

A CONSUMER-DRIVEN APPROACH TO REBRANDING AND MARKET PENETRATION OF GRAZIA UP GOLD FACE SERUM

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Master of Business Administration (MBA)

in

Pharmaceutical Management

by

Anshul Ghodke

Under the Supervision and Guidance of

Dr. Sudhinder Singh Chowhan

2025



CERTIFICATE

OF RECOGNITION

This is to certify that

Mr. Anshul Ghodke

*In partial fulfillment of the requirements for the award of the Degree of MBA Pharmaceutical Management from the **IIHMR University**, Jaipur has successfully completed his internship at **GALCARE PHARMACEUTICAL Pvt. Ltd.** during Mar 10– May 31, 2025*

We appreciate her valuable contribution to the team and wish him great success in future endeavors.



Place :- Jaipur

Date :- 20/06/2025

Mr. Irfan Ahmad
Senior Marketing Head

CERTIFICATE

This is to certify that the dissertation titled “**A CONSUMER DRIVEN APPROACH TO REBRANDING AND MARKET PENETRATION OF GRAZIA UP GOLD FACE SERUM**” is a record of the research work undertaken by **Anshul Ghodke** in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific and analytical.

A handwritten signature in blue ink, appearing to read 'Sudhinder Singh Chowhan'.

Faculty guide: Dr. Sudhinder Singh Chowhan

IIHMR University, Jaipur

DATE:17/06/2025

A handwritten signature in blue ink, appearing to read 'Saurabh Kumar Banerjee'.

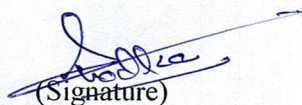
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DECLARATION BY STUDENT

I hereby declare that this dissertation titled “**A CONSUMER-DRIVEN APPROACH TO REBRANDING AND MARKET PENETRATION OF GRAZIA UP GOLD FACE SERUM**” is the Bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.



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Name of Student: **Anshul Ghodke**

Date:

Abstract

The Indian skincare industry is rapidly evolving with a growing preference for targeted treatments such as face serums, especially among urban consumers aged 18–35 years. Despite this growth, Grazia Up Gold Face Serum, a dermatologically formulated product by Galcare Pharmaceuticals, has struggled with low market visibility and limited consumer engagement. This study was undertaken to evaluate consumer awareness, behaviour, and perception in relation to face serums, and to assess how these insights could guide the strategic rebranding and market penetration of Grazia Up.

The primary objective of this research was to understand the factors influencing serum purchase decisions, evaluate the current branding of Grazia Up, and recommend actionable marketing strategies based on data-driven insights. A structured, descriptive cross-sectional study was conducted using a Google Form-based survey targeting urban skincare users aged 18–45 years. The survey gathered responses from 100 participants, capturing demographic details, product usage frequency, brand awareness, and motivating factors such as ingredients, dermatologist recommendations, user reviews, and packaging appeal.

Analysis of the responses revealed that although 76% of respondents use skincare daily and 59% currently use a face serum, only 16% were aware of Grazia Up. Minimalist, Garnier, Dot & Key, and Mama earth emerged as dominant brands with higher recall. Respondents ranked ingredients (67%), dermatologist recommendations (54%), and user reviews (47%) as the top influences on purchase decisions, while packaging and advertisements ranked much lower. Additionally, 45% of respondents stated they would “definitely consider” purchasing Grazia Up if it met their skin concerns and budget.

These insights were used to redesign the product label (LBL) with clearer communication, a user-friendly layout, and visual cues showcasing indications such as pigmentation, melasma, and dullness. A comparative analysis between the existing company LBL and the redesigned version highlighted improvements in consumer alignment, clarity, and visual appeal. Strategic recommendations included implementing free sampling, promoting visible ingredient claims, and leveraging influencer and dermatologist endorsements to enhance brand credibility.

The study further applied strategic marketing frameworks including STP (Segmentation, Targeting, Positioning), SWOT (Strengths, Weaknesses, Opportunities, Threats), BCG Matrix, Ansoff Matrix, and Product Life Cycle (PLC) to structure the rebranding and

market entry plan. Grazia Up was identified as a “Question Mark” product in the BCG matrix, requiring focused marketing investment to become a high-share brand in a high-growth market. Based on Ansoff’s model, the project proposed market penetration and product development strategies to improve consumer trial and retention.

In conclusion, the research demonstrated that leveraging consumer insights through structured data collection and applying branding and marketing principles can significantly enhance the market potential of an underperforming product. The redesigned strategy aims to position Grazia Up Gold Face Serum as an affordable, effective, and science-backed face serum tailored to the evolving preferences of the Indian skincare consumer.

Keywords: Grazia Up, Face Serum, Rebranding, Consumer Insights, Product Positioning, Skincare Market

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Chapter 1: Introduction

In recent years, the Indian skincare market has undergone a significant transformation, driven by increased consumer awareness, accessibility to dermatological information, and a growing preference for targeted skincare products. Among these, face serums have emerged as one of the fastest-growing categories due to their lightweight formulations, active ingredient concentration, and ability to address specific skin concerns such as pigmentation, dullness, aging, and acne.

Grazia Up Gold Brightening Face Serum is a product developed and marketed by Galcare Pharmaceuticals, formulated with scientifically validated actives such as Kojic Acid, 3-O Ethyl Ascorbic Acid (Vitamin C), Tranexamic Acid, Alpha Arbutin, and Niacinamide. Despite the product's strong dermatological composition, its performance in the market has remained subdued. The limited awareness among target consumers, low brand recall, and lack of digital visibility have restricted its market penetration in a highly competitive skincare segment dominated by brands like Minimalist, Garnier, Dot & Key, and Mamaearth.

