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# **A STUDY ON IMPACT OF MARKETING COMMUNICATION ON PRODUCT DEVELOPMENT WITH SPECIAL REFERENCE OF DERMAINDIA**

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## **ABSTRACT :**

This study examines the impact of marketing communication on product development at a fictional skincare company called DermaIndia. The research uses a mixed-methods approach, collecting qualitative data from interviews with key stakeholders and quantitative data from consumer surveys. The findings show that effective communication strategies improve market positioning, consumer engagement, and brand visibility, while consistent communication across multiple platforms fosters consumer trust and brand loyalty. The study also identifies challenges such as the need for greater integration between marketing and product development teams and the importance of ethical and transparent communication practices. Overall, this research highlights the significance of strategic communication in driving innovation, consumer satisfaction, and competitive advantage in the skincare market.

**Keywords:** Marketing communication, Product development, Skincare industry, Mixed-methods approach, Qualitative Data, Quantitative data, Consumer surveys, Market positioning, Consumer engagement, Brand visibility, Communication strategies, Multi-platform communication, Consumer trust, Brand loyalty, Integration between teams, Ethical communication, Transparent communication, Innovation, Consumer satisfaction, Competitive advantage.

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## **INTRODUCTION:**

Marketing communication plays a pivotal role in the success of any product development endeavor. In today's dynamic and competitive business landscape, effective communication is the linchpin that connects innovation with consumer needs and desires. This introduction provides a comprehensive overview of the symbiotic relationship between marketing communication and product development, elucidating how a strategic and cohesive approach can propel a product to success.

Marketing communication into the product development process is imperative from the early stages. Understanding consumer needs and market trends is paramount to developing a product that fulfills a genuine demand. Through market research and consumer insights, marketers can identify opportunities, pinpoint pain points, and shape the product development roadmap. This initial synergy between marketing communication and product development sets the foundation for a product that aligns seamlessly with its intended market.

The theoretical framework emphasizes the two-way nature of communication. Feedback from consumers is invaluable for product development. DermaIndia should actively encourage customer reviews and engage in social listening to understand consumer sentiments. This feedback loop not only helps in refining the product but also strengthens the brand's relationship with its audience. Through this interaction, DermaIndia can establish trust and credibility, key elements in the success of a skincare product.

The theoretical underpinning stresses the significance of storytelling in marketing communication. DermaIndia's narrative should extend beyond product features to evoke emotions and resonate with the target audience. By incorporating relatable stories, testimonials, or case studies, the brand can create a more profound impact and forge an emotional connection with consumers.

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## **NEED OF THE STUDY:**

- The study on marketing communication in product development is crucial to understanding the effective strategies and channels for promoting new products in the market.
- The study can effectively convey the unique features and benefits of their products through optimized communication efforts.
- The study is a special reference to DermaIndia, a focus on marketing communication is essential in the skincare industry, where consumer trust and awareness play a pivotal role.

- The study Investigating the communication strategies employed by DermaIndia can provide valuable insights into successful approaches and potential areas for improvement.
- This study aims to enhance the overall understanding of marketing communication's impact on product development, particularly within the context of DermaIndia's dermatological product offerings.

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### SCOPE OF THE STUDY:

- The study is to examine the role of marketing communication in the context of product development, with a specific emphasis on DermaIndia.
- This research aims to analyze the effectiveness of communication strategies that contribute to the success of product development in the dermatology sector.
- The study will explore different marketing channels and their impact on consumer awareness, perception, and acceptance of dermatological products introduced by DermaIndia.
- The study will explore the challenges and opportunities of aligning marketing communications with the unique characteristics of the dermatology industry.
- The study aims to provide valuable marketing communication insights for the specialized domain of DermaIndia in product development.

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### OBJECTIVE OF THE STUDY:

To study marketing communication tools that DermaIndia promoting new skincare products.

- To study potential spaces that the marketing communication approach for improving product development.
- To analyze consumer awareness and perception regarding DermaIndia's skincare products and their impact on product development.

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### REVIEW OF LITERATURE:

**Garcia, M., & Rodriguez, P.(2023)** This study explores how companies integrate sustainability principles into their marketing communication strategies during product development. It emphasizes the importance of aligning sustainability messaging with consumer values and preferences to build trust and loyalty. The research also discusses the role of certifications and eco-labels in validating environmental claims and influencing consumer purchasing decisions.

