

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

Synopsis submitted to



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By

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1. TITLE:

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

2. INTRODUCTION:

The skincare industry in India has witnessed a rapid evolution with increased awareness about skin health, ingredient transparency, and dermatologist-backed formulations. The face serum category has grown as consumers shift towards targeted treatments for skin issues like pigmentation, dullness, and aging. Grazia Up Gold Face Serum, marketed by Galcare Pharmaceuticals, is a dermatologically oriented formulation enriched with clinically active ingredients such as Kojic Acid, Vitamin C, Tranexamic Acid, and Alpha Arbutin.

Despite a strong formulation, the product suffers from low brand awareness and limited market penetration. This study was undertaken to understand consumer behaviour, analyse competitive positioning, and develop a marketing and branding strategy that aligns the product with consumer expectations. It also explores how consumer-centric packaging (labelling) and messaging can improve product perception and intent to purchase.

The study intends to provide Galcare Pharmaceuticals with insights to rebrand and reposition Grazia Up Face Serum to achieve greater visibility, adoption, and loyalty in a competitive skincare market.

3. RESEARCH QUESTION:

How can consumer insights be leveraged to rebrand and improve the market penetration of Grazia Up Gold Face Serum in the Indian skincare segment?

4. OBJECTIVES:

- To assess consumer awareness and perception of face serum brands, including Grazia Up.
- To identify key factors influencing serum purchase decisions among target users.
- To evaluate the current positioning and packaging of Grazia Up Face Serum.
- To redesign the product label based on consumer expectations.

- To recommend a strategic marketing and branding approach for increased market penetration.

5. HYPOTHESIS:

Redesigning the brand positioning and product labelling of Grazia Up Gold Face Serum based on consumer insights will lead to improved purchase intent and market acceptance.

6. MATERIAL AND METHODS:

STUDY DESIGN:

Descriptive cross-sectional study with primary and secondary data components.

SETTING:

The research was conducted as part of the MBA Pharmaceutical Management internship at Galcare Pharmaceuticals Pvt. Ltd., with data collection conducted online across Indian urban consumers.

STUDY POPULATION:

Urban skincare consumers aged 18–45 years.

- **Inclusion Criteria:**
 - Individuals aged 18 and above
 - Current or potential users of face serums
 - Respondents who completed the online questionnaire
- **Exclusion Criteria:**
 - Incomplete responses
 - Individuals under 18 years of age
 - Users of prescription-only skin treatments
- **Study Tools:**
 - Structured Google Form-based consumer survey questionnaire
 - Market data on competitor brands (Minimalist, Garnier, The Derma Co.)

DURATION OF STUDY:

March 10, 2025 – May 31, 2025 (during industry internship)

SAMPLE SIZE:

100 respondents (urban skincare consumers)

SAMPLING TECHNIQUE:

Convenience sampling through online distribution (social media, email, peer networks)

DATA COLLECTION PROCEDURE:

Data was collected via a structured online questionnaire including demographics, skincare habits, brand awareness, perception, purchase motivators, and brand recall. Visuals of the existing and redesigned labels were used to gather feedback. Competitor analysis was performed using secondary data sources.

OPERATIONAL DEFINITIONS:

- **Market Penetration:** Consumer awareness and usage levels of Grazia Up Face Serum in its target demographic.
- **Product Rebranding:** Changes in design, communication, and label aesthetics to align with consumer expectations.
- **Purchase Intent:** Willingness of consumers to try or buy Grazia Up after new branding and messaging.

7. DATA ANALYSIS PLAN:

Data was analysed using Microsoft Excel and Google Sheets. Descriptive statistics such as percentages, frequency distributions, and bar graphs were used to interpret survey responses. Comparative insights were drawn between consumer expectations and current branding efforts. No statistical tests were applied due to the descriptive nature of the study.

8. ETHICAL CONSIDERATIONS:

Informed consent was obtained from all participants prior to the survey. Participation was voluntary and anonymous. No personal identifiers were collected. Data was securely stored and used solely for academic and project purposes. No clinical interventions were involved.

9. IMPLICATIONS OF RESEARCH:

The study offers direct, actionable insights for the product management and marketing team at Galcare Pharmaceuticals. By understanding what drives consumer purchase behaviour and addressing gaps in awareness, communication, and visual branding, the company can reposition Grazia Up to better compete in the Indian skincare market. It also serves as a

model for how consumer research can inform rebranding and product management strategies in the pharmaceutical cosmetics segment.

10. REFERENCES:

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