

Factors Stimulating the Indian Female Consumer's Purchase Intentions and Preferences Towards Skin Care Products: A Review of Pre-Purchase Stage

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Indian consumers are categorically split into urban and rural markets, and the country is luring customers from all over the world. Spending is anticipated to increase significantly by 2025, with the area's huge white collar class, fairly large affluent class, and small financially distressed population all present. The constant demand for cosmetic items is pretty evident by grabbing the attention of customers all around the world. With its thriving and lavish growth, the cosmetics business has made sure a huge sum of money enters the market. The present study focused on the usage pattern, factors and brand possession of cosmetics among women. This study investigates the variables that could influence female consumers' decisions to buy skin care products. This study reveals twelve skin care products; Cleanser, Exfoliating (Scrubs), Sunscreen, Face mask, Facial creams, Night creams, BB creams, Toner, Lotions/ Moisturizers, Anti-Aging creams, Cleansing Wipes, Eye/ Face Make up remover. The data used for this study are primary data and secondary data. 500 female shoppers in Central Delhi were given questionnaires as part of a survey. Convenience sampling was used to choose the sample. The findings have a favourable impact on Indian female customers' purchasing intentions and behaviour. The results have important managerial ramifications for the FMCG industry.

Keywords: consumer behaviour, skin care, women, cosmetic product, brand, factors affecting behaviour.

Introduction

INDIAN consumers are categorically separated into urban and rural markets, and this country is luring consumers from around the world (Thalhath, 2022). Spending is anticipated to increase significantly by 2025, with the area's huge white collar class, fairly large affluent class, and small financially distressed population all present (Feldmann, 2021).

India is viewed by international organizations as the primary market from which future development will rise. Expanding disposable income would largely

decide how the Indian consumer market developed (Kim, 2019). According to a recent study by the McKinsey Global Institute (MGI), if India continues to develop at the current rate, average family earnings will triple over the next 20 years, moving the country up to the fifth-largest shopping economy in the world by 2025 from the current 12th place (Misra, 2019).

Market Size of Indian Female Consumers

The combined revenue of the seven leading FMCG companies in India outperformed their multinational counterparts in the fiscal year (FY) 2020-21, coming in at US\$11.1 billion compared to

US\$9.4 billion from a select group of seven Multinational Corporations (MNCs). The Indian beauty and cosmetics business is anticipated to increase from its current US\$6.5 billion to US\$25 billion by 2025 as a result of rising middle-class incomes and rising aspirations. The Indian consumers are turning into more conscious towards hygiene and beauty (Meckfessel, 2019). The Indian buyers are ending up noticeably more cognizant towards cleanliness and beauty. Therefore, this study focuses on FMCG sector, Personal care and Skin care products. Four major categories were found in FMCG sector; Personal care, food and beverages, cigarettes and alcohol but personal care market in

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India is presently predicted at over ₹450 billion which is about 14 per cent approximately (Hossain, 2020). The global skincare sector has found great success thanks to the growing desire for beautiful skin and a fit physique (Huang, 2019). Any goods used for washing, massaging, moisturising, etc. of the skin, especially the face or hands, are considered skin care products. Such goods are designed to keep the body in excellent health and safeguard it from the negative impacts of the environment. Skin care products include cleanness facial masks, toners, moisturizers, sunscreen, tanning sets and lotions, skin lighteners, serums and exfoliating (Kumar, 2021). This study identified twelve skin care products; Cleanser, Exfoliating (Scrubs), Sunscreen, Face mask, Facial creams, Night creams, BB creams, Toner, Lotions/ Moisturizers, Anti-Aging creams,

Cleansing wipes, Eye/ Face Make up remover (Hossain, 2020) .

The Global and Indian Skin Care Industry

\$78.2 billion was the total revenue generated by the global skin care industry in 2021, indicating a compound annual growth rate (CAGR) of 5.5 per cent. The \$50.2 billion total income from facial care represents 64.2 per cent of the market's value (Kumar, 2021). Face care commands the majority of the Indian skincare market, accounting for 70.8 per cent of its total value, followed by body care (11.5%), depilatories (7.5%), hand care (5.2%), makeup removal (2.5%), and sun care (2.6%) in 2012. The leading businesses operating in the Indian market include Unilever, L'Oreal S.A., Emami Ltd., Oriflame, Dabur India Ltd., Procter & Gamble, etc. The skincare industry in India is

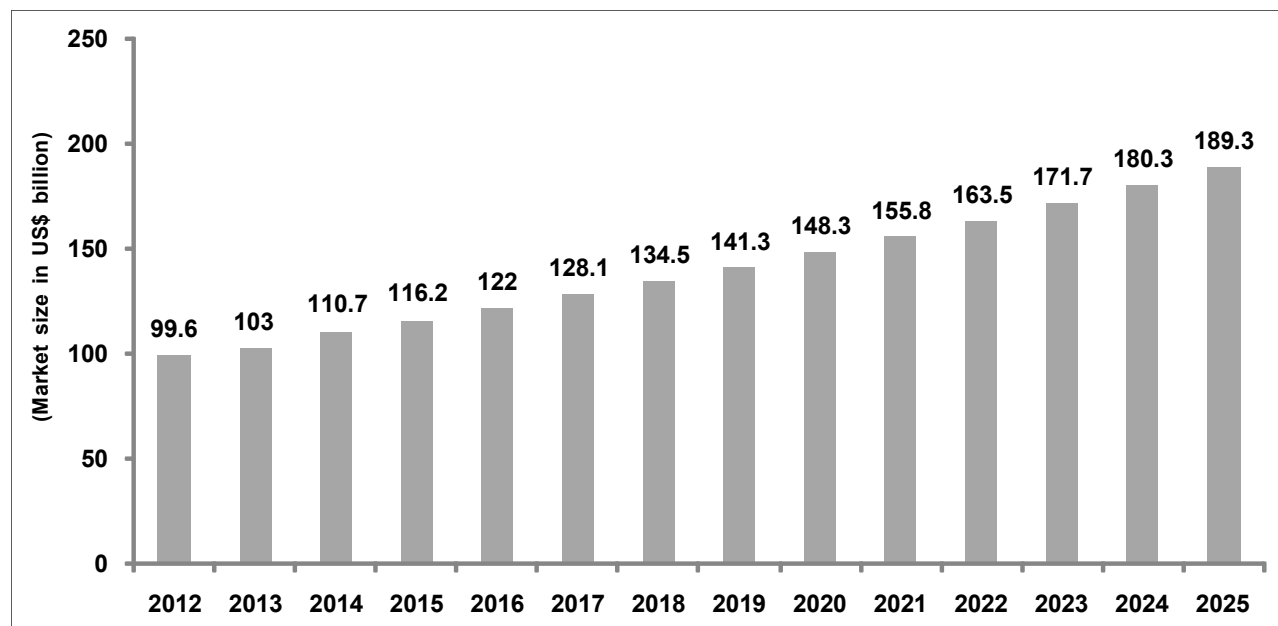
expanding at a rate of 15-21 per cent yearly, and in the past few years, it has seen tremendous growth. Opportunities for healthy skin care products are growing rapidly with each passing year (Lee, 2019). According to a CAGR of 9.4 per cent from 2020 to 2022, the Indian skincare industry was worth ₹43,977 (\$1,027.6 mn) in 2020 (Shaikh, 2020) (Figure 1).