**Wang, L., & Kim, S.(2022)** This study discusses how companies integrate sustainability into their marketing communication strategies during product development. It emphasizes aligning sustainability messaging with consumer values to build trust. The research also discusses the role of certifications in validating environmental claims and influencing consumer purchasing decisions. Wang, L., & Kim, S. (2022) explores recent trends in digital marketing communication impacting product development strategies and the growing importance of sustainability.

**Wang, L., & Kim, S.(2022)** This research explores recent trends in digital marketing communication that impact product development strategies. It discusses the growing importance of personalized content, interactive storytelling, and influencer marketing in promoting new products. The study also examines the role of emerging technologies such as augmented reality (AR) and virtual reality (VR) in creating immersive product experiences and driving consumer engagement. Overall, the paper underscores the need for companies to adapt to evolving digital marketing trends to stay competitive in today's dynamic marketplace.

The importance of identical marketing communication tactics to the overarching aims and objectives of product development is acknowledged by academics. According to research conducted in **2012 by Kotler and Keller**, a consistent strategy guarantees that the marketing messages are understood by the target audience and reinforce the product's stance in the marketplace.

An important component of successful product creation is comprehending consumer attitudes. Well-crafted marketing communication may affect consumers' perceptions, preferences, and purchasing behaviour, according to studies like those by **Schultz et al. (2016) and Aaker (2010)**. Even before a product's release, effective communication may generate interest and demand.

Desirable to the development of a company's reputation and success in business. Studies **by Keller (2008) and Kapferer (2008)** show that consistent and interesting communication may have a favourable effect on the success of new product debuts (2012). When a company's reputation is important, this is especially important for enterprises.

The author emphasized how marketing communication helps customers and product creators provide feedback to one another. According to **Smith and Taylor**, businesses may obtain important information about consumer preferences and market trends through platforms like social media and customer evaluations(2015).

In theories to explain how marketing communication might hasten the acceptance of new goods, **Rogers' (2003)** diffusion of innovation theory is frequently mentioned. Good communication techniques can hasten the dissemination of innovations by lowering uncertainty and raising their perceived value.

## RESEARCH DESIGN:

The study is descriptive in nature. This research is basically fact finding with adequate interpretation using simple analysis of data and by developing thinking and elaborating of patterns and obtaining tentative generalizations as hypothesis.

### SOURCES OF DATA:

- Primary Data – Questionnaire given to 200 respondents
- Secondary Data - Websites and, Published reports & Review of literature from published articles.

### HYPOTHESIS FRAMED:

#### HYPOTHESIS - 1

Null Hypothesis (H<sub>0</sub>): There is no significant relationship between the age of respondents and marketing communication tool product development in DermaIndia.

Alternative Hypothesis (H<sub>1</sub>): There is no significant relationship between age of respondents and marketing communication tool product development in DermaIndia

#### HYPOTHESIS – 2

Null Hypothesis (H<sub>0</sub>): T There is a significant relationship between occupation and awareness of new product developments marketing communication in skincare products.

Alternative Hypothesis (H<sub>1</sub>): There is no significant relationship between occupation and awareness of new product developments in marketing communication in skincare products

## PERCENTAGE ANALYSIS:

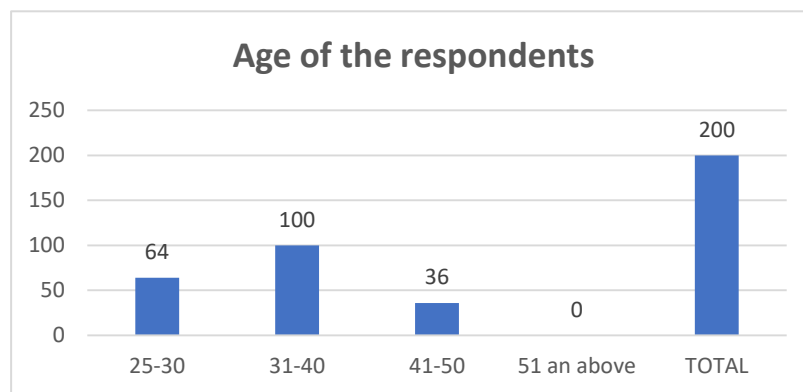
Research questions are always answered with a descriptive statistic generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories

**Table indicating the age of respondents:**

| AGE         | NO. OF RESPONDENTS | PERCENTAGE ANALYSIS |
|-------------|--------------------|---------------------|
| 25-30       | 64                 | 64%                 |
| 31-40       | 100                | 100%                |
| 41-50       | 36                 | 36%                 |
| 51 an above | 0                  | 0%                  |
| TOTAL       | 200                | 200%                |

### INTERPRETATION

From the above table it is interpreted that the number of respondents 25-30 ages of respondents are 64%, between 31-40 age of respondents are 100%, between 41-50 age of respondents 36%, and the ages 51 an above of respondents are 0%.



