

Customer Perception towards Selected Skin Care Products

1st Dr. Satish Uplaonkar, 2nd Dr. Sharangoud Biradar

Assistant Professor, Assistant Professor

Department Of Management Studies, Visvesvarya Technological University

Abstract - When consumers decide to purchase a product or service, they do so based on their recognized needs. The decision to buy a product is motivated by the consumer's perception of whether it will satisfy their unique needs. Product quality is a major factor in this perception. Consumers evaluate products based on their quality and ability to satisfy their needs. Marketers can influence consumers' product purchase decisions by emphasizing attributes such as product quality, advertising, packaging, country of origin, and other promotional techniques. These factors play a significant role in determining the perceived quality of the product.

It is important to note that the presence or absence of purchase goals can be associated with specific search attributes and browsing patterns that ultimately impact consumers' purchase decisions. Therefore, it is crucial for both academics and practitioners to comprehend the impact of consumers' purchase goals on the relationship between online reviews and their purchasing decisions.

Key Words: Consumer, Perception, Purchase, Online, Reviews

INTRODUCTION CUSTOMER PERCEPTION TOWARDS SELECTED SKIN CARE PRODUCTS

Beauty has become an integral part of people's lives. The products used to enhance one's beauty, whether they are natural or synthetic, can have an impact on an individual's health. This study focuses on the knowledge and use of natural cosmetics. Beauty is an important aspect of life and beauty products, such as blushers, can enhance an individual's appearance. It is not only women who take care of their beauty, but also men. The field of beauty includes all kinds of products that are used for skin care, body care, hair care and even certain foods that can help improve one's appearance. In the past, cosmetic products were mostly synthetic, but recently, natural beauty products have become more popular. This study aims to assess people's awareness of the use of synthetic cosmetics and to gather their opinions on synthetic versus natural beauty products. Understanding the factors that influence consumers' acceptance of personal care and cosmetic products can be a complex task. The assessment of these factors is multi-dimensional and establishing a connection between the physiological perception and reaction of the consumer is not always straightforward.

Several factors contribute to shaping customer perception, including:

1. Product Attributes: Customers assess products based on their characteristics, quality, functionality, and design. Positive perceptions arise when a product meets or exceeds customer expectations, while negative perceptions result from flaws or inconsistencies.

2. Brand Image: A brand's reputation, values, and identity have a substantial impact on how customers perceive it. Strong brands with a positive image are generally viewed favourably, while weak or negatively associated brands can lead to adverse perceptions.

3. Marketing and Communication: The way a product or brand is presented through advertising, promotional activities, and messaging customer perception. Clear and compelling communication that highlights the product's benefits can enhance positive perceptions.

4. Personal Experience: Customer interactions and experiences with a product or brand heavily shape their perception. Positive experiences, such as excellent customer service or a smooth purchasing process, contribute to favorable perceptions, whereas negative encounters can result in a negative perception.

5. Word-of-Mouth and Reviews: Recommendations from friends, family, or online reviews wield significant influence over customer perception. Positive word-of-mouth builds trust and fosters a positive perception, while negative reviews can lead to negative perceptions.

6. Cultural and Social Factors: Cultural backgrounds, social norms, and personal beliefs are instrumental in molding customer perception. Different demographics and cultural groups may possess distinct perspectives and expectations, which influence how they perceive products and brands.

Understanding customer perception is of paramount importance for businesses as it empowers to customize their offerings, marketing strategies, and customer experiences to coincide with customer expectations. By actively managing and positively influencing customer perception, companies can cultivate brand loyalty, attract new customers, and maintain a competitive edge in the market.

Perception does more than impact each individual purchase, it shapes the long-term relationships between customers and brands. This is often reflected in customer retention rates and the ability for brands to continue receiving relevant feedback and intelligence from their loyalists. Because of the importance of customer perception, every touch point between a company and its customers should strive to affect customer perception in a positive way

LITERATURE SURVEY

Korengkeng and Tielung, 2018 Consumer perception can be formally defined as a marketing theory that incorporates a customer's thoughts, product knowledge and consciousness about a company or products/services it offers.

