

**Study of Consumer Preferences and Consumption Patterns of
Cosmeceuticals with Special Reference to Rourkela (Odisha)**

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I wish him all success in all his future endeavors.

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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "A STUDY ON CONSUMER PREFERENCES AND CONSUMPTION PATTERNS OF COSMECEUTICALS WITH SPECIAL REFERENCE TO ROURKELA(ODISHA)" submitted by SMITA SINGH MANKEE Enrollment No.190 under the supervision of MR. ABHISHEK DADHICH for award of Postgraduate Diploma in Pharmaceutical Management of the Institute carried out during the period from 2012 to 2014 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

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Introduction

Everyone has the right to look good and people across society want themselves to be beautiful or handsome. The global world we are living in sets stereotypes that become models. These models are a part of the ambience that we thrive: in magazines, on television, in the fashion shows, in the commercials, in the streets and even at work or at school. It is a fact that everybody in this world, men as well as women, want to look like the magazines' figures since a perfect skin and a healthy body leads to a perfect life. The generation X and Generation Y have distinct personality traits. Many companies have seen the market potential in these veritable goldmines. In the cosmetic world the concept of women cosmetic market is running since decades whereas the idea of men cosmetic market or selling the cosmetics to men is booming since last couple of years. These days consciousness in men is growing for their body and skin and the needs to conform to the injunctions of youthfulness, healthiness, and thinness. The concern of the men for their appearance has developed from the development of fashion magazines for men. A sudden increase of the male press, in the last few years, goes all together with the consumption of beauty products for men. Therefore these days' men are more conscious of their looks and beauty. Consumer behavior theorists generally believe that consumer behavior theories can be applied globally but consumer preferences and tastes are influenced by their cultural background^[1]. Hence it is important for business practitioners and marketers to identify the consumers' beliefs and attitudes, their needs and their preferences and also their taste for a specific type of product or service that are greatly influenced by society and culture to which they belong. For example, consumers in one part of the world may consider price as the most important factor in their decision to buy a cosmetic product or not, where as in another part of the world, consumers may consider quality as the most important determinant in their buying decision for a cosmetic product. The other factors that may influence the buying decision process of a consumer includes family members, relatives, salesperson, spouse, siblings, neighbors and even also by the marketing stimuli triggered by the marketers. For many marketing companies/managers customer satisfaction has been widely accepted as an important issue. It is commonly used as a marketing benchmark of a company's performance [2]. In spite of all these doubts, (regarding the acceptance of the product by the consumers) a lot of money was invested by the marketers in their marketing plan to attract consumers to buy their product or service. To meet the specific needs and wants of the consumers and to make them satisfy with their products marketers has to deal with this ongoing process. To offer different types of products to the consumers in the market is not the only way to sustain in the market but the real task is to satisfy the consumers along with sustaining profit, this will lead to the survival of the company in the market place.

Market senario

Cosmeceutical market in India is valued at about Rs.35000 crores, and growing at 10 % per year. Carving out a niche of Rs. 50 crores in this market is fairly easy if the products chosen can catch the fancy of the consumer. This is a specialty product market. Different marketing strategies are used for the products. Brand building and direct selling are the most widely used. Brand building is very expensive. Direct selling in a well defined geographic area is a low cost option but the gestation period is high.

According to the reports of RNCOS, India has emerged as one of the industries having huge potential for further growth. It rates the Indian cosmetic industry as one of the rapidly growing industries. Due to the changing lifestyle and spreading consumer awareness, people have become more beauty conscious. The report shows that Indian cosmetic market growth is accredited to female consumers; however, the mind set of male consumers is also changing primarily due to the increasing influence of media and Western exposure. The fast emerging men's grooming products market has also boosted the cosmetic sector. In addition, urban areas contribute the maximum to the overall cosmetic revenue; however, the rural region still holds a huge potential for players. The key factor for future growth in the rural region will be low price and high quality products with easily accessible supply chain networks.

Advancements in technology and emergence of new ingredients have further contributed to the progress in the commercialization of cosmeceutical products worldwide. The market that reached to the mark of US\$ 27.2 Billion in 2010 is likely to augment at a rapid pace in the coming years with anti-aging skin care taking the top spot in revenue patterns.

According to our new research report, “**Global Cosmeceuticals Market Analysis**”, the global cosmeceutical market offers huge potential in the Asian countries, such as Japan, China, and India, which are also set to attract major players in future. Though the market is at the nascent stage in India and China, there remains an untapped large population, with the desire to look young and fair. Japan has already made a niche mark in the global cosmetics market and its position in the cosmeceutical (having quasi drug status) segment is effectively improving.

