

Exploring The Awareness of Changing Consumer Dynamics in the Digital Era Concerning Skin Care Products, With Special Reference to Chennai City

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Abstract

The rapid digital transformation in recent years has significantly reshaped consumer behavior, particularly within the skin care segment of the Fast-Moving Consumer Goods (FMCG) industry. This study explores the awareness of changing consumer dynamics in the digital era with special reference to Chennai city. The research examines how digital platforms, online product information, influencer marketing, and social media engagement influence consumer perceptions, purchasing decisions, and brand loyalty towards skin care products. Using a structured questionnaire, primary data was collected from consumers across diverse age groups and socio-economic backgrounds in Chennai. The findings reveal heightened consumer awareness driven by digital exposure, increasing demand for ingredient transparency, personalized recommendations, and online user reviews. The study also highlights a shift from traditional advertising to digital-driven interactions that shape consumer expectations and brand preferences. The insights provide valuable implications for marketers and FMCG brands in developing targeted digital marketing strategies and enhancing customer engagement to meet evolving consumer needs.

Key Factor - Digitalization, Accessibility, Future trends in Chennai's skincare market

1. INTRODUCTION

The skin care industry has undergone a remarkable transformation over the past decade, driven by rapid technological advancement, expanding digital platforms, and evolving consumer expectations. In today's digital era, consumers have unprecedented access to product information, reviews, expert opinions, and personalized recommendations through social media, e-commerce websites, beauty influencers, and dermatology-based applications. This increased digital exposure has significantly reshaped consumer awareness, preferences, and purchasing behaviours, particularly in urban markets with high digital literacy, such as Chennai City.

Chennai, being a major metropolitan hub with a diverse population, presents a unique environment for studying contemporary consumer patterns related to skin care products. The rise of online shopping, digital marketing, influencer-led brand campaigns, and user-generated content has empowered consumers to make more informed choices. Individuals are now more conscious of product ingredients, skin compatibility, brand ethics, environmental sustainability, and value for money. Alongside traditional market offerings, the entry of global brands and the emergence of home grown digital-first brands have broadened the range of available skin care products—further intensifying consumer awareness and competition.

Moreover, changing lifestyle patterns, exposure to varying climatic conditions, and concerns related to pollution and dermatological health have made skin care an essential component of daily routines. As a result, consumers increasingly rely on digital sources not only to discover products but also to validate their effectiveness before making a purchase. This shift highlights the importance of understanding how digital platforms influence awareness levels, trust formation, and decision-making processes among skin care consumers in Chennai.

Therefore, this study aims to explore the awareness of changing consumer dynamics in the digital age with reference to skin care products in Chennai City. By examining the role of digital media, demographic variations, and evolving lifestyle needs, the research seeks to provide insights into emerging consumer patterns and guide skin care brands, marketers, and stakeholders in effectively engaging with modern consumers.

2. PROBLEM OF THE STUDY

The digital era has significantly altered consumer behaviour in the skin care market by increasing exposure to online product information, influencer recommendations, and personalized marketing strategies. However, the extent to which consumers in Chennai understand and respond to these digital influences remains unclear. While digital access has improved product awareness, disparities in knowledge regarding product ingredients, brand credibility, and dermatological suitability persist. This gap highlights the need to investigate how digital platforms shape consumer awareness, decision-making, and purchasing behaviour for skin care products in Chennai. Therefore, the problem lies in identifying whether digital engagement is translating into informed choices or leading to misinformation, impulsive buying, and brand-driven perceptions rather than product-based understanding.

OBJECTIVES

- I. To explore the level of consumer awareness regarding skin care products in the digital era, with special reference to Chennai city.
- II. To identify the changing consumer dynamics influenced by digital platforms, including social media, online reviews, and e-commerce, in the context of skin care products in Chennai city.
- III. To analyze the impact of digital media on consumer perceptions, preferences, and purchasing behaviour towards skin care products in Chennai city.

IV. To assess the role of digital marketing strategies in shaping consumer decision-making and brand loyalty for skin care products in Chennai city.

REVIEW OF LITRETURE

Dibb S and Stern P (1991) 5 in their article “ Targeting, Segments and Positioning” have focused on clear identification of segmentation by the organizations. Customers have unique needs, aspirations and satisfactory levels and some of them will have common needs and requirements. If the organization can identify them clearly and set the relevant marketing mix variables to meet their demands, that indicates the determination of market segment by the organization. Each, such group of customers will have specific requirement and retail marketers must develop retail brands to satisfy them. Retailers position their brands with an image with which they target the customers identified. Thus segmentation, targeting and positioning are aspects of a fundamental process in modern retail marketing strategy.