Literature Review: Background of the Study

The choice to acquire and utilize a service is decided at the pre-purchase stage (Alie, 2019). Customers might choose and use a particular service provider rapidly if the transaction is routine and low risk. In addition, (Singhal, 2018) states that "when more is at stake or a service is about to be used for the first time, they may conduct an intensive information search. The

FIGURE 1

SIZE OF THE GLOBAL SKIN CARE MARKET FROM 2012 TO 2025 (US\$ BILLION)



Source: Passport by Euro Monitor International 2021.

next step is to identify potential suppliers and then weigh the benefits and risks of each option before making a final decision". This aspect of perceived risk is particularly important for services that have a high level of experience or credence features and are therefore, challenging to assess before being purchased and used (Alie, 2018). In addition, consumers are to invest their time and effort in order to meet a certain need (Bonti, 2020). The five stages of the decision-making process may not always be followed because the process sometimes proceeds nearly automatically (Ribeiro, 2019).

Skin Care Products

Skin care, the activity of maintaining and treating the skin's hygienic state under various

sanitary conditions: "no medical care is included" (Alie, 2019 Skin care products include those that are used for cleaning, massaging, moisturising, and other functions (Surber, 2017) of the skin,

particularly the hands or face (Meckfessel, 2019). Skin care products are intended to protect the body from environmental toxins and to keep it in good condition (Johnston, 2017) (Table 1).

TABLE 1
MARKET SEGMENTATION OF SKIN CARE PRODUCTS BY VOLUME & VALUE

Category	% Volume	% Value
Antiseptic Creams	14	13
Astringents	1	1
Calamines/Foundations	2	6
Cold Creams	13	8
Fairness Creams/Lotions	48	56
Moisturizing Creams/Lotions	17	11
Snows	1	Neg.
Vanishing Creams	4	5
Total	100	100

Source: The Cosmetic & Personal Care Sector in Indian Market Research 2018, *Ace Global Private Limited Final Report – January 2021*, p. 17.

