

# A COMPARATIVE STUDY ON EFFECTIVE UTILIZATION OF DIGITAL PLATFORM BY D2C ORGANIZATIONS

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**Abstract.** *The digital revolution has transformed the way Direct-to-Consumer (D2C) enterprises operate, particularly in the cosmetics sector. This study presents a comparative analysis of the effective utilization of digital platforms by five prominent D2C cosmetic brands in India: Dr. Sheth's, Mamaearth, WOW Skin Science and Ghar Soaps. In an extremely competitive industry, these firms have used a variety of tactics, including influencer partnerships, e-commerce, social media interaction, digital marketing, and content personalisation, to draw in and keep consumers. The study demonstrates how each business uses AI-based personalisation, CRM systems, brand websites, Instagram, YouTube, and other platforms to increase consumer engagement and conversion. The study examines common problems like high client acquisition costs, platform dependency, and retention issues while identifying important success determinants, platform preferences, and performance patterns through this comparative perspective. The results provide D2C brands looking to establish powerful online presences in the beauty and personal care sector with insights into best practices.*

**Keywords** *Direct-to-Customer, Platform Preferences, Platform Dependency, Performance Patterns*

## INTRODUCTION

The emergence of digital technology has drastically changed how companies run, interact with customers, and communicate. The rise and expansion of Direct-to-Consumer (D2C) businesses is one of the most important trends of the past several years. These companies choose to sell their goods directly to customers online rather than through more conventional middlemen like wholesalers and retailers. More control over branding, pricing, customer service, and feedback systems is possible with this arrangement.

Digital platforms are now crucial tools for direct-to-consumer (D2C) firms due to the growing popularity of social media, smartphones, and the internet. These platforms, which range from social media channels and digital advertising to e-commerce websites and mobile applications, provide previously unheard-of chances to connect with and interact with target audiences. Additionally, they give brands access to real-time data and consumer insights, which helps them make better decisions, optimise marketing campaigns, and personalise experiences.

This study focuses on understanding how D2C enterprises effectively utilize digital platforms to achieve business objectives such as customer acquisition, retention, brand loyalty, and revenue growth. It examines the key digital

tools and techniques employed by D2C brands and explores the challenges they face in a highly competitive and fast-paced digital landscape. By comparative study investigates the degree and effectiveness of digital platform utilization among selected D2C brands, aiming to identify best practices, common challenges, and key differentiators.

## LITERATURE REVIEW

Kotler et al. (2021) emphasized the role of digital marketing tools such as social media, search engine optimization, and content marketing in building strong consumer-brand relationships. For D2C cosmetic brands, such tools are essential in conveying product benefits, user-generated content, and visual appeal.

Kapoor and Sandhu (2019) explored the growing importance of personalization in digital commerce. They found that AI-based product recommendations, targeted ads, and dynamic website content significantly improve customer experience and conversion rates. This aligns with strategies adopted by Dr. Sheth's and WOW Skin Science, who use skin-type-based product personalization to enhance relevance and engagement.

Chopra and Kumar (2020) highlighted how influencer marketing has become a cornerstone of customer acquisition

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in the beauty industry. D2C brands like Mamaearth and Sugar Cosmetics have successfully collaborated with influencers to build brand credibility and drive sales, especially among millennials and Gen Z audiences.

Singh and Sharma (2020) focused on the power of content marketing in creating brand narratives. They argue that beauty brands that use tutorials, educational blogs, and authentic storytelling can build deeper emotional connections with consumers. Sugar Cosmetics, for instance, utilizes social media reels, makeup tutorials, and humor-driven content to resonate with its audience.

Jain and Gupta (2021) examined platform dependency and its associated risks for D2C brands. They pointed out that over-reliance on platforms like Instagram and Google Ads can lead to challenges due to algorithm changes and rising advertising costs. This is a common concern across the cosmetic D2C landscape, where customer acquisition costs are increasing, and organic reach is declining.

Mehta (2022) evaluated the role of CRM and post-purchase engagement strategies in customer retention. The study found that brands with well-structured loyalty programs, personalized email campaigns, and responsive customer service see significantly higher repeat purchase rates. Mamaearth has adopted such tools to encourage customer loyalty.

