

# Investigating the influence of accessibility on social media marketing for skin care products (FMCG) in Chennai City

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**Abstract:** The rapid expansion of social media platforms has transformed the way Fast-Moving Consumer Goods (FMCG), particularly skin care products, are marketed and consumed. This study investigates the influence of accessibility on social media marketing for skincare products in Chennai City. Accessibility refers to the ease with which consumers can obtain product information, view advertisements, compare brands, and engage with influencer content online. Using a structured questionnaire and responses from 221 participants, the study evaluates how accessible digital content shapes awareness, interest, trust, and purchase decisions. Findings reveal that high accessibility—through quick information availability, smooth navigation, easy access to reviews, and fast-loading content—significantly enhances consumer engagement and increases the likelihood of purchase. The research highlights that accessible social media marketing is a key driver in shaping consumer preferences in the skincare FMCG sector.

**Keywords:** Social Media Marketing, Accessibility, FMCG, Skin Care Products, Consumer Behaviour, Chennai City.

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## 1.INTRODUCTION:

Social media has emerged as one of the most powerful marketing channels for Fast-Moving Consumer Goods (FMCG), especially in the skincare sector where consumers seek frequent product updates, expert reviews, and quick comparisons. With increasing smartphone usage and digital adoption, platforms such as Instagram, YouTube, Facebook, and TikTok have become essential spaces where consumers interact with content, evaluate brands, and make informed decisions. In this evolving digital environment, accessibility—the ease with which users can access information, advertisements, and product-related content—plays a crucial role in shaping marketing effectiveness. In Chennai City, a major metropolitan hub with a digitally active population, consumers rely extensively on social media for skincare product discovery. Accessibility features such as user-friendly navigation, instant content availability, fast loading, and easy access to influencer reviews significantly contribute to how consumers perceive and engage with skincare brands. With rising competition among FMCG companies, the ability to make marketing content easily accessible has become a key differentiating factor influencing consumer attention and purchase behaviour. Moreover, social media offers convenience, flexibility, and personalised content, allowing users to compare products instantly and make informed choices. As accessibility improves, consumers are more likely to interact with advertisements, explore new brands, trust influencer recommendations, and eventually decide to purchase. Therefore, understanding how accessibility impacts consumer behaviour is essential for marketers aiming to enhance brand visibility and strengthen customer relationships. This study examines the influence of accessibility on social media marketing for skincare FMCG products in Chennai City, highlighting its significance in driving engagement, trust, and purchase decisions.

**Review of Literature** Kapoor & Dwivedi (2020) highlighted that accessibility on social media enhances consumer engagement by providing quick access to product information and user-generated content. They found that easy navigation and instant updates significantly increase consumer interaction with FMCG brands. Sarkar (2021) emphasized that accessibility influences online purchase

decisions by reducing search effort. Consumers prefer platforms where information loads quickly, reviews are easily accessible, and product comparisons are convenient—especially in categories like skincare. Kim & Ko (2019) noted that social media accessibility strengthens brand trust in the beauty industry. When consumers can easily access influencer content and product demonstrations, their confidence in the brand increases. Chatterjee & Kar (2020) observed that the interactive and accessible nature of social media allows users to explore new brands effortlessly, leading to higher purchase intention in the FMCG sector. Sharma & Gupta (2022) found that quick access to advertisements and customer reviews significantly impacts millennials' skincare product choices. They concluded that accessibility is a major factor determining customer engagement and brand loyalty.

## Objectives of the Study

1. To examine the influence of social media accessibility on consumer engagement with skincare FMCG products in Chennai City.
2. To analyse how easy access to influencer content affects purchase decisions for skincare products.

## Research Methodology

The study adopts a descriptive research design to examine how accessibility on social media influences consumer behaviour toward skincare FMCG products in Chennai City. Primary data were collected from 221 respondents using a structured questionnaire that included demographic details and statements related to accessibility, engagement, and purchase decisions. A convenience sampling technique was employed to reach active social media users who frequently search for or purchase skincare products online. The questionnaire measured factors such as ease of accessing ads, reviews, influencer content, and product comparisons. Statistical tools such as descriptive analysis and one-way ANOVA were used to interpret the data and identify significant differences in consumer perceptions. Secondary data from journals, reports,

| S. No | Educational Level   | Frequency | Per cent |
|-------|---------------------|-----------|----------|
| 1     | School Level        | 25        | 11.3     |
| 2     | Undergraduate       | 49        | 22.2     |
| 3     | Postgraduate        | 85        | 38.5     |
| 4     | Professional Degree | 62        | 28.1     |
| Total |                     | 221       | 100.0    |

and digital marketing studies supported the conceptual framework. Overall, the methodology provides a systematic approach to understanding how accessibility shapes consumer decisions in the skincare FMCG market in Chennai City.

