

# EFFECTIVENESS OF DIGITAL MARKETING CHANNELS AND PROJECT MANAGEMENT FOR IMPULSIVE BUYING BEHAVIOR IN THE CHINESE COSMETIC INDUSTRY

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**ABSTRACT:** In recent years, the Chinese beauty industry has expanded significantly due in part to the implementation of internet marketing strategies. Chinese consumers, particularly in the cosmetics industry, have been observed to exhibit impulsive purchasing behavior. In light of this, our research aimed to determine the influence of digital marketing channels and project management on Chinese cosmetic consumers' impulsive purchase behavior. To achieve this objective, we conducted a comprehensive analysis of 104 publications using narrative and conventional literature review methods while adhering to the PRISMA protocol. According to the data, social networking sites, e-commerce sites, and search engines significantly impact Chinese consumers' propensity to make impetuous purchases. These platforms allure users and encourage impulse purchases by creating environments conducive to impulsive decision-making. The study also highlighted the importance of efficient project management to maximize the impact of digital marketing channels on impulse purchases. Through effective project management, businesses can increase the impact of their digital marketing on impulse purchases. This study identifies the fundamental components influencing impetuous purchasing behavior in the Chinese cosmetics industry. In practice, the study provides digital marketers and project managers in the cosmetics industry with important information on effectively promoting impulse purchases. This study emphasizes the significance of digital marketing channels and project management in stimulating impetuous purchasing behavior in the Chinese cosmetics industry. This study provides valuable insights to digital marketers and project managers, allowing them to increase the effectiveness of their promotional efforts.

**Keywords:** Digital Marketing, Project Management, Impulsive Buying Behavior, Chinese Cosmetic Industry, Marketing Effectiveness.

## 1. Introduction

In recent years, the cosmetics industry in China has experienced phenomenal expansion, largely to an increase in the average disposable income of consumers and the development of e-commerce platforms (Wu, 2022). This has resulted in increased competition among cosmetic companies, which has prompted them to experiment with new marketing tactics to attract and keep customers (Leung, Gu, & Palmatier, 2022). According to Rutz and Watson (2019), using digital marketing channels and project management has become increasingly important among these strategies. According to Veleva (2019), digital marketing channels like social media, smartphone applications, and e-commerce platforms have been proven advantageous in increasing marketing campaigns' effectiveness. Additionally, utilizing efficient project management techniques can boost the effectiveness of these initiatives, which is especially important when focusing on impulsive purchasers (Gong et al., 2020). As a consequence of this, the objective of this study is to evaluate the impact that digital marketing channels and project management have on impulsive purchasing behavior in the Chinese cosmetics industry.

Previous research (Pandey, Nayal, & Rathore, 2020) examined the effectiveness of digital marketing channels and project management strategies in marketing campaigns. For example, Kaur and Kumar (2020) conducted a study to evaluate the efficacy of several digital marketing channels in the Indian beauty industry. Chen (2020) investigated the influence that project management has on marketing performance in the Taiwanese fashion industry. Even though these studies have provided helpful insights, a dearth of research focuses specifically on the efficiency of digital marketing channels and project management in influencing impulsive purchasing behavior in the Chinese cosmetic industry (Wangshu & Guanhua, 2020). This is a problem.

There is also a gap in the research literature that is currently available on the references that have been provided. There is a paucity of research that focuses solely on the Chinese market, even though numerous studies have explored digital marketing and project management in the beauty industry (Shen et al., 2022; Wang & Ni, 2022; Zhang & Gong, 2023). There is a major gap in the research on the

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impact of project management and digital marketing channels on impulsive purchasing in the Chinese cosmetics industry (Pinto, 2021). This is even though impulsive buying behavior has been investigated in several settings. As a result, the fundamental goal of this work is to fill this knowledge lacuna and provide illuminating information. By providing exact definitions and operationalizing these factors, this study aims to increase our understanding of digital marketing, project management, impulsive purchase behavior, the Chinese cosmetic sector, and efficacy. These concepts have been shaped by prior study inquiries, such as the ones conducted by Sritanakorn and Nuangjamnong (2021). By precisely characterizing and operationalizing these factors, this research aims to contribute to the existing body of knowledge about

The primary purpose of this study is to evaluate the connection between the efficacy of project management, the management of digital marketing channels, and impulsive purchasing behavior. The research will investigate whether or not there is a connection between these different characteristics. We will investigate the efficacy of digital marketing channels, specifically how effectively they attract and retain customers when used on various platforms such as social networking, mobile applications, and online shopping websites. According to Ershadi et al. (2020), "project management" describes a methodical approach to planning, coordinating, and supervising the allocation of resources to achieve a set of predetermined objectives. According to Yi and Jai (2020), consumers engage in impulsive buying behavior when they make unplanned purchases prompted by immediate feelings and sensations. In the phase of the study devoted to methods, the user-specified variables will be elaborated upon and turned into operationalized data.