Industry reports by Bain & Company (2021) and RedSeer (2022) have documented the surge in D2C beauty brands in India, noting that consumer demand for clean, cruelty-free, and ingredient-transparent products is being effectively met by emerging players like Ghar Soaps and WOW Skin Science. These reports underline the importance of authenticity and brand storytelling in the digital space.

Sharma and Dutta (2024) Direct-to-consumer (D2C) businesses such as Made.com, Typology, Patch Plants, and Glossier flourished well in 2021, with an average growth rate of 19.2%. Additionally, Indian D2C start-up’s such as boAt, Mamaearth, Wakefit, and Country Delight have earned approximately Rs.100 crores revenue in a relatively short time, with an estimate of the Indian D2C industry to

expand up to \$100 billion by 2027 based on the current trend.

## OBJECTIVES

- To evaluate the extent to which D2C businesses use digital platforms.
- To contrast the tactics used in different D2C business.
- To assess how well digital technologies work to engage and convert customers.
- To determine the difficulties D2C brands encounter in the digital sphere.

## METHODOLOGY

This research employs a descriptive and comparative methodology. The aim is to examine and contrast how specific D2C cosmetic brands leverage digital platforms to boost customer engagement, conversion rates, and brand visibility. A purposive sampling approach was utilized to select four notable Indian D2C cosmetic brands: Dr. Sheth’s, Mamaearth, WOW Skin Science, and Ghar Soaps. These brands were selected due to their significant online presence, direct-to-consumer strategy, and prominence in the skincare and cosmetic sector.

The secondary data was collected through official brand websites and blogs, Social media platforms, E-commerce, Market intelligence tools, Industry reports, Academic journals and articles on D2C marketing and digital transformation.

## RESULT AND DISCUSSION

The comparison analysis clearly shows that efficient use of digital platforms involves multiple dimensions, including social media tactics, CRM, influencer interaction, and website optimisation. All things considered, the findings imply that direct-to-consumer (D2C) firms are better at using digital platforms to boost growth and brand loyalty when they incorporate data analytics, influencer partnerships, and customised customer journeys.

Feature	Dr. Sheth’s	Mamaearth	WOW Skin Science	Ghar Soaps
Revenue	112 cr	1750-2000 cr	233 cr	1.5 cr
Platform Used	Shopify	Custom + Shopify backend	Shopify + Amazon Integration	Shopify
Product Filters	Concern-based, ingredient filters	Skin/hair type, concern, category	Product type, concern, ingredients	Minimal (type/category only)
Personalized Recommendations	Skin quiz, expert advice	Personalized bundles + quiz	Routine-based suggestions	No
Customer Reviews & Ratings	Yes (visible on product pages)	Yes (visible on product pages)	Yes (visible on product pages)	Limited (few reviews)

Feature	Dr. Sheth's	Mamaearth	WOW Skin Science	Ghar Soaps
Payment Gateways	Razorpay, UPI, Credit/Debit cards COD	Multiple (UPI, Wallets, Cards)	Razorpay, Paytm, COD	Razorpay
Checkout Experience	Smooth but basic	Fast checkout with cart offers	Standard checkout	Simple 1-step checkout
Live Chat / Chatbot	Yes (WhatsApp integration)	Yes (live chat + chatbot)	Yes (chatbot)	Yes (chatbot)
Offers and Discounts	Site wide offers & coupons	Regular coupon codes, combos	Bundles, coupons	Occasional discounts
AR/Virtual Try-On	No	No	No	No
App Availability	yes	Yes	Yes	Yes
COD (Cash on Delivery)	Yes	Yes	Yes	Yes
Social media platform	Youtube, Instagram, Facebook, whatsapp	Youtube, Instagram, facebook, whatsapp	Youtube, Instagram, Facebook, whatsapp	Youtube, Instagram, Facebook, whatsapp
Social traffic	Mainly focus in youtube, Facebook and instagram	Manily in focus in youtube and facebook	Focus on Facebook and instagram	Focus on facebook and instagram
Influencer Marketing	Doctors, skincare creators	Macro & micro influencers	Review-based marketing	Minimal influencers
Market place Presence	Amazon, Flipkart, Myntra	Amazon, Flipkart, Myntra	Amazon, Flipkart, Myntra	Amazon, Flipkart, Myntra
Total visitors	4.625M	8.668M	1.567M	2,89,362
Monthly visitor	1.437M	2.889M	5,22,627	96,454
Device distribution	95.5% use mobile	95.2% use mobile	92.2% use mobile	97% use mobile
Customer engagement on website	1:25 minutes	2:29 Minutes	1:02 Minutes	39 Sec
Marketing channel	Highly in paid, direct and organic search and lower in social search	Highly in direct, organic, and paid search and lower in referral search	Highly in organic, direct search and lower in paid search	High in social search