The purpose of this research is to evaluate the existing market position of Grazia Up Gold Face Serum through a consumer-driven lens. The study aims to identify gaps in brand communication, packaging, and marketing strategies by directly engaging with potential consumers. Furthermore, the study assesses how consumer preferences and behavioural patterns can be utilized to reposition the product and increase its visibility, adoption, and loyalty.

The problem being investigated is the disparity between the product's formulation strength and its poor performance in market penetration and brand recognition. While consumers are increasingly educated about ingredients and their benefits, the product in its current form fails to meet expectations in terms of awareness, communication, and appeal. This has resulted in a disconnect between the product's scientific efficacy and its market visibility.

To address this, a primary consumer survey was conducted to gather insights into skincare usage habits, brand awareness, decision-making factors, and preferences related to packaging and product communication. These insights were then applied to redesign the product's label (LBL) to reflect the needs and language of the target market. Furthermore, strategic marketing frameworks such as STP (Segmentation,

Targeting, Positioning), SWOT Analysis, BCG Matrix, Ansoff Matrix, and Product Life Cycle (PLC) were applied to develop a structured brand and market strategy.

This study is relevant and timely as it bridges the gap between pharmaceutical-grade skincare products and consumer expectations in the cosmetic dermatology segment. It highlights how scientific products, when backed by consumer-aligned branding and strategy, can compete effectively in a crowded marketplace.

Aims and Objectives of the Study:

- To assess consumer awareness and perception of face serum brands, including Grazia Up.
- To identify key factors influencing purchase decisions in the face serum category.
- To evaluate the branding and packaging effectiveness of Grazia Up Gold Face Serum.
- To redesign the product label in alignment with consumer insights.
- To recommend strategic actions for brand repositioning and enhanced market penetration.

In summary, this chapter sets the stage for a data-driven, consumer-centric approach to repositioning a scientifically formulated product in a dynamic and competitive skincare market. The study seeks to offer actionable recommendations that Galcare Pharmaceuticals can implement to improve Grazia Up's market performance.

Chapter 2: Literature Review

This chapter provides a critical review of existing research relevant to the current study on rebranding and consumer-driven marketing strategies for skincare products, specifically face serums. The reviewed literature spans key areas such as consumer behaviour in the cosmetic segment, face serum innovation, brand value perception, packaging design, labelling strategies, and marketing practices within the pharmaceutical and cosmetics industries. The findings from these studies form the foundation upon which the present study on Grazia Up Gold Face Serum is constructed.

2.1 Consumer Behaviour and Purchase Intention in Skincare

Consumer buying behaviour in skincare, especially among the youth, is increasingly shaped by emotional and psychological factors. A study conducted on university students in Delhi-NCR found that vanity, brand loyalty, and perceived quality were the primary drivers of purchase intention for luxury skincare products. Interestingly, brand awareness had a weaker influence compared to emotional and social factors such as self-image and peer perception [1]. This suggests that effective branding in the skincare segment must go beyond product quality to appeal to aspirational and lifestyle-oriented values.

In another consumer perception study conducted in Visakhapatnam, multiple psychological and sensory elements were found to influence acceptance of personal care products. Previous experiences, attitudes, knowledge, and labelling played a critical role in consumer decisions. It emphasized that product efficacy alone does not drive success; consumer trust and belief systems also play an important role [4].

2.2 Rise of Face Serums and Formulation Advancements

Face serums have emerged as one of the most sought-after skincare categories due to their high concentration of actives and deeper skin penetration. A review of formulation advancements highlights that recent breakthroughs in serum technology include improved delivery systems, nano-encapsulation, and multi-layer skin targeting which significantly enhance the efficacy of actives such as Vitamin C, Kojic Acid, Tranexamic Acid, and Alpha Arbutin [3].

Another general review emphasized the penetration and rapid action of face serums, noting their ability to outperform traditional creams in terms of targeted effects like pigmentation correction, hydration, and anti-aging [6]. These findings support the

formulation strategy of Grazia Up, which includes a scientifically validated active profile targeting melasma, dullness, and dark spots.

2.3 Ingredient Innovation and Cosmeceutical Trends

Cosmeceuticals blend pharmaceutical ingredients with cosmetic formulations and are increasingly driven by consumer demand for functional beauty. Natural products such as botanical extracts and marine-derived actives are gaining traction due to consumer perception of safety and effectiveness. Espinosa-Leal and colleagues noted that ingredient validation through in vitro and in vivo testing is essential for credibility in this segment [5].

Moreover, with limited regulatory control in cosmeceuticals, consumers tend to rely heavily on brand claims, packaging, and word-of-mouth for decision-making. This aligns with the survey findings in the present study, where ingredients, reviews, and dermatologist recommendations were valued over packaging or ads.

2.4 Impact of Labelling, Packaging, and Design on Purchase Behaviour

Packaging and label design have a measurable impact on consumer perception and purchase intent. One study found that visual design elements such as colour, material, typography, and label clarity significantly influenced buying decisions for skincare and haircare products [11]. Another paper examining labelling strategies suggested that customer reviews, top-seller tags, and endorsements may have limited direct effect, but they improve brand recall and create a sense of trust when combined with ingredient transparency [12].

In the context of Grazia Up, your study's redesigned LBL was preferred due to its visual clarity, mention of skin problems (e.g., pigmentation), and ingredient visibility—directly confirming these findings.

2.5 Pricing and Perception in Skincare Markets

The perception of price and value plays a crucial role in skincare product adoption. A study in Hyderabad and Secunderabad found that while skincare products are generally perceived as expensive, consumers still purchase them out of necessity for skin tone maintenance [8]. Price elasticity was found to be higher for price reductions than price hikes, suggesting that introductory pricing and discounts are effective strategies—something that can be applied in Grazia Up's market penetration campaign.