The inclining disposable income of consumers and expansion of per person health expenditure in the past six years from 2007-2012, has escalated the overall cosmeceutical industry in India. Per person expenditure on health in India is anticipated to grow at an average annual growth rate of 9.5% from 2012-2017 with a total spending of USD ~ in 2017. Higher spending on health related products by Indian consumers will escalate the market for cosmeceutical products in future.

Literature Review

1. **BlanchinA, Chareyron C, Levert Q (2007) The customer behaviour in the men's Cosmeceutical market. University of Halmstad School of Business,68-70**

Use cosmetics and among those cosmetics users, 80% use mostly men's ones. Men cosmetics are seen as health and hygiene products and not as beauty tools. Indeed, most of the beauty product such as scrubs, mask, and make up and so on are under used as compared to shaving foam for instance. The emergence of the men's cosmetics is a fact but it should be precise that the kind of product they use -for a great majority – is still product with a strong men image. Another very important aspect of the consumption is that the connexion between the price and the quality is crucial. Indeed, it has been demonstrated that the most important factors for men are the price, the brand and the packaging. Thus, it helps to understand the reasons why the most popular distribution channel is the super stores where famous brand – synonym of quality in the people's mind – are represented with accessible prices. The emergence of this full market gave men a real autonomy when they buy cosmetics. It has been said before that woman had still a great influence on the way men purchased cosmetics. This tendency is certainly true nowadays but they are more independent that they used to be. Their principal purchasing advisor is themselves. Thus, it can be advanced that thanks to advertisement, men are more aware of what is happening on the market, the role of women decrease slowly: advertising can now play a full role in the purchasing process.

2. **Burcu Candan , Sevtap Unal , Aysel Ercis (2013) Analysing the relationship between consumption values and brand loyalty of young people: A study on personal care products; International Association of Social Science Research, 29-46**

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In today's conditions when we cannot explain postmodern consumer behaviours with the traditional consumer behaviour models, the consumption values model developed by Sheth et al. (1991a) provides us with a new point of view. In markets such as personal care products where there is intense competition, analysing the consumers needs properly and ensuring brand loyalty has become the main goal. With this study, whether there are meaningful relations with the consumption values and brand loyalty that have become prominent in personal care products was investigated. The research was carried out with young people as the youth population in Turkey is higher and there is an important amount of young people who use personal care products.

- 3. Stephen L. Sondoh, Maznah Wan Omar, Nabsiah Abdul Wahid, Ishak Ismail and Amran Harun (2007) The effect of brand image on overall Satisfaction and loyalty intention in the context of colour cosmetic; Asian Academy of Management Journal, Vol. 12, No. 1, 83–107**

The importance of brand image benefits on satisfaction and loyalty. The identification of brand image benefits of the branded product will help practitioners to establish effective marketing strategies. It is very important to understand brand image dimension judgments from customers' point of view, and whether these image dimensions are parallel to their perceptions,

expectations, needs and goals. Knowing this, may assist managers to develop a marketing strategy based on consumers' perceptions and meanings of the product. With regard to satisfaction and loyalty, it is important for companies to measure customers' satisfaction in order to analyze their product or service image performance and whether their satisfied customers are willing to recommend their branded product to others as well as having the intention to purchase their product/services in the future. Finally, in order to create a successful brand, marketing managers should be more devoted on building brand image, customers' satisfaction and brand loyalty as part of their branding strategy. By maintaining and strengthening the brand images and values, it will hopefully position the brand positively in the minds of consumers. Therefore, there is a need to understand the important roles of three branding strategies: brand image, brand satisfaction and brand loyalty in order to enhance their brand appeal.

- 4. Singhal Mukul, Khanna Surabhi , Nasa Atul (2011) Cosmeceuticals for the skin; Asian J Pharm Clin Res, Vol 4, Issue 2, 2011, 16**

The usage of Cosmeceuticals has drastically hiked in recent years, which in turn has increased the spectrum of the physician to broaden their range of products to enhance the comeliness of the

Patients associated with dermal problems. However, at times, where generations are keenly worried for their beauty, lots of manufacturing companies are competing and working hard to

provide convincing results to meet requirements of the patients. Claims of effectiveness lack convincing evidence, thus the industry is challenged to provide evidence on the effectiveness of these compounds. Cosmeceuticals like vitamins, sunscreens, hydroxyl acids & many more have proved their efficacy in treating skin diseases thus enhancing the skin texture. Clinical trials of

Cosmeceuticals are important to know the interaction between skin and Cosmeceuticals which could even be influenced by environmental fact.