## Revenue and Business Scale

The four brands' yearly revenue differs greatly from one another, suggesting varying degrees of corporate maturity. With an estimated income of ₹1,750–2,000 crore, Mamaearth is the group leader. WOW Skin Science comes in second with ₹233 crore, Dr. Sheth's with ₹112 crore, and Ghar Soaps with the lowest at ₹1.5 crore. Disparities in client base, distribution, and market presence are reflected in this financial difference.

## E-Commerce Platform and Customization

The foundation of any brand's website is Shopify, which Mamaearth combines with a specially designed frontend. Mamaearth is able to provide cutting-edge features like quick checkout, customised packages, and effective navigation because of this customisation. Ghar Soaps, on the other hand, keeps a simple Shopify configuration with few filters and an easy checkout process, suggesting a more constrained digital infrastructure

## Product Discovery and Personalization

To improve user navigation, Mamaearth and Dr. Sheth's provide sophisticated filtering algorithms based on ingredients, skin type, and concerns. For individualised recommendations, both brands also incorporate quizzes and AI-powered suggestions. Ghar Soaps does not currently offer any personalisation capabilities, however WOW Skin Science offers minimal personalisation through routine-based product recommendations.

## Customer Engagement Tools

While customer reviews are displayed by all brands, Ghar Soaps has far fewer. All four include chatbot capabilities, with Dr. Sheth's and Mamaearth integrating WhatsApp. Mamaearth uses combo deals, a well-organised loyalty program, and a quicker checkout process to further increase engagement. There are no sophisticated CRM or user engagement technologies at Ghar Soaps.

## Platform Reach and Visitor Analytics

With 2.89 million monthly visits and over 8.6 million total website visitors, Mamaearth once again demonstrates its dominance in the digital space. With 4.6 million visitors overall and 1.43 million per month, Dr. Sheth's comes in second. Ghar Soaps trails well behind WOW Skin Science, which maintains a reasonable flow (1.56 million total, ~0.52 million monthly) (0.29 million total, ~96,000 monthly). More than 92% of people visit all brands' websites on mobile devices, demonstrating that current customers prioritise mobile.

## Time Spent and Customer Engagement

At two minutes and twenty-nine seconds, Mamaearth has the longest average session time, a sign of high user engagement and engagement. WOW Skin Science and Dr. Sheth's demonstrate a moderate level of involvement (1:02 and 1:25 minutes, respectively). With an average visit duration of just 39 seconds, Ghar Soaps may have low user retention or shallow on-site content/product depth.

## Digital Marketing and Social Media

Instagram, Facebook, YouTube, and WhatsApp are all active platforms for all four firms. Influencer marketing is widely used by Mamaearth and Dr. Sheth's; Mamaearth targets macro and micro influencers, while Dr. Sheth's works with skincare experts. WOW Skin Science tends to promote through reviews, whilst Ghar Soaps uses a strategy with few influencers.

## Marketplace Integration

E-marketplaces like Amazon, Flipkart, and Myntra are used by all brands to increase their reach and enable omnichannel sales. Mamaearth and WOW, on the other hand, are more deeply integrated and use these platforms to promote bundled offers and discounted prices, increasing their visibility and income.

## Marketing Channel

Due to its effective SEO and performance marketing tactics, Mamaearth leads in direct, organic, and sponsored search traffic. While Ghar Soaps depends more on social search, probably as a result of influencer efforts and social promotions, Dr. Sheth's and WOW also demonstrate strength in paid and organic search.