2.6 Marketing Strategies in Cosmetics and Pharmaceuticals

Effective marketing strategies in the cosmetic industry now require quick innovation cycles, strong positioning, and brand storytelling. A SWOT and 4Ps analysis of Indian cosmetic marketing strategies revealed that success lies in identifying target segments, tailoring products to them, and choosing the right promotion platforms—especially digital [9]. This supports the need for Grazia Up to invest in social media, SEO, and influencer collaborations.

The pharmaceutical industry also offers lessons. In India, pharmaceutical companies have shifted from doctor-centric promotion to more consumer-visible strategies such as product detailing, patient education, and combined Rx-OTC branding [2]. These hybrid strategies are relevant for derma-cosmetics like Grazia Up.

2.7 Rebranding and Its Effect on Brand Value

Rebranding is now being used as a strategy to improve performance metrics such as brand equity, consumer engagement, and financial outcomes. A study from the Jordanian cosmetics sector confirmed that value engineering mediates the success of rebranding by improving cost-efficiency, return on assets, and overall competitiveness [13]. Grazia Up, in this study, has undergone similar rebranding steps—through redesigning its label, restructuring communication, and applying consumer feedback to increase brand appeal.

2.8 Consumer Behaviour Shifts Post-Pandemic

The COVID-19 pandemic significantly influenced skincare habits. A study on Indian millennials noted a rise in “skinmalism” (minimal skincare), gender-neutral products, and DIY beauty regimens [10]. This generation now demands ingredient transparency, ethical claims (e.g., cruelty-free), and prefers buying skincare online. Grazia Up’s product and brand strategy can be aligned with this shift to attract millennial and Gen Z consumers.

Similarly, another KAP (Knowledge, Attitude, Practices) study on OTC skincare usage in India noted that Google Ads, Instagram, and word-of-mouth remain influential sources of information [7]. These insights are valuable for refining the digital marketing plan of Grazia Up.

2.9 Conclusion of Literature Review

The reviewed literature affirms the increasing influence of consumer behaviour, visual communication, formulation science, and pricing strategy in determining skincare

product success. Emotional drivers such as vanity and trust, combined with rational considerations like ingredient quality and price, shape buyer decisions. The findings strongly support the present study's approach: that rebranding, label redesign, and marketing strategy based on consumer insights can enhance the visibility and performance of a derma-cosmetic product like Grazia Up.

Chapter 3: Research Methodology

This chapter outlines the research methodology adopted for the study titled “*A Consumer-Driven Approach to Rebranding and Market Penetration of Grazia Up Gold Face Serum.*” The study is aimed at understanding consumer behaviour, brand perception, and purchase intent related to face serums, with a special focus on Grazia Up. It further aims to utilize these insights to propose a rebranding and strategic marketing plan for improved product penetration.

3.1 Research Questions

- What is the current level of consumer awareness and usage of face serums in the Indian skincare market?
- What factors influence purchase decisions for face serums among urban consumers?
- What is the current brand positioning of Grazia Up, and how is it perceived by its target market?
- How can label design and brand messaging be improved to align with consumer expectations?
- What marketing strategies can be recommended to enhance the brand visibility and market share of Grazia Up?

3.2 Research Design

A descriptive cross-sectional research design was employed using a quantitative approach through an online structured survey. The survey captured data on skincare habits, brand awareness, purchase drivers, and perceptions about product packaging. The study also involved a comparative label analysis and applied strategic marketing frameworks (STP, SWOT, BCG, Ansoff, and PLC) to evaluate and reposition the product.

3.3 Study Setting

The study was conducted as part of an internship project at Galcare Pharmaceuticals Pvt. Ltd., a dermatology-focused pharmaceutical company headquartered in Jaipur. The consumer survey was conducted online, targeting urban consumers across India through social platforms and direct sharing.

3.4 Study Population

The target population included urban skincare users aged 18 to 45 years, particularly those interested in cosmetic and dermatological products like face serums.

Inclusion Criteria:

- Respondents aged 18 and above
- Individuals currently using or interested in using face serums
- Those who completed the online questionnaire fully

Exclusion Criteria:

- Incomplete survey responses
- Individuals under 18 years
- Respondents with no interest in cosmetic skincare products

3.5 Sample Size and Sampling Technique

A sample size of 100 respondents was collected using a convenience sampling technique, leveraging online networks, peer groups, and social media platforms. This sample size was deemed adequate for a descriptive analysis of behavioural patterns and perception.

3.6 Study Tools and Instruments

- A structured questionnaire developed on Google Forms, covering demographics, brand awareness, serum usage habits, influencing factors, and willingness to try new brands.
- Visuals of the existing and redesigned product label (LBL) were shared to capture consumer preferences.
- Secondary data sources were used for competitor analysis and market context.

3.7 Operational Definitions

- **Rebranding:** Modification in brand identity and communication to align with consumer needs.
- **Market Penetration:** The level of product awareness, adoption, and usage in a target demographic.

- **Consumer Insight:** Understanding preferences, behaviours, and motivators of target customers.
- **Purchase Intent:** The likelihood of a consumer to buy the product based on its attributes and presentation.

3.8 Data Collection Procedure

Participants were invited to complete the survey online. Data was collected anonymously to ensure honesty and reliability. Responses were recorded digitally and compiled in Excel and Google Sheets for analysis. A descriptive analysis of percentages and frequency distributions was performed. Label design feedback was analysed to understand visual and communication preferences.

3.9 Data Analysis Plan

The collected data was analysed using Microsoft Excel. Simple descriptive statistics such as percentage distributions and bar graphs were used to summarize findings. Comparative analysis of the current and proposed labels was performed. Strategic insights were drawn based on the frameworks of STP, SWOT, BCG Matrix, Ansoff Matrix, and Product Life Cycle. No inferential statistics were applied due to the exploratory and descriptive nature of the study.