The significance of the studies carried out in China cannot be overstated. Because China places great

emphasis on research and development, the country has made major strides in various fields, including agriculture, medicine, and technology (Yu, Dong, & De Jong, 2022). Shaturaev (2021) The nation's consistent expenditure, which has witnessed continuous expansion over time, is evidence of its enduring dedication to research and technology. Because of this investment, China has climbed to the top of the rankings in several fields (Shao, Yu, & Feng, 2019). In addition, it is important to underline the part that research has played in China's efforts to combat the COVID-19 epidemic (Mei, 2020). According to Park, Hong, and Shin (2022), China's cosmetics industry has experienced rapid growth in recent years and is currently considered one of the most successful in the world. According to a recent report by Le Xuan (2019), Chinese cosmetic companies are embracing project management systems and digital marketing platforms to enhance their marketing strategies and better capitalize on the present expanding trend. According to Denga, Vajjhala, and Rakshit (2022), these platforms are used to enhance marketing strategies and maintain a competitive advantage over other organizations. According to Katsikeas, Leonidou, and Zeriti (2020) research, if they use these methods, they might be able to improve their marketing efforts and maintain their position as market leaders. This research was carried out to determine the efficacy of various strategies in the battle against impulsive shopping behavior (see table 1 for more information). The research findings have the potential to lead to the creation of marketing strategies that are more effective for the Chinese cosmetics industry. In addition, cosmetic companies that already operate in the Chinese market may obtain useful information from the survey, enabling them to acquire a deeper comprehension of the preferences and routines of Chinese consumers. With this information at their disposal, these companies could devise unique marketing strategies to satisfy the specific requirements of a certain target niche.

Table 1 Research Objective and Research Questions

Objective	Research Questions
To explore the effectiveness of digital marketing channels and project management for impulsive buying behavior in the Chinese cosmetic industry.	1. What are the most effective digital marketing channels for impulsive buying behavior in the Chinese cosmetic industry? 2. How does project management impact impulsive buying behavior in the Chinese cosmetic industry?

Within the context of the Chinese cosmetics market, this study aims to explore the efficacy of digital marketing channels and project management in influencing shoppers' propensity to make impulsive purchases. The results of the study are intended to accomplish several goals.

**Methodology**

This study investigated the relationship between customers' propensity to make impulsive purchases in the cosmetics industry in China and how digital marketing channels and project management influence

that relationship using both narrative and traditional techniques of reviewing the relevant literature. This study has examined a significant quantity of literature from Google scholar, ProQuest, Taylor and Francis, Elsevier, and Scopus. The study used the PRISMA model, and several combinations of study themes were used to search for relevant material. The initial search turned

up somewhere in the neighborhood of three hundred results. Utilizing narrative and traditional methods of literature review and rigorous search strategies, this study aimed to investigate the effects that digital marketing channels and project management have on consumers' propensity to make impulsive purchases in the Chinese cosmetics business.

Table 2 Keyword Combinations and Search Terms

Category	Search Terms
Digital Marketing Channels	"digital marketing" OR "online marketing" OR "internet marketing" OR "social media marketing" OR "mobile marketing" OR "e-commerce" OR "search engine optimization" OR "content marketing"
Project Management	"project management" OR "marketing project management" OR "campaign management" OR "project planning" OR "project coordination" OR "team management" OR "budget management" OR "risk management"
Impulsive Buying Behavior	"impulsive buying" OR "impulse buying" OR "spontaneous buying" OR "unplanned buying" OR "emotional buying" OR "compulsive buying" OR "buying behavior" OR "purchase behavior"
Chinese Cosmetic Industry	"cosmetic industry," OR "beauty industry," OR "skincare industry," OR "makeup industry," OR "personal care industry," OR "Chinese cosmetics" OR "cosmetic brands in China" OR "cosmetic market in China"

The study includes publications that explicitly explored the impact of digital marketing channels and project management on impulsive buying behavior in the Chinese cosmetic sector. These articles were included in the research. The study's authors went through the 104 different articles to determine which ones fulfilled this research condition. The results of a comprehensive investigation into each study are shown in Table 2. This study aimed to investigate the role that project

management and digital marketing channels have in the impulsive purchase of cosmetics in China. After determining the topics, we continued to classify them into sub-themes that covered a variety of facets that are pertinent to digital marketing in the Chinese cosmetics business. Applying this specific category made the data analysis process simpler and made it possible to conduct a more in-depth investigation into the issue at hand.

