

**A STUDY ON THE AWARENESS OF PRODUCT
INGREDIENTS AMONG WOMEN SKINCARE USERS IN
BHOPAL CITY.**

Asiya Faisal Khan¹

Mohd Faisal Khan²

ABSTRACT

The market and store shelves today, are flooded with n number of products and countless brands, giving number of choices for the consumers to buy. Increase in literacy levels, high increase of women joining the workforce have made people more aware and conscious towards hygiene and beauty. The growing concern for a perfect skin and a perfect body has become the goldmine for the skincare industry all over the world.

This paper focuses on an effort to determine consumer buying behavior through the awareness of product ingredients in skin care products by Women users living in Bhopal. Questionnaires were distributed and self administered to 125 respondents. Chi-square was used in the study. The sample includes women skin care users both working & non working.

The findings of the study indicated women buyers have an awareness regarding the presence of product ingredients in skin care products. Women skincare users are conscious about the Product quality of the skin care products. The research is on consumer behavior, certain degree of subjectivity can be found among sample respondents was the limitation of the study. Its suggests that Companies should strive hard to explore new natural ingredients which are safe and effective in usage.

KEYWORDS: Product ingredients, women skincare users, consumer buying behavior.

1.Astt. Professor, Sahib Institute of Management and Research, Indore India

2.Research Scholar, Rajeev Gandhi College, Bhopal India

A STUDY ON THE AWARENESS OF PRODUCT INGREDIENTS AMONG WOMEN SKINCARE USERS IN BHOPAL CITY.

The changing competitive landscape has flooded the market with a number of products and brands. Many products are on the shelf and every product has its own differentiation over the other. At the same time, the Indian consumers becoming more educated, aware and have become choosy in selecting their products and services according to their intrinsic value. The Indian consumers are becoming more conscious towards hygiene and beauty. The growing concern for a perfect skin and a perfect body has become the goldmine for the skincare industry all over the world. Many national and International companies are trying to tap existing potential of the skin care market by offering new skin care products with unique product ingredients as to create a competitive edge over the other products present in the market.

Skin Care Products

Skin care products refer to all products used for cleansing, massaging, moisturizing etc. of the skin especially the face or hands. The aim of such products is to maintain the body in good condition and protect it from the harmful effects of the environment. Skin care products also fall into the general category of cosmetics. Skin care products include cleansers, facial masks,

loners, moisturizers, sunscreen, tanning sets and lotions, skin lighteners, serums and exfoliants.

The Global Skin care Industry.

The skin care market consists of the retail sale of facial care, body care, sun care, hand care, depilatories and makeup remover products. The global markets consist of Africa and Middle East, Americans, Europe and Asia – Pacific. The global skin care market generated total revenues of \$78.1 billion in 2011, representing a compound annual growth (CAGR) of 4.5% for the period spanning 2007-2011. Facial care sales proved to be the most lucrative for the global skin care market in 2011, generating total revenues \$50.1 billion equivalent to 64.1% of the market's overall value. The body care segment accounts for a further 16.8% of the market sun care at 9.2%, Hand care at 5.9%, Depilatories at 2.0% and makeup remover at 1.9%. Market segmentation of the Global market Asia – Pacific accounts for 44% Europe at 33.7% of the global market, Americans at 20.4% and Africa and Middle East at 1.8%. The market share of the leading companies of the world shows that L'Oreal S.A. is the leading player in the global skin care market generating a 12% of the market's value. Beiersdorf AG accounts for a further of 9.2% of the market share. Unilever at 7.3% and other companies at 71.5%.

Indian Skincare Industry:-

India's skincare market reportedly growing at 15-20% annually, the skincare market has witnessed tremendous growth in the last couple of years. With each passing year, range of beauty and skin care product is increasingly tremendously. The Indian skincare market was valued at INR 43,967 on (\$1,026.6m) in 2011 representing a CAGR of 9.3% between 2007 and 2011. The skincare market is divided into six categories: facial care, body care, depilatories, hand care, makeup remover and skin care. The market increased by INR 4,149.9m (\$96.9m) from 2010 to 2011, while the increase over the 2007-11 period was INR 15,722.1m (\$367.1m).

