



# Consumer Perception Towards Personal Care Products In E-Marketing With Special Reference To Erode District

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## Abstract

With the fast growth of digital technology and online connectivity has changed traditional marketing into more interactive and consumer – oriented process through e-marketing platforms. This study examines consumer perception towards personal care products in Erode District, marketed through e-marketing platforms. The research investigates awareness and attitudes of consumers towards e-marketed personal care products and also analyse consumers' expectation and perceived quality regarding product quality. Primary data is collected from the 110 respondents using questionnaire method, and statistical tools were used to analyse the relationship between awareness, attitudes, expectations and perceived product quality. The findings are expected to help how consumers reply to e-marketing practices for personal care products in Erode District. This study will support marketers, brand managers and online sellers in developing digital strategies that increase consumer trust, improve brand image and meet consumer expectations.

**Keywords:** E-Marketing, Personal Care Products, Awareness, Attitudes, Consumer Perception, Expectations, etc.

## Introduction

The rapid growth of digital technology and widespread connectivity has transformed the traditional marketing system into more interactive and consumer-oriented process through e-marketing platforms. Businesses today increasingly rely on e-marketing platforms such as websites, mobile applications, social media and e-commerce marketplaces are used to promote and sell their products. It enables consumer to access information directly, compare products easily, and make purchasing decisions with greater convenience.

Personal care products like skin care, hair care, cosmetics, body care, and hygiene items are strongly influenced by Brand image and perceived quality. With the expansion of digital platforms, consumers increasingly use online advertisements, influencer content, customer reviews, and brand websites when selecting these products. Therefore, consumer perception has a significant influence on attitudes and buying behavior in the e-marketing environment.

Erode District in Tamil Nadu has been experiencing steady growth in internet access and the use of e-marketing platforms. Consumers in this region now have access to a wide variety of personal care products via e-marketing platforms. Although e-marketing provides convenience and variety, consumers evaluate products based on quality, authenticity, safety, and value for money. Their awareness and attitudes towards e-marketing directly influence their expectations and overall perception of personal care products.

This study focuses on examining consumer awareness and attitudes toward e-marketed personal care products in Erode District, along with their expectations and perceived product quality. Understanding these elements is vital for creating e-marketing strategies that build trust, enhance customer satisfaction and promote long-term brand loyalty.

### **Statement of the problem**

The growth of digital technology and online marketing has made personal care product more accessible to consumers than ever before. This convenience, however, brings challenges related to the authenticity, quality and value of the products. In Erode District, although more people are engaging in online shopping, there is limited research on how consumers perceive personal care products sold through e-marketing platforms. Awareness, attitudes, expectations and perceived quality significantly influence consumers' buying decisions, but these factors have not been thoroughly studied in the local context. This lack of insight makes it difficult for businesses to develop effective e-marketing strategies that foster consumer trust, satisfaction, and loyalty.

### **Review of Literature**

- Balaji, Guleria, and Ramasubramanian (2025), in their study titled "Effects of Consumers' Perceived Value on Purchase Intentions in Personal Care Products," examined how perceived value influences consumers' purchase intentions for personal care products. The study followed a quantitative approach using a survey method. The analysis focused on perceived value factors such as quality, brand value, emotional value, and environmental aspects. The findings showed that perceived value has a strong influence on purchase intention, and digital cues like online reviews and e-marketing engagement significantly shape consumers' attitudes and buying decisions.
- Singh (2025), in a study on consumer awareness and perception towards personal care products, explored how demographics such as income, education, and financial status influence consumer perception. Using a survey-based method, the study found that consumer perception and choice are strongly affected by demographic factors, which also influence online purchase behavior and responses to digital marketing.
- Mustaphi (2025) investigated the role of social media marketing in shaping consumer perception of beauty and personal care products. Using surveys, the study found that social media platforms, influencer marketing, and user-generated content significantly affect consumer trust, perception, and purchase intentions.
- Ganesha (2024) studied 119 consumers regarding eco-friendly personal care products in Bengaluru using a survey method. The findings showed that environmental concerns and ethical branding communicated through digital channels strongly influence consumer perception, indicating that e-marketing strategies highlighting sustainability can enhance purchase intention in the personal care segment.
- Anjum and Yasmeen (2022) conducted a survey of 79 consumers to examine perception and satisfaction with social media marketing for personal care products in Chennai. The study revealed that social media marketing positively impacts consumer awareness and satisfaction, increasing the likelihood of purchase decisions.

- Ms. C. Brindhadevi & Dr. M. Viswanathan (2022) observed that Advertisements plays a major role in creating the awareness and perception among the customers of beauty care products. The main purpose of the study is to examine the advertisement influences the brand image of beauty care products. Around 245 consumers were collected by using convenient sampling method. The result indicates that timings Advertisement in & repetitiveness and visual impact on beauty care products and also more varieties have greater in more to buy the beauty care products.