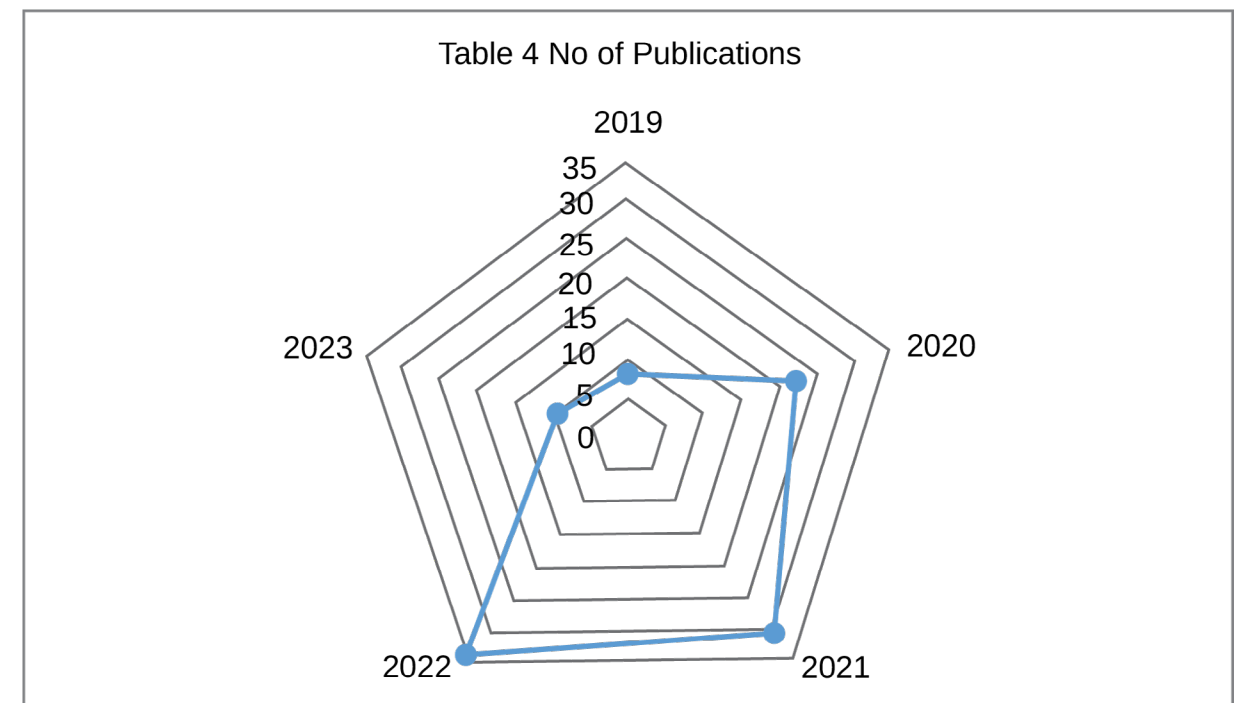


Figure 1 Publications Pattern

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The researcher analyzed the data from the chosen articles using various methodologies, including narrative analysis and traditional literature reviews. The purpose of this research was to fully understand how digital marketing channels and project management influence impulsive purchasing behavior in the Chinese cosmetics industry, so the data was investigated and analyzed.

Table 3 PRISMA Screening of Selected Articles

Stage	Number of Articles
Initial Search	300
Screening	200
Eligibility	170
Inclusion	128
Exclusion	20
Final Analysis	104

The investigation of the existing body of literature on the efficiency of digital marketing channels and project management in influencing impulsive purchasing behavior in the Chinese cosmetics industry was carried out by applying a meticulous and stringent method. The PRISMA methodology was utilized by the researchers so that they could ensure the study was both transparent and repeatable. They undertook a comprehensive investigation and analysis of 104 papers so that they could produce subjects and material that were important to the field (see table 4 and picture 1).

Table 4 Publications Pattern

Year	No of Publications
2019	8
2020	22
2021	31
2022	34
2023	9

### 2. Literature Review Theoretical Background

Because Chinese consumers have become more discerning and have greater standards for the products they purchase, the cosmetics industry has experienced significant growth (Yang, Jin, & Jung, 2020). Guven (2020) Companies in this industry have come to recognize the benefits of utilizing digital marketing, particularly through social media and e-commerce platforms, to successfully engage new customers and boost sales. According to Lehnert, Goupil, and Brand (2021), these digital platforms offer businesses valuable opportunities to communicate with the people in their target audience and advertise

their products. However, further study has to be done on the impact of digital marketing channels and project management on impulsive buying behavior within the Chinese cosmetics business (Wangshu & Guanhua, 2020). This area of research is particularly important given the rapid growth of the cosmetics industry in China (Man & Rahman, 2019). According to research published in 2020 by Van Steenburg and Naderi (2020) in consumer psychology, "impulsive buying behavior" refers to unplanned and hasty purchases performed without sufficient planning or contemplation. According to X. Hu, Chen et al. (2019), the behavior of making impulsive purchases can be influenced by a range of factors, including personal characteristics, social pressure, and marketing stimuli. It is fascinating to observe how social networking platforms, search engine optimization, and internet advertising have significantly impacted client behavior, specifically their tendency to make impulsive purchases (SHIJU, 2023). Because China has such a large population of people using popular social media platforms like WeChat, Weibo, and Douyin, the country offers an abundance of marketing opportunities for businesses that deal in cosmetics (Armano, 2020).

Effective project management is one of the most important factors determining the success of digital marketing efforts (El Junusi, 2020). Hu and Kee (2022) Adequate planning, execution, and monitoring of marketing operations are necessary to guarantee that marketing activities follow the organization's overall strategy and objectives. According to Liang et al. (2022), inadequate project management can negatively impact sales, lead to unsuccessful marketing efforts, and waste expensive resources. Consequently, businesses must acquire an awareness of the effectiveness of digital marketing channels and project management regarding impulsive purchase behavior within the Chinese cosmetics industry (Wang & Chapa, 2022). If you have this knowledge, it will be much simpler for you to develop effective marketing strategies, which will, in turn, lead to a rise in sales (Das et al., 2021).