The facial care category accounted for 7.9% share of the skincare market in 2011 followed by body care and depilatories with market shares of 11.6% and 7.4% respectively. In 2011, the Indian skincare market totaled 329.7 million units, representing a CAGR of 9.3% between 2007 and 2011. The market increased by 30.2 million units between 2010 and 2011, while the increase between 2007 and 2011 was 118.1 million units. The leading brand of the Indian market is Fair & lovely with a brand share of 32.7% in 2011 followed by Veet with a Brand Share of 2.9%. In 2016, the Indian skincare market to be worth INR 89,650.2m (\$ 2,093.4m) with an expected CAGR of 12.8% between 2012 and 2016. This would entail a total increase of INR 40,507.8m (\$945.9m) over the 2012-16 periods. The facial care category is expected to account for 76.4% share of the skincare market in 2016. Followed by body care and depilatories with market share of 8.3% and 8.2% respectively. In India, fairness cream dominate the spaces with more than 45% of the share, followed by moisturizers at 22% Emami as poised to expand its fair and Handsome, while Unilever is having a major market. The major marketing characteristic observed is diversification and specification. For every specific or problem

area. Consumers want are specific product to treat the problem. Examples of diversification are Neck product, under eye products and so on. The new launches for the year 2013 includes Garnier – The new white complete cream multiaction fairness. And the product is launched by Oriflame- Time Reversing skin genist range in anti aging product range. Use of scrubs and peels is at high demand and usage in India. A high value growth is seen in facial cleaners in 2010-2011. Companies should also start working on the use of natural ingredients (herbal / Ayurvedic) in skincare products. Since the consumers are shifting their focus on the benefits received from herbal / Ayurvedic skincare products. Companies should search such unique ingredients which can create a point of differentiation by delivering effective promised effects. Example is Olay Total Effects which became game changing innovation with its trademarked vitamin complex, Vita Niacin which was a critical active ingredient in Olay Total Effects. An emerging trend is observed in the Indian skincare market. An inclination towards Eco-friendly Skincare products. Consumers care preferring products “free form” preservatives, ethoxylates, alkyl and alkylether sulfates etc. The new skincare segment emerging is Ayurvedic cosmetics. The consumers are more attracted towards ayurvedic skincare products. Many companies like Himalaya, Dabur India are working on these lines .A growing trend is observed regarding the use of natural ingredients. Today, the companies are also using and looking for new natural ingredients in order to create a unique selling point. Many Brands, like L’Oreal, Christian Dior are working on these lines and lengths. The new concept has come into fashion is THE PRODUCT OF THE YEAR. It is a survey questionnaire to be filled by adult consumers. Regarding the products belonging to different categories. In 2012, the product of the year in skin and body care

categories was VLCC daily product Anti Pollution lotion SPF15. Such a contest based on the consumer survey helps the companies to innovate the products and design their market strategies. The Indian skincare market forecast that is expected to grow at CAGR of 12.8% from 2012 to 2016. Facial care category is expected to account for 76.4% share of the skincare market in 2016, followed by body care and depilatories with market shares of 8.3% and 8.2% respectively. Looking to the present scenario and emerging trends of the Indian skin care market, it can be analyzed that future of the Indian skin care market seems to be promising for the next five years.

It is anticipated that consumer consciousness and changing needs coupled with the entry of international and national brands marking their presence will give thrust to the market. In addition, facial care segment will remain the most lucrative market in the forth coming years.

REVIEW OF LITERATURE:

Anne Marie Todd (2004) in her paper focuses on green consumerism. It is described in the paper that ecomarketers must carefully frame their environment products in a way that appeals to consumers with environmental ethics and layers who constructs a complicated ethical identity for the green consumer. This article analyzes the promotional materials of their companies that advertise their environmental consciousness Burt's Bee's Inc, Tom's Maine, Inc., and the body shop Inc. Responding to an increasing online shopping market, these companies make their promotional and marketing materials available online and these web based materials replicate their printed catalogs and indoor advertisements. These companies employ two specific discursive strategies to sell their products. They create enhanced notions' of

