



A STUDY ON SKINCARE PRODUCTS IN MARKET BASED ON CONSUMERS' PERCEPTION AND PREFERENCES

Mrs. GNANAMANI G¹, V CHARUKRISHNAVENI²

¹ Assistant Professor, Department of B.Com AF Sri Krishna Adithya College of arts & Science Coimbatore

² III B.Com AF Sri Krishna Adithya College of arts & Science Coimbatore

ABSTRACT

This research examines consumer's attitudes and opinions in the skincare industry, including aspects such as brand power, ingredients, price and advertising. It identifies trends such as the popularity of natural products and the influence of social media among consumers while purchase of skincare products.

INTRODUCTION

Skincare is a set of practices that maintains skin healthy and seductive. The range of topical products which are designed to cleanse, cover and nourish the skin is known as Skincare products. This generation of people is more conscious about their health, including having a regular skincare routine. A proper skincare routine will insure that your face looks clear and fresh anyhow of the adulterants and other damages that might come your way. Before buying the skincare products, the consumer should know about their skin type whether it's unctuous, dry, combination or sensitive skin. The consumer should also be well apprehensive of constituents included in product are cure to their specific enterprises similar as acne, dark spots etc.

STATEMENT OF PROBLEM

The skincare assiduity is passing unknown growth, by an adding consumer mindfulness of particular grooming and heartiness, But numerous of the brands struggle to reach their target consumers. Also due to the uneven distribution of population each over the world, numerous consumers around the globe are ignorant of these skincare products or brands.

OBJECTIVES

- To analyze the consumer behavior on purchasing the skin care products.
- To understand the factors affecting the consumers purchase on skin care products.
- To study the demand for skincare products from different brands in the market.

SCOPE OF STUDY

The main scope of the study is to understand the consumers' attitude, towards the purchase of skincare products in market.

It assesses the most preferred skin care brand by customers. The factors which influence the consumer preferences (such as age, gender, income, etc.) to skincare products are purchasing power, quality and frequently purchased products.

RESEARCH METHODOLOGY

- **Primary data:** Primary data are collected through structured questionnaire.
- **Secondary data:** The secondary data are collected from books, magazines and web sites.
- **Sample size:** The sample data has been collected from 132 respondents.
- **Tools for analysis:** Simple percentage analysis

Percentage analysis formula:

$$\frac{\text{No of Respondents}}{\text{Total no of Respondents}} \times 100$$

LIMITATIONS OF STUDY

The quality of this kind of data may be prone to personal bias, inaccuracy, or social desirability where participants provide answers they perceive to be more acceptable than what is their real preference. The study could be affected by the availability and popularity of certain brands in the market during the collection of data.

REVIEW OF LITERATURE

Research by **Murphy and Hinson (2021)** suggests that younger consumers gravitate toward minimalist skincare regimens with a preference for cruelty-free and clean ingredients, whereas older generations prioritize long-term skin health, opting for products with visible anti-aging benefits. **Sinha and Singh (2015)**, she said that, competition in the cosmetic market in India between nation land international brand, and between herbal and chemical product. The increase tendency and attraction of younger generation especially female are towards the natural products.

INDUSTRY OVERVIEW

Skincare history is interesting and goes way back thousands of times, as colorful societies constructed their own skincare and beauty practices. For utmost of history, the end was to be pale and mark free. Pale skin indicated that the proprietor had not been working outdoors like the retainers and poor.

ANCIENT INDIA

Saffron has been employed in skincare for numerous times in India, claims to help with hormones and prevents geriatric, also guard from the sun. Ubtans were prepared from chickpea flour to clean, turmeric to color, rose water or milk to tone and slip, and also sauces of choice were added according to the requirements of the skin. Essential canvases were employed for their remedial purposes as well.

LAKME

Lakmé was introduced by TOMCO in 1952 in association with French companies Robert Piguet and Renoir. Lakmé belongs to Hindustan Unilever. It's an Indian cosmetics company that provides a range of skincare products, similar as creams and other beauty products. Lakmé products are long-lasting and light in weight. Features Skin tone Lakmé products are available for all skin tones.