#### Social Media Marketing

It is essential to acknowledge the significant impact of social media marketing on Chinese companies' digital marketing strategy (Li, Larimo, & Leonidou, 2021). WeChat, Weibo, and Douyin are social media platforms that have expanded greatly in popularity and user base, enabling various marketing opportunities

for cosmetics companies (Zhang, Xu, & Ye, 2022). These are just some social media platforms that have grown significantly in popularity and user base. According to Haenlein et al. (2020), businesses that utilize these channels have a better chance of increasing their income, establishing a powerful brand presence, and effectively communicating with their target audience.

Hassan, Hsbollah, and Mohamad (2022) found that there is a large amount of evidence to suggest that marketing done via social media may have an impact on impulsive purchasing behavior in a variety of different ways. According to Puthusseray (2020) research, advertising methods that include sponsored posts, banner advertisements, and video commercials have the power to successfully sell cosmetic items by catching the attention of prospective consumers. In addition, powerful endorsers have evolved in the shape of influential users of social media platforms (Aw & Labrecque, 2020). According to Chen et al. (2019), their followers are more likely to make impulsive purchases after reading their suggestions.

According to Bushara et al. (2023), cosmetic companies that effectively use social media marketing tactics may be able to leverage the tendency of their clients to make impulsive purchases. As a direct consequence of this, these businesses will observe an increase in their revenue and the visibility of their brand Chen and Zhong (2022). Despite this, academics must conduct additional research and obtain a deeper knowledge of how social media marketing promotes impulsive purchasing behavior in the context of the Chinese cosmetic business (Wangshu & Guanhua, 2020).

#### Search Engine Optimization (SEO)

According to Yan et al. (2020) (authors of the study mentioned above), search engine optimization (SEO) may considerably impact customers' propensity to make impulsive purchases in the cosmetics business. Cosmetic companies can increase the exposure of their products and make them simpler for clients to obtain by actively loading their websites with relevant keywords and attempting to climb the SERPs (Chapuzet & Bawono, 2021). Consider the following: Someone searches the internet using the phrase "best cosmetics in China." According to Ziakis et al. (2019), an organization that applies search engine optimization tactics to improve its website is more

likely to appear at the top of the search results page. (Ziakis et al., 2019).

This significantly higher exposure could completely alter the course of events. According to Al-Samarraie et al. (2019), the visual impact of having a brand or product prominently featured in search results has the potential to influence the decisions that customers make regarding the purchases that they make. It instills in them a sense of urgency or interest, which makes consumers more likely to make snap decisions regarding their purchases (Gao & Yee, 2022). After all, when something catches our attention, seems popular, or comes highly recommended, we tend to be more inclined to take rapid action on the topic (Iyer et al., 2020). In other words, we are likelier to act on anything with all three characteristics.

According to Y. Yu and Zhouyan's research (Yu & Zhouyan, 2020), researchers need to spend more time and effort to acquire a better knowledge of the specific impacts of SEO approaches on the impulsive shopping behavior of customers in the Chinese cosmetics industry. According to Bhandari and Bansal (2019), companies can successfully build techniques to boost their online presence and inspire impulsive purchases if they first determine how search engine optimization (SEO) affects clients' decision-making processes. This information is necessary for businesses to establish successful strategies. Melović et al. (2020). It is a fascinating area of research that provides much potential for organizations interested in optimizing their effect in the digital market.

#### Online Advertising

Digital marketing has seen a tremendous transformation, particularly in Internet advertising, which has become a successful channel for cosmetic companies in China (Varadarajan et al., 2022). Banner adverts, search ads, and video commercials are some advertising opportunities available on well-known platforms such as Baidu, Tencent, and Alibaba (Horstmann, 2021). According to Gupta, Nair, and Radhakrishnan (2021), the various marketing strategies used may have a sizeable impact on the impulsive purchasing behaviors of clients.

According to Júnior et al. (2023), it has been demonstrated that advertising cosmetic products online is an effective method for attracting the attention of potential buyers and making sales of these products. Banner advertisements could be strategically placed

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by companies on websites that are often viewed by their target audience (Bleier, 2021). For instance, if the audience you want to attract is interested in beauty, it would be a good idea to publish advertisements on popular beauty blogs and forums (Guan, 2021). Displaying relevant search advertising to clients when they conduct particular keyword searches, such as “buy cosmetics online,” may also be an effective method for encouraging individuals to make impulsive purchases (Gao, 2022).

There is also the possibility of using video adverts on well-known video-sharing websites like Youku and Tudou (Shon et al., 2021). This is yet another fruitful strategy that might be implemented. These platforms give users the ability to showcase cosmetic items in an aesthetically appealing manner, which may boost the appeal of the products to potential customers (Wu et al., 2022). The attention of a viewer may be captivated by a video commercial, emotions may be produced, and a strong desire to try out the highlighted objects may be sparked; all of these things might eventually lead to choices regarding impulsive purchasing (Becker et al., 2023).

**Project Management**

Effective project management is one of the primary factors determining how successful marketing campaigns are in digital marketing. Sandhu, Al Ameri, and Wikström (2019) Project management ensures marketing operations follow the larger corporate strategy and objectives by painstakingly planning, carrying out, and monitoring those operations. According to Belvedere et al. (2019), a poor approach to project management can result in inefficient marketing campaigns, the waste of available resources, and even a detrimental influence on sales. As a consequence of this, companies have to place a high priority on efficient project management if they wish to effectively impact the impulsive purchasing patterns of their customers (Ong et al., 2021). According to Stanitsas, Kirytopoulos, and Leopoulos (2021), organizations that implement effective project management strategies have a far better chance of developing marketing campaigns that are profitable and have a significant impact on their target audience.