3.10 Ethical Considerations

- **Informed Consent:** A consent statement was included at the beginning of the online form to ensure voluntary participation.
- **Voluntary Participation:** All participants chose to take part willingly and were free to exit at any point.
- **Confidentiality:** No personal identifiers were collected. All data was stored securely and used solely for academic purposes.
- **Data Privacy:** Survey responses were anonymized and accessible only to the researcher and academic evaluators.

This methodology ensured that the study was conducted with academic rigor, ethical integrity, and relevance to the pharmaceutical and cosmetic marketing industry. The following chapters present the detailed analysis of findings and the strategic recommendations drawn from them.

Chapter 4: Results

This chapter presents the results derived from the primary data collected through a structured online survey conducted among 100 urban consumers across India. The objective was to assess skincare behaviour, face serum usage, brand awareness, purchase motivators, and perceptions about the current and redesigned label of Grazia Up Gold Face Serum. The findings are presented using descriptive statistics, supported by figures and interpretative text.

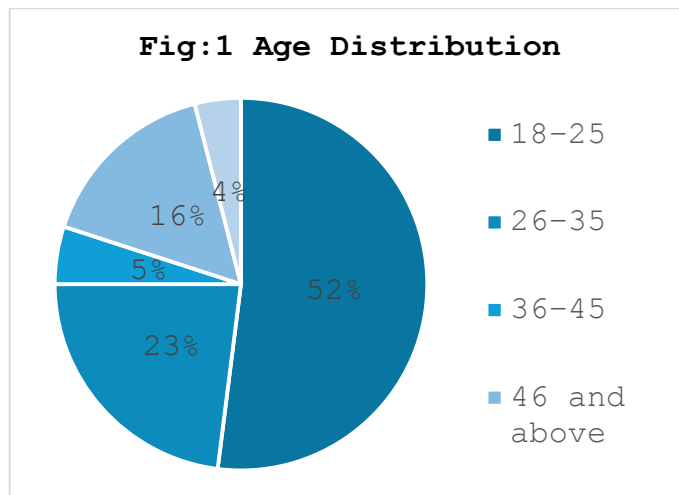
4.1 Questionnaire

- Demography – Age Group, Gender, Occupation
- How often do you use skincare products?
- Do you currently use a face serum?
- Which brand of face serum do you currently use or know about?
- What factors do you consider most important when buying a face serum?
- Have you ever heard of Grazia Up Face Serum by Galcare Pharma?
- If yes, how did you hear about Grazia Up Face Serum?
- Would you consider buying Grazia Up Face Serum if it meets your skincare needs and budget?
- What would motivate you to try a new face serum brand?

4.2 Demographic Profile of Respondents

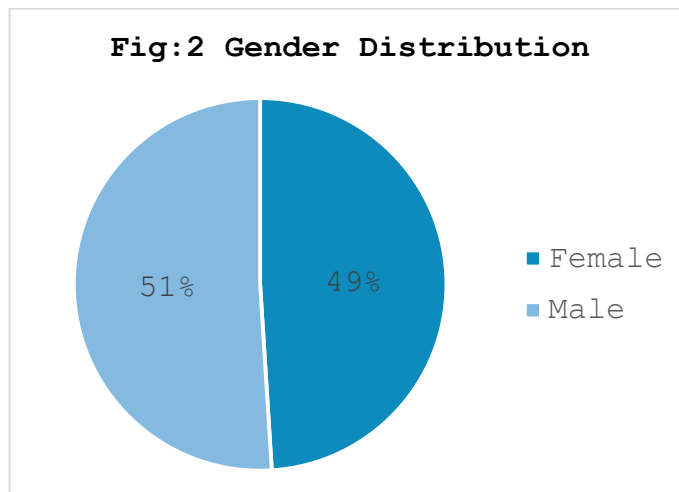
Age Distribution:

In the survey, most respondents, 52%, were between 18 and 25 years old. The next largest group, 23%, consisted of individuals aged 26 to 35 years. Those aged 46 and above represented 16% of the respondents, while 5% were between 36 and 45 years old. Notably, 4% of the respondents were under 18 and were excluded from the analysis.



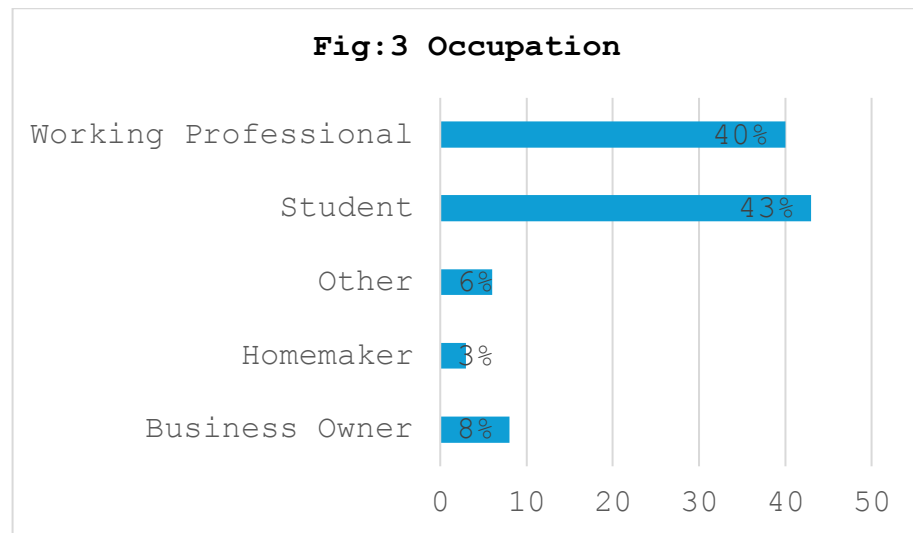
Gender Distribution:

- The survey data shows a near-even split between genders, with 49% of respondents identifying as female and 51% as male.