- • Moisturizing Lakmé skin care creams moisturize the skin.
- • Lightening Lakmé skin care creams lighten skin tone.
- • Radiance Lakmé skin care creams can give radiance to the skin

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS:

Data analysis and interpretation being out the same meaning of data interpretation is not just the data in the table. . It's the drawing inference, relationship and correlation between the variables in this chapter the data is collected thought the interview schedule is analyzed and interferences is drawn with the help of tables.

4.1TABLE SHOWING THE DEMOGRAPHICS OF THE DETAILS

DEMOGRAPHICS OF RESPONDENTS	PERCENTAGE
AGE:	
Below 18	6.1%
18-25	59.1%
25-34	15.9%
34-45	12.1%
Above 45	6.8%
GENDER	
Male	49.2%
Female	48.5%
Prefer not to say	2.3%
INCOME LEVEL	
None	29.5%

below 20,000	20.5%
20,000-50,000	18.2%
50,000-1,00,000	19.7%
Above 1,00,000	12.1%
AREA	
Rural	14.4%
Semi urban	28.8%
Urban	56.8%

4.2TABLE SHOWING THE SKINCARE BRANDS USED BY THE RESPONDENTS

SKIN CARE BRANDS	NO.OF RESPONDENTS	PERCENTAGE
Cetaphil	15	11.4%
Himalaya	12	9.1%
Ponds	13	9.8%
The derma &co	10	7.6%
Lakme	11	8.3%
Cinthol	10	7.6%
Neutrogena	8	6.1%
Dove	10	7.6%
Santhoor	12	9.1%
Hamam	12	9.1%
Medimix	10	7.6%
Others(Aqualogica,Vaseline,Nivea,Lotus, Garnier,Liril,Mysore Sandal)	9	6.85
TOTAL	132	100%

SOURCE: Primary data

INTERPRETATION:

The above table shows that 11.4% respondents uses Cetaphil, 9.1% respondents uses Himalaya ,9.8% respondents uses Ponds,7.6 % uses The derma &co , 8.3 % respondents uses Lakme , 7.6 % uses Cinthol ,6.1% respondents uses Neutrogena, 7.6% respondents uses dove, 9.1% respondents uses Santhoor , 9.1% respondents uses Hamam , 7.6% respondents uses Medimix and remaining 6.85% respondents uses other skincare brands like Nivea, Lotus , Liril, Mysore sandal, Vaseline.

4.3TABLE SHOWING THE SKINCARE BUDGET ALLOCATION AMONG THE RESPONDENTS

BUDGET RANGE (IN INR)	NO.OF RESPONDENTS	PERCENTAGE
Below 500	46	34.8%
500-1000	43	33%
1000-2000	28	21.2%
Above 2000	15	11.4%
Total	132	100%

SOURCE: Primary Data

INTERPRETATION:

The above table shows that 34.8% respondents allocated their budget for skincare products below 500, 33% respondents allocated between 500rs-1000rs, 21.2% respondents allocated between 1000rs-2000rs and 11.4% respondents allocated above 2000rs.

4.4TABLE SHOWING THE KINDS OF SKINCARE PRODUCTS USED BY RESPONDENTS

KINDS OF SKINCARE PRODUCTS	NO.OF RESPONDENTS	PERCENTAGE
Natural skincare products	47	35.6%
Organic skincare products	36	27.3%
Synthetic skincare products	41	31.1%
None	8	6.1%
Total	132	100%

Source: Primary data

INTERPRETATION:

The above table shows that 35.6% respondents use natural skincare products, 27.3% respondents use organic skincare products, 31.1% respondents use synthetic skincare products and 6.1% respondents do not use any kind of skincare products.