According to Hartanto, Firmansyah, and Adhrianti (2022), Firmansyah, and Adhrianti, one of the most important things to do to implement a marketing plan successfully is to set detailed and measurable targets. According to Swann et al. (2021), outlining the

campaign’s objectives in as much detail as possible can help provide the effort with more emphasis and direction. Because of this, companies have a far better understanding of how to evaluate their development and achievements. In addition, for the campaign to have the most possible impact, it is essential that the strategic resources be dispersed efficiently (Weintraub et al., 2021). It is possible to achieve optimal output and utilization, provided that appropriate consideration is given to how resources, such as the employees, the budget, and the technology, are distributed.

In addition, successful project management calls for continuous evaluations and making any necessary improvements to the marketing strategy (Picciotto, 2020). It is possible to significantly improve the effectiveness of a campaign by continuously monitoring its success, gathering relevant data and feedback, and making any necessary alterations in real-time (Tasoglu, 2022). According to Nigam et al. (2023), this iterative strategy allows businesses to adjust to evolving market conditions, changing consumer behaviors, and new trends. Ultimately, this method allows businesses to maximize their impact on the tendency of consumers to make impulsive purchases.

El Junusi (2020) To summarize, the successful execution of project management is a crucial component of digital marketing initiatives. Businesses can achieve the results they seek in the Chinese cosmetic market if they establish specific objectives, carefully allocate resources, and regularly evaluate and change the campaign (Huang & Cai, 2021). This will allow businesses to maximize the effectiveness of their efforts to influence impulsive purchase behavior and achieve the results they seek.

**Impulsive Buying Behavior**

Impulsive purchase behavior is a crucial component that must be taken into consideration in order to evaluate the effectiveness of digital marketing channels and project management in the Chinese cosmetics industry (Gu et al., 2021). For businesses to successfully increase their sales through the channels mentioned above and methods, they need to have a strategic awareness of the factors that lead to impulsive purchasing. According to Kimiagari and Malafe (2021), impulsive purchasing behavior is influenced by several different factors, including marketing stimuli, social impact, and individual characteristics. According to Ittaqullah, Madjid, and Suleman (2020), marketing

stimuli can encourage customers to behave hastily and make impulsive purchases. Examples of marketing stimuli include compelling adverts on social media and alluring online promotions. According to Sudirjo et al. (2023), businesses can increase their revenue by taking advantage of customers’ tendency to engage in impulsive activity using the abovementioned indications.

Social impact is another major factor that plays a role in impulsive purchasing behavior. According to X. Hu et al.’s 2019 research, suggestions from influencers and positive feedback from customers may have a substantial impact on consumers’ purchasing decisions. Customers may make hurried purchases to imitate their favorite influencers or other trusted people when they observe them recommending a cosmetic product Bhukya and Paul (2023). This could lead to unintended consequences for the business. How an individual

makes impulsive purchases is also greatly impacted by personal characteristics. According to Dwidienawati et al. (2020), the reactions of individuals to various digital marketing campaigns depend on a wide range of aspects. These factors include feelings, personality characteristics, and buying behaviors. According to Hu, Chen, and Davison (2019), businesses can increase the likelihood of customers making impulsive purchases by analyzing their target audience’s feelings, interests, and actions and then designing their digital marketing campaigns to appeal to those attributes. In conclusion, businesses in the Chinese cosmetic industry must develop effective digital marketing strategies by considering impulsive purchasing behavior and utilizing components such as marketing stimuli, social influence, and individual characteristics (see table 5). By doing so, they stand a better chance of boosting their sales growth and improving the effectiveness of their marketing campaigns.

Table 5 Variables and Operational Definitions

Variable	Operational Definition
Digital Marketing Channels	The various online channels companies use to promote their products and services include social media, mobile marketing, e-commerce, search engine optimization, and content marketing.
Project Management	The process of planning, coordinating, executing, and controlling a project from start to finish, including activities such as team management, budget management, risk management, and communication management.
Impulsive Buying Behavior	The tendency of consumers to make unplanned purchases in response to stimuli such as emotional triggers, promotions, or social influence.
Chinese Cosmetic Industry	The beauty and personal care market sector includes companies based in China or operating in China, including domestic and international brands.

**Process of Management for Impulse Buying Behavior**

According to Ketter and Avraham (2021), it is of the utmost importance for companies who operate in the Chinese cosmetic sector to guarantee that their digital marketing channels and project management techniques are effective. There is a correlation between the employment of effective digital marketing platforms and increased sales growth. Nevertheless, it is essential to emphasize the role of efficient project management in ensuring that marketing initiatives are well-planned and carried out (Nordahl-Pedersen & Heggholmen, 2023). According to Syed, Mehmood, and Qaiser (2023), the utilization of a variety of digital marketing strategies, such as advertising online, social media marketing, and search engine optimization, has the potential to significantly increase brand awareness, attract a greater number of prospective customers, and effectively promote cosmetic products. It has been discovered that these channels have the potential to influence the propensity of customers to make impulsive

purchases, which would lead to an increase in sales.

