

PERCEPTION MAPPING OF COSMECEUTICAL BRANDS



Cosmeceuticals are cosmetic products with biologically active ingredients purporting to have medical or drug-like benefits.

India shared a total of 5.7% in the Asia Pacific cosmeceuticals. Indian cosmeceuticals industry has been majorly focused on skin care, hair care, lip care and other product segments and out of which both skin care and hair care have grown at a higher pace in the past few years. The title of the project was “**Perception Mapping of Cosmeceuticals Brand**”

we were given 7 products to study namely Ac- norm active wash, Ac norm total control cream, moisturising cream, eye balm, night force cream, sunscreen, frezzykeld cream.

Survey is done using questionnaire to know the market research Of the products mentioned above.

• OBJECTIVE

- To understand about the perception of Dermatologist/Cosmetologist towards the products
- To estimate the prescription behavior of investigational products.
- To strategize market launch of new products by Bharat serum ltd.
- To study demographic parameters of doctors
- To get complete feedback on the products.

Research Methodology

Study Design: Descriptive study

Sample population: Dermatologist/ cosmetologist

Study Area: Delhi

Types of Question: Open ended

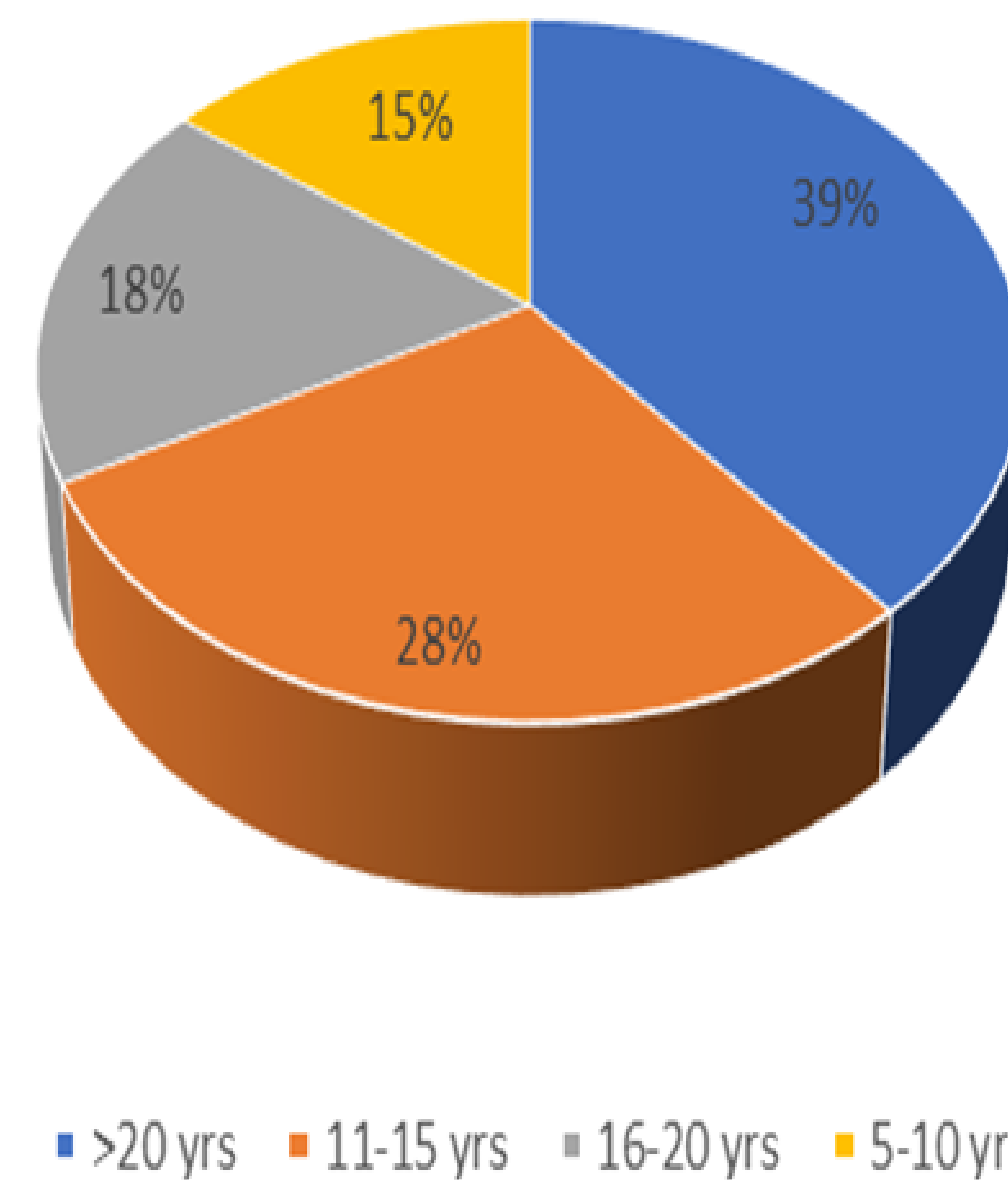
Tool : Structured Questionnaire

Sample Size : No. of Doctor 80

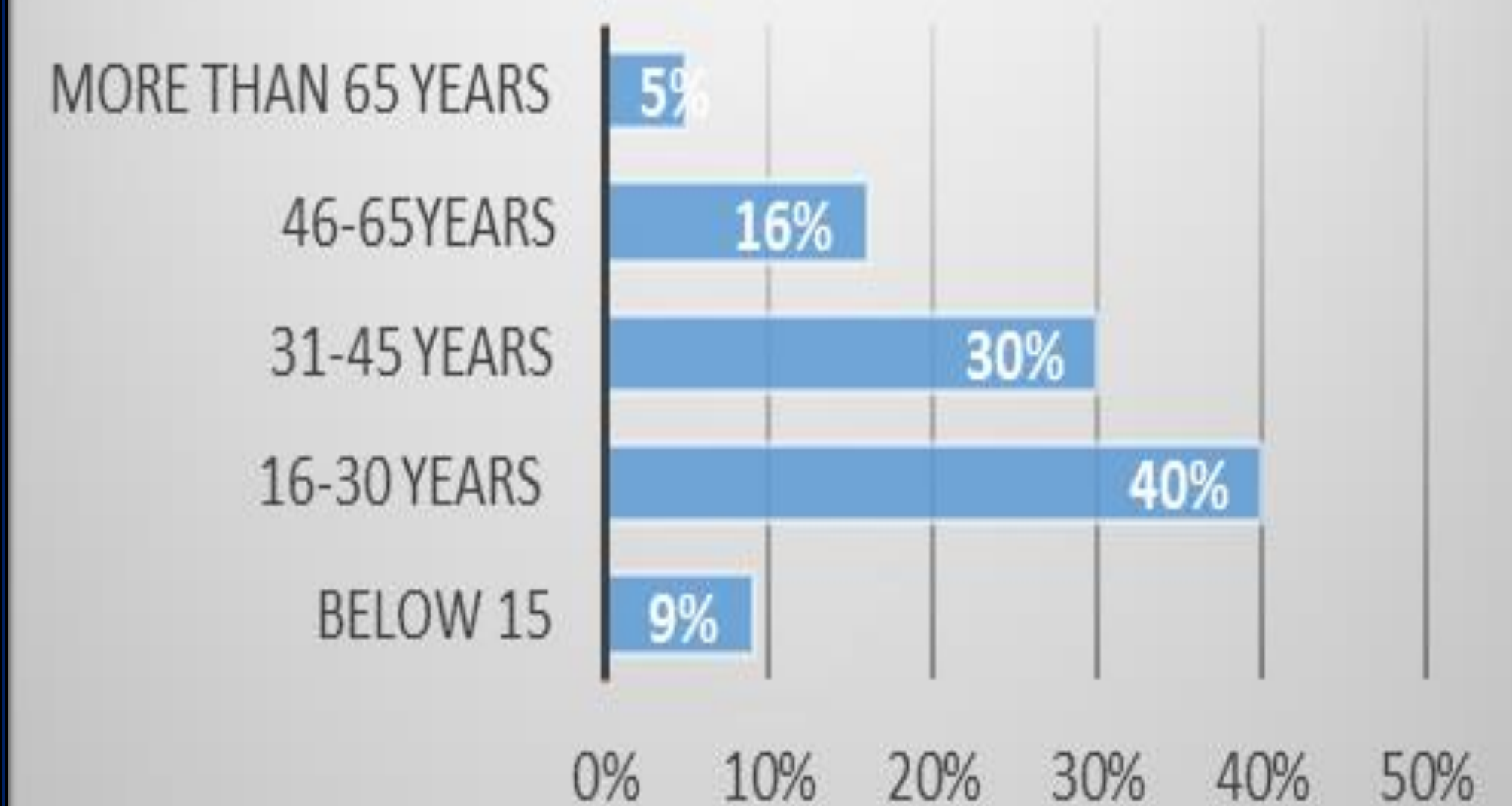
Duration of Study : 25 Days

Data Analysis Techniques : The findings the information collected compiled and analysis