beauty by their natural products and thus infuse green consumerism with a unique environment aesthetic .they also convey ideas of health through community values, which in turn enhances nations of personal health to include ecological well being. Fong Sheing yee and Susan chin Tee Suan (2012) in their study focuses to analyze the purchasing behavior of the young generation on skincare products. The independent variables to be tested would be price, packaging, promotion, branding, environmental concerns and self image. The purpose of the study is to determine which factors influence the consumer buying behavior. A structured Questionnaire was developed with a sample size of 200 respondents. It was found that environmental concerns were ranked highest among the six variables. People do care for whatever will be applied to their skins. (Aqueveque 2006) One vital proposition in research is that the choice objective and the nature of consumption situation are critical because they influence all phases of perceived risk processing through decision making. People normally purchase facial skin care according to their needs. Since the body skin has a slightly different cellular structure than the skin care product, a facial skin product is essential to cleanse the dirt and grime off easily while at the same time rejuvenate skin cells so that the healthy glow will show. Batra and Kazmi (2004) ,,“asserts the broader stages of a consumer's decision making process that includes problem identification (feeling need of a new car), information search (on internet and showrooms),evaluation of alternatives (comparing brands, for instance' on basis of reputed and features), outlet selection and purchase (purchasing selected item) and post-purchase action (satisfaction or dissonance)“““. As for facial skin care product, the factors that influence the buyer would include: beliefs in product attribute, environmental concern, demographic and personal characteristic which induce the consumer to

purchase the facial skin care product. (Dickson and Sawyer 1990) Lower prices do not really affect the purchasing decision. Evidence shows some consumer even failed to recall the purchase prices. (Bolton et. al. 2003) Most people understand the basic premise of supply and demand, and realize the impact these factors have on prices. However, according to Bobinski et al. (1996), consumers tend to purchase products during the discount period. It was reported that over 60 percent of US department store volume is sold at “sales” period. In general, lowering the price is a common method used by many companies. (Lee, 1993; Lee, 1998; Kim, 2001) Majority of consumer respond to lower price and quality improvement and also design and packaging of container. Consumers responded to lower price, improve quality and sophisticated container design. Alston and Prince Roberts (1999) found, in their research on environmental strategy and new product development, that there was a willingness to pay slightly more for environmental improvement in cleaning products than to sacrifice product performance. Environmental concern refers to an affective attribute that can represent a person’s worries, compassion, likes and dislikes about the environment (Yeung, 2005). As consumers have been recognizing the importance of protecting the environment, environmentalism has become a major issue in the marketplace (Brown, 1996; Kalafatis et al., 1999). Consumers are willing to pay higher price to purchase a products/ services that purport environmental friendly. Alston and Prince Roberts (1999) found, in their research on environmental strategy and new product development, that there was a willingness to pay slightly more for environmental improvement in cleaning products than to sacrifice product performance.

General objective of the study:-

The main objective of the study is to analyze the awareness of Product ingredients present in skin care products by women Buyers in the state of Bhopal.

Specific objectives of the study

To determine awareness of Product ingredients present in skin care products in the two major cities of Bhopal.

To study the perception of women buyers as to product quality.

SAMPLING DESIGN:

- Sample size: 125
- Sample frame: Bhopal City.
- Sampling Method : convenient sampling
- Sampling error: response 101, Non-Response 24.
- Survey : questionnaire

ANALYSIS OF THE AWARENESS AMONG CONSUMERS REGARDING PRODUCT INGREDIENTS IN THE BHOPAL CITY. ANALYSING WHETHER WOMEN SKINCARE BUYERS/ CONSUMERS IN BHOPAL ARE AWARE OF PRODUCT INGREDIENTS OR NOT –

Hypothesis is:

Ho1; Women Buyers in the Bhopal city are not aware to product ingredients.

Sub- H1.1; Women Buyers in the Bhopal city are not aware to Partly natural ingredients.

Sub- H1.2; Women Buyers in the Bhopal city are not aware to Just natural ingredients.

Sub- H1.3; Women Buyers in the Bhopal city are not aware to partly synthetic ingredients.

Sub-H1.4; Women Buyers in the Bhopal city are not aware to Just synthetic ingredients.

Table 1. Awareness of product ingredients in Women skin care Buyers.

