

Consumer Perception and Awareness on Skincare Cosmetic Products

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KEYWORDS

Consumer perception, demographic factors, market influence, consumer awareness, skin care cosmetics products..

ABSTRACT

The cosmetics industry is one of the fastest-growing sectors globally, driven by increasing consumer awareness and demand for personal care products. India is a country which has population of over a billion people using skin care. Over the last decade, India has seen consistent growth in the personal care and cosmetics market with increasing shelf space in boutiques and retail stores across the country. The Indian cosmetics industry is majorly categorised into skin care, hair care, oral care, fragrances, and colour cosmetics segments. The overall market share is expected to grow to US\$ 20 billion by 2025 with a Compound Annual Growth Rate (CAGR) of 25%. On the other hand, the global cosmetics industry is growing at 4.3% CAGR and will reach US\$ 450 billion by 2025. And over a period of time awareness and use of skin care cosmetic product have increased, where people are more conscious about the ingredients that are present in the skin care products and also ingredients which will suit their skin type. In this study an attempt is made to study how consumer behaves for different types of skin care cosmetic products available in the market and also a diverse sample of participants will be surveyed to gather insights into their preferences for different types of skin care cosmetic products. This study focuses on identifying key factors that influence purchasing decisions, brand perception, price sensitivity, marketing influences and awareness on skin care cosmetic products. The survey also examines the impact of demographic factors on consumer perception towards the skin care cosmetic products and its market. The findings of this survey will contribute to the existing body of knowledge in consumer perception and awareness about skin care cosmetic product and its market condition...

1. INTRODUCTION

Now days, cosmetics are considered as essential components in life. They not only, attract the people towards it but also impart psychological effects. It has gained popularity in the last 3-4 decades and its use has been increased exponentially both-in males and females. The most popular cosmetics are hair dyes, powders and creams{4}.

Skincare refers to the practice of taking care of one's skin to maintain its health, appearance and over all wellbeing. Skincare products are designed to maintain and enhance the health and appearance of the skin. Cosmetic skincare products and regular skincare products both aim to improve the skin, but they differ in purpose, formulation and how they work. These include products like cleansers, sunscreen, masks, creams, serums etc which are chosen by customer's preference based on their skin type, income, purpose, influencing factors like advertisements, skin concerns etc. Cosmetic is a Greek word which means to 'adorn' It may be defined as a substance which comes in contact with various parts of the human body like skin, hair, nail, lips, teeth, and mucous membranes etc, Cosmetic substances help in improving or changing the outward show of the body and also masks the odour of the body. It protects the skin and keeps it in good condition. Consumers prefer multifunctional, herbal, and dermatologist-recommended skincare products, favouring reputable brands. The youth are more into skin care routine, where older generation are trying to follow up the trend. Companies use various strategies to attract customers such as celebrity endorsement, promotional offers, packaging etc which is the key factors influencing purchase decision. Over the period opting for skincare has become a part of maintaining skin health leading to consumer precisely choosing for quality



and personalised products therefore being more aware about their skin type and ingredients used in the product. Dermatologists normally recommend that children wash their skin with a mild cleanser, use moisturizing lotion as needed, and wear sunscreen every day [1].

Skin problems are common in the elderly but are often inadequately addressed [2]. There is limited evidence that moisturizing soap bar; combinations of water soak, oil soak, and lotion are effective in maintaining the skin integrity of elderly people when compared to standard care [3]. Dermatology is different from skin care but, there is a close coordination with both because the chemicals used and combination of skin care with dermatological remedies are needed. Elaborate skin care routines are promoted on social media platforms such as TikTok. This has led to children and teens using harsh and inappropriate products, such as anti-aging products, which provide no benefit to young skin and may be harmful.[9] It has also encouraged children and teens to wear sunscreen every day[1]. Guidelines for neonatal skin care have been developed. Nevertheless, the pediatric and dermatological communities have not reached a consensus on best cleansing practices, as good quality scientific evidence is scarce.[8] Immersion in water seems superior to washing alone, and use of synthetic detergents or mild liquid baby cleansers seems comparable or superior to water alone.

There is no clear understanding about dermatological products and skin care products, and not all manufacturers are medicine companies thus understanding behaviour of cosumers towards skincare products is an essential aspect in the market for more knowledge about safety and policy for skin care manufacturers. This study focuses on behaviour of consumers based on few key factors which influences buying behaviors like income level, frequency of use, influencers, brand etc. understanding the impact of these factors on consumer behaviour will give an insight to skin care cosmetics manufacturers and their maekets

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2. LITERATURE REVIEW

1. **Mahalder, Krinendu, Rahman, Syed Millatur (2020)**, The study aimed at investigating the consumer behavior of cosmetic customers and the consumer perception on cosmetic products on Bangladeshi customers. they found out that various factors like quality, psychological attributes of consumer, place where product was sold, external attributes, increased disposable income of consumer and mainly the increase in number of middles to affiliate



consumers is crucial factor that motivates consumer perception towards cosmetic in the context of Bangladesh.