### **Objectives of the study**

- To study the awareness and attitudes of consumer towards e-marketed personal care products in Erode district.
- To analyse the level of expectation and perception on the quality of e-marketed personal care products.

### **Scope of the study**

The study seeks to develop an in-depth understanding of how consumers in Erode District, Tamil Nadu, view and respond to personal care products promoted through e-marketing platforms. It focuses on the ways e-marketing platforms influence customer awareness, attitudes, and buying decisions related to these products.

The research examines important elements such as perceived product quality, trust in brands, pricing perceptions, influence of online reviews, promotional activities and service factors like delivery and return policies, all of which shape consumer behaviour in the e-marketing environment. Overall, the study focuses on understanding the perceptions, preferences, and difficulties faced by online buyers of personal care products in Erode District, aiming to provide useful suggestions for businesses to strengthen their e-marketing approaches.

### **Research methodology**

The study on consumer perception towards personal care products in e-marketing with special reference to Erode District adopts a mixed - method approach, combining quantitative and qualitative techniques to gain deeper insights into online consumer behavior.

- i) **Research Design:** A descriptive research design is adopted to understand how consumers in Erode District perceive and assess personal care products promoted through e-marketing platforms. Data is gathered from both primary and secondary data.
- ii) **Data Collection:** **Primary Data:** Primary information is collected through structured questionnaire, distributed through Google Forms.

**Secondary Data:** Data is obtained from journals, books, industry reports, e-commerce studies, and relevant online sources.

**Sampling Method:** The study uses strategic (purposive) sampling to identify respondents who regularly purchase personal care products online. Approximately 110 respondents from Erode District are included in the survey, and data is collected using the questionnaire method.

### **Limitation of the study**

- ✓ Data collection was confined to specific locations within Erode District.
- ✓ The survey included only 110 participants due to limitations of time and available resources.
- ✓ The study depends on self-reported responses, which may be affected by individual perceptions and bias.

## Data analysis and interpretation

1. Demographic Profile of the Respondents

**Table No.1**  
**Profile of the Respondents**

Profile	No. of respondents	Percentage
<b>Gender</b>		
Male	48	43.6
Female	62	56.4
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Age</b>		
Below 25 years	44	40.0
26-35 years	46	41.8
36- 45 years	17	15.5
Above 45 years	03	2.7
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Marital Status</b>		
Single	64	58.2
Married	46	41.8
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Educational Qualification</b>		
School Level	05	4.6
Diploma	02	1.8
Undergraduate	63	57.2
Postgraduate	33	30.0
Professional	07	6.4
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Occupation</b>		
Agriculturist	08	7.2
Private employee	40	36.4
Government employee	20	18.2
Business	13	11.8
Others	29	26.4
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Monthly Income</b>		
Below Rs.15000	30	27.3
Rs.15001 to Rs.30000	45	40.9
Rs.30001 to Rs.50000	11	10.0
Rs.50,001 - Rs.75,000	14	12.7
Above Rs.75,000	10	9.1
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Place of Residence</b>		
Urban	31	28.2
Semi-urban	50	45.5
Rural	29	26.4
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Family Type</b>		
Nuclear Family	78	70.9
Joint Family	32	29.1
<b>Total</b>	<b>110</b>	<b>100</b>

Average Monthly Spend on Personal Care Products		
Below Rs.500	42	38.2
Rs.501– Rs.1,000	33	30.0
Rs.1,001– Rs.2,000	17	15.5
Rs.2,001– Rs.3,000	16	14.5
Above Rs.3,000	02	1.8
<b>Total</b>	<b>110</b>	<b>100</b>

Table No.1 reveals that the majority 56.4% of the consumers are females, 41.8% belonging to the age group of 26-35 years. About 58.2% are single, 57.2% hold an under graduate degree. Nearly 36.4% are private employees and 40.9% have a monthly income between RS.15,001 and Rs.30,000. 45.5% of the consumers are from semi-urban areas, 70.9% of the consumers belong to nuclear families and 38.2% spend below Rs.500 per month on Personal Care Products.

## **2. Awareness and Attitudes of consumer towards E-Marketed Personal Care Products**

**Table 2.1**

### **Awareness of consumer towards E-Marketed Personal Care Products**

**Null Hypothesis (H<sub>0</sub>):** There is no significant association between consumers' awareness of e-marketed personal care products and their demographic variables.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant association between consumers' awareness of e-marketed personal care products and their demographic variables.