Occupation:

- Regarding occupation, working professionals constituted the largest group at 43%, closely followed by students at 40%. Business owners made up 8% of the respondents, while homemakers accounted for 6%. The remaining 3% fell into the "Others" category.

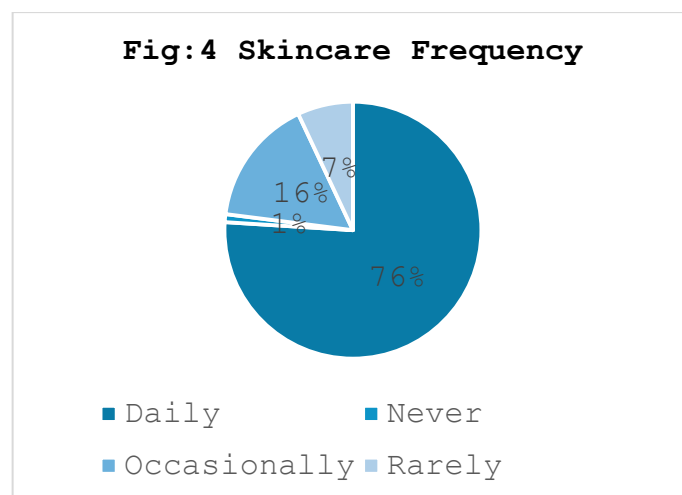


Interpretation: *The core demographic consists of young working adults and students, with a balanced gender distribution—ideal for skincare product targeting.*

4.3 Skincare Habits and Serum Usage

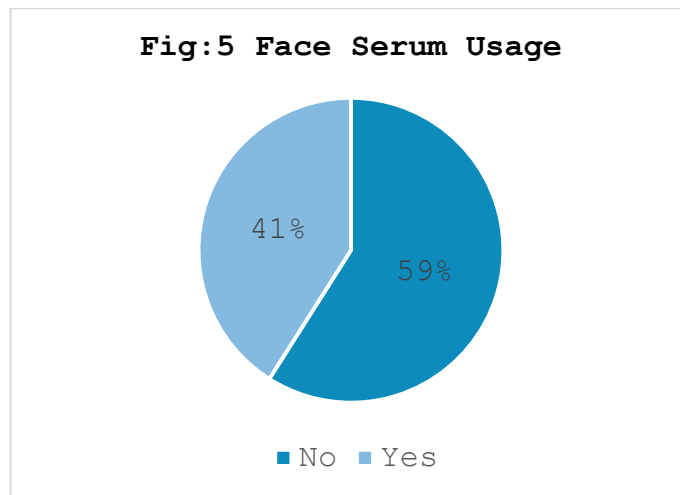
Skincare Frequency:

- The survey revealed that a significant majority of respondents, 76%, use skincare products daily. A smaller proportion, 16%, use them occasionally, while 7% rarely engage in skincare. Only 1% reported never using skincare products.



Face Serum Usage:

- Regarding face serum usage, 59% of the respondents indicated that they currently use a face serum. Conversely, 41% of the respondents do not incorporate a serum into their skincare routine.

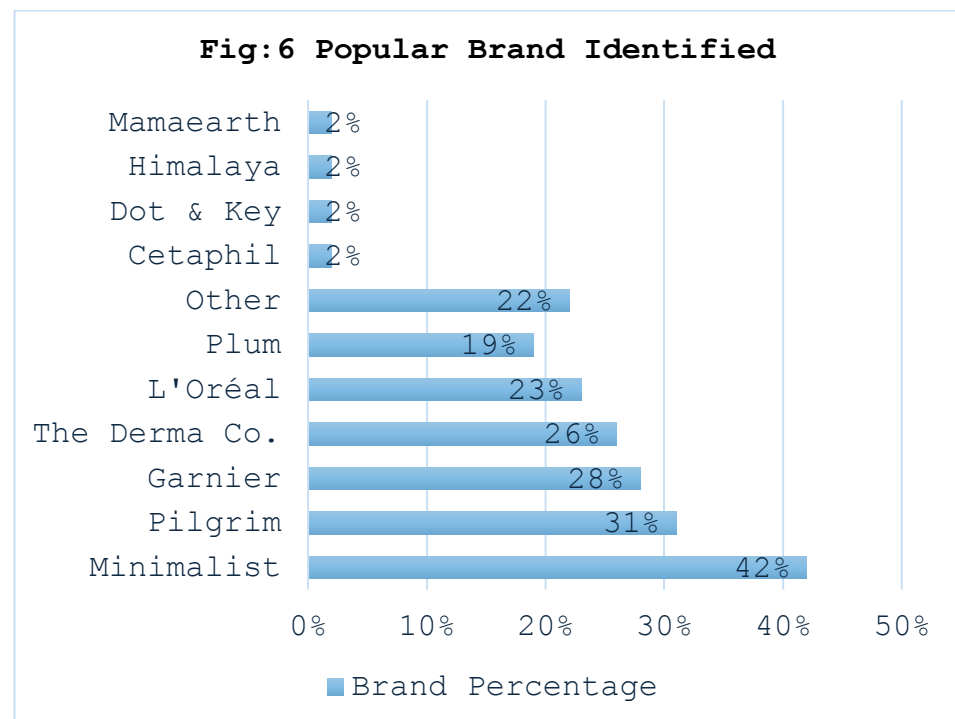


Interpretation: *There is a strong base of daily skincare users, with more than half already engaged in serum usage, indicating category maturity.*

