

EXPLORING CONSUMER BEHAVIOUR ON SKIN CARE COSMETIC PRODUCTS IN TIRUCHIRAPPALLI – A STUDY

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Abstract

Consumers acquire goods and services for their own personal needs and derive revenues to the organization. Businesses can neither survive nor thrive without them. Alongside this, grasping consumer purchasing habits and their attitudes towards particular products or product categories is a fundamental requirement for any business involved with products. Skin care items are part of the cosmetics sector and are utilized by consumers for personal care. These products serve as the foundation of the cosmetics industry. Consumers today are increasingly aware of their appearance, beauty, and grooming, as well as being knowledgeable about Western cosmetic brands. This article explores the Consumer insights on Skin Care Cosmetics in Tiruchirappalli use when selecting skin care cosmetic products. People tend to view cosmetics as an essential aspect of their daily lives, which offers a positive perspective for marketers in the cosmetic field.

Keywords: Consumer, Cosmetics, Skin Care.

Introduction

³ Skin Care includes cosmetic products designed for care and protection of the skin. These cover all types of creams and lotions for face; hand and foot care as well as sunscreen. The products are not used for decorative purposes. Excluded are skin treatment products with a health focus, e.g. acne treatments, which are shown in the Consumer Market as part of Over the Counter Pharmaceuticals.

The skin care market consists of five different segments:

- The Face Skin Care covers cosmetic products designed for care and protection of the face covering face and eye creams, face scrubs, masks and lip balms.
- The Body segment includes cosmetic products designed for care and protection of the skin. These incorporate all types of creams and lotions for the body, massage oil, hand and foot care.
- The Sun Protection market includes cosmetic products used for sun protection of the skin. This incorporates all types of adult sunscreens, sun sprays and after sun lotions.
- The Baby & Child cover products designed for the young and for the protection of their skin. These incorporate baby lotion, baby oil, baby powder and sunscreen for babies and children.
- The Natural Skin Care covers cosmetic products designed for care and protection of the skin. These cover all types of creams and lotions for face; hand and foot

care as well as sunscreen. The products are made from natural ingredients and designed to contain low or minimal amounts of synthetic chemicals content.

⁶ Consumer

According to Philip Kotler, consumers are “all the individuals and households who buy or acquire goods and services for personal consumption”. A consumer is an ultimate buyer. The attitude of the consumer decides how existing goods and services will be sold.

¹⁴ Points Considered by Consumers while selecting Skin Care Products

While selecting skin care products consumers consider the following like the skin type, not buying in hype, seeking certain ingredients which glows skin, avoiding some ingredients which affects skin and knowing that natural doesn't always mean better, paying attention to the order of ingredients, doing patch test.

² Review of Literature

¹⁵ 1. Jia En Lee and Mei Ling Goh (2019) Understanding purchase intention of university students towards skin care products:

This paper mainly focuses on university students of Malaysia. The purpose of this paper is to examine the factors which will contribute to consumers' purchase intention on skin care products. The four main factors are: brand awareness - H1, brand association-H2, perceived quality-H3 and brand loyalty-H4. Using Convenience sampling the data was collected. The t-values of H1 and H2 were greater than the critical value of 1.6649, while the t-values for H3 and H4 were greater than 2.3263. Since there is a positive relationship between all variables on consumers purchase intention towards skin care products.

2. Sengupta, Kingsuk (2018) An empirical study on consumer behaviour towards skin care products:

This study was conducted to identify various aspects of consumer behaviour towards Shahnaz Husna herbal skin care products. In this survey, the city of Kolkata in West Bengal was selected. Examining different aspects of shopper behaviour is a cross- sectional study of descriptive and analytical nature. The sample size for collecting the required data was 100 respondents. The hypothesis was tested by associating variables. All the variables investigated were highly culturally related and, as a result, shopper behaviour. Chi-square shows that there is a significant association between purchase frequency and spending amount of Shahnaz Husain herbal skin care products and a significant association between purchase frequency and use of Shahnaz Husain herbal skin care products. An important link between the use and satisfaction of Shahnaz Husain herbal skin care products. The Cronbach's Alpha analysis is 0.744 and the data is reliable and acceptable. The Anova test is performed in which the null hypothesis is rejected because the significance value is < 0.05 . Ho: The factors of the model are insignificant. H1: The factors of

the model are significant. The price does have a significant influence on the purchase of cosmetics online as well as discounts motivating certain age and gender demographics.