5. **Abdullah Bin Junaid, Reshma Nasreen, N Ravichandran (2013) Behaviour of Indian Consumer towards Skin Care Products (Cosmeceuticals);International Journal of Advanced Research , Volume 1, Issue 5, 512-518**

Journal homepage: <http://www.journalijar.com>

That the skin care product importance is increasing with in the Asian countries. There are so many brands available in the market and they are competing with each other to sustain in the big market which is full of opportunities. The study was carried out in three cities of India to find out the consumer preferences for cosmeceutical products or for skin care products. Price is also an important factor in the Indian skin care market. Lowered price products are preferred by the Indian consumers. We have also seen that qualification is also an important criterion which plays an important role in the purchase of these skin care products. Education make people/consumers aware about the skin care products and because of which consumers want to use herbal skin care products.

Significance of the project

- Market data covering product market value of cosmeceutical products
- Analysis of needs of consumers, expectation of consumers and consumer trends
- Role of communication in increasing the cosmeceutical market potential in India
- Men's grooming products are the second fastest growing category.
- Cosmeceutical opportunities are more in the following fields i.e. acne treatment, skin care and anti-aging.

Objectives of the Study

- a. To find out the role of different demographic factors in the consumption of Cosmeceutical products**
 - To find out the most significant group in terms of age, income, occupation and Gender.

- b. To determine the influence of Marketing mix on the consumption pattern**
 - To find out the role of different strategies such as promotions, packaging, ingredients, Celebrity endorsement etc on the sales of Cosmeceutical products
 - To determine the role of multifunctional cosmeceutical products and specific ailment Focused cosmeceutical products

- c. To find out the other influencing factors that leads to the purchase of cosmeceutical products**
 - To find out the influencing factors for each cosmeceutical product type

Research Methodology

➤ **Source of Data**

- Primary data – Data collected from Consumers Using Cosmeceutical products
- Secondary data- Past studies and research papers

➤ **Sampling Unit** - Consumers Using Cosmeceutical products in Rourkela

➤ **Sample Size:** 100

➤ **Sampling Tool** – Close ended Questionnaire

➤ **Sampling technique** – Random sampling

➤ **Research Design** – Descriptive Research

➤ **Data Analysis Tool** - Analysis of data will be done by SPSS version 16 software. The various tests used to analyze the data will be Correlation, Cross Tabulation, and Frequency Distribution.

Data analysis

- 97 out of 100 consumers filled the questionnaire completely. So the analysis has been done on the basis of 97 consumer's response.

Table 1: Correlation between age group and usage of cosmeceutical products

Correlations			
		age group	cosmeceutical products
age group	Pearson	1.000	.478**
	Correlation		
	Sig. (2-tailed)		
	N		
cosmeceutical products	Pearson	.478**	1.000
	Correlation		
	Sig. (2-tailed)		
	N		

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

Interpretation- There is an influence of age group on the type of the cosmeceutical product

Table 2: Cross tabulation between age group and the monthly income.

income * age Cross tabulation								
Count								
		Age						
		16 to 20	21 to 25	26 to 30	31 to 35	36 to 40	Above 40	Total
Income	Below 10,000	10	8	10	3	3	1	35
	10,000 to 20,000	0	1	2	0	0	1	4
	20,000 to 30,000	3	4	6	3	1	3	20
	30,000 to 40,000	0	1	4	3	0	2	10
	40,000 to 50,000	1	2	4	2	4	2	15
	Above 50,000	1	2	4	1	4	1	13
	Total	15	18	30	12	12	10	97

Interpretation- The above table shows that the people of 26 years to 30 years spend more on their cosmeceutical products, which clearly specify the younger population are more attracted towards grooming themselves.

Table 3: cross tabulation between monthly income and monthly expenditure

Count							
		monthly expenditure					
		Below 5,00	500 to 1,000	1,000 to 1,500	1,500 to 2,000	2,000 to 2,500	Total
monthly income	Below 10,000	7	5	5	3	0	20
	10,000 to 20,000	1	2	1	0	0	4
	20,000 to 30,000	10	8	7	8	2	35
	30,000 to 40,000	4	3	2	1	0	10
	40,000 to 50,000	3	7	5	0	0	15
	Above 50,000	4	3	1	4	1	13
	Total	29	28	21	16	3	97

Interpretation- The above table shows that the most significant income group is the group of people which are having income of rupees 20000 to rupees 30000 per month. Because of high income the expenditure is also high.