**Age of the respondents**

### INFERENCE

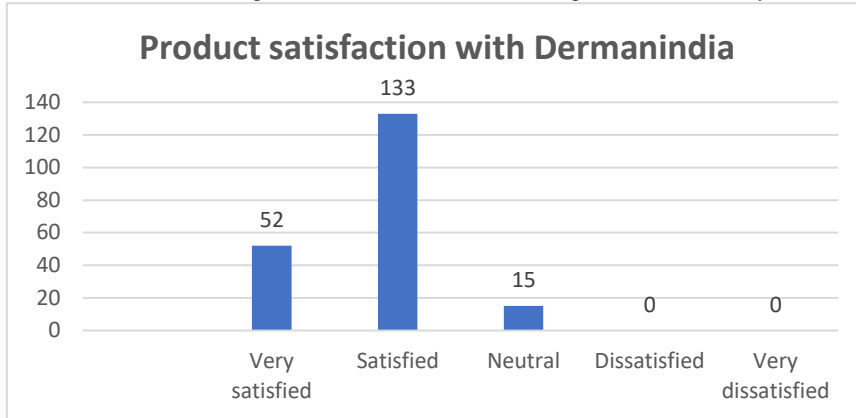
- Majority 100 % of the respondents belong to the age group of 31-40 category.

**Table indicating DermaIndia's marketing communication in informing you about their new products**

| Product satisfaction with Dermanindia | NO. OF RESPONDENTS | PERCENTAGE ANALYSIS |
|---------------------------------------|--------------------|---------------------|
| Very satisfied                        | 52                 | 52%                 |
| Satisfied                             | 133                | 133%                |
| Neutral                               | 15                 | 15%                 |
| Dissatisfied                          | 0                  | 0%                  |
| Very dissatisfied                     | 0                  | 0%                  |
| <b>TOTAL</b>                          | <b>200</b>         | <b>200%</b>         |

**INTERPRETATION:**

From the above table, it is interpreted that the number of respondents for Product satisfaction with DermaIndia are Very satisfied of respondents are 52%, satisfied of respondents are 133%, Neutral of respondents are 15%, Dissatisfied of respondents are 0%, Very dissatisfied of respondents are 0%.



**Product satisfaction with DermaIndia**

**INFERENCE**

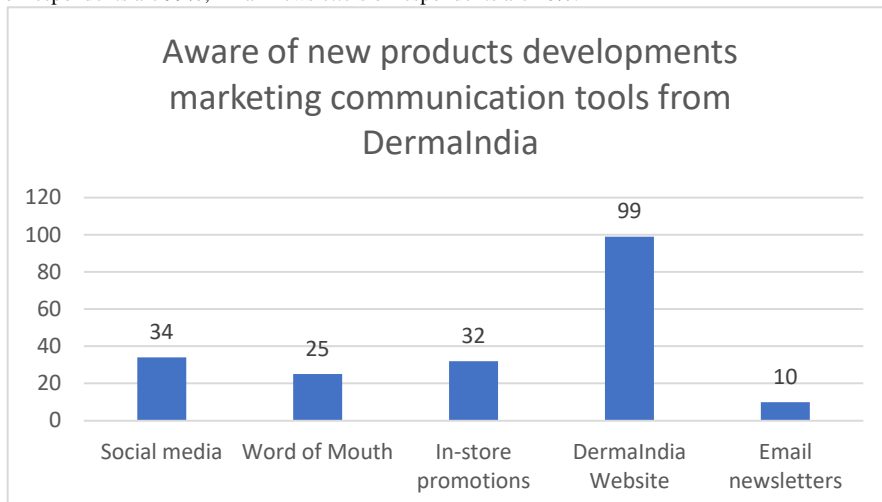
➤ Majority 133% of the respondents for satisfied in Product satisfaction with Dermanindia