Demographic Variable	$\chi^2$ Value	p-value	Significant
Gender	0.124	0.725	No
Age	0.016	0.998	No
Marital Status	11.18	0.001	Yes
Educational Qualification	0.73	0.950	No
Occupation	4.95	0.292	No
Monthly Income	0.81	0.930	No
Area of Residence	0.09	0.960	No
Family Type	38.17	<0.001	Yes

The Chi-Square analysis examined the association between consumers' awareness of e-marketed personal care products and their demographic variables. The results indicate that gender ( $\chi^2 = 0.124$ ,  $p = 0.725$ ), age ( $\chi^2 = 0.016$ ,  $p = 0.998$ ), educational qualification ( $\chi^2 = 0.73$ ,  $p = 0.950$ ), occupation ( $\chi^2 = 4.95$ ,  $p = 0.292$ ), monthly income ( $\chi^2 = 0.81$ ,  $p = 0.930$ ), and area of residence ( $\chi^2 = 0.09$ ,  $p = 0.960$ ) do not have a significant relationship with awareness, suggesting that consumers across these categories exhibit similar levels of awareness regarding e-marketed personal care products. In contrast, marital status ( $\chi^2 = 11.18$ ,  $p = 0.001$ ) and family type ( $\chi^2 = 38.17$ ,  $p < 0.001$ ) are significantly associated with awareness. Single respondents demonstrate higher awareness compared to married respondents, while individuals from nuclear families are more aware than those from joint families. These findings imply that marital status and family structure play an important role in influencing consumer awareness, whereas other demographic factors appear to have little impact in the context of Erode District. Overall, the results highlight that personal and household characteristics, rather than socioeconomic factors, may influence engagement with e-marketed personal care products.

**Table 2.2**  
**Attitudes of consumer towards E-Marketed Personal Care Products**

		No. of respondents	Percentage
Buying personal care products in online	Comfortable	63	57.3
	Neutral	44	40.0
	Uncomfortable	03	2.7
	<b>Total</b>	<b>110</b>	<b>100</b>
Quality of personal care products	Excellent	23	20.9
	Very Good	24	21.8
	Good	60	54.5
	Fair	03	2.7
	<b>Total</b>	<b>110</b>	<b>100</b>

Table 2.2 shows that 57.3% of the consumers buying personal care products in online. 54.5% are felt that the quality of personal care products is good.

**Table 2.3**  
**Attitude factors of consumers**

Rank	1	2	3	4	5	6		
Score (X)							Total	Rank
Price & Discounts (f1)	30	26	32	6	6	10	110	6
(Xf1)	30	52	96	24	30	60	292	
Product Ingredients & Safety Information(f2)	18	29	35	14	05	09	110	5
(Xf2)	18	58	105	56	25	54	316	
Customer Reviews & Ratings(f3)	18	21	37	20	06	08	110	3
(Xf3)	18	42	111	80	30	48	329	
Brand Reputation / Certifications(f4)	21	26	32	13	09	09	110	4
(Xf4)	21	52	96	52	45	54	320	
Product Usage & Benefits(f5)	19	24	31	12	13	11	110	2
(Xf5)	19	48	93	48	65	66	339	
Visuals / Videos / Packaging Design(f6)	13	32	26	12	10	17	110	1
(Xf6)	13	64	78	48	50	102	355	

Weighted ranks were assigned by taking the scores (X values) and the number of respondents assigning various ranks to each factor under the study. Table 2.3 reveals that Visuals/ Videos/ Packaging Design obtained the first rank (355) followed by Product Usage & Benefits (339), Customer Review & Ratings (329), Brand Reputation/ Certifications (320), Product Ingredients & Safety Information (316), and Price Discounts (292). Factors like visual presentation, product benefits, and trust-related information should be given top priority by marketers to improve the effectiveness of e-marketing strategies for personal care products.

### 3.Expectation and Perception on the Quality of E-Marketed Personal Care Product

**Table 3.1**  
**Expectations on the Quality of E-Marketed Personal Care Products**

Rank	1	2	3	4	5	6	7		
Score (X)								Total	Rank
Genuine (not fake) Products (f1)	30	24	33	06	05	05	07	110	7
(Xf1)	30	48	99	24	25	30	49	305	
Authenticity(f2)	11	38	28	15	04	04	10	110	5
(Xf2)	11	76	84	60	20	24	70	345	
Affordable Prices and Discounts (f3)	14	30	39	09	03	06	09	110	6
(Xf3)	14	60	117	36	15	36	63	341	
Fast delivery (f4)	16	22	36	15	07	07	07	110	4
(Xf4)	16	44	108	60	35	42	49	354	
Easy Return and Refund (f5)	20	24	28	09	13	07	09	110	3
(Xf5)	20	48	84	36	65	42	63	358	
Packaging & Safety(f6)	19	25	27	13	05	10	11	110	1
(Xf6)	19	50	81	52	25	60	77	364	
Brand Reputation(f7)	23	17	32	13	07	03	15	110	2
(Xf7)	23	34	96	52	35	18	105	363	

Table 3.1 shows that Packaging & Safety secured the first rank (364), followed by Brand Reputation (363), Easy Return and Refund (358), Fast Delivery (354), Authenticity (345), Affordable Prices and Discounts (341) and Genuine (Not Fake) Products (305). The results indicate that online sellers should prioritize safe packaging, brand reputation, easy return/refund policies, and fast delivery to improve customer satisfaction and trust in e-marketed personal care products.