Products Ingredient	no. of case	Very important	Fairly important	Some what important	Fairly little important	Not at all	Table value (x ²)	Calculated value (x ²)	Significance (.05 level)
Partly Natural ingredients	101	67	14	13	2	5	9.48	140.73	Significant
just natural ingredients	101	41	32	5	12	11	9.48	47.26	Significant
Partly synthetic ingredients	101	15	19	20	26	21	9.48	3.10	Not Significant
Just synthetic Ingredient	101	7	15	20	21	37	9.48	25.68	Significant

--	--	--	--	--	--	--	--	--	--

The hypothesis of this research is determining that women skincare consumers in Bhopal are not aware to partly natural ingredients. Table-1 above presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 140.73 is more than its table value 9.48. ($140.73 > 9.48$).

Therefore, the Sub-Hypothesis 1.1 that Women Skincare Consumers in Bhopal city are not aware to partly natural ingredients is rejected and the alternate hypothesis that Women Skincare Consumers in the Bhopal city are aware to partly natural ingredients is accepted.

This analysis thus leads the researcher to conclude that Women Skincare Consumers in the Bhopal city are aware to partly natural ingredients.

The hypothesis of this research is determining that women skincare consumers in Bhopal are not aware to just natural ingredients. Table-1 above presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 47.26 is more than its table value 9.48. ($47.26 > 9.48$).

Therefore, the Sub-Hypothesis 1.2 that Women Skincare Consumers in Bhopal city are not aware to just natural ingredients, is rejected and the alternate hypothesis that Women Skincare Consumers in Bhopal city are aware to just natural ingredients is accepted.

This analysis thus leads the researcher to conclude that Women Skin care Consumers in the Bhopal city are aware to just natural ingredients.

The hypothesis of this research is determining that women skincare consumers in Bhopal are not aware to partly synthetic ingredients. Table-1 above presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 3.10 is less than its table value 9.48. ($3.10 < 9.48$).

Therefore, the Sub-Hypothesis 1.3 that Women Skincare Consumers in Bhopal city are not aware to partly synthetic ingredients is accepted and the alternate hypothesis that Women Skincare Consumers in Bhopal city are aware to partly synthetic ingredients is rejected.

This analysis thus leads the researcher to conclude that Women Skin care Consumers in the Bhopal city are not aware to partly synthetic ingredients.

The hypothesis of this research is determining that women skincare consumers in Bhopal are not aware to just synthetic ingredients. Table-1 above presents the result of the analysis of the hypothesis. It was observed that, four degree

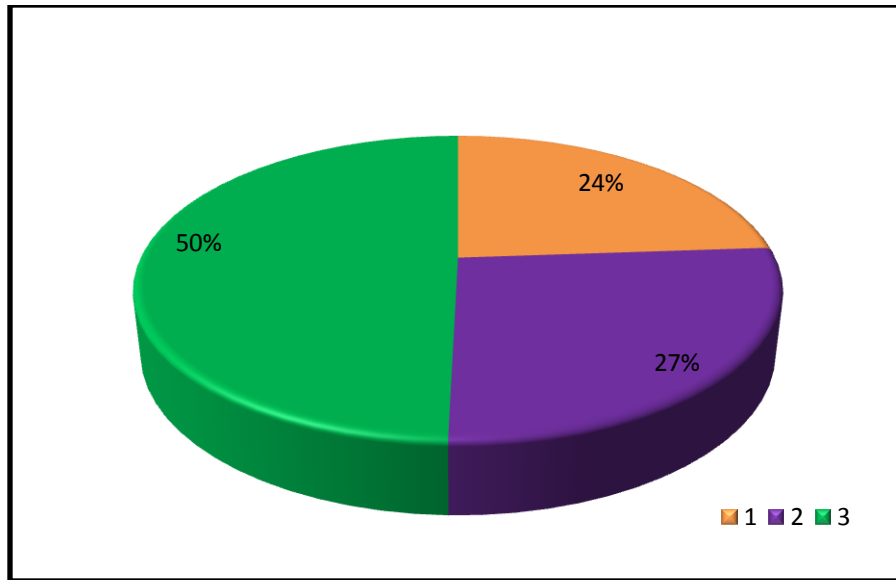
of freedom (df-4) and .05 level of significance, the calculated value of chi-square 25.68 is more than its table value 9.48. (25.68>9.48).

Therefore, the Sub-Hypothesis 1.4 that Women Skincare Consumers in Bhopal city are not aware to just synthetic ingredients, is rejected and the alternate hypothesis that Women Skincare Consumers in Bhopal city are aware to just synthetic ingredients is accepted.