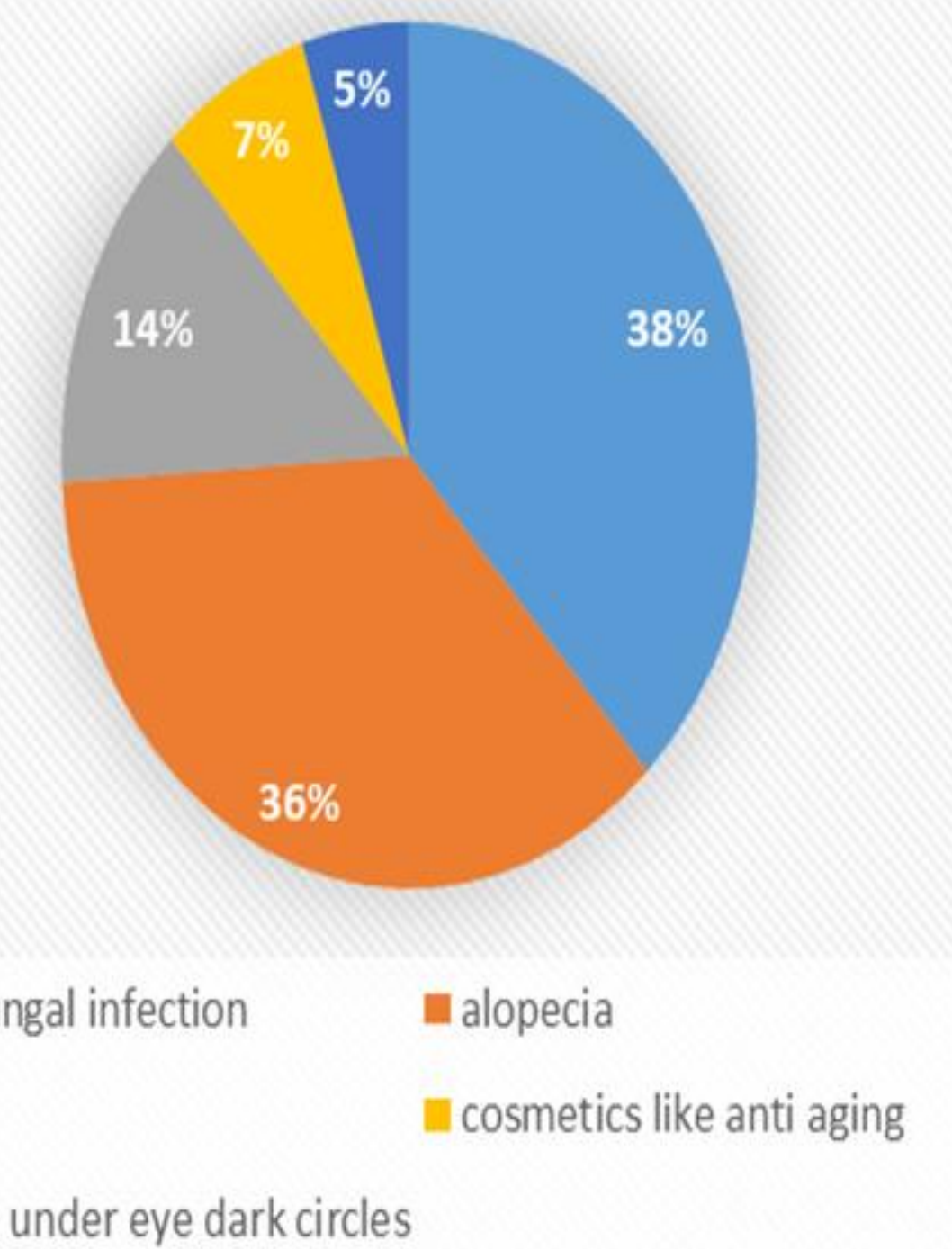
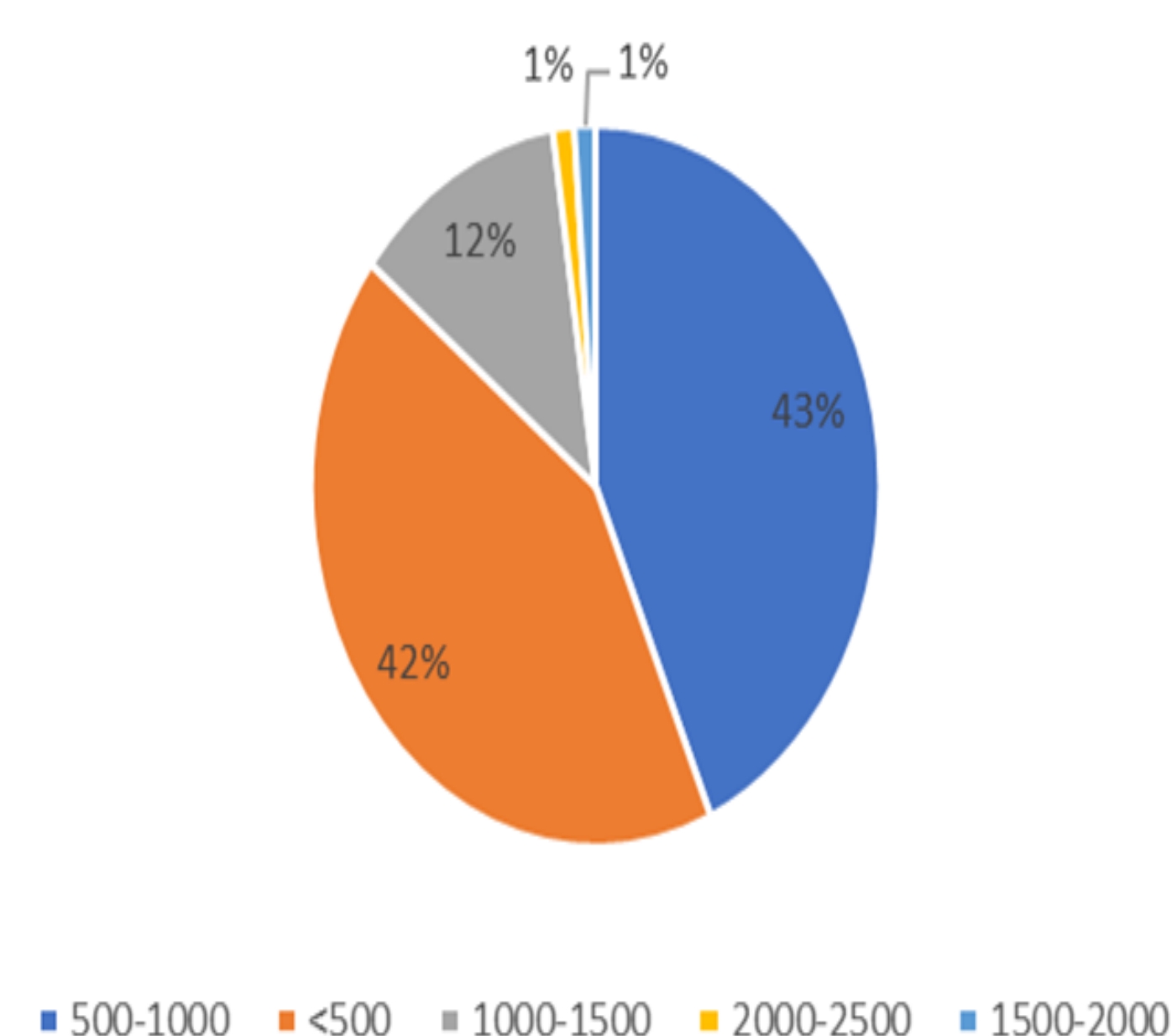
how many years of clinical practice experience do you have?