## CONCLUSION

The comparative analysis of D2C companies' successful use of digital platforms by Mamaearth, Dr. Sheth's, WOW Skin Science, and Ghar Soaps reveals the various approaches taken by each company in using digital technology to interact with consumers, increase sales, and establish brand awareness. With a well-integrated custom platform, sophisticated personalisation capabilities, significant traffic, and strong interaction through paid, organic, and influencer-driven marketing channels, Mamaearth stands out as the most digitally mature company, according to the report. Following with moderate levels of digital usage are Dr. Sheth's and WOW Skin Science, which provide strong performance across direct and organic traffic channels, an excellent user experience, and an efficient platform architecture. Although Ghar Soaps is a very new company with a limited digital infrastructure and poor customer involvement, its presence on social media and marketplaces provides a platform for future expansion. Investing in targeted digital marketing, consumer feedback integration, and improved website operation will all help the company. Overall, the study comes to the conclusion that increased user engagement, brand reach, and revenue growth are all strongly correlated with the efficient use of digital platforms. Businesses are better positioned to thrive in the cutthroat D2C market if they consistently innovate in the areas of multi-channel integration, mobile optimisation, and personalisation.

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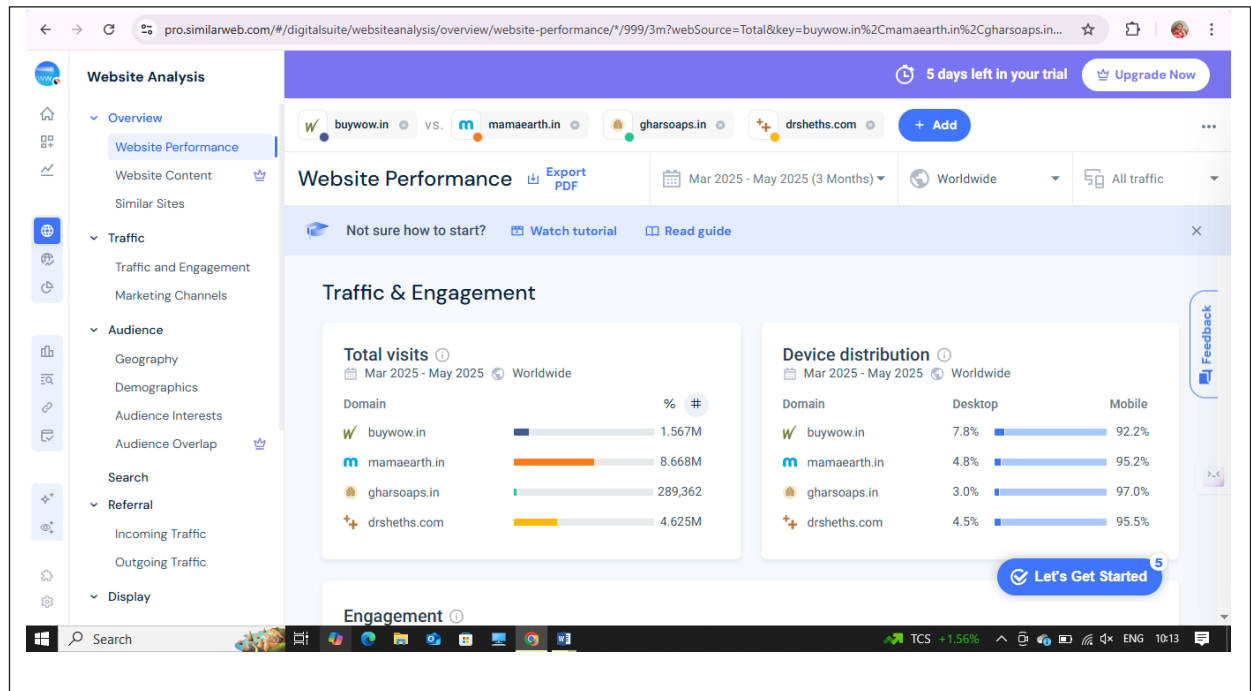
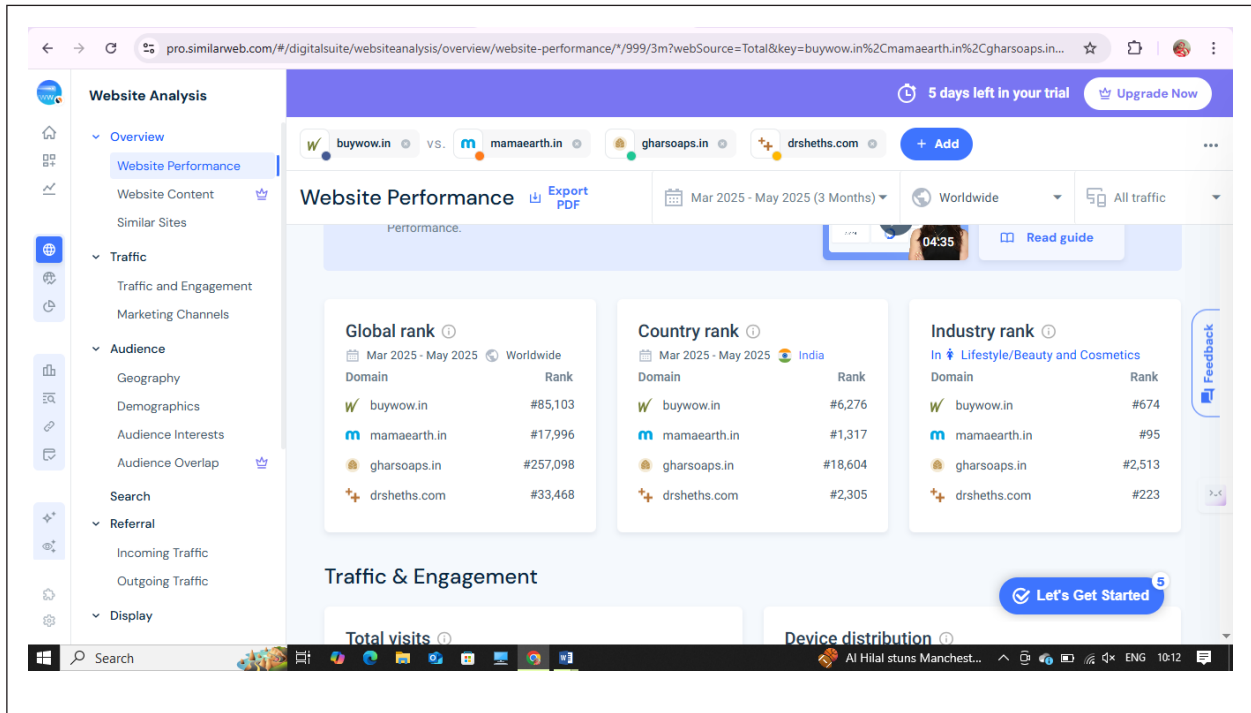
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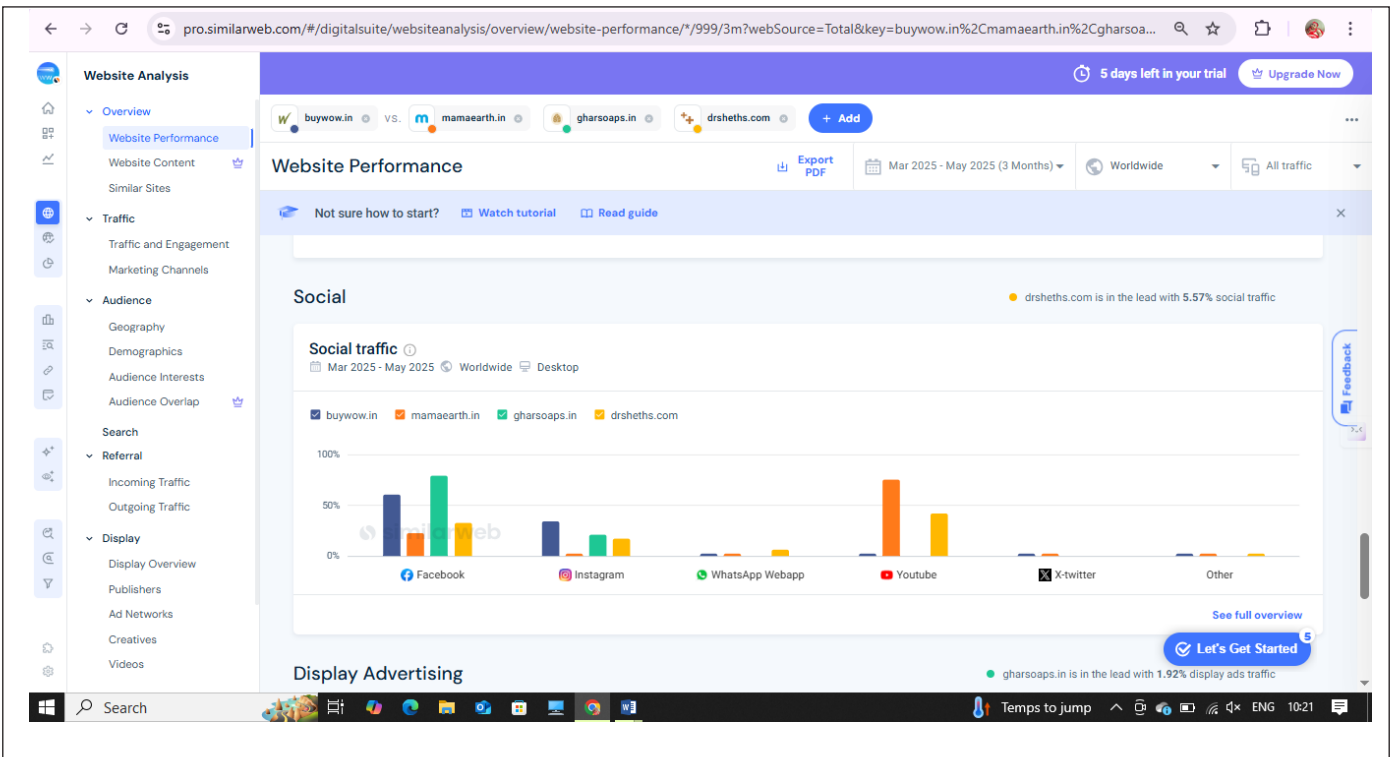