This analysis thus leads the researcher to conclude that Women Skin care Consumers in the Bhopal city are aware to just synthetic ingredients.

Table 2 Product quality related sub factors (Match my skin type)

B .PRODUCTS QUALITY RELATED (match by skin type)				
1	2	3	4	5
23.90%	26.50%	49.60%	0	0



Analysis of the data (table- 2) revealed the following points regarding the products quality related factor that influence the purchasing of skin care products.

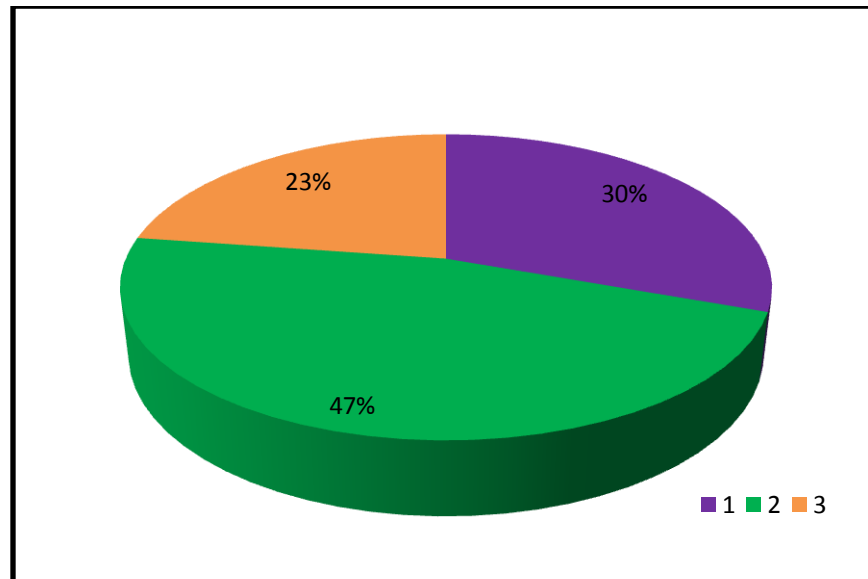
A women consumers (23.90%) recorded that they are influenced the purchase of skin care products by match by skin type and as second important factor of women consumer recorded (26.50%),third (49.60%), that they are influenced the purchase of skin care products by match by skin type .

It can be concluded from the analysis that 23.90% of women consumers are accepted that match by skin type is first important factor that influenced to purchasing of skin care products.

RANKS (RESPONSE IN PERCENTAGE)

Table 3- Product quality related sub factors (Natural/synthetic ingredients)

B .PRODUCTS QUALITY RELATED (NATURAL/SYNTHETIC INGREDIENT)				
1	2	3	4	5
30.50%	46.80%	27.70%	0	0



Analysis of the data (table- 3) revealed the following points regarding the products quality related factor that influence the purchasing of skin care products.

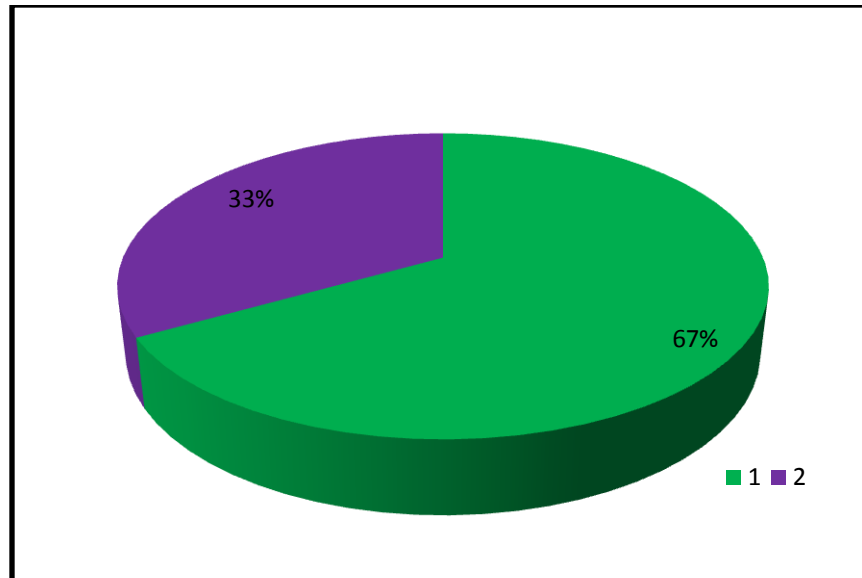
A women consumers (30.50%) recorded that they are influenced the purchase of skin care products by match by skin type and as second important factor of women consumer recorded (46.80%),third (27.70%), that they are influenced the purchase of skin care products by natural and synthetic ingredient .