FIGURE 2
A CNCEPTUAL MODEL OF BEHAVIOUR OF INDIAN CONSUMERS TOWARDS SKIN CARE PRODUCTS

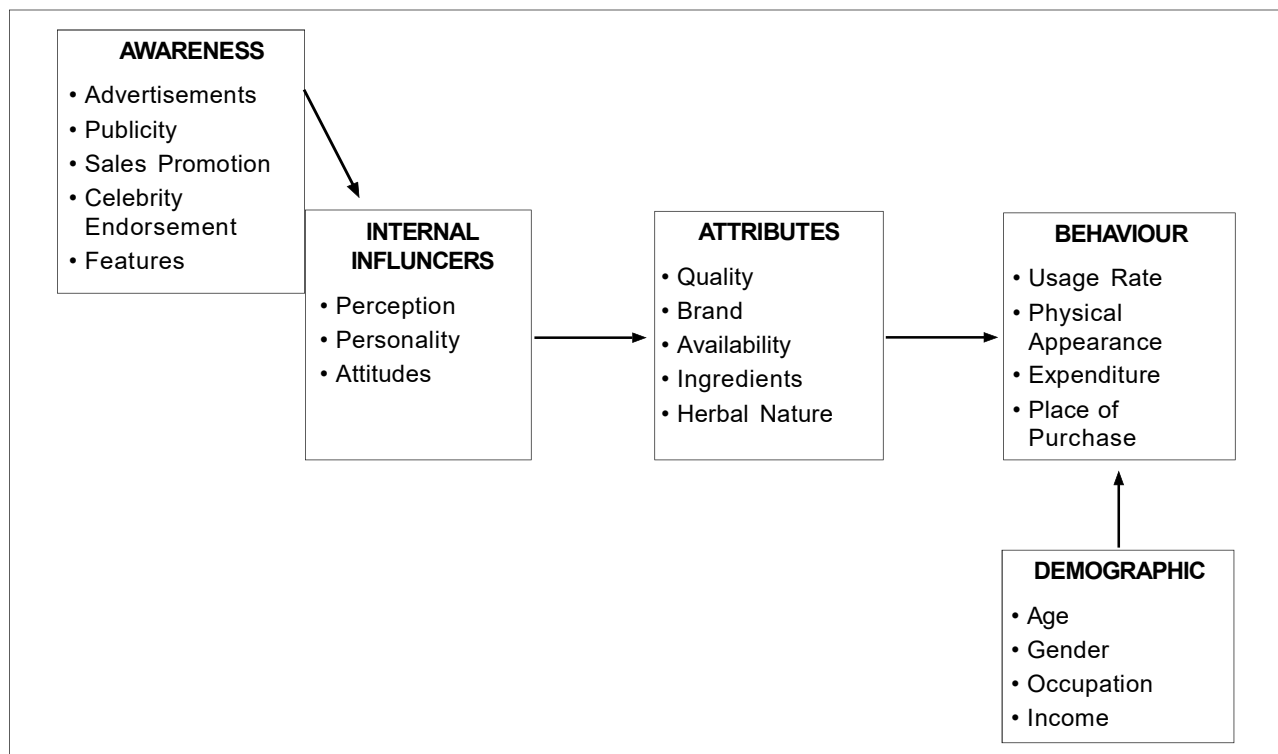


TABLE 2
CATEGORY DEFINITIONS - SKINCARE MARKET

Category	Segment	Definition
Body Care	Mass Body Care	Widely distributed body care creams, lotions and milks. Includes anti-cellulite and foot care preparations. Examples include Caress Shimmering Body Lotion (US), L'Oreal Body Expertise Nutrisoft 24H Body Milk (Austria), Nivea Body Whitening Body Lotion (Indonesia).
	Premium Body Care	Body care creams, lotions and milks that generally carry a brand name of a prestigious fragrance house. They are sold at a premium price and are marketed towards the top-end of the market where luxury and exclusivity are emphasized. Includes anti-cellulite and foot care preparations. Examples include Forever Elizabeth Body Lotion (US), Miami Glow By J-Lo Body Lotion (Switzerland), Gucci Envy Me Body Lotion (China).
Depilatories	Chemical Depilatories	All chemical hair removal products sold for domestic use. Does not include razors or waxing strips. Examples include Nair Quick And Simple 15 Second Microwave Wax (US), Veet Hair Removal Mousse (UK), New Etiquette Depilatory Wax (Japan).
	Wax Strips & Wax	Includes depilatory wax strips & waxes (including roll-ons) for use at home. E.g., Veet® Wax Strips with Easy Grip, Sally Hansen, etc. It excludes electric hair removers, electrical home-waxing kits and related products.
Facial Care	Anti-Agers	Anti-aging creams are predominantly moisturiser based cosmeceutical skin care products marketed with the promise of making the consumer look younger by reducing visible wrinkles, expression lines, blemishes, pigmentation changes, discolourations and other environmentally (especially from the sun) related conditions of the skin. Examples include L'Oreal Dermo-Expertise Line Eraser Night For All Skin Types (US), Sanoflore Cosmetique Bio Anti-Ageing Cream (France), Shiseido Benefiance Wrinkle Lifting Concentrate (Japan).
	Cleansing Wipes	Wet textile products used to clean the face without the need for soap or water. Does not include baby wipes. Examples include Cottonelle Fresh Folded Wipes (US), Nivea Visage Soft Cleansing Wipes (Denmark), Biore Cleansing Cotton (China).
	Exfoliating Scrubs	Products containing granules that remove upper layers of dead skin cells. Includes dedicated facial scrubs only, but not those designed to clear spots. Examples include Biore Pore Perfect Pore Unclogging Scrub (US), Clean Skin Face Olive Mild Face Scrub (Greece), Fair & Lovely Perfect Radiance Gentle Exfoliating Facial Wash (India).
	Face Mask	Also known as 'face masque'. Cleansing cream that is applied, left on until it dries, and then removed. Examples include Neutrogena Hydrating Facial Cloth Mask (US), Estee Lauder Stress Relief Face Wash (Europe), Clear Turn Uruoi Essence Mask (Japan).
	Facial Creams and Gels	Cleansing creams and gels marketed exclusively for use on the face. Does not include liquid soaps and medicated cleansers that to clear spots. Examples include Cetaphil Daily Facial Moisturizer With SPF 15/AM (US), Witch Tingly Clean Gel Face Wash (UK), Ayur Face Gel (India).
	Fade Cream	Cream designed to remove the appearance of scars and blemishes. Contains bleaching agents (in the USA, hydroquinone). Examples include Mederma Skin Care For Scars (US), Mebo Scar Lotion (UK), Smooth Erase Pore And Acne Scar Concealer.

Category	Segment	Definition
	Night Cream	Night Cream- A moisturizer in which there is a greater concentration of hydrating ingredients than typically used in day creams. It is formulated to be applied before going to bed. Examples include Dove Sensitive Essentials Night Cream (US), Garnier Total Comfort Night Cream (France), Dove Face Care Essential Nutrients Moisturizing Night Cream (Australia).
	Other Moisturizers	Creams that hydrate, seal and protect the skin. Does not include products defined elsewhere within this category. Includes eye gel. Examples include RoC Portient Actif Pur Eye Contour Gel (US), Shiseido Eye Soother Anti-Dark Circles Anti- Puffness Gel (Italy), Garnier Synergie Fresh Soothing Under Eye Gel (India).
	Pore Strips	Pore strips are a type of skin care product designed to remove clogs from pores caused by oil buildup. Similar to wax strips, they are applied directly to the skin and employ adhesive technologies to bind dirt and oil to the strips, which are then peeled away. Examples include Pond's Clear Pore Strips Nose (US), Clean & Clear Pore Clearing Nose Strips (Germany), Pond's Clear Pore Strips (Australia).
	Toner	Toner- Product used after cleansing to help return skin to its natural pH. Removes any remaining trace of dirt or debris. Liquids applied to the skin using a cotton pad after cleansing, to remove traces of other cleansing products. Examples include Olay Refreshing Toner (US), Evian Affinity Facial Toner (France), L'Oreal Paris Dermo- Expertise Visible Results Gelified Toner (Australia).
Hand Care	Mass Hand Care	Widely distributed hand care creams, lotions and milks. Does not include general body care products that can also be used on the hands. Examples include Corn Huskers Heavy Duty Hand Treatment Lotion (US), Neutrogena Norwegian Formula Hand Cream (Greece), Vaseline Hand & Body Lotion (South Korea).
	Premium Hand Care	Hand care creams, lotions and milks that generally carry a brand name of a prestigious fragrance house. They are sold at a premium price and are marketed towards the top-end of the market where luxury and exclusivity are emphasized. Does not include general body care products that can also be used on the hands. Examples include Clinique Water Therapy Moisture Glove Hand Cream (US), Malabathri Hand Cream (UK), Estee Lauder Re-Nutriv Ultimate Lifting Hand Crème SPF 15 (Japan).
Make-Up Remover	Eye Make-Up Remover	Cleansing cream, gel or liquid designed to provide minimal irritation to the eyes when removing eye make-up. Examples include Almay Hyp-Allergenic Dual-Phase Eye Makeup Remover (US), Christian Dior Duo-Phase Eye Makeup Remover (Belgium), Close Tear Eye Makeup Remover (Japan).
	Face Make-Up Remover	Make-up removal products designed for removing face make-up, including products designed for eye and face use. Includes pads, towels, creams, gels and liquids. Examples include N.Y.C. New York Color Gel Makeup Remover (US), Ahava Advanced Make-Up Remover (UK), Virgin Cleansing Makeup Remover (Japan).
	Nail Varnish Remover	All chemical products designed and marketed for the removal of nail polish. Includes liquids, pads and sticks. Examples include Cutex Quick & Gentle Non-Acetone Nail Polish Remover (US), Cutex Extra Caring Gel Nail Polish Remover (UK), Za Nail Color Remover (Taiwan).

Factors Stimulating the Indian Female Consumer's Purchase Intentions

• Psychographic Factors

In psychographic division, buyers are partitioned into various groups on the basis of their Motives, Lifestyle or potentially Personality attributes (Tan, 2017). Individuals inside a similar demographic group can show altogether different psychographic profiles (Singh, 2021). Consumers can, therefore, be sub-divided on the basis of different psychographic factors such as Personality, Attitude, Learning, Beliefs, Self, Values (Dahana, 2018). Personality refers to a variety of mental traits that cause sporadic but permanent responses to one's own circumstances. Kotler and Keller (2009) define personality as "a set of differentiating psychological characteristics that lead to relatively consistent and long-lasting responses to environmental stimuli" (Zhou, 2019). Extroversion, agreeableness, conscientiousness, neuroticism, and openness to experience make up the "Big Five" characteristics of personality. Consumer attitudes can have a huge impact on how women shop. Jisana (2017) define attitude as an enduring good or unfavourable feeling, emotion, assessment or activity propensity toward an object or thought. Three elements make up attitude: a conative, emotional, and cognitive element (Rajvanshi, 2018). It was emphasised by learning theorists that most human behaviour is taught. Exchanges of motivations, stimuli, indicators, reactions, and reinforcement provide the basis for learning.