2. **Kameswara Rao Poranki (2015)** The study was conducted to know the consumer attributes and perception on personal care product and cosmetics in Vishakhapatnam, India. In the study they found that Indian consumers are growing more and more brand conscious while purchasing cosmetic and personal care product, the companies need to focus more on advertising and promotion as the are key factors in a price sensitive economy like India. Customer happiness and brand loyalty are heavily impacted by consumer attitudes, beliefs and perceptions, which play a significant role in purchase decisions.
3. **Mr. Pradeep.et.al (2023)** Aimed at knowing the changing consumer preference of skin care product and found that people hardly change their skin care brand or products and would prefer products which are used by other people or may have been used by themselves before. As the result of their study, it was found that the young youth are preferring to change their skin care brand with emerging brands in the market.
4. **Kumari S (2003)** Observed that majority of consumers are highly aware and concerned about the quality of products. He also says that consumers both in rural and urban areas preferred to purchase quality products at reasonable prices and from trusted retailers.
5. **Kruti Bhatt and Peenal Sankhla (2010)** Their study aimed at identifying the major factors motivating consumer buying decision towards cosmetic products, their preferences, attitude and intentions of consumers while deciding for their purchase. Their result showed that quality of the product was major influencing factors to purchase cosmetic products and respondents do not prefer to pay high amount to purchase such products.
6. **Sudipto Mnagal.et.al (2021)** This study focuses to understand the knowledge and perception of consumers regarding usage of skin care products that also emphasize some important aspects related to promotion of misleading health claims and magical cures and adverse reaction of skin care products among the Indian population. This study showed that people are not depending on the advertisement and now are focusing on quality products thus there is an increase in awareness and also the influence of digital media in the use of cosmetics.
7. **Ms. Dhanya A B and Dr. S. Saikrishnan,** A study was on consumer perception and awareness towards organic skin care products aiming to know the student's preference, familiarity within organic products, purchasing behavior and concerns. The study showed that consumers had consciousness towards environmental protection and were influenced to use organic skin care product.
8. **Mohd. Shahanwaj Khan and DR. Archana Dadhe ,** The study showed that most of the consumers use skin care products on daily basis and also the study showed that female consumers prefer quality of skin care products over any other attribute. After quality of product, people prefer skin care products in skin friendliness or safety of the products and then the affordability.

3. RESEARCH PROBLEM

1. Focus on understanding consumer behaviour in the skincare market, particularly in the context of age, gender, product preferences, purchasing habits, and brand loyalty.
2. Examining how gender influences skincare product preferences, including the preference for dermatologist-recommended and herbal products.
3. Investigating the factors that encourage brand switching, with a focus on the importance of product quality, positive reviews, and the lesser impact of price and promotions.
4. Analysing the difficulties consumers face in finding skincare products suitable for their specific skin types and how this affects their overall satisfaction.
5. Exploring the trend of consumers opting for non-mainstream brands and the potential reasons behind this shift, particularly towards herbal products.

This research problem highlights the need to bridge the gap between consumer expectations and the offerings available in the skincare market, ensuring that brands can better cater to the diverse needs of their target audience.

4. OBJECTIVES

This project is cantered to understand the consumer perception and awareness about cosmetic skin care products. And the objectives are as follows-

1. To study the awareness and concern of consumers on skin care cosmetic products.
2. To identify the factors influencing purchase decision on skin care cosmetic products.
3. To study the market for skincare cosmetic products



5. MEHODODLOGY

1. **Research design:** The research is descriptive in nature. The research identifies the factors like consumer perception, market influence and consumer awareness towards skin care cosmetic products.
2. **Sources of data:** The study is based on primary data & secondary data has been collected by using a questionnaire and the secondary data has been collected from books, journals, magazines and the internet etc.
3. **Sample size:** Nearly 70 respondents from the city Bengaluru, Pune, Mumbai, Kollam, Kochi and Kodagu were selected for the study.
4. **Period of Study:** The study was conducted for 1 month starting from July 2024 to August 2024.
5. **Limitations:** Identifying consumers who use skin care cosmetics and know to differentiate products related to dermatology and skin care was difficult to find, time limit was very short. Hesitation from consumers to talk about skin care.

ANALYSIS AND DISCUSSION

With the objectives of the study and limitations in place the sample was selected randomly from around our contacts, and relatives so that their responses are genuine and true. Our study was to understand the behaviour of various age group, gender, income group towards skin care products and also to study impact o key factors like skin type, income level, frequency of purchase, brand name, influencers on consumer behaviour. The following statements and graphical representations are extracted from excel sheet of responses from google form, a normal calculation using excel sheet methods used to understand the impact and behaviour of consumers.

I Statement showing number of male and female users of skin care cosmetic products among different age group.

Table 1:

| Age group | Gender (no. of respondents) | |
|-----------|-----------------------------|--------|
| | Male | Female |
| 18-24 | 12 | 22 |
| 25-34 | 5 | 8 |
| 35-44 | 1 | 9 |
| 45-54 | 1 | 5 |
| 55+ | 4 | 2 |
| Total | 23 | 46 |

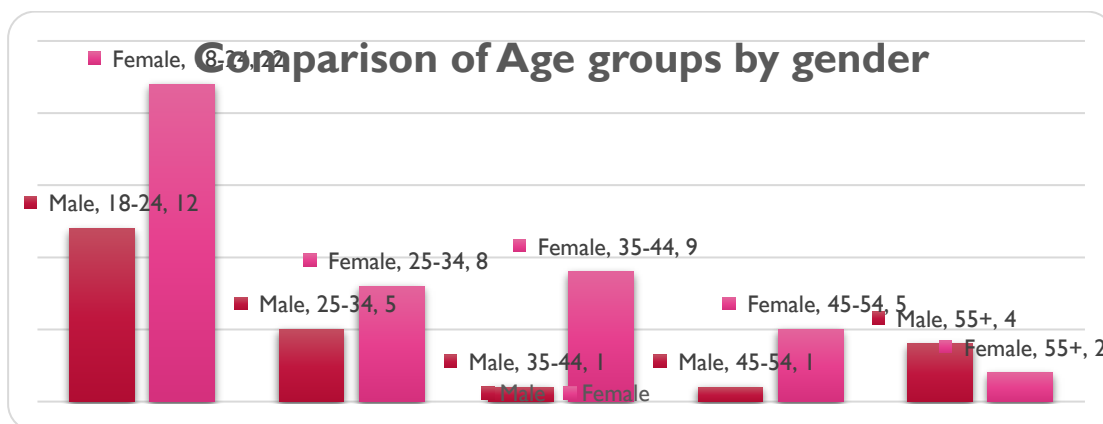


Fig-1

Interpretation: The above chart shows that majority of the respondents belongs to age group of 18-24 and female respondents are high to the extent of 22 in number. It shows that the female are maximum users of skin care products.