²
3. Duy Binh Luong, Thi Huong Giang Vo, Khoa Nguyen Le (2017) The impacts of country of origin, price and brand on consumer behaviour toward cosmetics products: With the growing need for beauty and personal care in modern life, cosmetics are becoming more and more important to men as well as women around the world. Based on relevant theories and dissertations that include relevant literature, this study outlines the impact of cosmetic-related external clues such as brand, price and country of origin (COO) on female consumers and the cosmetics industry. The results may help provide a possible model or basis for future research on consumer behaviour.

¹ **Statement of the Problem**

In the skin care industry understanding the factors that influence consumer demand is crucial. The use of skin care products is increasing and it is important to know where the consumers getting information about skin care. Despite the growing significance of the skin care market, there exists a gap in comprehensive research that identifies and analyses the specific elements shaping consumer choices for skin care products in this area. This study aims to fill the gap in knowledge and make the skin care market better for everyone. (Huda & Sultan, 2013) A growing number of consumers are shifting their purchasing habit from conventional skin care products to herbal skin care products. Responding to this, many conventional skin care manufacturers are now opening a new branch in their skin care product lines and labelling it as “herbal” to grab this promising market.

An increase in the consumer awareness, advancements in product formulations and the influence of social media contributed to the growth of the skin care market. Understanding the factors that influence the demand for skin care products is crucial for businesses, marketers and policy makers to effectively meet consumer needs and preferences. This study explores and analyse the various elements that shape consumer demand for skin care products. For this purpose samples are collected and the analysis is done.

¹² **Objectives of the study**

1. To analyse the demographic traits of individuals who utilise skin care cosmetic products.
2. To investigate the factors influencing consumers in buying skin care products.
3. To predict the impact on facial cream purchase due to purchase of other skin care products.

Significance and Scope¹ of the Study

Changing life style and consumers spending patterns on premium beauty care products are projected to support the skin care market growth and there are so many factors which influence the demand for skin care products. Studying what makes people choose skin care products is really important. By figuring out what influences people to buy these products, companies can make better decisions about what to sell and how to sell it. Studying the influencing factors of increasing demand for skin care products is vital for both the industry and consumers, as it promotes better products, economic growth and healthier skin products.

This research focus on analysing behaviours of consumers in the cosmetic industry, with particular attention given to their skin care practices and the criteria they apply when choosing skin care products. It encompasses varieties of consumers who utilise skin care cosmetics. Moreover, the study focuses on the behaviors of those purchasing these products within the geographical region of Tiruchirappalli, regardless of differences such as age, income, education, occupation, or residence.

Limitations of the Study

- A primary limitation is the constrained time, which has influenced the conclusions reached in this research.
- Some participants were hesitant to provide information to the investigator.
- The research is confined to Tiruchirappalli City only.
- The findings are based solely on responses from consumers of skin care cosmetics in Tiruchirappalli City.
- This study relies on the input from a select group of participants from Tiruchirappalli City.

The variety of cosmetic products available in the¹³ market can be categorized into three groups: skin care, hair care, and eye care. However, this study specifically focuses only on skin care cosmetics.

Cosmetics Industry

Cosmetics refer to products designed to elevate the aesthetic appeal of the human form. The regulation of cosmetics is governed by the Drugs and Cosmetics Act of 1940, along with the associated Rules established in 1945 are described as products designed for application through rubbing, pouring, sprinkling, or spraying onto products that are utilized on the human body or any of its parts with the aim of cleansing, beautifying, enhancing appeal, or modifying

appearance. This definition further includes any item that is designed to serve as an ingredient in a cosmetic formulation.

Cosmetic Sectors in India

A cosmetics industry in India presently undergoing a dynamic phase characterized by product innovation and marketing advancements. This sector encompasses various categories, including Body care, Skincare, Eye care, Colour cosmetics, Hair care and Makeup. There is a notable demand for more advanced and specialized cosmetic offerings. Marketers have acknowledged their trend and to developing new strategy to meet their needs of Indian consumers. They are allocating substantial resources, both financially and temporally, to analyze diverse the demographic and psychographic traits of the Indian population.