**Table indicating the aware of new products developments marketing communication tools from DermaIndia.**

| aware of new products developments marketing communication tools from DermaIndia | NO. OF RESPONDENTS | PERCENTAGE ANALYSIS |
|----------------------------------------------------------------------------------|--------------------|---------------------|
| Social media                                                                     | 34                 | 34%                 |
| Word of Mouth                                                                    | 25                 | 25%                 |
| In-store promotions                                                              | 32                 | 32%                 |
| DermaIndia Website                                                               | 99                 | 99%                 |
| Email newsletters                                                                | 10                 | 10%                 |
| <b>TOTAL</b>                                                                     | <b>200</b>         | <b>200</b>          |

**INTERPRETATION:**

From the above table, it is interpreted that the number of respondents for aware of new products developments marketing communication tools from DermaIndia are Social media of respondents are 34%, Word of Mouth of respondents are 25%, In-store promotions of respondents are 32%, DermaIndia Website of respondents are 99%, Email newsletters of respondents are 10%.



**Aware of new products developments marketing communication tools from DermaIndia**

**INFERENCE**

- Majority 99% of the respondents for DermaIndia Website in aware of new products developments marketing communication tools from DermaIndia

**STATISTICAL ANALYSIS:**

**HYPOTHESIS – 1**

Null Hypothesis (H0): There is no significant relationship between the age of respondents and marketing communication tool product development in DermaIndia

Alternative Hypothesis (H1): There is no significant relationship between age of respondents and marketing communication tool product development in DermaIndia

Correlations

|                                                     |                     | Age of the respondent | How did you come to know about DermaIndia products? |
|-----------------------------------------------------|---------------------|-----------------------|-----------------------------------------------------|
| Age of the respondent                               | Pearson Correlation | 1                     | -.232**                                             |
|                                                     | Sig. (2-tailed)     |                       | <.001                                               |
|                                                     | N                   | 200                   | 200                                                 |
| How did you come to know about DermaIndia products? | Pearson Correlation | -.232**               | 1                                                   |
|                                                     | Sig. (2-tailed)     | <.001                 |                                                     |
|                                                     | N                   | 200                   | 200                                                 |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**INTERPRETATION**

The p value is -0.232 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the age and factors determining customer satisfaction

**INFERENCE :**

Therefore, there is a no significant difference between the age and factors determining customer satisfaction.

**HYPOTHESIS – 2**

Null Hypothesis (H0): There is a significant relationship between occupation and awareness of new product developments marketing communication in skincare products.

Alternative Hypothesis (H1): There is significant relationship between occupation and awareness of new product developments in marketing communication in skincare products

**Case Processing Summary**

Cases

|                                                                                                                          | Valid |         | Missing |         | Total |         |
|--------------------------------------------------------------------------------------------------------------------------|-------|---------|---------|---------|-------|---------|
|                                                                                                                          | N     | Percent | N       | Percent | N     | Percent |
| Occupation * How do you usually become aware of new products developments marketing communication tools from DermaIndia? | 267   | 100.0%  | 0       | 0.0%    | 267   | 100.0%  |

Occupation \* How do you usually become aware of new products developments marketing communication tools from DermaIndia  
Count

How do you usually become aware of new products developments marketing communication tools from DermaIndia?

|            |                 |    | DermaIndia Website | Email newsletters | In-store promotions |
|------------|-----------------|----|--------------------|-------------------|---------------------|
| Occupation |                 | 66 | 0                  | 0                 | 0                   |
|            | CHI-SQUARE TEST | 1  | 0                  | 0                 | 0                   |
|            | Employed        | 0  | 34                 | 10                | 32                  |
|            | Self-employed   | 0  | 0                  | 0                 | 0                   |
| Total      |                 | 67 | 34                 | 10                | 32                  |

Occupation \* How do you usually become aware of new products developments marketing communication tools from DermaIndia  
Chi-Square Tests

|                    | Value                | df | Asymptotic<br>Significance (2sided) |
|--------------------|----------------------|----|-------------------------------------|
| Pearson Chi-Square | 351.798 <sup>a</sup> | 15 | <.001                               |
| Likelihood Ratio   | 386.851              | 15 | <.001                               |
| N of Valid Cases   | 267                  |    |                                     |

a. 9 cells (37.5%) have expected count less than 5. The minimum expected count is .04.