II Statement showing consumers responses based on age group and income level

Table 2:

| Income level (In Rupees) | Gender (no. of respondents) | |
|--------------------------|-----------------------------|--------|
| | Male | Female |
| 0 to 10,000 | 7 | 23 |
| 10,000 to 25,000 | 7 | 9 |
| 25,000 to 50,000 | 3 | 7 |
| 50,000 and above | 6 | 7 |
| Total | 23 | 46 |

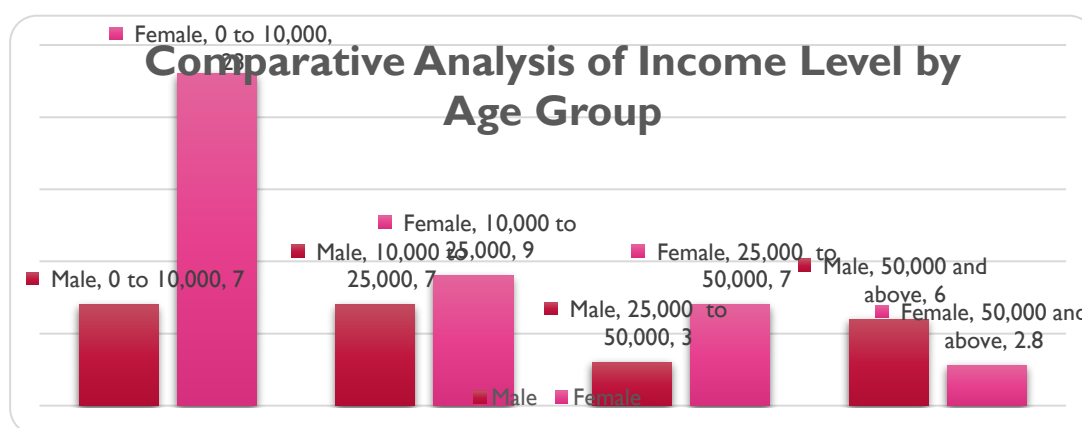


Fig -2

Interpretation: From the above given chart, majority of the respondents earn up to Rs10,000 in a month are female respondents are the highest using skin care products. And the lowest male respondents earn between Rs 25,000 to 50,000. This indicates that female respondents give more importance to skin care in spite of less income than male respondents.

III Statement showing impact of factors like influencer, income level, frequency of buying on consumer buying behavior.

Table 3:

| Impact Of factors | No of respondents | | |
|--|-------------------|----|-------|
| | Yes | No | Maybe |
| Buying Products after watching advertisement | 15 | 27 | 27 |
| Celebrity Endorsement influence | 8 | 45 | 16 |
| Personalized Skin care | 27 | 17 | 25 |
| Multifunctional Skin products | 40 | 20 | 9 |
| Changes in income level | 38 | 30 | 1 |
| Negative effects | 26 | 43 | 0 |

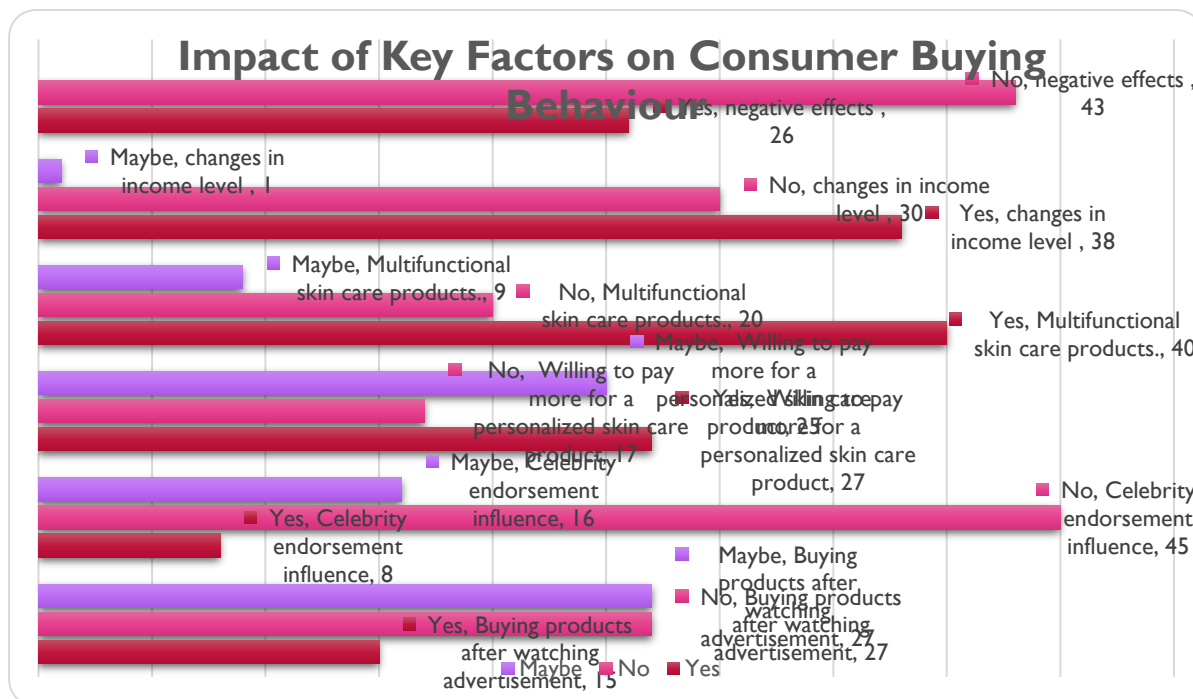


Fig – 3

Interpretation: In the above given figure, we can see that respondents highly prefer to buy multifunctional skin care products and majority of the respondents didn't face any negative effects while using the skin care products. Celebrity endorsement doesn't play a vital role in consumer buying behavior.

IV Statement showing impact of income level on expenses of consumers towards skin care cosmetic products.