It can be concluded from the analysis that 30.50% of women consumers are accepted that match by natural and synthetic ingredients is first important factor that influenced to purchasing of skin care products.

RANKS (RESPONSE IN PERCENTAGE)

Table 4 Product quality related sub factors (product should not have any side effects)

B .PRODUCTS QUALITY RELATED (products should not have any side effects)				
1	2	3	4	5
66.80%	33.20%	0	0	0



Analysis of the data (table- 4) revealed the following points regarding the products quality related factor that influence the purchasing of skin care products.

A majority of women consumers (66.80%) recorded that they are influenced the purchase of skin care products by products should not have any side effects and as second important factor of women consumer recorded (33.20%), that they are influenced the purchase of skin care products by products should not have any side effects. It can be concluded from the analysis that 66.80 % of women consumers are accepted that products should not have any side effects is first important factor that influenced to purchasing of skin care products

CONCLUSION

It is evident from the above mentioned findings that women buyers in Bhopal city are aware about the presence of product ingredients in skin care products. It can be said here that Women Skincare Consumers are awared about the difference of natural and synthetic ingredients present in skin care products.

The awareness level among the Women Skincare Consumers is contributed by education, exposure to media and advertisements displaying the use of unique ingredients used in their products to create a unique selling point.

It is evident from the above mentioned findings that women buyers in the Bhopal city awareness, education level and media exposure have made women buyers quite conscious about what they are wearing or using on their skins. As from the responses obtained from the buyers 66.80 % of Women Skincare Consumers are accepted that products should not have any side effects is first important factor that influenced to purchasing of skin care products.

Manufacturers of skincare products should lay emphasis on the Research Department. Since, the consumers are more conscious about the side effects caused by skincare products. A growing consciousness among consumers regarding the side effects caused by skincare products. Companies should strive hard to explore new natural ingredients which are safe and effective in their usage. An inclination of the consumers towards natural ingredients should lead a path for the companies to prepare skincare products containing unique ingredients which can create a unique selling proposition for their products. Secondly, companies should launch skincare products which are scientifically and clinically tested, and approved by international panel of dermatologists.

References:

1. Alston, K. and Prince Roberts, J. (1999), "Partners in new product development: SC Johnson and the alliance for environmental innovation", Corporate Environmental Strategy, 6(2), pp.110-28.

2. Aqueveque, C. (2006). Extrinsic cues and perceived risk: the influence of consumption situation. *Journal of Consumer Marketing*, 2(4), pp. 237–247
3. Batra, S. K. and Kazmi, S.H.H. (2004), „Consumer Behaviour- Text and Cases“, New Delhi: Excel Books
4. Berger, I. E. and Mitchell, A. A. (1989) The effect of advertising on attitude accessibility, attitude confidence, and the attitude-behavior relationship. *Journal Consumer Research*, 16 (3), pp.269-279.
5. Brown, M. (1996) Environmental policy in the hotel sector: „„green““ strategy or stratagem. *International Journal of Contemporary Hospitality Management* 8(3), 18–23.
6. Laroche, M., Bergeron, J. and Barbaro-Forleo, G. (2001) Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing* 18 (6), pp.503–520
7. Whitney, M.T. (2007) Petroleum-based cosmetics and skin care products found to contain cancer-causing chemical 1,4dioxane: <http://www.naturalnews.com/021717.html>
8. Anne Marie Todd. (2004). The aesthetic turn in green marketing: Environmental consumer ethics of natural personal care products .Ethics of natural personal care products .Ethics and the environment, 9(2), 86-102).

9. Fong sheing yee, Susan chin yee Suan. (2012).Analysis of the Purchasing behavior on skincare products among the young generation. International Journal of Undergraduate studies, 1 (1), 8-14.Retreived from <http://www.studymode.com/essays/analysis-of-The-Purchasing-Behaviour-On-1346956.html>.