Weisstein et al., 2017 The existence or non-existence of purchase goals may be linked with certain search attributes and browsing patterns, which eventually affects consumers' purchase decisions. Therefore, understanding the role of consumers' purchase goal and its controlling effect on the association between online reviews and consumers' purchase decision is crucial to both academics and practitioners

Rameshwari P. Mathivanan R, Jeganathan M (2016) researched consumer purchase behaviour of beauty products in Thanjavur Tamil nadu the key objective of the research is to perceive motives for purchase technical know-how and studies in the international cosmetics magazine Engineering and to perceive factors that affect patron shopping for preference. Cosmetic product handy sampling approach turned into used as studies method. Element ranking method was used as statistical 6 VOLUME I www.judicateme.com approach for analyzing fact in this have a look at, it become discovered that although cosmetic marketplace is ruled by female purchasers, male clients additionally participate in the same. The running respondents are more targeted about their appearance and geared up to buy high give up merchandise.

Cosmetic Industry Overview:

The cosmetic industry is a global sector with a multi-billiondollar market. Its primary purpose is to enhance, beautify, and maintain personal appearance. This industry holds significant economic, social, and cultural importance as it serves as a means of self-expression, boosts confidence, and aids in personal grooming.

Types of Products:

1. Color Cosmetics: These products include makeup items like foundations, lipsticks, eye shadows, mascaras, and nail polishes. Color cosmetics are primarily used to enhance facial features and create various looks.

2. Skincare: Skincare products consist of cleansers, moisturizers, serums, toners, and sunscreens. They are designed to maintain and improve skin health while addressing concerns like aging, acne, and hydration.

3. Hair care: Hair care products encompass shampoos, conditioners, hair masks, styling gels, and hair dyes. These products cater to different hair types and solve issues like hair loss, frizz, and damage repair.

4. Fragrances: Fragrances include perfumes, colognes, and body sprays. They provide a unique sensory experience and evoke emotions and memories.

5. Personal Care: It include items like soaps, shower gels, deodorants, and oral hygiene products. These items are focused on maintaining hygiene and ensuring freshness.

Customer perception entails how individuals perceive and comprehend a product, brand, or company, influenced by their personal experiences, beliefs, and opinions. It represents the mental image or understanding that customers hold about a specific offering, which significantly influences their purchasing decisions and overall satisfaction.

Market Segmentation: The cosmetic industry Customer's demographic range, which includes:

- **Women:** A substantial portion of cosmetic items is designed for women, providing a choice in makeup, skincare, and hair care.
- **Men:** Men's grooming this have grown in popularity. Skincare tailored to their needs, facial hair products, and fragrances.
- **Generation Z and Millennial:** These tech-savvy age groups drive trends like clean beauty, sustainability, and inclusivity.
- **Baby Boomers:** Specialized products targeting mature skin concerns, such as anti-aging creams and skincare, are directed at this segment.
- **Gender-Neutral and Inclusive:** growing focus on gender-neutral products and inclusive marketing that acknowledges consumers

Key Players:

Major companies in the cosmetic industry include:

1. L'Oréal Group: with an extensive portfolio of brands spanning all cosmetic categories.
2. Estée Lauder Companies: premium skincare, makeup, and fragrance brands.
3. Procter & Gamble (P&G): beauty products.
4. Coty Inc.: Specializes in cosmetics, skincare, fragrances, and hair colour.
5. Shiseido Company: A Japanese multinational presence in skincare and cosmetics.
6. Hindustan Unilever (HUL) Nivea

Innovation and Trends:

- Clean Beauty: Consumers are increasingly seeking transparency in ingredient lists and Sustainable practices.
- Personalization: Customized skincare and makeup solutions tailored to individual Preferences.
- Inclusivity: Expanding shade ranges and catering to diverse skin tones.
- Sustainability: A eco-friendly packaging, ingredients, and production methods.
- AR and VR: Virtual try-ons and interactive experiences enhance consumer Engagement.

Consumer Buying Behaviour

The behaviour of a customer when shopping for a product or service is influenced by a variety of factors, including attitudes, intentions, opinions, and choices. The study of such behavior is an interdisciplinary field that draws on the social sciences of anthropology, psychology, sociology, and economics. The marketer's primary objective is to understand customer behavior so that they can position their products and services effectively. The marketer must understand the needs of the individual, group, or organization to which their product is targeted. Furthermore, the marketer must be cognizant of how the marketing mix interacts with consumer behaviour to develop a successful marketing strategy. The psychology of each individual is influenced by their culture, attitudes, past experiences, and perceptions. Based on these factors, consumers decide whether to purchase a product and, if so, which one to choose. It is imperative that marketers comprehend this phenomenon to develop an effective marketing strategy.

CONCLUSIONS

The Cosmetic Industry forms a major portion of the entire market in the world. The growth is expected to grow at 20% per annum and this growth is majorly expected from increased demand of the herbal or the organic many new companies are building their new role and finding a new place in this industry and the old ones are trying to increase their respective shares in the market.

I. REFERENCES

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