#### Statement of the Problem

The skincare FMCG market in Chennai has become highly competitive, with brands increasingly relying on social media platforms to reach consumers. However, consumers' attention and purchase decisions are heavily influenced by how easily they can access product-related content—such as advertisements, reviews, influencer videos, and product comparisons. Limited accessibility or slow, unorganized content can reduce consumer engagement and weaken marketing effectiveness. Despite the growing importance of accessibility, limited research has examined its direct impact on consumer behaviour within the Chennai skincare FMCG segment. This study addresses this gap by investigating how accessibility influences consumer interest, trust, and purchase decisions regarding skincare products marketed through social media.

#### Analysis and Interpretations

This section presents a detailed analysis and interpretation of the data collected for the study. It examines respondents' demographic characteristics and their perceptions of accessibility in social media marketing for skincare FMCG products. The findings highlight key patterns, relationships, and influences that shape consumer engagement and purchase behaviour.

#### Table 1 Frequency Distribution of Educational Level

Table 1 Frequency distribution of respondents based on educational level shows that a majority of participants are well-educated, with postgraduates forming the largest segment (38.5%), followed by those holding professional degrees (28.1%). Undergraduates constitute 22.2%, while 11.3% completed education only up to school level. This indicates that most respondents possess higher educational qualifications, which suggests they are likely to be more informed, digitally active, and capable of evaluating the accessibility and impact of social media marketing for skin care FMCG products in Chennai City. Their higher awareness and digital exposure strengthen the reliability of insights on how accessibility influences their social-media-driven purchasing behaviour.

**Table 2 Frequency Distribution of Occupational Level**

| S.No  | Occupation        | Frequency | Percent |
|-------|-------------------|-----------|---------|
| 1     | Student           | 24        | 10.9    |
| 2     | Salaried Employee | 37        | 16.7    |
| 3     | Businessperson    | 50        | 22.6    |
| 4     | Homemaker         | 24        | 10.9    |
| 5     | Professional      | 86        | 38.9    |
| Total |                   | 221       | 100.0   |

Table 2 occupational profile of respondents indicates that the sample is diverse, with a significant representation from various work backgrounds. Professionals form the largest group (38.9%), followed by businesspersons (22.6%), indicating that a majority of respondents are economically active and likely to engage with digital platforms for product information. Salaried employees account for 16.7%, while students and homemakers each represent 10.9% of the sample. This distribution suggests that most respondents are from occupations that involve frequent use of digital media, higher purchasing power, and greater exposure to social media promotions. Such a profile is advantageous for assessing how accessibility on social media platforms influences consumer engagement and buying behaviour toward skin care FMCG products in Chennai City.

**Table 3 Frequency Distribution of Income Level**

| S. No | Income          | Frequency | Per cent |
|-------|-----------------|-----------|----------|
| 1     | Below 20,000    | 24        | 10.9     |
| 2     | 20,001 – 40,000 | 38        | 17.2     |
| 3     | 60,001 – 80,000 | 48        | 21.7     |
| 4     | Above 80,000    | 111       | 50.2     |
| Total |                 | 221       | 100.0    |

Table 3 income distribution of respondents shows that half of the sample (50.2%) earns above ₹80,000, indicating a predominantly high-income group. Another 21.7% fall within the ₹60,001–₹80,000 range, reflecting a strong presence of upper-middle-income consumers. Meanwhile, 17.2% earn between ₹20,001–₹40,000, and 10.9% earn below ₹20,000. This income profile suggests that most respondents have substantial purchasing power and are more likely to explore, evaluate, and purchase skin care FMCG products promoted on social media. Higher-income consumers also tend to have better access to digital devices, stable internet connectivity, and greater exposure to online marketing.

Therefore, this demographic strengthens the study by showing how accessibility on social media platforms significantly shapes awareness, engagement, and buying decisions for skin care products in Chennai City Null Hypothesis: There is no significant difference among Education Qualification with respect to Factors of Accessibility of Social Media Marketing

### AND ENGINEERING TRENDS

**Table 4 ANOVA for significant difference among Education Qualifications with respect to Factors of Accessibility of Social Media Marketing**

| Accessibility of Social Media Marketing                                      | Mean              | F       | Sig.     |
|--|-------------------|---------|----------|
| Social media ads for skin care products are easy to access anytime           | 17.288<br>(1.317) | 13.125  | <0.001** |
| Information about skin care products on social media is available quickly    | 40.386<br>(1.323) | 30.528  | <0.001** |
| Social media platforms provide user-friendly navigation for product searches | 81.430<br>(0.681) | 119.491 | <0.001** |
| Product reviews and influencer videos are easily accessible when needed      | 28.360<br>(1.400) | 20.253  | <0.001** |
| Social media content loads quickly and does not interrupt my experience      | 77.111<br>(1.240) | 62.211  | <0.001** |
| I can easily compare different skin care product brands on social media      | 29.618<br>(1.520) | 19.488  | <0.001** |

The results clearly indicate that respondents strongly perceive social media marketing for skin care FMCG products as highly accessible. All accessibility-related statements have significant F-values with  $p < 0.001$ , showing statistically meaningful differences in responses and confirming consistency in user opinions. Respondents agree that information is quickly available, ads are easy to access anytime, and platforms offer smooth, user-friendly navigation, which enhances their experience while exploring skin care products online.