Learning shows how a person's conduct develops as a result of experience. A person's belief is a thought they have about something. Customers' self-concepts are indicators of how they feel about themselves (Rosenbaum, 2020).

• Socio-Cultural Factors

This includes family and reference group. The decision may have resulted from an agreement among the family members, or the buyer may have been influenced by the preferences of the other family members (Schmitt, 2019). It's crucial for a marketer to recognize these individuals and their unique buying responsibilities (Sethna, 2019). Reference groups are aspiration groups which serve as guide posts to shaping the attitudes and behaviour of consumers (Rebecca Gardyn, 2000).

• Product and Store Related Factors

It includes no. of Alternatives, product quality, store, advertising, sales promotion, store evaluation and advertising. Alternative characteristics refer to the features, attributes and information attached to the alternative (Shaikh, 2020). In terms of the evaluation procedures used by consumers, the two sorts of traits have distinct characteristics (Szmigin, 2018). Qualities to look for are those that can be thoroughly assessed before a purchase. For things whose quality is unclear before to purchase, such as experience products, signalling is particularly valuable (Sukato, 2020). A product or service's quality is determined by its ability to consistently meet or exceed the needs or expectations of customers.

Store image is the consumer's assessment of each important component of the store as perceived and weighted individually (Singhal, 2018).

Research Objectives

1. To study the Factors stimulating the Indian female consumer's purchase intentions towards skin care products.
2. To know Indian female preferences in skin care products.

Research Methodology

A number of surveys and studies have been conducted in India and abroad in FMCG sector. The research that were accessible were used to create a list of questions. Since Central Delhi is a geographically big area with several department stores, restaurants, offices, commercial complexes, schools, colleges, institutes, and malls, the focus of this study is there. Since thousands of individuals commute everyday through the other districts to either their place of employment or for excursions, shopping, or entertainment, the central Delhi area only makes up 3.5 per cent of the National Capital Territory (NCT) of Delhi's total population, or about 6 lakh people. Because of this, the population was assumed to be infinite and a sample size of 357 was determined with a 95 per cent confidence level (margin of error acceptable at 5%), response probability of 50 per cent, and consideration of the increasing number of persons going to central Delhi. However, a survey with 500

responses was finished in order to account for extra people. It uses the convenience sampling method. To clarify the relationship between the data, the analysis was divided into descriptive statistics.

Results and Analysis

Figure 3 represents the number of respondents by most prefers skin care product. Several choices were allowed because it was believed that people would prefer more than one skin care product at a time. All skin care products play a very important role for females. As from Table 3 we can see the vast majority of participants in this research said they use sunscreen, cleanser, exfoliating (scrubs), lotions/ moisturizers, and cleansing wipes of the skin care products

recommended for daily use. Half of the females also reported that they use Facial creams, Face mask and

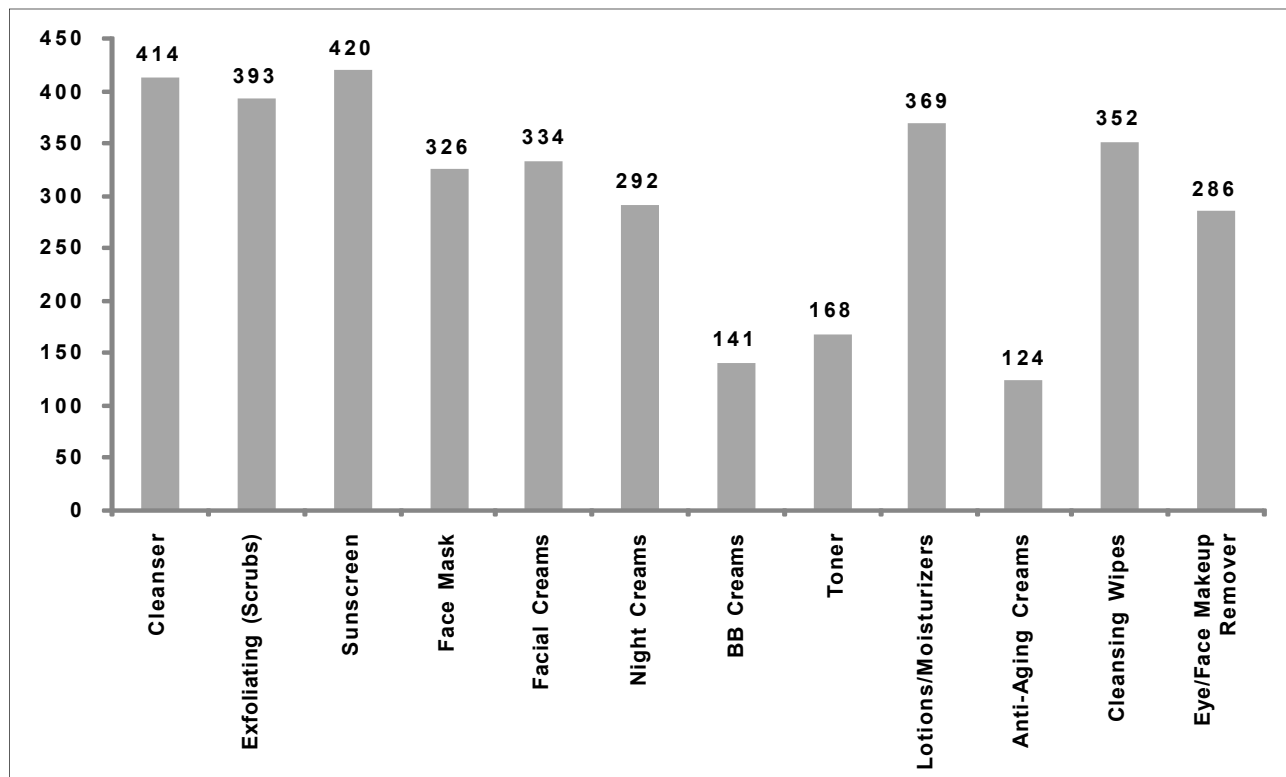
Night creams for caring their skin. Some more skin care products such as toner, BB creams, Anti-aging

TABLE 3
MOST PREFER SKIN CARE PRODUCT

Products	No. of Respondents
Cleanser	414
Exfoliating (Srubs)	393
Sunscreen	420
Face Mask	326
Facial Creams	334
Night Creams	292
BB Creams	141
Toner	168
Lotions/Moisturizers	369
Anti-Aging Creams	124
Cleansing Wipes	352
Eye/Face Makeup Remover	286

FIGURE 3

MOST PREFER SKIN CARE PRODUCT



creams and eye/face make up remover are least preferred by female respondents.