Table 4

| Income level | No of respondents | | |
|------------------|-------------------|----------|----------------|
| | 200-500 | 500-1000 | 1000 and above |
| 0 to 10,000 | 19 | 7 | 4 |
| 10,000 to 25,000 | 7 | 6 | 3 |
| 25,000 to 50,000 | 7 | 1 | 2 |
| 50,000 and above | 7 | 3 | 3 |
| Total | 40 | 17 | 12 |

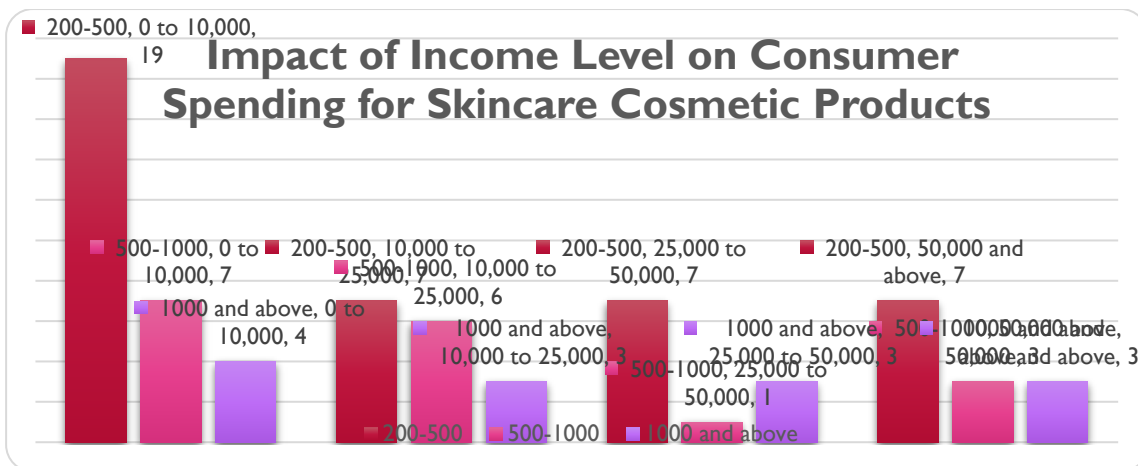


Fig- 4

Interpretation: In the above figure the highest respondents have income level from 0 to 10,000 where majority spend Rs 200-500 on their skin care products whereas least number of respondents earn Rs 25,000 to 50,000 and they choose to spend Rs 200-500.

Statement showing respondents with specific type of skin and purpose of buying

Table 5:

| Skin type | No of respondents | | | | |
|-------------|-------------------------------|---------------------------------|--------------------------------|-----------------------|---|
| | To treat specific skin issues | To maintain overall skin health | To prevent signs of skin aging | To enhance appearance | To protect skin from environmental damage |
| Normal | 3 | 11 | 0 | 6 | 4 |
| Combination | 4 | 6 | 0 | 3 | 5 |
| Dry | 6 | 8 | 0 | 2 | 0 |
| Oily | 3 | 4 | 2 | 0 | 2 |
| Total | 16 | 29 | 2 | 11 | 11 |

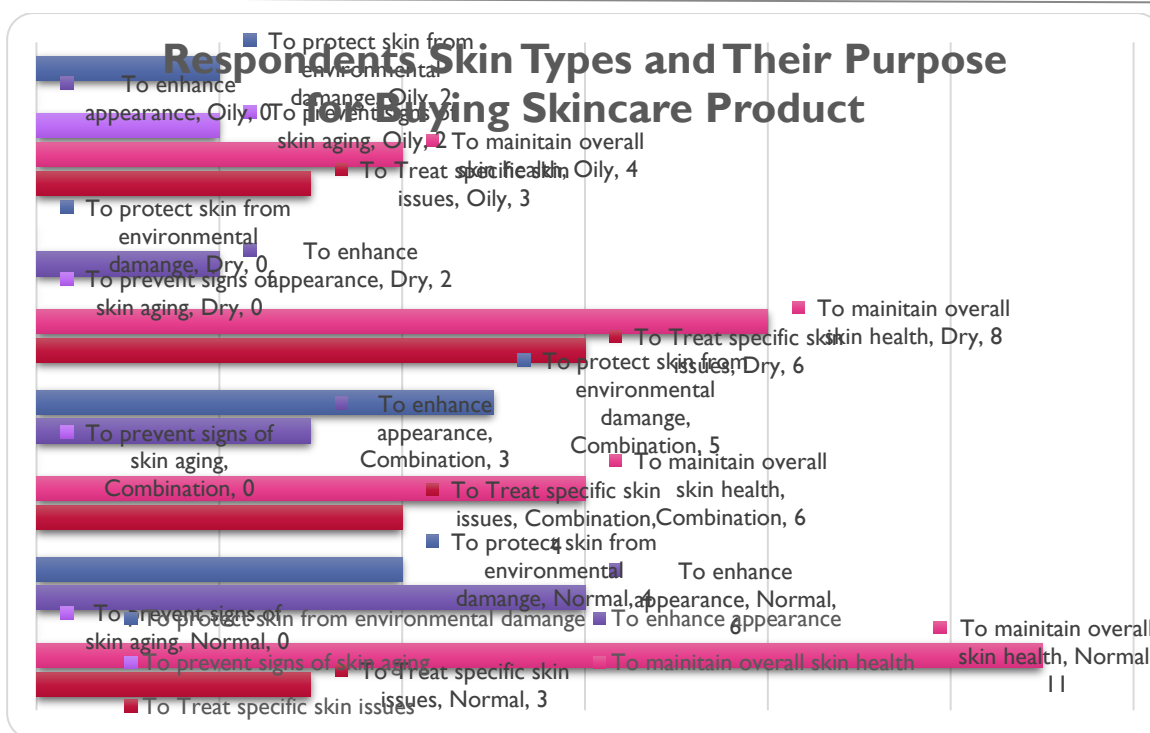


Fig – 5

Interpretation: In this chart majority of respondents have normal skin type and use skin care products to maintain overall skin health and, on the other hand lowest number of respondents use to prevent skin from signs of aging. The respondents with normal skin prefer to use the product to maintain overall skin health and maximum respondents with dry skin also use for skin health.