4.4 Brand Awareness and Usage

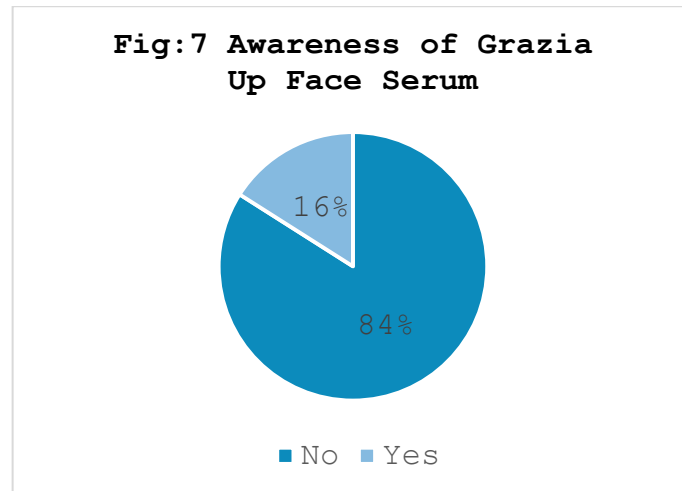
Popular Brands Identified:

- The survey identified Minimalist as the most popular skincare brand among respondents, favoured by 42%. Garnier followed, capturing 31% of preferences, while L'Oréal was chosen by 28%. Dot & Key was popular with 26% of respondents, and Mamaearth with 23%. A variety of other brands collectively accounted for 19% of the responses.



Awareness of Grazia Up Face Serum:

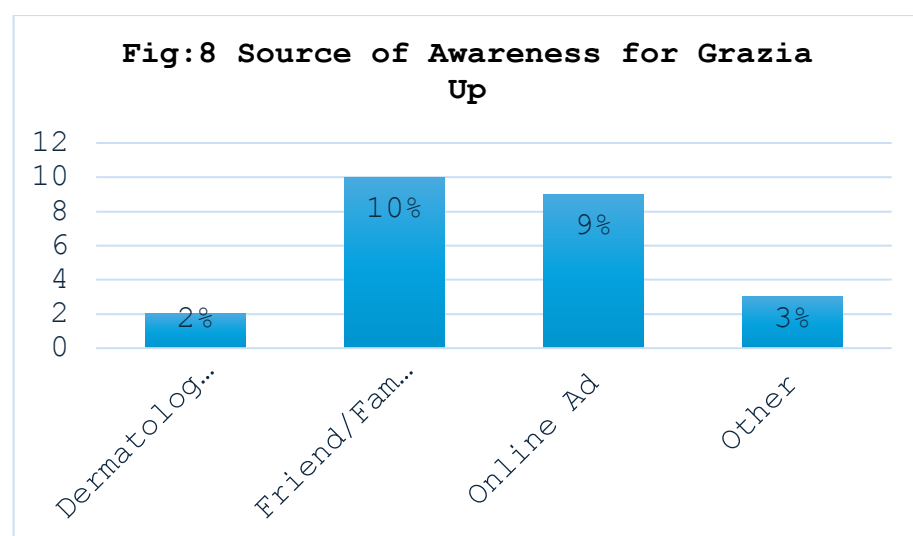
- Awareness of the Grazia Up Face Serum was notably low, with only 16% of respondents indicating they were familiar with the product. The vast majority, 84%, reported no awareness of the serum.



Interpretation: While the serum category is well-penetrated by known brands, Grazia Up has very low awareness (only 16%), revealing a major gap in branding and visibility.

4.5 Source of Awareness for Grazia Up

- Among the 16% of respondents who were aware of Grazia Up Face Serum, the primary source of awareness was online ads, accounting for 10%. Family or friends also played a significant role, with 9% having heard about the product through this channel. A smaller percentage, 3%, learned about it from a dermatologist, and 2% became aware through other sources.

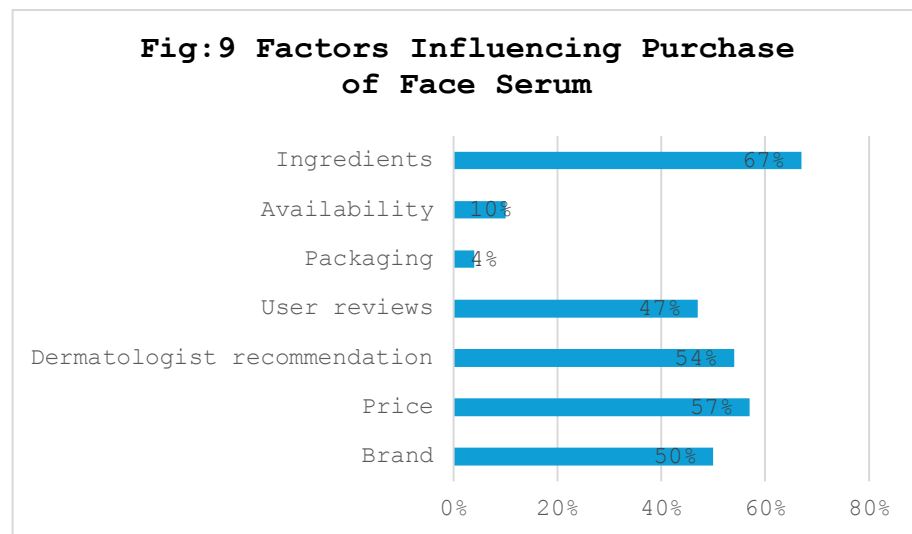


Interpretation: The brand lacks strong digital or medical endorsements, with very few mentions through dermatologists.