Figure 4 represents the number of respondents by Importance of factors that influenced decision making for skin care products. The respondents gave their opinion on 5 point Likert scale and five main categories were: 1-Not at all important (NAI), 2-Not Important (NI), 3-Neutral (N), 4-Important (I), 5-Very Important (VI). Six factors distinguished as being the most important factors in influencing decision-making for skin care products: Price, Quality, Brand, Packaging (Ingredients), Store

location, Suitability's to one's own skin. Out of six factors Suitability's to one's own skin which represent 76 per cent is very important factor for respondents in influencing purchase decision for skin care products, second very important factor in influencing purchasing decision for skin care products is quality which represents 74 per cent. Third very important factor in influencing purchasing decision for skin care products is Brand which represents 68 per cent, fourth important factor is price factor (65%) in influencing purchasing decision for skin care products, This indicates that the results showed

that nearly 50 per cent of the female respondents who use skin care products consider price and brand to be 'very significant' in their decision-making.

Approximately 62 per cent of respondents claimed that the product package is extremely important to them and can influence their decision to make a buy, while the other 50 per cent believed that it is of only moderate relevance.

The information demonstrated that two levels of importance were selected equally with regard to store location as a factor influencing their choice. Moreover, half of consumers consider store location to be "very significant," while another 62 per cent consider it to be "extremely important."

The result indicates that Suitability's to one's own skin and Quality are the two important factors in influencing purchase decision.

Figure 5 represents the number of respondents by Importance of factors in collecting information relating to purchase of skin care products. The respondents were questioned about whether they typically make the decision regarding the actual act of purchase throughout the decision-making process for purchasing of skin care products based on some factors which helps in collecting information related to skin care products. The question used 5 point Likert scale and five main categories were: 1-Not at all important (NAI), 2-Not Important (NI), 3-Neutral (N), 4-Important (I), 5-Very Important (VI).

TABLE 4

IMPORTANCE OF FACTORS THAT INFLUENCED DECISION-MAKING

Importance of factors	NAI (1)	NI (2)	N (3)	I (4)	VI (5)	Total	% of VI
Price	09	25	49	94	323	500	65
Quality	02	40	14	73	371	500	74
Brand	07	20	34	101	338	500	68
Packaging (Ingredients)	20	17	43	109	311	500	62
Store location	15	18	63	89	310	500	62
Suitability's to one's own skin	21	20	21	57	381	500	76

FIGURE 4

IMPORTANCE OF FACTORS THAT INFLUENCED DECISION-MAKING

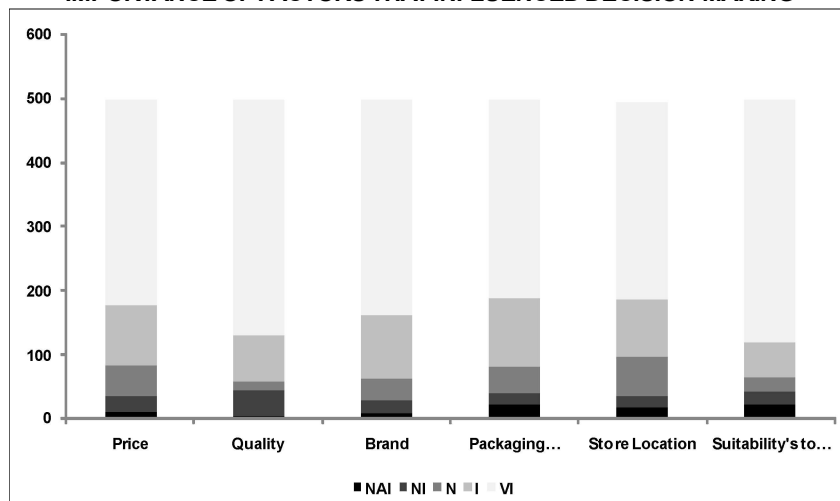


TABLE 5
IMPORTANCE OF FACTORS IN COLLECTING INFORMATION RELATING TO PURCHASE OF SKIN CARE PRODUCTS

Sources of Information	NAI (1)	NI (2)	N (3)	I (4)	VI (5)	Total	% of VI
Personal Sources							
Family	22	16	43	52	367	500	71
Relatives	24	21	59	58	338	500	67
Friends	13	16	47	72	352	500	70
Dermatologist	10	07	47	89	347	500	69
Past experience	05	06	26	61	402	500	80
Word-of-mouth	14	14	76	87	309	500	62
Colleagues	12	17	67	79	325	500	65
Beauticians	15	11	51	66	357	500	71
Commercial Sources							
Sales person/ shopkeeper	17	28	83	61	311	500	62
Traders	23	29	83	57	308	500	62
Promotional offers	21	22	60	64	333	500	67
Manufacturer's website	28	24	71	63	314	500	63
Product packaging	20	20	60	84	316	500	63
Catalogues	14	25	62	68	331	500	66
Online marketing	19	26	49	51	355	500	71
Social media	17	25	47	60	351	500	70
Public Sources							
Radio	25	30	58	38	349	500	70
TV	16	22	54	59	349	500	70
Magazine	18	23	60	49	350	500	70
Newspaper	21	23	61	44	351	500	71
Billboards	26	18	70	50	336	500	67
Transit media	28	19	63	40	350	500	70

Three types of sources distinguished as being the most important sources in collecting information relating to the purchase of skin care products: personal sources, commercial sources and public sources.

Personal sources as being the first source is further sub divided into eight factors i.e. Family, Relatives, Friends, Dermatologist, Past experience, word-of-mouth, Colleagues, Beauticians. Out of these eight factors of personal

sources, past experience of purchaser (80%) is most important source in collecting information relating to the purchase of skin care products. However, results indicate that Family (71%) and Beauticians (71%) both were equally important factors for female in collecting information relating to purchase of skin care products, Third most important factor is friends (70%), Fourth important factor is Dermatologist (69%), Fifth important factor is Relatives (67%),

