



A Study on Consumer Perception Towards Change in Skincare Products

R. Kalaivani¹, M. Varna²

¹Assistant professor, department of commerce with professional accounting, Sri Krishna Aditya collage of arts and science, kovaipudur, Coimbatore.

²Student of III B.com (PA), Department of commerce with professional accounting, Sri Krishna Aditya collage of Arts and Science, Kovaipudur, Coimbatore.

INTRODUCTION

Skincare has actually been around for a long time. Ancient civilizations like the Egyptians and Greeks were known to use natural ingredients like honey, olive oil, and aloe vera for their skincare routines. They believed in the power of these natural substances to nourish and protect their skin. In the Middle Ages, people continued to rely on herbal remedies and essential oils for skincare. They would use ingredients like rosemary, lavender, and chamomile to cleanse and moisturize their skin. Fast forward to the 20th century, and we see the rise of modern skincare as we know it today. Scientific advancements and the development of synthetic ingredients allowed for the creation of more targeted and effective skincare products. Companies started incorporating ingredients like hyaluronic acid, retinol, and peptides into their formulations to address specific skin concerns. Nowadays, the skincare industry is booming with a wide range of products catering to different skin types and concerns. From cleansers and moisturizers to serums, masks, and exfoliants, there's something for everyone. People are also becoming more conscious of the ingredients they put on their skin, opting for natural and organic options. So, in today's world, skincare products have become more than just creams and serums. They are a symbol of self-care, a way to pamper ourselves, and a means of expressing our individuality. It's truly remarkable how something as simple as skincare can have such a profound impact on our lives. So, let's continue to embrace the power of skincare and indulge in that little moment of self-love every day.

STATEMENT OF PROBLEM:

Many individuals struggle with dry and acne-prone skin, leading to discomfort and a lack of confidence. The problem is finding effective skincare products that can provide hydration and address acne without causing further irritation. The desired outcome is to discover skincare solutions that can improve skin health, boost self-esteem, and promote overall well-being.

OBJECTIVES OF THE STUDY:

- To understand consumer preferences and needs
- To evaluate the impact of product changes on consumer satisfaction
- To examine the role of influencers and social media
- To investigate the impact of packing and branding

SCOPE OF THE STUDY:

- Examining factors like effectiveness, packaging, fragrance, texture, and ingredients.
- Understanding how consumers perceive different skincare brands.
- Assessing how pricing affects consumer perceptions and purchase decisions.
- Analysing the influence of marketing campaigns and endorsements.
- Exploring preferences for specific skincare product categories.
- Investigating how perceptions may differ across different groups.

REVIEW OF LITERATURE

Dr. Anandrajan S., T. (2016)

Product purchasing choice behavior analyzed in relation to cosmetic ads. The purpose of the research was to research the promotion of cosmetic goods for customer behaviour. Often, they want to learn the impact of specific outlets in inspiring customers on a single cosmetics brand. Random sampling was used. Sample size was around 200. Data collection approach was introduced for direct interviews. Easy and bi-variate tables were drawn up from the collected details. Percentage Regression has been used in data processing. It has found that price cuts and enticing advertising strategies will draw more clients. The research found cosmetics are not luxury. Before commercializing the cosmetic drug, manufacturers must recognize the need.

Professor Anute N., Dr Deshmukh A. Professor Khandagale A. (2015)

Researched patronage of cosmetic products conducts. The primary objective of looking at is to analyze market demographic profile and uncover factors impacting customer purchasing decision. They do need to know the cosmetic product buying trend. They find that most consumers use domestic beauty brand tv as the most convenient medium for obtaining cosmetic facts; satisfactory product is regarded as the most crucial item for selecting customers.

Jawahar V., Dr. Tamizhjothi K (2013)

Has been researching customer mind-set similar to fashion. The main objective of the look at was to research the impact of attitude on buyer shopping for action and to define the core factors that influence purchasing behaviour.

Gokila k. Banu Rekha M. (2015)

Researched market perception, attitude and appetite for herbal cosmetics with particular regard to Coimbatore City's primary purpose to look at the shifted customer perception of herbal cosmetics to recognize factors driving customers to use herbal products. Descriptive style of studies of 50 Coimbatore metropolis respondents was used with non-opportunity ease sampling. The co-green of regression, average ranking analyzes and chi-square analysis by Karl Pearson where used for statistical analysis. They find that family income every month and herbal goods spending superb consistency of association is the most significant factor impacting consumers in buying cosmetics. They ended the study with a note that consumers feel that natural products are not luxury now and that purchasers continue to buy them.

COMPANY PROFILE

MAMA EARTH

Mama earth is an Indian startup in the beauty care industry. It has become highly successful in a short time and has created a dynamic presence in the industry. It is known for introducing toxic-free skin care routines to its customers. Mamaearth is an Indian based startup that offers a wide range of cosmetic products to elevate its customers' daily skin care routine. It was founded in 2016 by partners Varun Alagh and Ghazal Alagh. They started the business with an initial investment of around INR 90 lakh from their own pockets. The brand became a massive hit in the market and has gained over 1.5 million customers so far.

PLUM

Plum Goodness is an Indian company of Skin, Hair & Makeup. The company headquarter is in Thane, Maharashtra, India. It is 100% vegan brand. Plum Goodness has stood out for its claims on being free of phthalates and parabens. It's also one of the few skincare brands to offer skincare by and skin textures including sensitive skin and acne-prone skin.

NIVEA

Nivea is a German personal care brand that specializes in skin and body care. It is owned by the Hamburg-based company Beiersdorf Global AG. This was the origin of Eucerin brand. Nivea comes from the Latin adjective niveus, nivea, niveum, meaning "snow-white". During the 1930s, Beiersdorf produced various products such as tanning oils, shaving creams, shampoo, facial cleanser, and toners. In World War II, the trademark "NIVEA" was expropriated in many countries. After the war, Beiersdorf bought the rights back. During the 1980s, the NIVEA brand exp