Hilmola (2005) total productivity measurement and competitiveness and closely linked in the manufacturing part. Analysing partial productivity elements and requirements of different stakeholders is suggested as an initial step. Hilmola claims that tight integration of total productivity measurement method with development projects and investments can ensure sustainable business performance in manufacturing organisations. The uncertainty of demand in terms of volume fluctuations and product mix changes are connected to business performance.

Chu (2011) study the link between Facebook brand name connected group contribution, advertising responses, and the emotional factors of self-disclosure and outlook among members and non-members of Facebook groups. The study strong-minded that users who are members of groups on Facebook are more likely to reveal their individual data than non- members are Chu (2011) clarify group sharing and rendezvous with online ads entail a higher level of personal information since users explicitly reveal their connections with Facebook groups and promote brands or goods when they pass on ads to their acquaintances. “Facebook groups afford channels that customers find helpful when looking for self-status in a product group, as does fleeting on viral contented about brands to their societal contacts” (Chu 2011, 40).

Xiong and Helo (2006) suggest an application of cost-effective fuzzy inventory controller to counteract demand fluctuation caused by bullwhip effect. This approach aims to dampen the self-caused variations in demand signal by organizing inventory control system. The importance of process driven innovations, such as building globally optimized supply chains is well understood.

RESEARCH METHODOLOGY

Understanding the function and purpose of research design is essential before delving into the many types of research designs. It's also critical to comprehend the research design that was developed. Customers of digital transmission in skin care items were polled as part of the descriptive research strategy.

SAMPLING METHOD & SAMPLE SIZE

Convenience sampling technique were used for the survey. The questionnaire was filled out by the selected respondents. The sample size included a sufficient number in Chennai District. The sample size selected is 75. A large sample size has been avoided due to its difficulty to manage, and a small sample size is avoided due to improper representation.

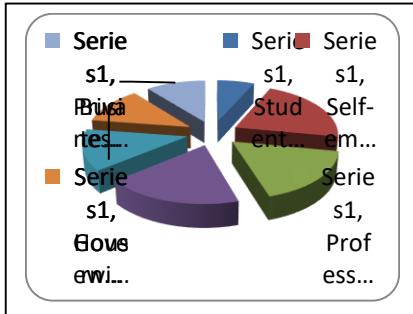
TOOLS AND DATA ANALYSIS

Data have been analyzed and tested with the help of tables, charts and percentage analysis.

ANALYSIS

Table 1: Demographic Variables of Fast Moving Consumer Goods - Skin care Consumers

S.N O	DEMOGRAPHI C VARIABLES	CLASSIFI CATION OF VARIABLES	RES PO ND ENT S	PERCE NTAGE	CHART
1	AGE	Below 25 Years	18	24	
		26-35 Years	20	27	
		36-45 Years	25	33	
		45-Years & Above	12	16	
		TOTAL	75	100	
2	GENDER	Male	44	59	
		Female	31	41	
		Transgender	0	0	
		TOTAL	75	100	
3	MONTHLY INCOME	Less than Rs.5,000	8	11	
		Rs.5,001-10,000	17	23	
		Rs.10,001-15,000	22	29	
		Rs.15,001-20,000	18	24	
		Above Rs.20,000	10	13	
		TOTAL	75	100	
4	EDUCATIONAL QUALIFICATION	Illiterate	7	9	
		School Level	14	19	
		UG level	27	36	

		PG level	19	25	
		Professionals	8	11	
		TOTAL	75	100	
5	OCCUPATION	Student	5	7	
		Self-employed	16	21	
		Professional	13	18	
		Housewife	14	19	
		Business	10	10	
		Government employee	9	13	
		Private employee	8	12	
		TOTAL	75	100	
					

**DETERMINE THE EMERGING FUTURE TRENDS IN SKINCARE PRODUCTS
SHAPING THE FMCG MARKET IN CHENNAI.**

TABLE 2

	POWERED MARKETING TOOLS HAVE YOU ENCOUNTERED WITH e.g., CHAT	POWERED MARKETING TOOLS HAVE YOU ENCOUNTERED WITH e.g., CHAT	I WOULD YOU PREFER TO PURCHASE FMCG SKIN CARE PRODUCTS	I WOULD YOU AN ONLINE PLATFORM TO	POWERED MARKETING INFLUENCES YOUR
STRONGLY AGREE	36	48	18	12	6
AGREE	27	57	30	3	3
NEUTRAL	21	42	27	18	12
DISAGREE	18	60	21	9	12