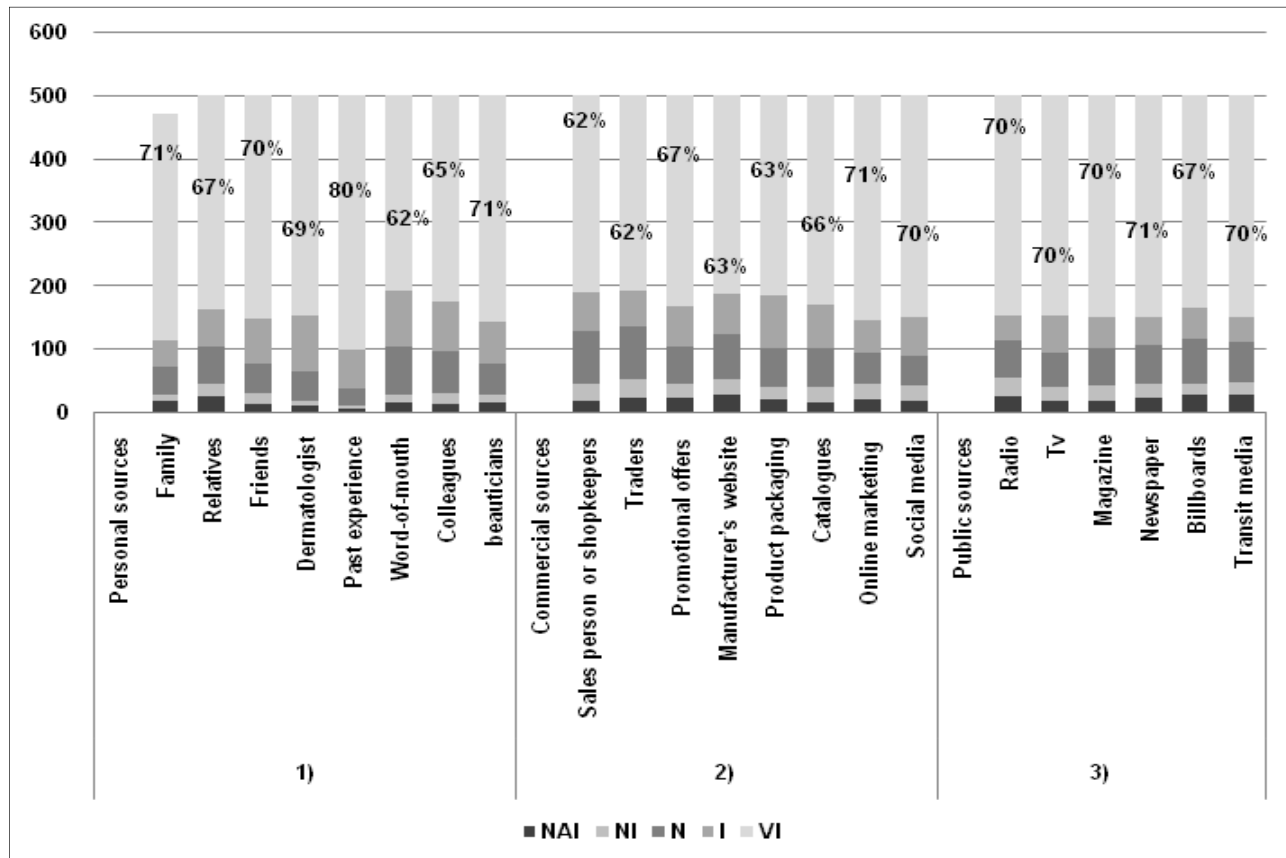
another important factor is Colleagues (65%) and last important factor of personal source is Word-of-mouth (62%).

Second source in collecting information for skin care products is Commercial source. Commercial source as being further subdivided into eight factors: Sales person or shopkeepers, Traders, Promotional offers, Manufacturer's website, Product packaging, Catalogues, Online marketing, Social media. Out of these eight factors of commercial sources, first important factor is online marketing (71%) and social media (70%), the main reason is increasing usage of internet among respondents, promotional offers (67%) and Catalogues (66%) are another important factor, Manufacturer's website (63%) and Product packaging (63%) both factors are equally important in collecting information for skin care products, the main reason is ingredients knowledge from packaging, Last important factor are Sales person or shopkeepers (62%), Traders (62%), the main reason is they able to influence females for purchasing.

Third source in collecting information relating to purchase of skin care products is Public sources. Public source as being further subdivided into six important factors: Radio, TV, Magazine, Newspaper, Billboards, and Transit media. All these six factors plays an equal important role in collecting information for skin care product, most important factor is newspaper (71%), the main reason is cheap source in getting information and it is mainly read by every respondent. However, results indicate that Radio (70%), TV (70%), Magazine (70%) are equally important factor,

FIGURE 5

IMPORTANCE OF FACTORS IN COLLECTING INFORMATION RELATING TO PURCHASE OF SKIN CARE PRODUCTS



Both Transit media (67%) and Billboards (67%) are another important factor in collecting information relating to purchase of skin care products.

The result indicates that 'Past Experience' from personal sources is an important factor in collecting information relating to purchase of skin care products.

The percentage of respondents who used skin care products is shown in Figure 6. How frequently do respondents use their skin care products? Six patterns distinguished as being the usage pattern for skin care products: Everyday, 2-3 times in a day, few times in a week, once a week, every 15 days and don't use.

Cleanser: Out of 500 female respondents, 185 females used cleanser everyday, 160 females used cleanser 2-3 times in a day, the main reason is to wipe off dirt and to feel refresh, 61 females said that they don't use cleanser, 50 female respondents said that they use only once a week and very few females (9) used every 15 days. The above result indicates that cleanser was used 'every day' by majority of females.

Exfoliating (Scrubs): Out of 500 female respondents, 185 females used scrubs once a week, 121 females used scrubs 2-3 times in every 15 days. The main reason is to remove dirt from open pores. 111 females said that they used scrubs