It is essential to engage in rigorous planning, exact execution, and vigilant monitoring of all campaigns to achieve successful project management in digital marketing (Sayal, 2019). It is critical to define explicit and measurable goals, efficiently distribute resources, and constantly analyze and alter methods if one wants to succeed in a marketing campaign. These steps are all essential. According to Soma, Li, and Maclaren (2021), poor project management can have a detrimental influence on sales, the effectiveness of marketing efforts, and the resources available to run those campaigns.

According to Saura, Ribeiro-Soriano, and Palacios-Marqués (2021), organizations need to use a structured project management methodology to maximize the effectiveness of digital marketing channels and project management. The steps involved in managing projects related to this area of research are outlined in table 6, which may be found below.

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Table 6 Proposed Project management process

Project Management Process	Description
Initiation	This phase involves identifying the project objectives, stakeholders, and scope. This research topic involves identifying the key digital marketing channels and project management strategies that can influence impulsive buying behavior in the Chinese cosmetic industry (Wang & Chapa, 2022).
Planning	This phase involves developing a detailed project plan that outlines the activities, timelines, resources, and risks associated with the project. This research topic involves developing a digital marketing plan that outlines the specific strategies, tactics, and budget for each channel, as well as a project management plan that outlines the roles, responsibilities, and timelines for each team member (Rizvanović et al., 2023).
Execution	The implementation phase reflects the project strategy's operationalization, during which digital marketing actions are carried out. This includes content production, advertising design, website optimization, and campaign monitoring. It is critical to use effective project management practices that include regular progress monitoring, open lines of communication with team members, and quickly resolving any obstacles or dangers that may develop. These techniques guarantee project deadline adherence and allow quick identification and resolution of difficulties Fedoryshyna et al. (2021).
Monitoring and Control	Researchers continuously assess campaign success during this phase and make any required changes to obtain the best results. Effective project management strategies that include monitoring key performance indicators (KPIs) are critical. Website traffic, click-through rates, conversion rates, and other relevant metrics may be included in these KPIs. Project managers may discover areas for improvement and execute required changes to increase campaign effectiveness by continuously monitoring these indicators. The importance of this strategy in producing effective results has been highlighted by Neundorf and Öztürk (2023).
Closure	The project's final phase entails completing the remaining tasks and reviewing the success reached. Effective project management strategies are also essential during this time. This includes doing a post-mortem evaluation to evaluate project accomplishments and opportunities for improvement. It is also critical to capture lessons learned during the project's lifespan and provide suggestions for future initiatives. According to Kajala (2021), these techniques increase efficiency and effectiveness in future project execution.

By utilizing effective digital marketing channels and employing proficient project management strategies, businesses can influence impulsive buying behaviors and drive sales growth.

**3. Future Research Agenda  
Impact of Influencer Marketing**

Over the past several years, influencer marketing has rapidly become one of the most effective forms of digital marketing in the Chinese beauty industry. Because of the proliferation of social media platforms like as WeChat and Weibo, businesses are increasingly capitalizing on the influence of social media influencers in order to sell their products and expand their client base (Vrontis et al., 2021). This trend is expected to continue growing in the coming years. A future study may investigate the impact that influencer marketing has on the impulsive buying behaviors of consumers in the Chinese cosmetics business. This could involve researching the efficacy of the marketing plan in question and developing strategies that can help companies make the most of the opportunity it presents to boost their sales figures.

**Role of Customer Reviews**

According to Mazeed et al. (2019), the importance of customer evaluations cannot be overestimated because

they significantly influence consumers' actions and decisions regarding their purchases. It is a typical practice among businesses operating in the cosmetics market in China to request feedback from customers on their websites and social media platforms. These requests are made to customers who have already purchased products from the company. The connection between customer reviews and impulsive purchasing behavior is a potentially fruitful area for further research (Khan et al., 2022). According to Vrontis et al. (2021), it would be beneficial for companies to investigate how they might use customer reviews as a digital marketing tool to influence customer behavior and increase sales.

**Effectiveness of Personalized Marketing**

Whether or not tailored marketing is effective is the subject of the current research. This marketing technique entails personalizing the marketing messages and promotions to cater to each customer's specific interests, behaviors, and preferences (Rosário & Raimundo, 2021). According to Choe, Baek, and Kim (2023), personalized marketing has been highlighted as a method that can be successful for companies active within the Chinese cosmetic industry. Businesses can broaden their customer base, and experience increased revenue if they focus their marketing efforts on catering to each customer's unique

requirements and inclinations. Alternate wording could be: Evaluating how effective tailored marketing is in the Chinese cosmetic industry is a fruitful path for future research (Leung et al., 2022). This is an interesting area for future investigation. This could entail researching how businesses use data and technology to customize their marketing communications, as well as determining how customers respond to such individualized strategies (Song et al., 2022).