High mean scores for quick content loading and easy access to reviews and influencer videos show that users find social media efficient for gathering product insights. Additionally, the ability to easily compare brands highlights how accessibility supports informed decision-making. Overall, the findings emphasize that strong accessibility features on social media significantly influence how consumers in Chennai engage with, evaluate, and respond to skin care FMCG marketing content. Null Hypothesis: There is no significant difference among Education Qualification with respect to Factors of Influence of Accessibility on Purchase Decisions

**Table 5 ANOVA for significant difference among Education Qualifications with respect to Factors of Influence of Accessibility on Purchase Decisions**

| Influence of Accessibility on Purchase Decisions   | Mean            | F      | Sig.     |
|--|-----------------|--------|----------|
| Easy access to product information on social media influences my interest in skincare products | 21.262<br>1.735 | 12.258 | <0.001** |
| The accessibility of ads encourages me to explore new skincare brands                          | 30.826<br>1.794 | 17.181 | <0.001** |
| Easily available product reviews increase my confidence in the brand                           | 45.502<br>1.584 | 28.721 | <0.001** |
| When content is accessible, I am more likely to try new skincare products                      | 12.258<br>1.397 | 8.772  | <0.001** |
| Accessibility of influencer content motivates me to follow skincare recommendations            | 38.071<br>1.977 | 19.257 | <0.001** |
| The convenience of social media marketing impacts my final purchase decision                   | 42.301<br>1.184 | 35.731 | <0.001** |

The results indicate that accessibility on social media has a strong and statistically significant influence on consumers' purchase decisions regarding skin care FMCG products in Chennai City. All the statements show high mean values, supported by significant F-values ( $p < 0.001$ ), confirming that respondents consistently acknowledge the role of accessibility in shaping their buying behaviour. Easy access to product information and advertisements increases consumers' interest in skincare products and encourages them to explore new brands. The availability of product reviews and influencer content boosts confidence, trust, and motivation to follow skincare recommendations. Furthermore, when social media content is easily accessible, consumers are more inclined to experiment with new skincare products. Importantly, the overall convenience and accessibility of social media marketing significantly impact final purchase decisions, highlighting that accessible digital content plays a crucial role in driving consumer engagement and product choice in the skincare FMCG segment in Chennai City.

### Findings

- The study revealed that accessibility on social media plays a crucial role in shaping consumer behaviour toward skincare FMCG products in Chennai City.
- Respondents strongly agreed that social media platforms provide quick access to advertisements, product information, reviews, and influencer content.
- High mean scores and significant ANOVA results indicate that easy navigation, fast-loading content, and readily available product comparisons enhance consumer interest and confidence.
- The findings also show that accessibility positively influences the likelihood of exploring new skincare brands and making purchase decisions.
- Consumers with higher education and income levels demonstrated greater dependence on accessible digital content for evaluating skincare products.

### Practical Implications

The results highlight the importance of enhancing accessibility in social media marketing strategies for skincare brands. Marketers should ensure that content loads quickly, is visually clear, and provides seamless navigation to improve consumer engagement. Brands need to offer easily accessible product reviews, influencer collaborations, and side-by-side comparisons to build trust and guide purchase decisions. Ensuring that advertisements and product information are available across multiple platforms can increase reach and visibility among diverse consumer groups. Improving accessibility features will help skincare FMCG companies strengthen customer loyalty, attract new buyers, and improve overall digital marketing effectiveness in competitive urban markets like Chennai City.

### Conclusion

The study concludes that accessibility is a major determinant of the effectiveness of social media marketing for skincare FMCG products in Chennai City. Consumers perceive social media as a convenient and reliable source for accessing product-related information, which significantly influences their interest, trust, and final purchase choices. Easily available content, influencer reviews, and user-friendly navigation contribute to higher engagement and brand exploration. As social media continues to dominate consumer interactions, enhancing accessibility becomes essential for FMCG skincare brands to remain competitive and relevant. Overall, the research emphasizes that accessible digital content not only improves consumer experience but also drives stronger purchase intentions and brand preference.

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