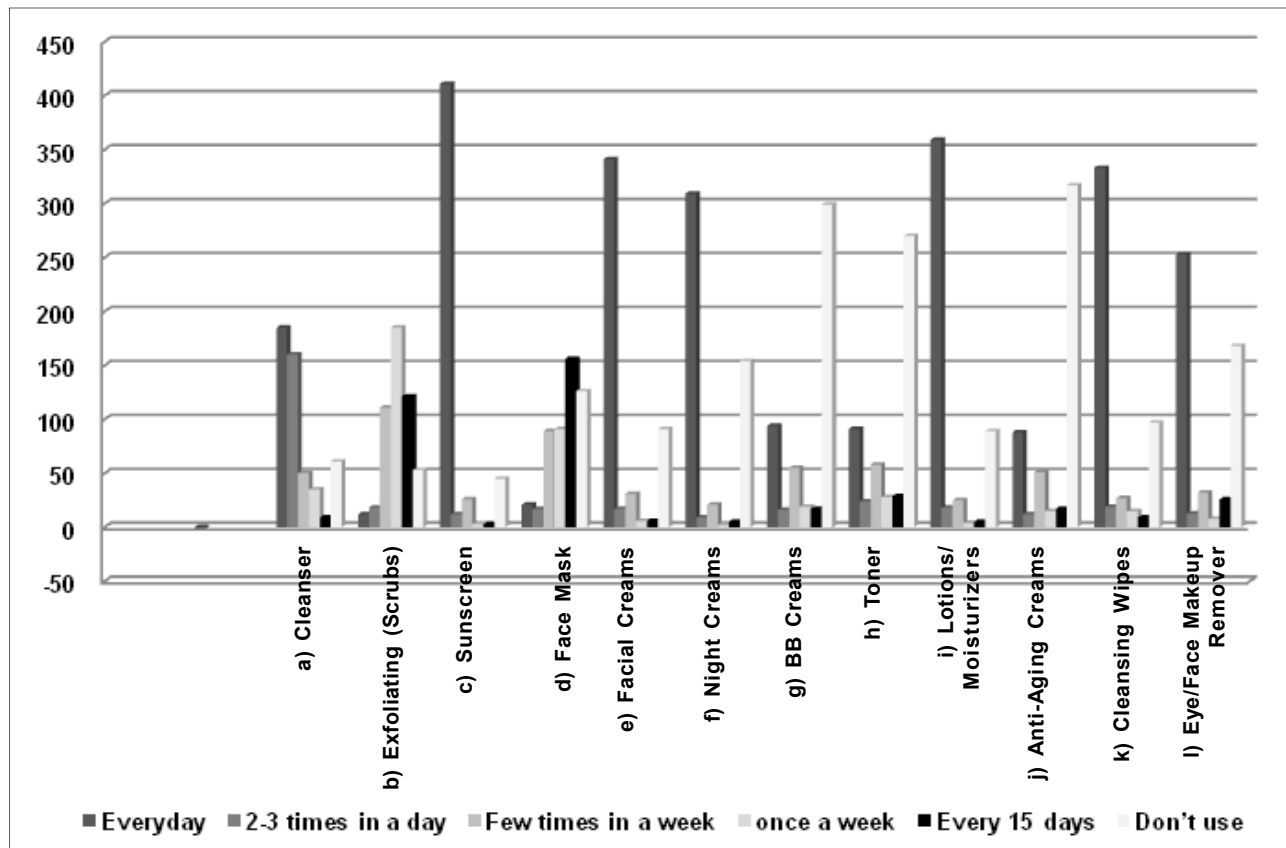
few times in a week, 53 females said that they don't use scrubs, very few females (12) used scrubs every day. The above result indicates that scrubs were used 'Once a week' by majority of females.

Sunscreen: Out of 500 female respondents, Majority of females (411) used sunscreen everyday, 45 females said that they don't use sunscreen, 26 female respondents said that they use only few times a week, 12 females used sunscreen 2-3 times in a day and very few females used sunscreen once a week (03) or every 15 days (03). The above result indicates that sunscreen was used 'every day' by majority of females, the main reason for using sunscreen everyday is

TABLE 6
USAGE OF SKIN CARE PRODUCTS

Skin care products	Everyday	2-3 times (1)	Few times in a day (2)	once a in a week (3)	Every week (4)	Don't use 15 days (5)	Total (6)
(a) Cleanser	185	160	50	35	09	61	500
(b) Exfoliating Scrubs)	12	18	111	185	121	53	500
(c) Sunscreen	411	12	26	03	03	45	500
(d) Face Mask	21	17	89	91	156	126	500
(e) Face Creams	341	17	31	06	06	91	500
(f) Night Cream	309	09	21	02	05	154	500
(g) BB Cream	94	16	55	19	17	299	500
(h) Toner	91	24	58	28	29	270	500
(i) Lotions & Moisturizer	359	18	25	04	05	89	500
(j) Anti-Aging Creams	88	12	51	15	17	317	500
(k) Cleansing Wipes	333	19	27	15	09	97	500
(l) Eye/ Face Makeup Remover	253	13	32	08	26	168	500

FIGURE 6
USAGE OF SKIN CARE PRODUCTS



protection from UV rays and helps in removing tanning.

Face Mask: Out of 500 female respondents, 156 females used face mask at every 15 days, 126 females said that they don't use face mask, 91 female respondents said that they use only once a week, 89 females used face mask few times in a week, 21 females used face mask everyday and 17 females used face mask 2-3 times in a day. The above result indicates that face mask was used 'every 15 days' by majority of females, the main reason for using face mask is to tight the skin.

Face Creams: Out of 500 female respondents, 341 females used facial creams everyday, 91 females said that they don't use facial creams, 31 females used facial creams few times in a week, very few females used facial creams 2-3 times in a day (17), once a week (6) and every 15 days (6). The above result indicates that facial creams was used 'every day' by majority of females, the main reason for using facial creams everyday was for glowing skin.

Night Cream: Out of 500 female respondents, 309 females used night cream everyday, 154 females said that they don't use night cream, 21 females used few times in a week and very few females used night cream 2-3 times in a day (9), once a week (2) and every 15 days (5). The above result indicates that night cream was used 'every day' by majority of females.

BB Cream: Out of 500 female respondents, majority (299) of females said that they don't use BB creams, 94 females used BB cream everyday, 55 females used few times a week, 19 female respon-

dents said that they use only once a week and very few females (17) used BB creams at every 15 days and 16 females used BB cream 2-3 times in a day. The above result indicates that BB cream was not used ('don't use') by majority of females.

Toner: Out of 500 female respondents, majority of (270) females said that they don't use toner, 91 females used toner everyday, 58 females said that the few times in a week, 29 females used at every 15 and very few females used toner 2-3 times in a day (24) and once a week (28). The above result indicates that toner was not used ('don't use') by majority of females.

Lotions & Moisturizer: Out of 500 female respondents, 359 females used Lotions & Moisturizer everyday, 89 females said that they don't use Lotions & Moisturizer and very few females used Lotions & Moisturizer few time in a week (25), 2-3 times in a day (18), once a week (4) and every 15 days (5). The above result indicates that Lotions & Moisturizer was used 'every day' by majority of females.

Anti-Aging Creams: Out of 500 female respondents, 317 females said that they don't use Anti-Aging Creams, 88 females used Anti-Aging Creams everyday, 51 females used few times in a week and very few females used Anti-Aging Creams every 15 days (17), once a week (15) and 2-3 times in a day (12). The above result indicates that Anti-Aging Creams was not used ('don't use') by majority of females.

Cleansing Wipes: Out of 500 female respondents, 333 females used Cleansing Wipes everyday, 97 females said that they don't use Cleansing Wipes and very few

females used Cleansing Wipes few times in a week (27), 2-3 times in a day (19), once a week (15) and every 15 days (9). The above result indicates that Cleansing Wipes was used 'every day' by majority of females.

Eye/Face Makeup Remover: Out of 500 female respondents, 253 females used Eye/Face Makeup Remover everyday, 168 females said that they don't use Eye/Face Makeup Remover and very few females used Cleansing Wipes every 15 days (26), 2-3 times in a day (19), few times in a week (13) and once a week (8). The above result indicates that Eye/Face Makeup Remover were used 'every day' by majority of females.