STRONGLY DISAGREE	24	48	30	9	9
	25.2	51	25.2	10.2	8.4

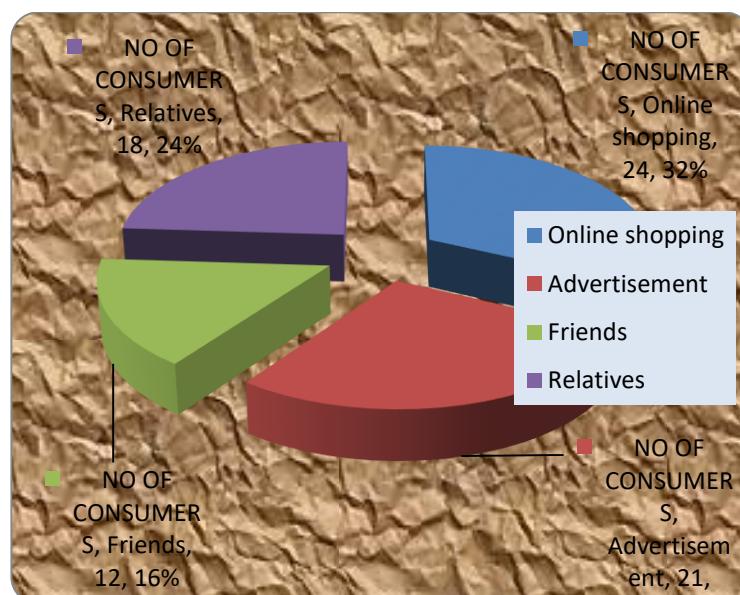
INTERPRETATION

From the above table 2, it can be inferred that 25.2% of the respondents comes under neutral about the brand through 51% of the respondents come to know about the product through the advertisements, 25.2% of the respondents become prefer to purchase fmfg and 10.2 % of the respondents were influenced by online platform to purchase and 8.4% of the respondents become purchasing decisions.

TO ANALYZE THE IMPACT OF DIGITAL TRANSMISSION ON CONSUMER BEHAVIOR TOWARDS SKIN CARE PRODUCTS IN CHENNAI CITY.

Table - 3

METHOD OF AWARENESS & INFLUENCE	NO OF CONSUMERS	% OF RESPONDENTS
Online shopping	24	32
Advertisement	21	28
Friends	12	16
Relatives	18	24
TOTAL	75	100



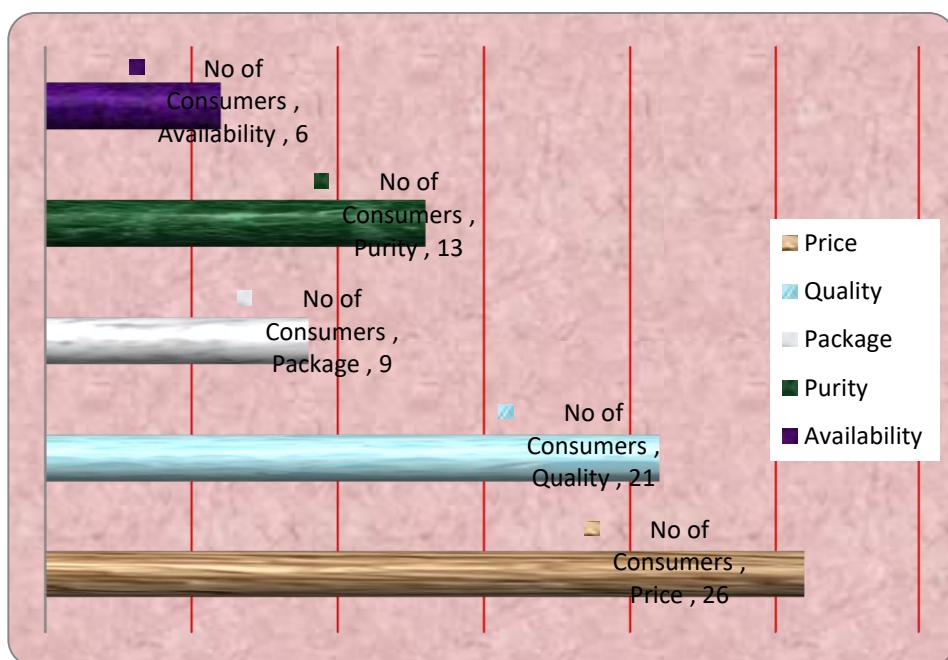
INTERPRETATION

From the above table 3, it can be inferred that 32% of the respondents come to know about the brand through online shopping (i.e. variety of colour, price), 28% of the respondents come to know about the product through the advertisements, 16% of the respondents become aware through friends and 24 % of the respondents were influenced by relative & neighbors.