VI Statement showing respondents for types of skin care cosmetic products.

Table 6:

| Types | No of respondents | |
|---------------------------|-------------------|--------|
| | Male | Female |
| Natural/Organic | 18 | 20 |
| Dermatologist recommended | 2 | 21 |
| DIY/ home remedies | 1 | 3 |
| Drugstore/affordable | 0 | 2 |
| Luxury/high end | 2 | 0 |
| Total | 23 | 46 |

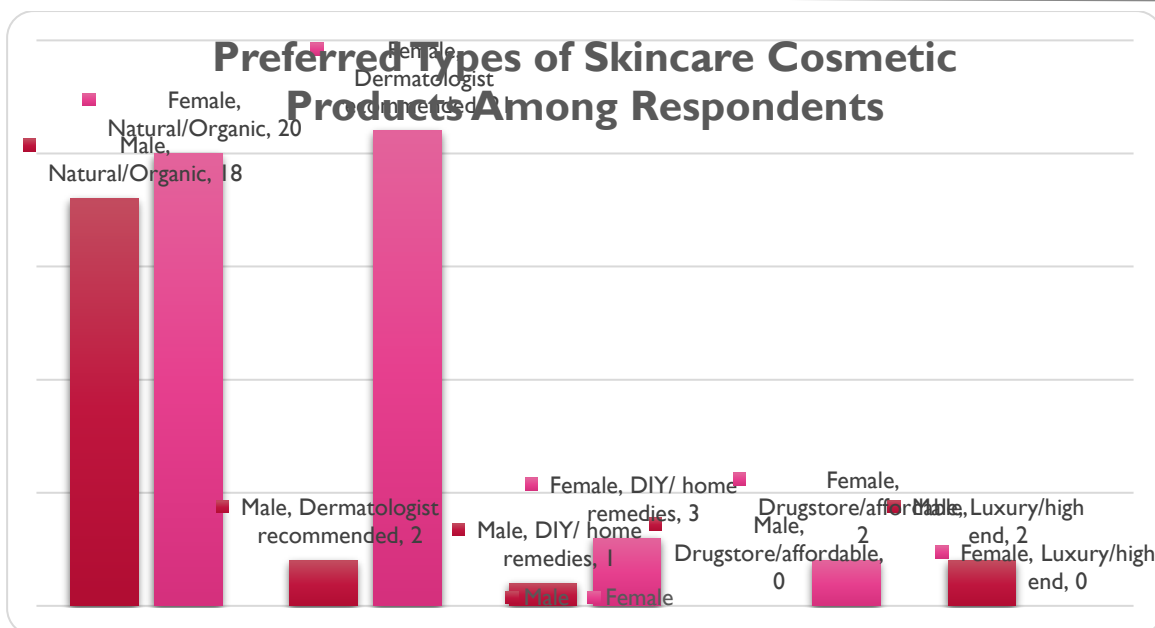


Fig -6

Interpretation: From the given figure the highest number of respondents are female and they prefer dermatologist recommended products as well as natural/organic products. And no female respondents preferred to buy luxury/high end products and in case of male respondents they do not prefer to buy from drugstores/affordable.

VI Statement showing factors Influencing the Decision to Purchase Skincare Products

Table 7:

| Mode of purchase | No of respondents |
|---|-------------------|
| Brand reputation | 24 |
| Recommendations from family and friends | 15 |
| Online Reviews | 8 |
| Price | 5 |
| Others | 17 |

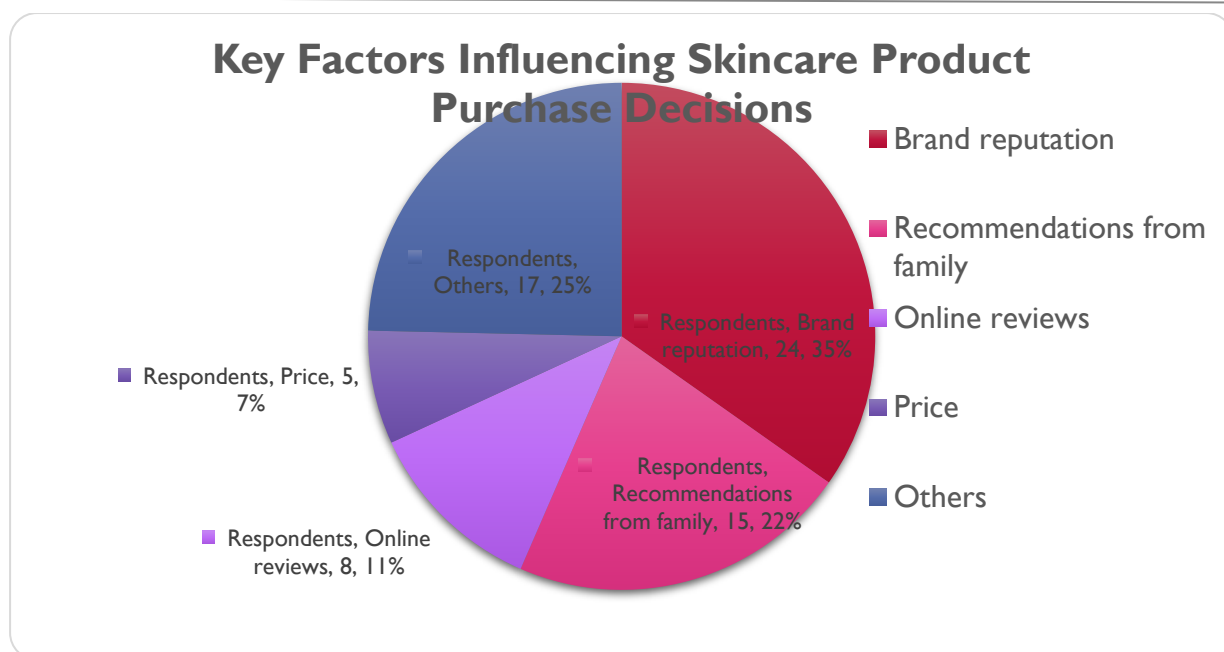


Fig – 7

Interpretation: In this figure highest number of respondents prefer to purchase skin care products with brand reputation and least number of respondents do not get influenced by the price factor. Major influence factors are brand name and family recommendation.