Table 4: Occupation wise distribution of respondents.

		occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	20	20.6	20.6	20.6
	Private job	30	30.9	30.9	51.5
	Government Job	23	23.7	23.7	75.3
	Own Business	7	7.2	7.2	82.5
	House Wife	17	17.5	17.5	100.0
	Total	97	100.0	100.0	

Interpretation- It explains that people who are on private job use more of these cosmeceutical products.

Table 5: Correlation between the income of the person and the monthly expenditure

Correlations			
		monthly income	monthly expenditure
monthly income	Pearson Correlation	1.000	.856**
	Sig. (2-tailed)		.000
	N	97.000	97
monthly expenditure	Pearson Correlation	.856**	1.000
	Sig. (2-tailed)	.000	
	N	97	97.000

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

Interpretation- The above Table 5 shows that there is a relationship between the monthly income of the person and the monthly expenditure of the person on the cosmeceutical product.

Table 6: Frequency table showing the usage of cosmeceutical products by males with their age groups

		age group			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 to 20	14	14.4	14.9	14.9
	21 to 25	21	21.6	23.4	38.3
	26 to 30	37	38.1	36.2	74.5
	31 to 35	12	12.3	12.8	87.2
	36 to 40	9	9.3	8.5	95.7
	above 40	4	4.1	4.3	100.0
Total		97	100.0	100.0	

Interpretation- The above table explains, the age group between 26 to 30 are the maximum user of Cosmeceutical products.

Table 7: Influencing group for specific type of Cosmeceutical Product

	Influencer	Cosmeceutical Product Type							
		Anti-Aging products	Acne products	Anti-Wrinkle Products	Suns Cream Products	Facial Foams	Fairness Creams	Day and Night	Total
1	Myself	2	2	2	1	1	2	3	13
2	Male Friend/Husband	1	1	0	9	0	0	0	11
3	Wife/Girlfriend	0	1	0	3	5	7	0	16
4	Parents/Relatives	0	1	0	0	0	0	3	4
5	Doctors	4	4	0	0	0	0	0	8
6	Parlours/Saloons	0	4	3	3	0	14	0	24
7	Advertisement	3	2	10	3	0	3	0	21
	Total	10	15	15	19	6	26	6	97

Interpretation- It shows that for day and Night Moisturizing Creams one is influenced by self or by parents or relatives. Male friend or Husband influences suns creams, wife or girlfriend influences the use of facial foams and cleaners, parlors influences the use of fairness creams, doctors are the influencer for anti aging products and for acne products as well and finally the advertising influences the use of ant wrinkle products.

Table 8: Importance of Multifunctional Cosmeceutical product

		Preference			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	25	25.8	25.8	25.8
	Important	47	48.5	48.5	74.2
	Not Important	22	22.7	22.7	96.9
	Least Important	3	3.1	3.1	100.0
	Total	97	100.0	100.0	

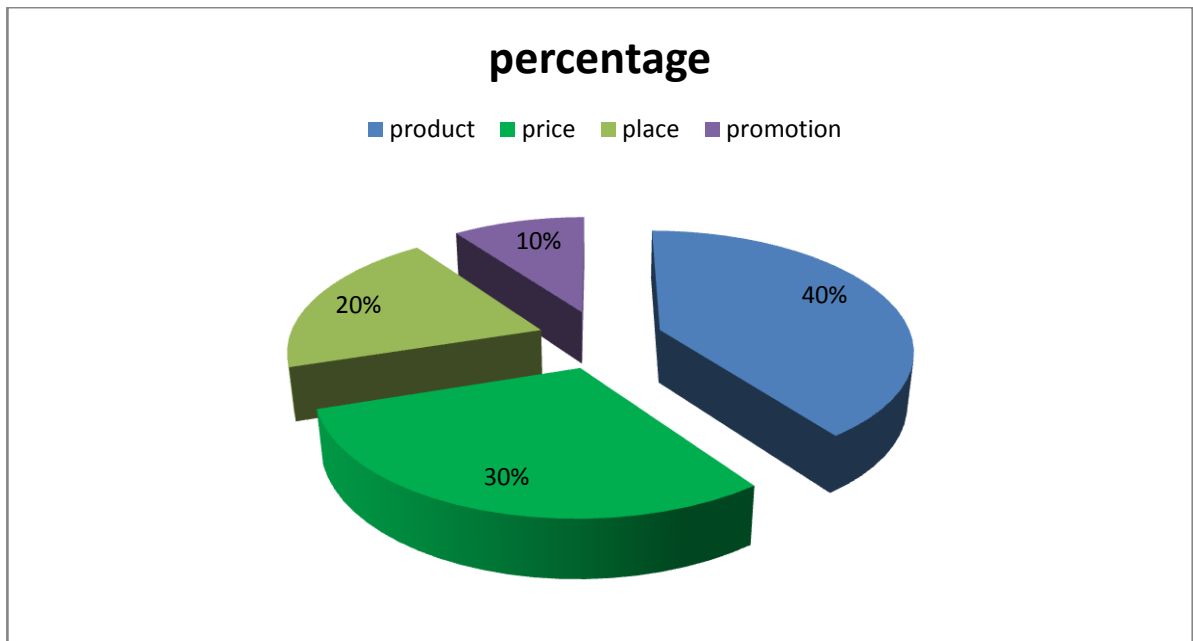
Interpretation-The above table shows that for 74.2 percent people covered under the study ,the products having multifunctionality is important and they want that their cosmeceutical product should do more for them at the same time and within their cost limit.