Figure 7 represents the number of respondent's by reasons for using skin care products. The respondents gave their opinion on 5 point Likert scale and five main categories were: 1-Not at all important (NAI), 2-Not Important (NI), 3- Neutral (N), 4-Important (I), 5-Very Important (VI).

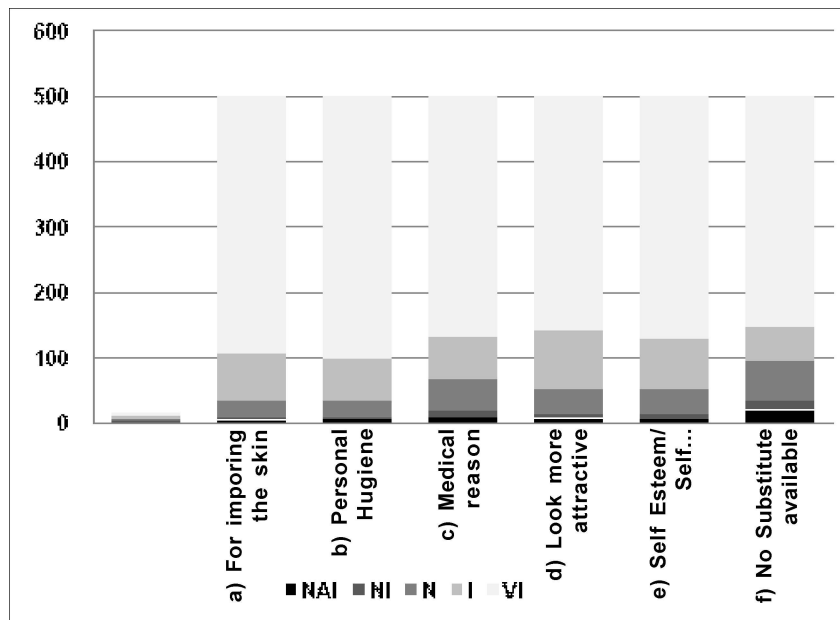
Six reasons for using skin care products were identified: For improving the skin, Personal Hygiene, Medical reason, Look more attractive, Self Esteem/ Self Confident, No substitute available. All reasons play a very important role for females in usage of skin care products but Personal Hygiene and for improving the skin are the two most important reasons among females for using skin care products.

Personal Hygiene: According to the results, 400 respondents, or the highest frequency, regard utilizing skin care products as being important for personal hygiene (out of 500) for 'Very Important'.

TABLE 7
REASONS FOR USING SKIN CARE PRODUCTS

Reasons for using skin care products	NAI(1)	NI(2)	N(3)	I(4)	VI(5)	Total
No. of Respondents						
(a) For improving the skin	04	04	25	75	392	500
(b) Personal Hygiene	05	03	24	68	400	500
(c) Medical reason	08	10	49	64	369	500
(d) Look more attractive	07	06	39	91	357	500
(e) Self Esteem/ Self Confident	06	07	38	78	371	500
(f) No substitute available	20	12	63	53	352	500

FIGURE 7
REASONS FOR USING SKIN CARE PRODUCTS



For improving the skin out of 500 respondents, 392 believe that using skin care products will significantly improve their skin, while 75 believe it will have a moderate impact, and the remaining 25 are neutral. The conclusion that follows is that women utilize skin care products to improve their skin, or that it is “extremely important.”

*For confidence/self-worth:*The majority of female respondents - around 371 - indicated it is crucial to use skin care products in order to feel confident and self-assured, while another 78 said it is also significant. The remaining 38 female respondents stated they were undecided about using skin care products for these purposes. We can therefore infer that it is “extremely important” as a result.

According to the results, 369 female respondents (out of 500) rated using skin care products for medical reasons as “Very important,” which is the greatest frequency for their perception of importance.

For looking more attractive: out of 500 respondents Using skin care products to seem more appealing is highly important to 357 respondents, quite important to 91 respondents, and neutral to 39 respondents. Consequently the answer is that female use skin care products in order to look more attractive. The conclusion is that women utilize skin care products to appear more beautiful.

No substitute available: out of 500 respondents about Use of skin care when there is no substitute is highly important to 352 respondents, quite important to 53 respondents, and neutral to 63 respondents. The conclusion is that women occasionally utilize skin care products when there is not a suitable alternative available to them.

Findings and Conclusion

In contrast to their father’s generation, female customers nowadays are not as similar. Women’s behaviour and environments are changing, leading them to consume more and more, their personalities are more independent, and they care more about their appearance than just being consumers. The market is now overflowing with numerous products and brands due to the shifting competitive landscape. Today Indian consumers are becoming more educated, and thus becoming choosy in selecting their products and are more conscious

towards hygiene and beauty. The analysis of the literature revealed a wide range of potential influences on female consumers' decision-making. Consequently, marketing offers have been chosen as the element that most closely relates to this research (4p's- Product, Price, Place, and Promotion), Psychographic factors (Personality, attitude, learning, beliefs, self, values), socio cultural factors (family, reference groups), product and store related factors (number of alternatives, consideration set, experienced goods, quality, price, store evaluation, advertising). This study consider twelve skin care products and all skin care products play a very important role and are preferred by females but cleanser, exfoliating (scrubs), lotions/ moisturizers and cleansing wipes are some skin care products. In order to gain a competitive advantage over the other goods currently on the market, numerous national and international businesses are attempting to tap into the skin care market's potential by developing new skin care products using novel product ingredients. Sunscreen is the only skin care product used by females everyday for protecting their skin from sun. this study reveals that there is an increase in the awareness for personal hygiene as well related to skin care products also suitability's to one's own skin and quality are the two important factors in influencing purchase decision for skin care products. Furthermore, the results indicated that 'Past Experience' associated with product seems to have a greater influence or good source of information relating to the purchase of skin care products.

Scope for Future Research

Forecasts for the Indian skin care market indicate that it would expand at a CAGR of 13.8 per cent between 2012 and 2016. In 2016, the market for skin care was dominated by the category of facial care, which held 76.5 per cent of the market. Body care and depilatories came in second and third, respectively, with market shares of 8.4 and 8.3 per cent. According to analysis of the Indian skin care market's existing situation and emerging trends, the next five years appear to hold the most promise for the sector.

Research Implications

The majority of a woman's responsibilities in the past were limited to caring for her family and her home, which kept her mostly inside the four walls of the house. They lacked the time and motivation to take care of their appearance. But, women are now taking initiative and handling both domestic and outside-the-home duties. As a result of having to meet the rising expectations of society, women are now more mindful of their appearance doing so, a significant market for cosmetics is waived. Women have grown to value appearance as a result of exposure to western society, media, magazines, fashion shows, and news publications. The global skin care sector has found great success thanks to the growing desire for beautiful skin and a fit physique.

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