VII Statement showing respondents brand preference

Table 8:

| Brands | No of respondents | |
|------------------|-------------------|--------|
| | Male | Female |
| Himalaya herbals | 6 | 7 |
| Lakme | 2 | 10 |
| Cetaphil | 4 | 7 |
| Pond's | 1 | 3 |
| Others | 10 | 19 |
| Total | 23 | 46 |

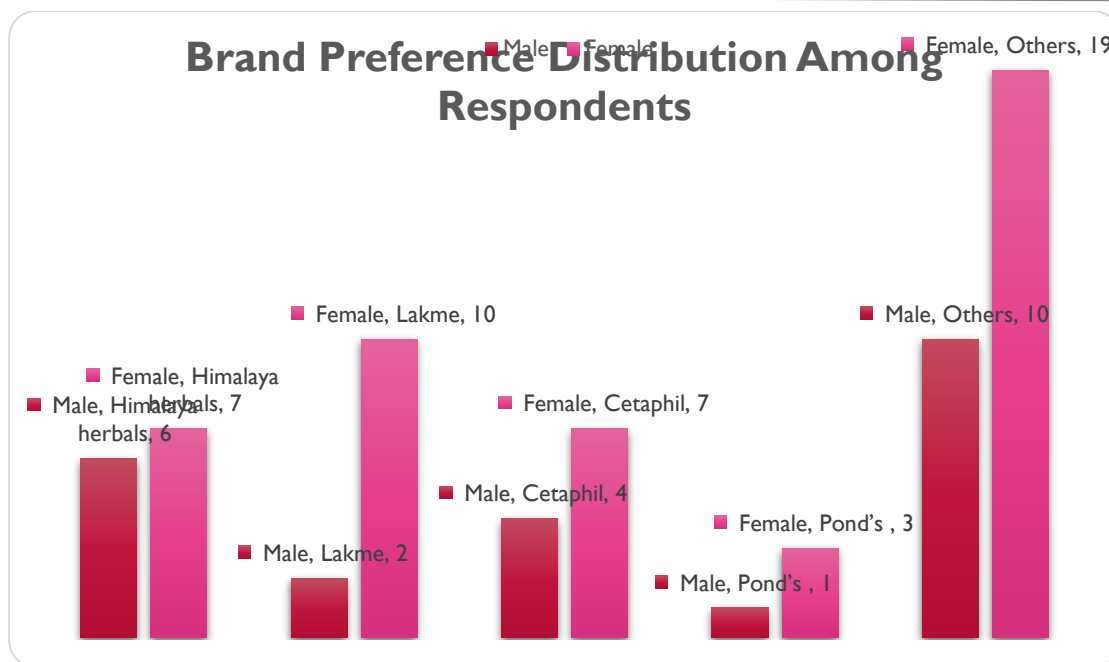


Fig – 8

Interpretation: In this chart majority of the respondents prefer other brands rather than the top 4 brands available in the Indian market. It is understood through the consumer overall behavior in the market that consumers prefer herbal products when they say others.

VIII Statement showing challenges of skin care cosmetic products

Table 9:

| Challenges | No of respondents |
|---|-------------------|
| Finding products suitable for my skin type | 42 |
| High prices | 12 |
| Ineffective products | 8 |
| Limited availability of preferred brands | 5 |
| No proper treatment and recommended are of high price | 1 |
| Price, Reviews, Availability of trail packs | 1 |