4.6 Factors Influencing Purchase of Face Serums

Respondents rated the following factors as most important:

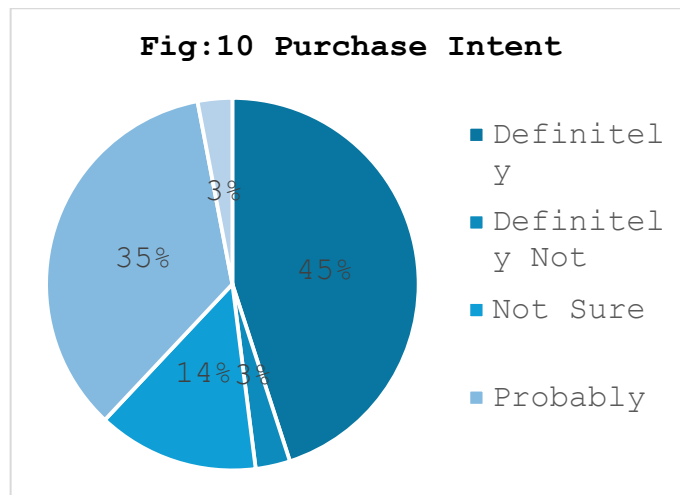
- When considering factors influencing purchasing decisions, "Ingredients" emerged as the most significant, cited by 67% of respondents. This was closely followed by "Price" at 57% and "Dermatologist recommendation" at 54%. "Brand" also played a crucial role for 50% of respondents, while "User Reviews" influenced 47%. "Availability" was a factor for 10% of respondents, and "Packaging" had the least impact, influencing only 4%.



Interpretation: Ingredient transparency and credibility (dermatologist reviews) are far more important than packaging or branding aesthetics. This emphasizes the need for clear, clinical communication in product messaging.

4.7 Willingness to Try Grazia Up

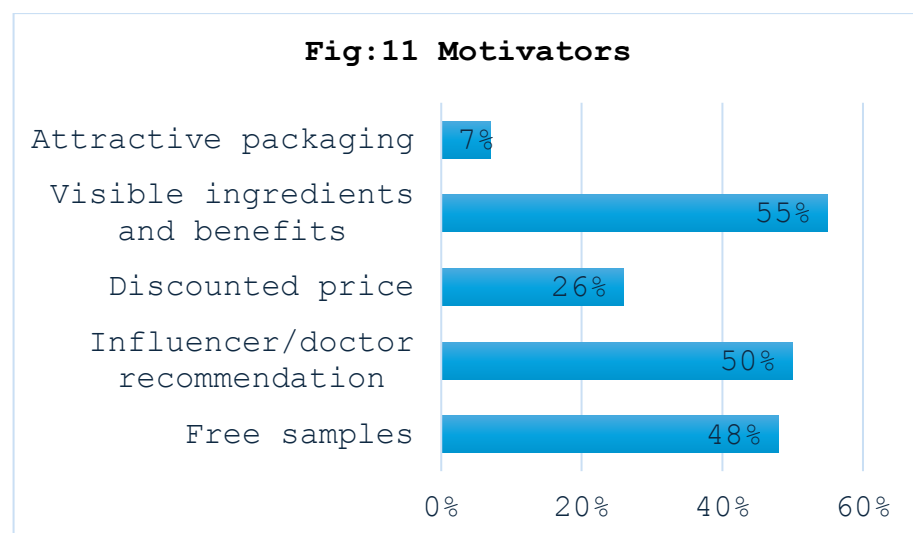
- When asked about their willingness to purchase Grazia Up if it aligned with their skincare needs and budget, a significant majority expressed openness. 45% of respondents would "Definitely" consider buying it, and another 35% would "Probably" consider it. This indicates a strong potential customer base. Only a small fraction was hesitant, with 14% being "Not Sure", and a combined 6% (3% "Probably Not" and 3% "Definitely Not") ruling it out.



Interpretation: A combined 80% are open to trying the product, provided it aligns with their expectations—a strong signal for rebranding and trial marketing.

4.8 Motivators to Try a New Serum Brand

- When asked about factors that would motivate them to try a new face serum, "Visible ingredients and benefits" emerged as the top motivator, influencing 55% of respondents. A "Discounted price" was also a strong incentive for 50%, closely followed by "Free samples" at 48%. "Influencer/Doctor recommendation" motivated 26% of respondents, while "Attractive packaging" had the least impact, being a motivator for only 7%.



Interpretation: Visibility of actives and free sampling are the two biggest motivators. This supports the recommendation for trial packs and targeted promotions.

4.9 Label (LBL) Design Comparison

Respondents reviewed the current company label vs. the redesigned label (featuring a real skin problem image, clearer benefits, and consumer-friendly messaging). Feedback indicated:

- Preference for clear indications like melasma, pigmentation, dullness
- Positive response to visual cues and simplified layout
- Suggestion to include ingredient percentages, price, and clinical backing

Interpretation: Redesigned label aligns better with consumer preferences and can enhance product appeal and credibility, if finalized with minor improvements.

4.10 Strategic Insight Summary from Results

- Grazia Up suffers from low brand awareness despite a favourable market.
- Consumers are willing to try new products if ingredients and benefits are well-communicated.
- Packaging has limited impact unless supported by ingredient transparency and trusted endorsements.
- There's a clear opportunity to improve market penetration through rebranding, label redesign, and strategic marketing triggers like samples, influencer marketing, and doctor tie-ups.

These findings lay the foundation for the strategic recommendations presented in the next chapter. The results validate the hypothesis that consumer-driven insights can be effectively used to rebrand Grazia Up Gold Face Serum and improve its market adoption.

Chapter 5: Discussion

This chapter presents the interpretation of the research findings based entirely on primary data collected through a structured consumer survey. The study aimed to understand consumer behaviour, evaluate the current market perception of Grazia Up Gold Face Serum, and explore how a consumer-driven approach could help rebrand the product and improve its market penetration.

5.1 Interpretation of Key Findings

Most respondents (76%) reported using skincare products daily, and 59% stated that they currently use a face serum. This indicates that the serum category has achieved mainstream acceptance among the target demographic, particularly among urban consumers aged 18–35 years. This confirms the relevance of the product category and the opportunity for new or underrecognized brands to grow, provided they can communicate their benefits effectively.

