

## REVIEWER'S REPORT

Manuscript No.: IJAR-53510

Date: 25-08-2025

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

### Recommendation:

**Accept as it is .....YES.....**

Accept after minor revision.....

Accept after major revision .....

Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity	✓			
Significance		✓		

**Reviewer Name: Dr Aamina**

**Reviewer's Comment for Publication.**

### Abstract:

The abstract effectively introduces the importance of consumers in business sustainability and highlights the growing awareness of personal grooming and cosmetic use. It provides a clear rationale for the study, emphasizing the role of skin care products as a central part of the cosmetics industry. The focus on consumer insights in Tiruchirappalli is well positioned within the broader framework of consumer behavior studies.

### Keywords:

The chosen keywords—Consumer, Cosmetics, Skin Care—are appropriate, concise, and reflective of the study's core theme.

### Introduction:

The introduction clearly outlines the scope of skin care as a distinct category within cosmetics. The classification of the market into five segments (Face Skin Care, Body, Sun Protection, Baby & Child, and Natural Skin Care) is comprehensive and provides a solid conceptual foundation. The distinction between cosmetic skin care and medical/therapeutic products is logically presented and adds clarity to the study's focus.

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### **Consumer Section:**

The definition of the consumer is accurately cited from Philip Kotler, a foundational authority in marketing. The emphasis on consumer attitude as a determinant of sales connects theoretical perspectives with practical implications in market studies. This section establishes the relevance of consumer behavior analysis in the context of skin care cosmetics.

### **Points Considered by Consumers:**

The manuscript identifies relevant factors influencing consumer decision-making, including skin type, ingredient awareness, skepticism towards marketing hype, evaluation of ingredient order, and the use of patch tests. The inclusion of the idea that "natural doesn't always mean better" reflects a nuanced understanding of modern consumer perspectives. These points capture the behavioral and cognitive aspects of consumer choice-making.

### **Overall Assessment:**

The manuscript provides a structured and coherent exploration of consumer behavior toward skin care cosmetic products in Tiruchirappalli. It balances theoretical framing with practical insights into consumer decision-making. The coverage of product segmentation, consumer definition, and buying considerations makes the paper informative and contextually relevant.

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