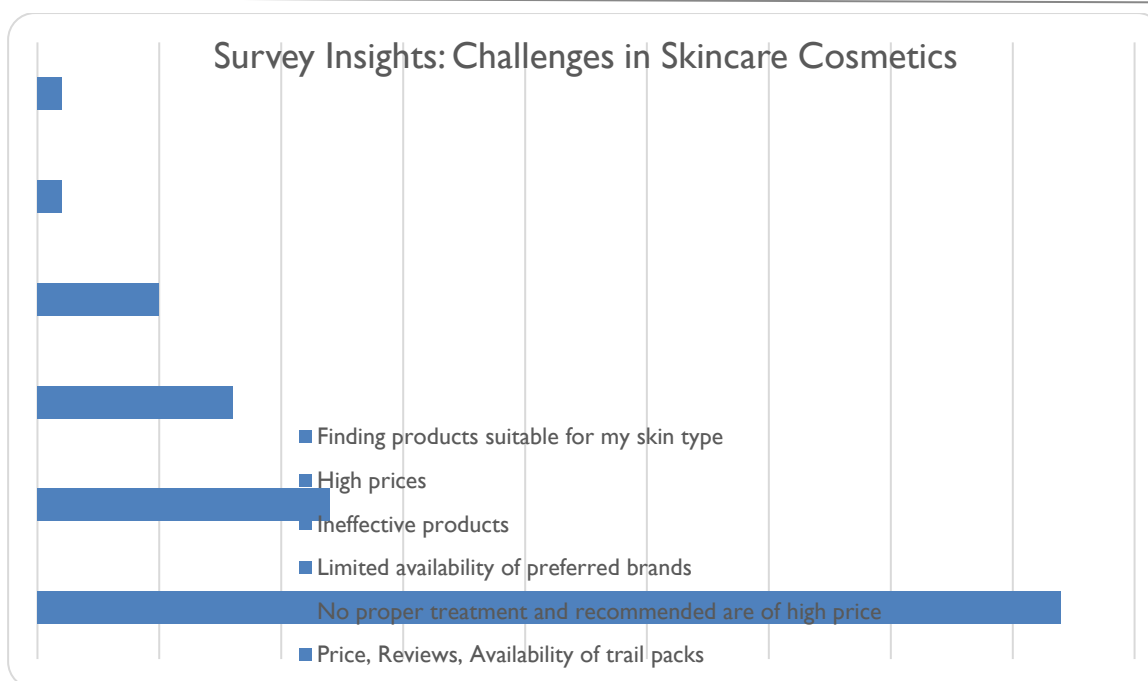


Fig – 9

Interpretation: In the above figure we can find that majority number of respondents face challenges to get products which are suitable for their skin type. The responses show that Price, Reviews, Availability of trail packs along with treatment and recommendation are not major challenges among the respondents.

IX Statement showing awareness of consumers on skin care cosmetic products

Table 10:

| Level of awareness | No of respondents | |
|--------------------|-------------------|--------|
| | Male | Female |
| Very aware | 10 | 19 |
| Slightly aware | 8 | 19 |
| Extremely aware | 4 | 6 |
| Not aware at all | 1 | 2 |
| Total | 23 | 46 |

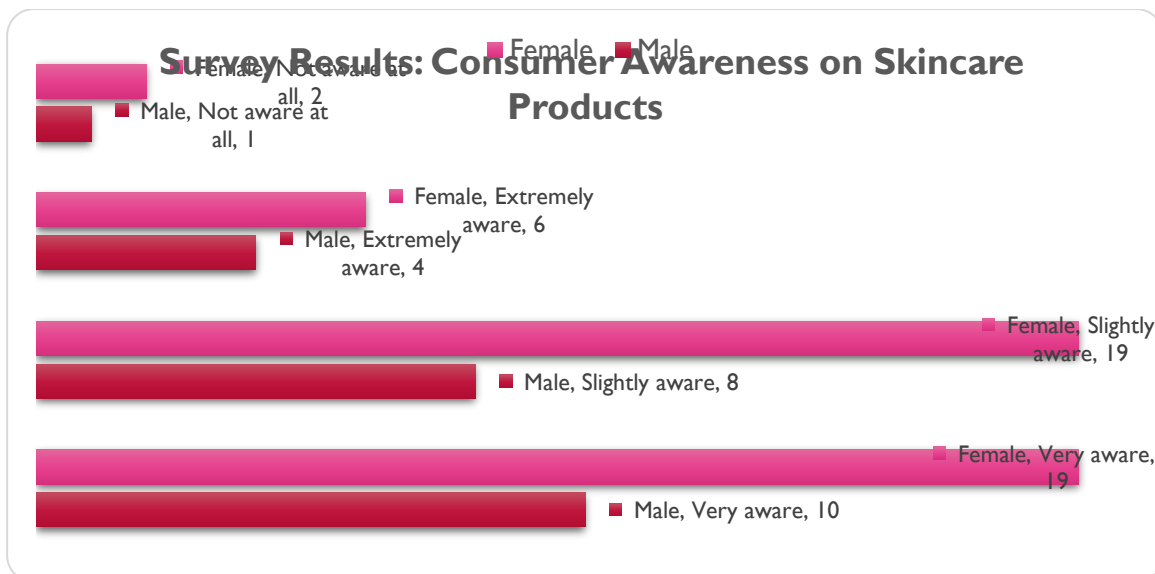


Fig: 10

Interpretation: In the above graph the responses show that female respondents are more aware than the male respondents. It is also observed that respondents have awareness about skin care cosmetic products as not at all aware is only 1 among the respondents. Awareness of male respondents is nearly 50% compared to female.

X Statement showing the frequency of purchasing skin care cosmetic products among the respondents.

Table 11: Respondents

| Frequency | No of respondents |
|-----------|-------------------|
| Daily | 2 |
| Weekly | 2 |
| Monthly | 56 |
| Annually | 8 |
| Never | 1 |
| Total | 69 |