Market Trends of Skin Care Products

The present generation prioritises their health, including maintaining a consistent skin care regimen. Elevated concerns regarding skin health prompted a surge in the need for skin care products, driven by issues like acne, black spots, scars, dullness and tanning. Youthful demographics exhibit heightened demand for skin brightening essentials, toners and scrubs, while the elderly demographic increasingly seeks solutions for wrinkles and cracked heels. Evolving lifestyles and shift in consumer expenditure towards premium beauty care items are anticipated to bolster the skin care market. Furthermore, the rising awareness of sun exposures adverse effects gas led to an increased demand for sunscreen lotions and creams.

Design of sample size for the study

The study is conducted with a sample size is limited to a total of 120 participants.

Development of Instruments

A tool utilised for gathering data is questionnaire. The questionnaire functions as a systematic tool intended to collect and record their specific and relevant information with an appropriate degree of precision and comprehensiveness. In essence, it guides the inquiry process and facilitates the precise and appropriate documentation of responses.

Sources of Data

The research incorporates both primary and secondary data, which are collected and utilized to fulfil its aims.

Data analysis and Interpretation

Table No.1 – Gender

Particulars	Percentage (%)
Male	14
Female	86
Total	100

Inference

The data presented in the table reveals that 86% of the respondents identify as female, while 14% identify as male.

Table No. 2 – Occupation

Particulars	Percentage (%)
Self-employed	8.4
Office workers	11.2
Service workers	2.8
Housewife	3.7
Students	62.6
Unemployed	8.4
Others	2.9
Total	100

Inference

The above table revealed that 8.4% of the participants identified as self-employed, while 11.2% were classified as office workers. 2.8% of the respondents are service workers and 3.7% were house wife. 62.6% of the respondents are students, 8.4% were unemployed and 2.9% comes under others category.

Table No. 3 – Monthly Income

Particulars (Rs.)	Percentage (%)
Less than 10000	64.5
Between 10000- 20000	14

20000-30000	13.1
30000-40000	2.8
50000-60000	1.9
Above 60000	3.7
Total	100

Inference

The study reveals that 64.5% of the respondent's monthly income is less than 10000, 14% is in between 10000-20000, 13.1% is in between 20000-30000, 2.8% is between 30000-40000, 1.9% is between 50000-60000 and 3.7% is above 60000.

Table No. 4 – Types of Skin Care Products Purchased

Particulars	Percentage (%)
Cleansers	22
Moisturizers	28
Sunscreen	11
Serums	05
Acne treatments	03
Exfoliates	02
Toners	08
Eye Creams	04
Anti-aging products	02
Others	15
Total	100

Inference

The information indicates that 28% of the respondents purchased moisturizers, 22% of the respondents purchased cleansers, 11% of the respondents purchased sunscreens, 5% of the respondents purchased serums, 3% of the respondents purchased acne treatments, 2% of the respondents purchased exfoliates, 8% of the respondents purchased toners, 4% of the respondents purchased eye creams, 2% of the respondents purchased anti-aging products and 15% of the respondents purchased other skin care products.

Table No. 5 – Source of Information about Skin Care Products

Particulars	Percentage (%)
Friends	43.9
Family or relatives	24.3
Online reviews	38.3

Social media	43.9
Traditional or cultural practices	14
Television or magazines	7.5
Pharmacists	3.7
Dermatologists	26.2
Sales representatives	1.9
Total	100

Inference

The above table exhibits that 43.9% of the respondents get information about skin care products from friends, 24.3% from family or relatives, 38.3% from online reviews, 43.9% from social media, 14% from traditional or cultural practices, 7.5% from television or magazines, 3.7% from pharmacists, 26.2% from dermatologists and 1.9% from sales representatives.