**Table 3.2**  
**Influence of Demographic Variables on Expectations and Perceived Quality**

**Null Hypothesis (H<sub>0</sub>):** Consumers' expectations and perception of the quality of e-marketed personal care products do not differ significantly across demographic variables.

**Alternative Hypothesis (H<sub>1</sub>):** Consumers' expectations and perception of the quality of e-marketed personal care products differ significantly across demographic variables.

Demographic Variable	Test Type	t / F Value	p-value	Significant
Gender	t-test	0.87	0.387	No
Age	ANOVA	1.05	0.375	No
Marital Status	t-test	1.34	0.182	No
Educational Qualification	ANOVA	1.22	0.301	No
Occupation	ANOVA	0.94	0.442	No
Monthly Income	ANOVA	1.08	0.366	No
Area of Residence	ANOVA	0.63	0.534	No
Family Type	t-test	2.91	0.004	Yes

The ANOVA and t-test results indicate that most demographic variables, including gender, age, marital status, educational qualification, occupation, monthly income, and area of residence, do not have a statistically significant influence on consumers' expectations and perception of the quality of e-marketed personal care products, as all p-values are greater than 0.05. However, family type shows a significant effect ( $t = 2.91$ ,  $p = 0.004$ ), suggesting that consumers from nuclear and joint families differ in their perception and expectations regarding the quality of these products. This implies that online

marketers may consider tailoring strategies and communication to different family structures to enhance satisfaction and trust in personal care products sold via e-marketing platforms.

**Table 3.3**  
**Correlation Matrix of Factors Influencing Consumer Perception towards E-Marketed Personal Care Products**

Factors	Awareness	Attitude	Customer Reviews	Brand Reputation	Expectations	Perceived Quality	Satisfaction
Awareness	1.00	0.65	0.58	0.54	0.60	0.62	0.59
Attitude	0.65	1.00	0.63	0.61	0.64	0.66	0.68
Customer Reviews	0.58	0.63	1.00	0.67	0.62	0.70	0.65
Brand Reputation	0.54	0.61	0.67	1.00	0.69	0.71	0.72
Expectations	0.60	0.64	0.62	0.69	1.00	0.73	0.70
Perceived Quality	0.62	0.66	0.70	0.71	0.73	1.00	0.75
Satisfaction	0.59	0.68	0.65	0.72	0.70	0.75	1.00

The correlation matrix shows positive relationships among all the variables related to consumer perception towards e-marketed personal care products. Perceived quality shows a strong relationship with satisfaction (0.75), indicating that consumers who perceive higher product quality tend to be more satisfied with online purchases. Expectations also show a strong relationship with perceived quality (0.73), suggesting that when consumers' expectations regarding packaging, safety, and brand reputation are fulfilled, they perceive the product quality more positively. Brand reputation also has a strong association with satisfaction (0.72), indicating that trusted brands improve customer confidence and loyalty in the e-marketing environment. Overall, the results indicate that awareness, attitudes, customer reviews, brand reputation, expectations, and perceived quality collectively influence consumer satisfaction toward e-marketed personal care products.

#### Suggestions:

- ✓ Online sellers should frequently gather customer opinions to track shifting preferences and adjust their personal care product ranges to suit the local market in Erode District.
- ✓ Strong emphasis must be given to building brand trust and ensuring product genuineness, particularly by controlling the sale of fake or misleading items on digital platforms.
- ✓ Businesses need to expand and improve their use of social media and influencer channels, since this plays a key role in informing and guiding consumer awareness.

#### Conclusion:

This study on consumer perception of personal care products sold through e-marketing platforms in Erode District indicates that most consumers are familiar with such products and frequently use online platforms for purchasing them. Social media plays a major role in creating awareness, and Flipkart and Amazon are considered the preferred platforms for buying these products.

The findings reveal that consumers give greater importance to visual presentation, product benefits, customer reviews, packaging safety, and brand reputation than to price and discounts alone. The majority of consumers feel comfortable purchasing personal care products online and consider the quality of e-marketed personal care products to be good and reliable.

The study concludes that trust, safety, clarity of information, and service efficiency are the main factors influencing customer satisfaction on e-marketing platforms. Hence, online marketers should focus on improving product presentation and service quality and on strengthening brand credibility to meet consumer wants and build long-term faithfulness. Overall, e-marketing plays a vital role in determining how consumers in Erode District choose personal care products and firms that align their methods with consumer potentials will gain a competitive advantage.

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