Table 9: Popularity of Multifunctional Product among gender

		gender * Importance Cross tabulation				
Count						
		Importance				
		Very Important	Important	Not Important	Least Important	Total
Gender	Male	10	23	11	3	47
	Female	15	24	11	0	50
	Total	25	47	22	3	97

Interpretation- It shows that, females are more interested in using the multifunctional cosmeceutical products when compared to males. But there is not much difference between the two. So we can also say that both the gender group prefer using the multifunctional cosmeceutical product.

Table 10: Ranking marketing mix variables according to consumer preferences



Interpretation- It shows that the most important factor for consumers from the marketing mix is the product. When done ranking product is ranked as rank 1, price is ranked as rank 2, placement is ranked as rank 3 and promotion s ranked as rank 4.

Findings

Cosmeceuticals are found to be a new emerging market not only for men but also for women. The cosmeceutical industry has immense possibilities for growth because of its increasing demand. Physician plays an important influencing factor, so cosmeceutical companies should maintain a good relationship with doctors. As the preference of multifunctional product among consumer groups are increasing because consumer want that their cosmeceutical product should do more for them at the same time and within their cost limit, so innovation is most important to drive the market. The cosmeceutical industry is rapidly growing, with expected double-digit growth during the next 3 years. Although demand is growing, competition is also increasing with the entry of mass market chains and alternative treatment options. Consumer's perception plays a vital role in the purchase of cosmeceutical product, so to create brand image is most important for long term growth of a product.

Conclusion

In today's scenario the cosmeceutical market is considered to be a Potential market for the cosmeceutical/Pharmaceutical companies. Due to the diversity in population and also having a large population India is supposed to be one of the emerging markets in the field of cosmeceutical products on this globe. This present study focused on find out various influential factors that affects the consumption behavior of consumers in terms of usage of cosmeceutical products. Among the various interesting findings one major finding is that the brand and price plays a very important role in consumption behavior of consumers. One new finding in this study is that the consumers prefer multifunctional products when compared to specific focused products. The study was carried out since very limited research has been done in this particular field and cosmetic companies have not exact idea about the consumption behavior of Indian consumers regarding cosmetic products.

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Annexure

1. Age _____
2. Gender
 - Male
 - Female
3. Occupation _____
 - Student
 - Private job
 - Government job
 - Own Business
 - House wife
4. Do you use cosmeceutical products?
 - Yes
 - No
5. Monthly Income _____
 - Below 10,000
 - 10,000 to 20,000
 - 20,000 to 30,000
 - 30,000 to 40,000
 - 40,000 to 50,000
 - Above 50,000
6. Monthly Expenditure on Cosmeceuticals _____
 - Below 500
 - 500 to 1,000
 - 1,000 to 1,500
 - 1,500 to 2,000
 - 2,000 to 2,500
7. Which type of cosmeceutical you mostly preferred?
 - Anti-Aging Products
 - Acne Products
 - Anti-wrinkle products
 - Suns cream Products

- Facial foams and Cleanser
- Fairness creams
- Day and Night moisturizing creams

8. Your target Influencer for using above Cosmeceutical _____

- Myself
- Male Friend/Husband
- Wife/Girlfriend
- Parents/Relatives
- Doctors
- Parlors/Saloons
- Advertisement

9. Rank the following according to your buying behavior of Cosmeceuticals _____
(4 = Most Important, 1 = Least Important)

- Product ☐
- Price ☐
- Promotion ☐
- Place ☐

10. Do you preferred Multifunctional Cosmeceutical products ?

- Yes ☐
- No ☐

11. How important do you think Multifunctional cosmeceutical products in comparison to specific functional Cosmeceuticals.

- Very Important ☐
- Important ☐
- Not Important ☐
- Least Important ☐