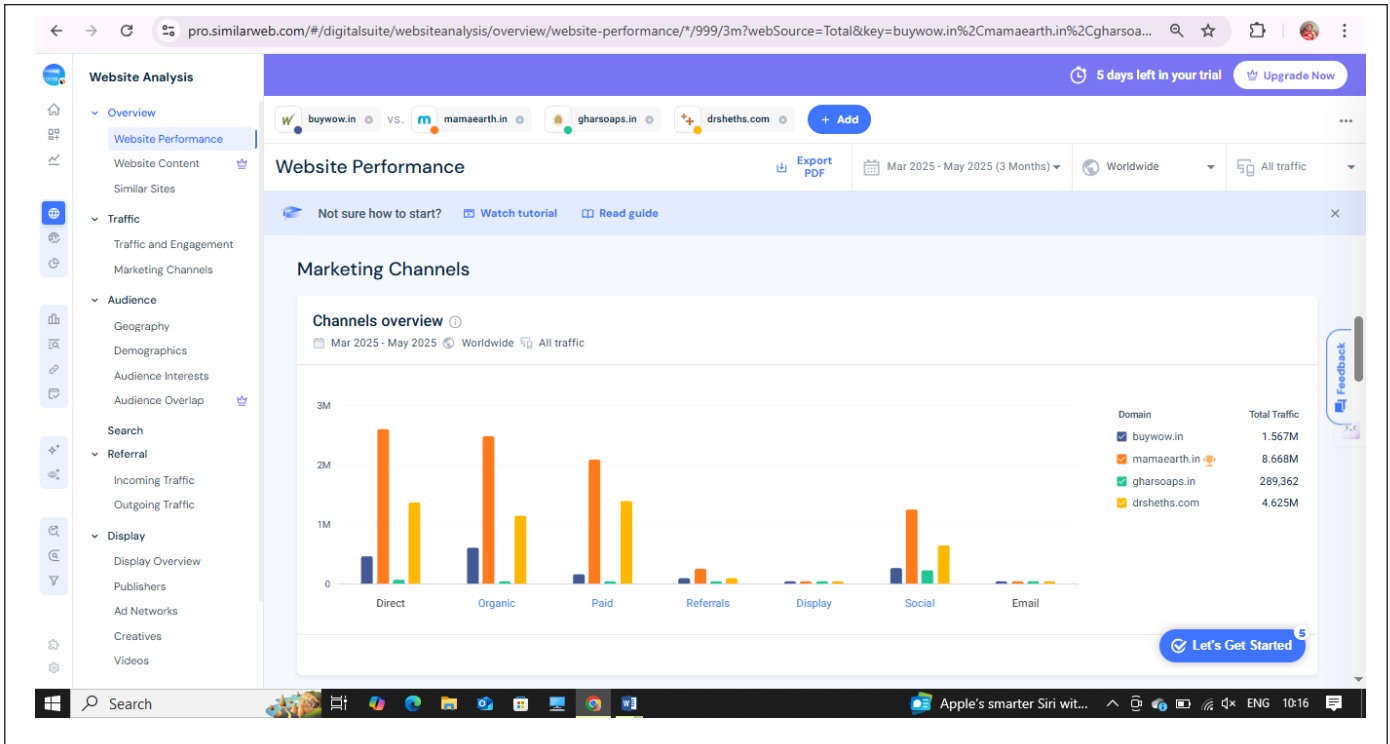
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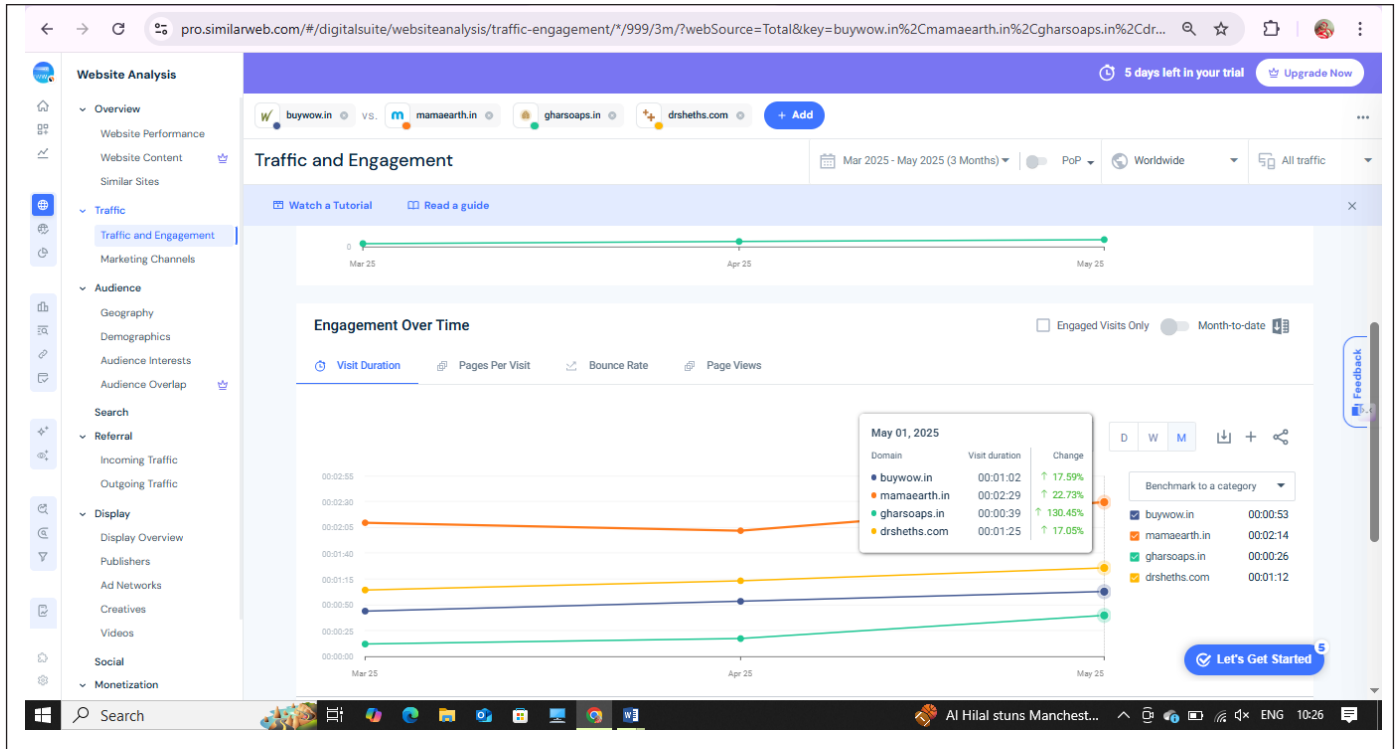
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**ANNEXURE**







**Engagement**

Metric	buywow.in	mamaearth.in	gharsoaps.in	drsheths.com
Monthly visits	522,627	2.889M	96,454	1.541M
Monthly unique visitors	308,605	1.569M	56,621	794,169
Visits / Unique visitors	1.69	1.84	1.70	1.94
Visit duration	00:00:53	00:02:14	00:00:26	00:01:12
Pages per visit	3.24	2.78	2.39	3.87
Bounce rate	18.49%	46.44%	57.1%	21.76%
Page Views	1.692M	8.038M	230,386	5.968M