4.5 TABLE SHOWING THE FACTORS WHICH INFLUENCES THE RESPONDENTS WHILE PURCHASING THE SKINCARE PRODUCTS.

FACTORS INFLUENCING THE PURCHASE OF SKINCARE PRODUCTS	NO.OF RESPONDENTS	PERCENTAGE
Price of the skincare product	32	24.2%
Quality of the skincare product	30	22.7%
Brand reputation	22	16.7%
packaging of the skincare product	28	21.2%
Others(natural ingredients and harmless ingredients)	20	15.2%
Total	132	100%

Source: Primary data

INTERPRETATION:

The above table shows that nearly 24.2% respondents are influenced by the price factor, 22.7% respondents get influenced by the quality of the product, 16.7% respondents get influenced by the reputation a brand holds, 21.2% respondents get attracted by the packaging of the products and remaining 15.2% gets influenced by other factors like natural and harmless ingredients.

FINDINGS OF THE STUDY

- Majority 59.1% respondents are from age group of 18 to 25 years.
- The Majority 49.2% of respondents are male.
- The Majority 29.5% of respondents do not have an income.
- Majority 56.8% of respondents are from urban area
- The majority 11.4 % of respondents use Cetaphil skin care brand products.
- The majority 24.2% of respondents get influenced by the price of the skincare products.
- The majority 34.8% of respondents allocate their skincare budget below 500.
- The majority 35.6% of respondents use natural skincare products

SUGGESTIONS

The skincare brands can make the skincare routine products simple rather than complex skin care routines by introducing two in one product, so that it's easy and time saving for the consumers. To sustain in Skincare request of India, the skincare brands should reach the consumers abiding in pastoral and semi civic areas. To reach a wide range of consumers, the skincare brands can do digital marketing for their products e.g. SEO targeting, collaboration with influencers and content marketing. The skincare brands should formulate their products using trusted Ayurvedic constituents similar as turmeric, sandal wood greasepaint, neem, aloe vera, etc. The skincare brands can also unite with Self Help Groups and pastoral entrepreneurs to promote products in rural areas.

CONCLUSION

The use of skincare products are adding among the consumers. The ultramodern consumers are well apprehensive of both the benefits of proper skincare and dangerous side goods of harsh constituents in skin care products. There's a growing preference for natural, organic and dermatologist recommended skincare products in the request. The skincare routine espoused by consumers differs from the area they live. The civic consumers' favors decoration and clinical skincare products; whereas consumers from pastoral and semi civic prefer traditional, Ayurveda grounded and budget friendly products. Availability through all networks of channels similar as original retailers, online platforms and direct – to- consumer models will increase the brand success. As the skincare assiduity is evolving, the future of skincare will be driven by personalization, sustainability and advance technology. AI- driven skin analysis and micro biome friendly products develop acclimatized results for separate skin enterprises. In conclusion, my study highlights the consumers' perception on skincare, factors impacting consumer's purchase of skincare products. To sustain in this competitive request, the skincare brands must acclimatize to the changing trends, prefer invention. The main function of skincare brands is to make trust through quality, translucency and by furnishing affordable skincare products to its consumers.

BIBLIOGRAPHY & REFERENCES

1. Solomon, M.R. (2018) *Consumer Behavior: Buying, Having, and Being* (12th Ed.). Pearson. Draelos, Zoe Kececioglu. *Cosmetic dermatology: Products and procedures*. Chichester, West Sussex: John Wiley & Sons, Inc., 2016.

2. Kim, J., & Ko, E. (2012). "Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand." *Journal of Business Research*, 65(10), 1480-1486.
3. Wargoeki, P., & Wyon, D. P. (2013). "Consumer Perception and Acceptance of Personal Care Products: A Review." *International Journal of Cosmetic Science*, 35(3), 211-222. Johnson, E., & Attmann, J. (2019). "Natural vs. Synthetic Ingredients in Skincare: A Consumer Perspective." *Journal of Dermatological Science*, 85(2), 76-84.
4. <https://www.wildhumanskincare.co.uk/blog/658/the-history-of-skincare#:~:text=Ancient%20India,that%20the%20products%20were%20dangerous>
5. https://shodhgangotri.inflibnet.ac.in/bitstream/20.500.14146/8429/4/04_literature%20review.pdf
6. https://en.wikipedia.org/wiki/Skin_care
7. <https://www.lakmeindia.com/?srsltid=AfmBOoqxJLhYJ4FjkoPzifV5PofJ1CHHMDxc-NDxk0ezgNzgYdj8b4VL>