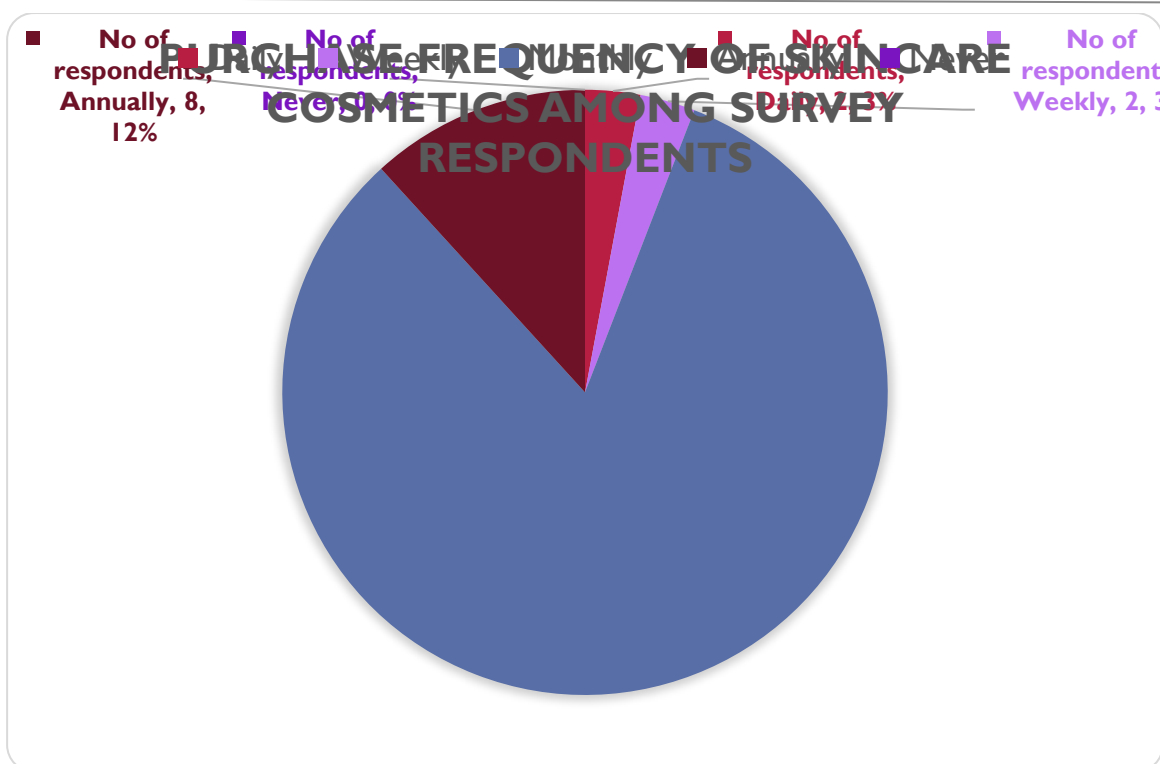


Fig - 11

Interpretation: In the above figure majority of the respondents purchase skin care products on monthly basis as compared to respondents who purchase it on daily and weekly basis.

XI Statement showing what encourages respondents to switch to different skin care cosmetic brand.

Table 12:

| Factors encouraging to switch | Age category of respondents | | | | |
|--|-----------------------------|-------|-------|-------|-----|
| | 18-24 | 25-34 | 35-44 | 45-54 | 55+ |
| Lower price | 2 | 0 | 0 | 0 | 0 |
| Better quality | 12 | 5 | 6 | 2 | 6 |
| Positive reviews | 15 | 6 | 2 | 4 | 0 |
| Recommendations from friends or family | 3 | 1 | 2 | 0 | 0 |
| Promotional offers | 0 | 0 | 0 | 0 | 0 |
| Other | 2 | 1 | 0 | 0 | 0 |
| Total | 34 | 13 | 10 | 6 | 6 |

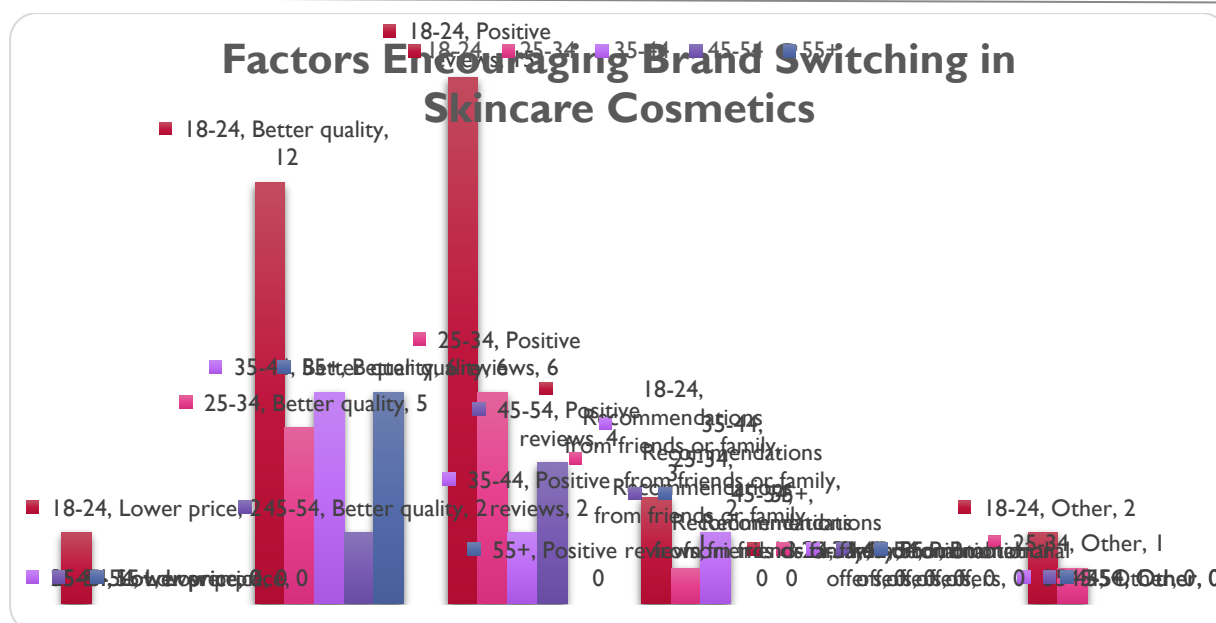


Fig – 12

Interpretation: In this figure we observe that positive reviews along with better quality encourages most number of respondents and promotional offers doesn't play a major role in brand switching in skincare cosmetic products. Respondents in the age group of 18-24 are highest in the category of better quality and positive reviews, very few in same age group prefer for lower price. But majority of respondents have responded under better quality products than any other factors of purchase.

6. CONCLUSION AND SUGGESTION

Conclusion:

Young adults aged 18-24, particularly females, are the primary consumers of skincare products, showing a strong preference for multifunctional, dermatologist-recommended, and natural/organic options. Despite modest incomes, they are willing to spend on skincare, prioritizing brand reputation and recommendations over celebrity endorsements and price. Most use skincare to maintain overall skin health, with a significant challenge being the availability of products suited to specific skin types, especially among men who are less aware of skincare options. Quality and positive reviews drive brand loyalty and switching, with a growing preference for non-mainstream or herbal brands, reflecting a trend toward natural and trusted products.

Suggestions:

1. Develop and promote high-quality, multifunctional skincare products targeting young adults aged 18-24, focusing on overall skin health.
2. Emphasize brand reputation, positive reviews, and natural/organic ingredients in marketing strategies to appeal to this demographic.
3. Increase product availability for various skin types to address consumer challenges in finding suitable products.
4. Enhance educational outreach to male consumers to improve awareness and brand loyalty.

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