#### INTERPRETATION:

The p value is <.001 which is lesser than the significance value (0.05) Alternative Hypothesis (H1) is accepted. And H0 is rejected

#### INFERENCE:

Therefore, There is significant relationship between occupation and awareness of new product developments in marketing communication in skincare products

#### FINDINGS:

- Majority 143% of the respondents are male.
- Majority 100 % of the respondents belong to the age group of 31-40 category.
- Majority 169% of the respondents belong to the Doctorate degrees category.
- Majority 132% of the respondents belong to the occupation self-employed group
- Majority 70% of the respondents belong to the More than 10 years of experience as an associated with DermaIndia
- Majority 124% of the respondents for knowledge about DermaIndia products through DermaIndia Website.
- Majority 130% of the respondents for Very Effective in DermaIndia's marketing communication in informing you about their new products.
- Majority 133% of the respondents for satisfied in Product satisfaction with Dermanindia
- Majority 99% of the respondents for DermaIndia Website in aware of new products developments marketing communication tools from DermaIndia
- Majority 132% of the respondents for Effective in Influential product purchasing decision in DermaIndia's marketing communication.
- Majority 130% of the respondents for Effective in Influential product purchasing decision in DermaIndia's marketing communication
- Majority 93% of the respondents for Agree with DermaIndia's marketing communication has positively impacted the brand image of their products.
- Majority 133% of the respondents for satisfied in satisfaction of the recent product developments by DermaIndia.
- Majority 93% of the respondents for Agree with DermaIndia's marketing communication has positively impacted the brand image of their products.
- Majority 141% of the respondents for Very satisfied with overall satisfied with DermaIndia products

#### SUGGESTIONS:

- Evaluation of Marketing Communication Strategies: Assessing the effectiveness of DermaIndia's marketing communication efforts in promoting product development.
- Impact on Consumer Perception: Analyzing how marketing communication influences consumer perceptions of DermaIndia's products.
- Innovation and Product Differentiation: Examining the role of marketing communication in fostering innovation and differentiation in DermaIndia's product portfolio.
- Market Performance: Investigating the link between marketing communication investments and DermaIndia's market performance metrics.

#### LIMITATIONS OF THE STUDY:

- Due to the time constraint, the sample size was restricted to 200 respondents only.
- Since the study is based on the primary data collected through a questionnaire the result of the study is subject to all the limitations of the primary data.
- The analysis is based on some statistical tools which has its own limitation.
- The findings and suggestions are based on the information given by the respondents

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## CONCLUSION:

In conclusion, this study has shed light on the significant impact of marketing communication on product development, with specific reference to DermaIndia. The findings reveal a dynamic relationship between marketing communication strategies and the development of products in the pharmaceutical and dermatological industry. Through an in-depth analysis of DermaIndia's marketing communication practices and product development strategies, several key insights have been uncovered.

DermaIndia's strategic use of various communication channels such as advertising, public relations, digital marketing, and social media has enabled the company to establish a strong brand presence and engage with its target audience effectively. By communicating the unique value propositions of its products, DermaIndia has been able to create awareness, generate interest, and stimulate demand among consumers.

DermaIndia's emphasis on understanding consumer needs and preferences through market research and consumer feedback has enabled the company to develop innovative products that address specific dermatological concerns effectively. By integrating consumer insights into the product development process, DermaIndia has been able to create a diverse portfolio of skincare solutions that cater to various skin types and conditions.

Furthermore, effective marketing communication fosters collaboration and synergy between different departments within the organization, facilitating a cohesive approach to product development. DermaIndia's cross-functional teams comprising of marketing, research and development, and sales professionals work collaboratively to identify market opportunities, conceptualize new product ideas, and bring them to market. This integrated approach ensures that DermaIndia's products not only meet the needs of consumers but also align with the company's overall marketing objectives and brand positioning.

Moreover, marketing communication plays a crucial role in building trust and credibility among stakeholders, including consumers, healthcare professionals, and regulatory authorities. DermaIndia's transparent and informative communication strategies instill confidence in the safety, efficacy, and quality of its products, thereby enhancing brand reputation and loyalty. By adhering to ethical marketing practices and regulatory guidelines, DermaIndia reinforces its commitment to consumer welfare and public health.

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