a negative attitude toward the door to door selling of cosmetics stated that this attribute will not persuade them to buy the cosmetics products while the positively inclined ones stated that they will buy the products but money back guarantee will not impact them only a few interviewees stated that they will buy if they get money back guarantee.

#### 4. Do you see direct selling becoming more widely used or comparable to current retailing?

This research question was to gauge the value perception of the interviewees about the comparability of door-to-door selling of cosmetics product with store retailing. This will give more insight into the consumer's acceptability of this phenomenon. Retailing is very dominant distribution channel in Pakistan and has a mark on the mind of consumers. This question revealed the acceptability of an alternative shopping medium of cosmetic products in Pakistani environment. Majority of the consumers stated a clear acceptability of the door-to-door selling channel provided the security concerned are addressed.

#### Demographics:

The data was collected by females through interview survey

#### 5. Gender

This question was asked to understand the demographic makeup of the respondents mostly younger age segment of females were interested in cosmetic brands.

#### 6. Annual spending

The interviews uncovered that the annual spending was around 10,000 PKR minimum per year on cosmetics products of average Pakistani which translates a strong market of cosmetics in Pakistan.

### **CONCLUSION:**

During the pretest many female consumers were stating many different brands in different product categories. This means there is no dominant brand which caters to all categories in Pakistan. Consumers were willing to buy

from door to door different concerns like privacy issues, law and order issues; consumer demanded some kind of assurance to let the personnel visit them for door to door sales.

#### **RECOMMENDATIONS:**

The following are some suggestions:

1. People do want to shop from the convenience of their homes provided they have trust on the brands.
2. The guarantee will only work if backed by strategies to strengthen the promise.
3. Companies have to change the image of the direct marketing itself in Pakistan as it is very negative in regard of door to door sales.

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