**Impact of Cultural Values on Impulsive Buying Behavior**

The purpose of this study is to investigate the connection that exists between cultural values and impulse shopping behavior. In particular, it focuses on the cultural environment of China, where collectivism, face-saving, and social hierarchy are major values that may influence consumers' purchase decisions (Wang et al., 2021). This research was conducted by Pengji Wang and colleagues in 2021. Long et al. (2022) suggest that one possible direction for future research could be to investigate the influence of cultural values on impulsive purchase behaviors within the Chinese cosmetic business. This could

include investigating how organizations that operate within this industry can use digital marketing channels and project management procedures to successfully address these values and potentially enhance sales growth (Yi, Wang, & Shu, 2020).

**Role of Technology in Project Management**

The application of technology has had a considerable impact on the management of projects. According to Tavera Romero et al. (2021), it has fundamentally altered how companies manage their marketing initiatives. Businesses have improved the effectiveness of their marketing efforts and optimized them thanks to the utilization of software for project management and platforms for communication. Alternate wording could be: Pencarelli (2020) identifies the impact of technology on project management in the context of digital marketing campaigns in the Chinese cosmetic industry as a potentially fruitful area for future research. To be more specific, it would be beneficial to investigate how businesses might use technology to improve project performance, accelerate revenue growth, and enhance the overall effectiveness of their marketing (Zaman, Nawaz, & Nadeem, 2020).

Table 7 Future Research Agenda Propositions

Research Agenda Proposition	Description
Investigate the impact of digital marketing channels on different segments of the Chinese cosmetic market.	Future research can explore how different demographic groups, such as age, gender, and income, respond to digital marketing channels in the Chinese cosmetic industry.
Examine the role of social influence on impulsive buying behavior in the Chinese cosmetic industry.	Future research can investigate how social media influencers, peer pressure, and other forms of social influence affect impulsive buying behavior in the Chinese cosmetic industry.
Explore the potential of emerging technologies in enhancing impulsive buying behavior.	Future research can explore artificial intelligence, virtual reality, and other emerging technologies to enhance the effectiveness of digital marketing channels and project management practices for impulsive buying behavior in the Chinese cosmetic industry.

To summarize, there are great prospects for further research into the prospective research factors affecting the efficacy of digital marketing channels and project management in influencing impulsive purchase behavior within the Chinese cosmetic business (see table 7). Investigating the influence of various factors on impulsive purchase behavior can benefit firms looking to improve their marketing strategy and promote sales growth in a sector that is seeing significant expansion. These elements include cultural values, technology, consumer feedback, influencer marketing, and tailored marketing. By having a comprehensive understanding of these factors' effects on consumer behavior, companies can properly adjust their marketing efforts to respond successfully to the requirements

and preferences of their target audience. This allows companies to successfully respond to the needs and preferences of their target audience.

**4. Discussion**

According to the research findings, companies that successfully achieved their goals by combining effective project management strategies with digital marketing approaches such as social media, search engines, and email marketing were the most successful overall. These channels demonstrated remarkable success in attracting the attention of new audiences and quickening the pace at which consumers made their purchasing decisions. In addition, a recent study found that companies who promoted their wares

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through social media influencers had better customer engagement and sales, beating competitors who did not use influencer marketing. Within the Chinese cosmetics industry context, the paper highlights the relevance of utilizing project management systems to carry out digital marketing initiatives successfully. Businesses that have successfully used agile project management and continuous improvement techniques have been shown to have higher success and revenue growth than businesses that have not adopted such effective business practices. These findings come from research that has been conducted.

According to the survey findings, it is advised that Chinese cosmetic companies place a considerable emphasis on establishing an effective digital marketing plan that involves social media and influencer marketing. This is because the study found that

these types of marketing are the most effective. This strategy is expected to help increase their consumer base and quicken the rate at which their products are acquired. When it comes to guaranteeing the success of marketing initiatives and ensuring they are effective, one of the most important factors is using best management practices. It is important to recognize the study's limits, particularly its limited scope, which only looks at the cosmetics business in China. This study will improve our comprehension of their usefulness and effectiveness. In addition, the Chinese cosmetics industry has not investigated the influence of consumer attitudes, individualized marketing, and cultural norms on the desire to make a purchase. If future study looks into these traits, we can understand more about the factors that drive impulsive purchasing in this particular market because the research will focus on these aspects.

Table 8 Overall Findings

Finding	Description
These channels have been found to influence impulsive buying behavior among consumers, notably. The channels businesses utilize offer a chance to interact with customers, offer specific promotional deals, and generate personalized content. These actions can potentially encourage customers to make impulsive purchases.	These channels provide a platform for companies to engage with their customers, create personalized content, and offer targeted promotions, which can increase the likelihood of impulsive purchases.
Moreover, adopting proficient project management methodologies such as project planning, coordination, team management, budget management, and risk management can stimulate impulsive buying tendencies within the Chinese cosmetic sector. Effective project management ensures that marketing campaigns are timely, resources are allocated efficiently, and team members communicate effectively. These factors contribute to an increased likelihood of spontaneous purchases.	A well-organized project management approach can ensure the timely delivery of campaigns, optimal resource allocation, and effective communication within the team.
Companies operating in the Chinese cosmetic industry can benefit from incorporating digital marketing channels and project management practices in their marketing strategies.	These practices can help companies attract and retain customers, increase brand awareness, and drive sales in the competitive Chinese cosmetic market.
Future research can explore the specific impact of digital marketing channels and project management practices on different segments of the Chinese cosmetic market and further investigate the potential of emerging technologies in this context.	Such research can provide deeper insights into the factors influencing impulsive buying behavior in the Chinese cosmetic industry and inform the development of more effective marketing strategies.