proportion of patients belong to each age group



how many patients do you see in a month?



COMPETITORS

Johnson & Johnson



Products	YES	NO
AC-Norm active wash	10%	90%
Active norm control cream	7%	93%
Moisturizing 24 hrs. cream	15%	85%
Night force A+ E cream	9%	91%
Eye Balm	21%	79%
Sunscreen	6%	94%
Frezzykeld cream	14%	86%

RECOMMENDATION

- ✓ Based on the analysis carried out there is a good opportunity for the company to launch these products but as competitors are also there in market so price of products are very high as compared with other brands so price should be drop to gain a profit in a market.
- ✓ Using internet especially social media platform for promoting the products.
- ✓ There should be unique characteristics.
- ✓ There should be Brand Endorsement.
- ✓ End to end customer promotion that is regular visit and collection of prompt feedback.

CONCLUSION

If product is going to launch personalization is most effective to gain the popularity understanding the customer as individual is the first step towards effective production because some are price sensitive while some care about the brand. Also the study reveals, it can be concluded that the doctors would prescribe the skin products (Active norm wash, Active norm total control cream, moisturizing cream, sunscreen ,eye balm) to the patients if the prices are drop down to a reasonable prices. The doctors seemed impressed by the eye balm as the ingredients used are effective according to the doctors.