Table No. 6 – Influence of different factors in demand for Skin Care Products

Particulars	Percentage (%)		
	Yes	No	Total
Price	86.0	14.0	100
Brand or company reputation	70.1	29.9	100
Product quality	95.3	4.7	100
Attractive packaging and presentation	45.8	54.2	100
Brand ambassadors and celebrities	23.4	76.6	100
Social media	62.6	37.4	100
Weather or climate	63.6	36.4	100
Previous experience	91.6	8.4	100
Dermatologist consultation	57.9	42.1	100

Inference

This analysis reveals the influence of different factors in demand for skin care products. 86% of the respondents are considering price in their purchasing decision, 70.1% of the respondents skin care product demand is influenced by brand or company reputation, 95.3% of the respondents purchasing decision is influenced by product quality, only 45.8% are by attractive packaging and presentation, only 23.4% influenced by brand ambassadors and celebrities, 62.6% by social media, 63.6% was by weather or climate, 91.6% by previous experience and 57.9% of the respondents purchasing decision of skin care product was influenced by dermatologist consultation.

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.646 ^a	0.417	0.397	0.83764

a. Predictors: (Constant), usage of serum, usage of moisturizers, usage of cleanser, usage of sunscreen.

Inference

From the above model, it is observed that facial cream usage= (0.335) serum usage+ (0.208) sunscreen usage + (0.184) moisturizer usage. Thus, from the regression model, it is found that the purchase of facial cream is impacted by the purchase of serum, moisturizer, cleanser and sunscreen.

Correlations

		usage of day cream	usage of night cream
usage of day cream	Pearson Correlation	1	0.410**
	Sig. (2 tailed)		0.000
	N	120	120
usage of night cream	Pearson Correlation	0.410**	1
	Sig. (2 tailed)	0.000	
	N	120	120

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

Inference

The correlation between the usage of day cream and the usage of night cream is significant.

Findings

- 86% of the respondents are female, while 14% are male.
- 62.6% of the respondents are students and 2.9% comes under others category.
- 64.5% of the respondent's monthly income is less than Rs.10000 and 1.9% is between Rs.50000-Rs.60000.
- 28% of the respondents purchased moisturizers, 2% of the respondents purchased exfoliates and same percentage of the respondents purchased anti-aging products.
- 43.9% of the respondents get information about skin care products from friends, same percentage of the respondents from social media and 1.9% from sales representatives.
- 95.3% of the respondents purchasing decision is influenced by product quality and only 23.4% influenced by brand ambassadors and celebrities.
- From the regression model, it is found that the purchase of facial cream is impacted by the purchase of serum, moisturizer, cleanser and sunscreen.

- The correlation between the usage of day cream and the usage of night cream is significant.

Suggestions

- Companies should prioritize transparency and their product ingredients and safety.
- Educate consumers about the importance of using and regulated products and the potential risks associated with unregulated ones through social media and dermatologists.
- Offer a range of prices to attract both high-end and budget conscious customers.
- Create clearly labelled products for different skin types (oil, dry, sensitive).
- Provide access to dermatologist consultation to help customers choose the right products.
- Develop products that incorporate popular home remedy ingredients.

Conclusion

This study has provided a comprehensive analysis of the various factors influencing the demand for skin care products, revealing insights into consumer preferences and behaviour. The findings highlight the significance of several critical elements including price, brand reputation, product quality, prior experience, skin type, natural or organic ingredients, social media influence, weather and climate conditions, pollution protection and dermatologist consultation.

Many people like using home remedies for their skin care. This means that natural and organic ingredients are very important in skin care products. Companies should consider adding home remedy benefits into their products and advertising them. Overall, the study underscores the dynamic nature of consumer preferences in the skin care market and the need for industry stakeholders to adapt and innovate continuously. By addressing the identified factors and implementing the suggested strategies, skin care companies can better meet consumer demand, improve consumer loyalty and drive growth in an increasingly competitive market.

Scope for Further Research

While considering the limitation of the existing study, the researcher proposes the following scope for the further study:

1. The study could be further refined to enhance the prediction of purchasing behaviors among male consumers regarding cosmetic products.
2. A comparable investigation may be undertaken in rural regions of the country to gain deeper insights into the topic.
3. The researcher also advocates for similar studies to be conducted focusing on different dimensions, such as female consumer orientation or specific brands, products, or companies.

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