TO EXAMINE THE INFLUENCE OF DIGITAL ACCESSIBILITY FEATURES ON CONSUMER ENGAGEMENT AND PURCHASING DECISIONS OF SKIN CARE PRODUCTS IN CHENNAI CITY

Table - 4

FACTORS INFLUENCE	NO OF CONSUMERS	% OF RESPONDENTS
Price	26	35
Quality	21	28
Package	9	12
Purity	13	17
Availability	6	8
TOTAL	75	100

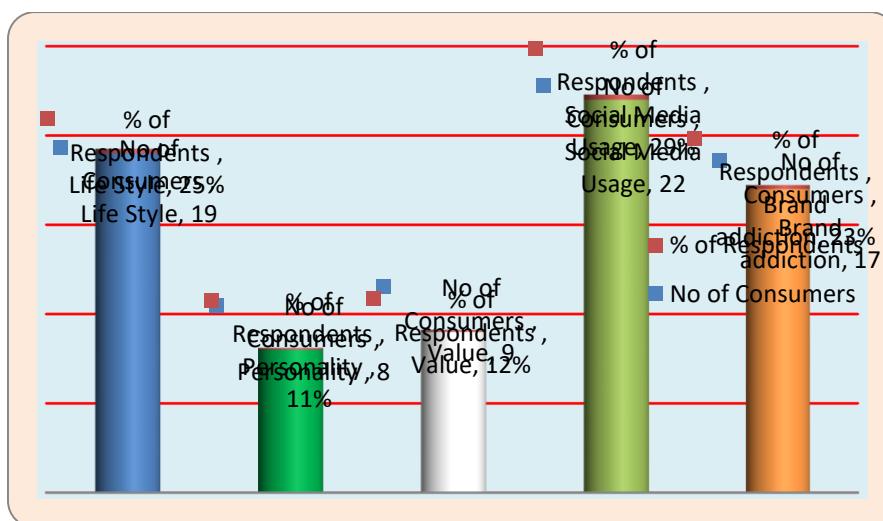


INTERPRETATION

From the above table 4, it is observed that majority 35% of the respondents are influenced by price, 28% of the respondents are influenced by the quality of the product, 12% of the respondents influenced by convenience in package, 17% of the respondents are influenced by the purity of the skin care brand and 8% of the respondents are influenced by availability of skin care brand.

Table - 5

BEHAVIOR INFLUENCE	NO OF CONSUMERS	% OF RESPONDENTS
Life Style	19	25
Personality	8	11
Value	9	12
Social Media Usage	22	29
Brand addiction	17	23
TOTAL	75	100



INTERPRETATION

From the above table 5, it is observed that the majority of 29% of the respondents are influenced by social media usage, 25% of the respondents are influenced by the quality of the lifestyle, 23% of the respondents are influenced by convenience in brand addiction, 12% of the respondents are influenced by the value of the skin care brand, and 11% of the respondents are influenced by the personality basis of the skin care brand.

FINDINGS

- I. Investigate the impact of digital transmission on FMCG consumer behavior.
- II. Explore the effectiveness of social media influencers in FMCG marketing.
- III. Develop frameworks for measuring social media ROI in FMCG.
- IV. Examine the role of web transmission in FMCG product development.
- V. Study the intersection of social media and digitalization in FMCG.

SUGGESTIONS

The customer viewpoint has been neglected in the media landscape thus far, but the objective of this study is consumer awareness. The findings of this study will help marketing firms and service providers better understand the phenomenon of customer awareness of advertisements. The kind of advertisement that best suits their product or service is up to them to decide. Because consumers in the FMCG industry have very little brand loyalty and the majority of the items are extremely similar in nature. Therefore, it becomes crucial to figure out ways to lessen the assortment-seeking activity. The FMCG marketers may find this study helpful in segmenting the market based on customer demographics and adjusting their marketing strategy accordingly.

CONCLUSION

This study investigated the impact of digital transmission and accessibility on Chennai City consumers' attitudes towards skin care products. The findings suggest that digital transmission channels, particularly social media and influencer marketing, significantly influence customer awareness, consideration, and purchase of skin care products. The study's results imply that skin care companies can effectively utilize digital transmission channels to reach their target audience, enhance brand awareness, and drive sales. Furthermore, the study highlights the importance of digital accessibility in shaping consumer attitudes and behaviors towards skin care products. Overall, this study contributes to the existing literature on digital marketing and consumer behavior, providing valuable insights for marketers and business professionals in the skin care industry.

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