According to the findings of our study, it would appear that the utilization of digital marketing channels, more specifically social media and influencer marketing, in combination with effective project management processes may have the potential to lead to increased sales growth and improved customer engagement for businesses that are active within the Chinese cosmetic industry (see table 8). The conclusions of this study have important repercussions for businesses active in the Chinese cosmetics industry. These insights can be utilized to design their marketing strategies and promote progress within this business, which is rapidly increasing.

5. Conclusion

This research aimed to evaluate the relationship between customers' propensity for making spur-of-the-moment purchases in the Chinese cosmetics market and the use of project management and digital marketing channels. In order to accomplish this goal, we conducted an exhaustive literature analysis utilizing the PRISMA methodology and read 104 relevant papers. According to the findings of our study, channels of digital marketing such as social media, mobile marketing, e-commerce, and search engine optimization substantially impact the degree to which consumers in the Chinese cosmetics market

engage in impulsive purchasing behavior. Because these platforms allow businesses to communicate with their customers, develop customized content, and disseminate targeted promotions, the likelihood of impulsive purchases has increased.

In addition, we found that good strategies for project management, such as project planning, coordination, team management, financial management, and risk management, considerably increase impulsive purchasing behavior. A well-organized project management system will guarantee the timely delivery of campaigns, the excellent management of resources, and the efficient communication of teams. The findings of this study highlight how important it is for Chinese cosmetic enterprises to implement marketing strategies that use project management systems and digital marketing platforms. These strategies may improve brand recognition, which in turn may increase consumer attractiveness and retention, ultimately leading to a rise in revenue. In the future, there may be more in-depth research into the effects of these tactics on the various cosmetics markets in China. In addition, future studies may find it beneficial to investigate the opportunities presented by cutting-edge technology, such as artificial intelligence and virtual reality, in this industry.

6. Theoretical and Practical Implications

The findings of this research on the effectiveness of digital marketing channels and project management for impulse buying in the Chinese cosmetic industry have significant implications, both in the theoretical and practical spheres. From a theoretical vantage point, this study contributes new information to the existing body of knowledge on project management and digital marketing channels in the context of the Chinese cosmetics industry. The findings indicate that using digital marketing channels such as social media, email marketing, and mobile marketing may substantially influence the impulsive purchasing behavior of Chinese customers of cosmetic products. The study demonstrates how efficient project management practices may maximize the efficiency of digital marketing efforts and increase the likelihood that Chinese customers will make impulsive purchases. The study provides useful recommendations for businesses currently operating in the Chinese cosmetics sector. To begin, the findings suggest that it is necessary to use digital marketing channels to raise consumer awareness of the brand and enhance sales. Email marketing, marketing via smartphones, and marketing via well-known social media platforms like WeChat,

Weibo, and Douyin should be the primary focuses of businesses that want to reach clients in China successfully.

In addition, the research highlights how important it is to have successful project management processes in place to achieve success with digital marketing campaigns. To successfully plan, carry out, and monitor their digital marketing endeavors, businesses must build transparent project management systems. Consequently, organizational goals are taken into account while developing marketing strategies, and resource use is optimized. In general, the findings of this study provide vital new information regarding how project management and digital marketing may influence customers' impulse buying decisions in the Chinese cosmetics market. The findings can be applied to the companies in the industry, and they offer opportunities to improve their marketing strategies and performance in the Chinese market.

7. Limitations and Future Research Directions

Despite the important insights it gave on the efficiency of digital marketing channels and project management for impulse buying behavior in the Chinese cosmetics industry, the study had several drawbacks that prevented it from reaching its full potential. One of the study's limitations is that it relied more on a summary of previous research than real data to draw conclusions. Even though it provides a comprehensive overview of the topic, the study leaves room for improvement by not considering the possibility of using actual evidence to back up the findings. Another one of the report's shortcomings is that it focuses solely on the cosmetics industry in China. Additional research might be required if the findings can be applied to other spheres of activity or countries. In addition, the research did not investigate the influence of cultural factors on the impulsive purchasing behavior of Chinese consumers. In subsequent research, it may be possible to investigate how collectivism and individualism, two cultural characteristics, influence impulsive buying in the Chinese setting.

In addition, the research does not consider how ethical concerns may influence digital marketing campaigns or impulsive buying behavior. Next, research should investigate how the effectiveness of digital marketing channels and the propensity of Chinese consumers to make impulsive purchases are influenced by ethical considerations such as transparency and authenticity. In conclusion, the research only considers a limited

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number of different project management strategies and digital marketing channels. In subsequent research, it may be possible to investigate the usefulness of various channels, such as project management strategies, influencer marketing, and video marketing. Even though it provides some useful information, the study on the impact of project management and digital marketing channels on impulsive purchasing behavior in the Chinese cosmetics sector has several limitations that need to be addressed in subsequent research. Further research may help organizations already operating in the Chinese market improve their marketing strategies by addressing these limits to provide a more in-depth understanding of the topic.

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