Despite this, only 16% of respondents had heard of Grazia Up Face Serum, showing a significant brand awareness gap. This contrasted with much higher awareness levels for brands like Minimalist (42%) and Garnier (31%). The data suggests that while Grazia Up may have a strong formulation, it lacks digital visibility, effective marketing, and consumer recall.

Consumers identified ingredients (67%), dermatologist recommendation (54%), price (57%), and user reviews (47%) as their most important purchase drivers. Packaging and brand name were much less influential. This insight aligns directly with the hypothesis that clear communication of ingredient efficacy and skin benefits is far more impactful than aesthetic or superficial branding.

Furthermore, 80% of respondents showed openness to purchasing Grazia Up if the product met their skincare needs and budget—this is a strong indicator of latent market potential. Respondents also indicated that visible actives, free samples, and discounted pricing were the top motivators for trying a new brand.

The survey also evaluated consumer response to the current and redesigned product labels. The redesigned label—with clearer layout, skin problem imagery, and simplified communication—was generally preferred. Respondents recommended including ingredient percentages, visible results claim, and clinical cues to enhance trust and appeal.

5.2 Strengths of the Study

- The study was based on real, primary consumer data from the intended market segment.
- The use of visual label comparison provided practical insights into consumer design preferences.
- The integration of marketing strategy frameworks (STP, SWOT, BCG, etc.) offered structure to the rebranding recommendations.
- The sample was relevant, comprising mostly of students and working professionals—the core user base for face serums.

5.3 Limitations of the Study

- The sample size (n=100) was modest and collected via convenience sampling, which may not reflect the views of the broader population.
- The study focused only on urban, digitally active users and may not capture perceptions of offline or rural consumers.
- Due to time limitations, the study did not include long-term follow-up or actual product trial data post-rebranding.
- No qualitative interviews or focus group discussions were conducted, which could have provided deeper insights into the "why" behind the consumer choices.

5.4 Summary

The discussion supports the hypothesis that a consumer-centric strategy—particularly focused on ingredients, clarity, dermatologist trust, and free sampling—can drive increased acceptance of Grazia Up in the face serum market. The low awareness but high openness to try indicates that Grazia Up's biggest challenge is visibility and communication, not formulation or pricing. This opens a promising path for repositioning through smart marketing and packaging interventions.

The next chapter outlines the strategic recommendations based on these insights.

Chapter 6: Conclusion and Recommendations

6.1 Conclusion

This study was conducted to evaluate the market performance of Grazia Up Gold Face Serum and to explore how consumer insights could be used to guide its rebranding and market penetration strategy. Despite being a scientifically formulated product containing effective actives such as Kojic Acid, Tranexamic Acid, Alpha Arbutin, and Vitamin C derivatives, Grazia Up suffers from low consumer awareness and visibility in a competitive and fast-growing serum market in India.

The primary research, conducted via an online consumer survey of 100 urban respondents aged 18–45, revealed that:

- 76% of respondents use skincare daily, and 59% already use face serums, highlighting a strong and ready market.
- Only 16% had heard of Grazia Up, showing a major awareness gap.
- Consumers prioritize ingredients (67%), price (57%), dermatologist recommendations (54%), and user reviews (47%) while choosing serums.
- 80% of respondents said they would consider buying Grazia Up if it met their skincare needs and budget.
- Packaging, while not a top driver, was improved through a redesigned label based on consumer feedback. The new design received more positive responses for its clarity, visual impact, and alignment with skincare needs.

The research also integrated frameworks like STP, SWOT, BCG Matrix, Ansoff Matrix, and PLC to analyse Grazia Up's current position and chart out its growth potential.

Grazia Up can be viewed as a "Question Mark" in the BCG Matrix with growth potential, provided strategic investments are made in awareness, credibility, and consumer engagement.

In summary, the study supports the hypothesis that a consumer-driven approach to rebranding—focusing on ingredient transparency, dermatological trust, and effective communication—can significantly improve the market performance of Grazia Up Gold Face Serum.

6.2 Recommendations

Based on the research findings, the following recommendations are proposed for Galcare Pharmaceuticals to enhance the brand positioning and market penetration of Grazia Up:

1. Enhance Brand Visibility

- Run targeted digital campaigns on platforms like Instagram, YouTube, and Google Display Ads.
- Focus on ingredient-led storytelling, explaining how each active works.

2. Free Sampling and Trial Packs

- Offer free samples with other dermatological product orders or through skincare clinics.
- Introduce mini versions (10 ml) to reduce entry barriers and encourage trials.

3. Influencer and Dermatologist Endorsements

- Collaborate with micro-influencers and dermatologists to build credibility and trust.
- Use testimonials and “skin transformation” content to highlight results.

4. Label (LBL) and Packaging Enhancements

- Use the consumer-preferred label design, which clearly mentions skin concerns (e.g., pigmentation, melasma), visible actives, and usage directions.
- Include ingredient percentages and results timeline (e.g., “Visible results in 4 weeks”).

5. Website and E-commerce Optimization

- Improve SEO around terms like “best serum for pigmentation” and “active-based face serum”.
- List the product on popular skincare platforms like Nykaa, Amazon, and ClickOnCare with consumer-friendly descriptions.

6. Brand Positioning Refresh

- Position Grazia Up as a dermatologically developed yet affordable solution for common skin issues like dark spots and uneven skin tone.

- Use a tagline such as: “*Clinically backed care for visibly brighter skin.*”

7. Monitor and Measure

- Post-implementation, track conversion rates, repeat purchase behaviour, and social media engagement to measure impact.

6.3 Final Note

This dissertation contributes not only to the academic understanding of consumer behaviour and branding in the pharmaceutical skincare domain but also provides Galcare Pharmaceuticals with a practical blueprint for enhancing the success of Grazia Up. By realigning the product with consumer expectations and applying strategic marketing frameworks, the brand has strong potential to emerge as a trusted player in the active-based skincare market.

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