A STUDY ON CONSUMER PERSPECTIVE TOWARDS PERSONALIZATION IN COSMETIC PRODUCT WITH REFERNCE TO COIMBATORE

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Abstract

The cosmetic industry is experiencing a significant transformation with the increasing demand for personalized products that cater to individual skin types, preferences, and lifestyle needs. This study, titled "A Study on Consumer Perspective Towards Personalization in Cosmetic Products with Reference to Coimbatore", investigates how consumers in Coimbatore perceive the concept of personalization in cosmetics. The study aims to evaluate their awareness, preferences, and buying behavior concerning customized beauty products.

A structured questionnaire was used to collect primary data from a diverse group of consumers in Coimbatore. The research reveals that younger consumers, particularly those aged 18 to 35, show a high level of interest in personalized cosmetic solutions. However, despite growing awareness, actual usage remains limited due to factors such as higher prices, lack of trust, and limited availability of personalized products in local markets.

The analysis indicates that factors such as ingredient preferences, skin compatibility, and effectiveness are major drivers influencing consumer choices. Social media, influencers, and online reviews play a key role in educating and guiding consumers toward personalized beauty options. The study also highlights the importance of building consumer trust through transparency and offering cost-effective solutions.

Keywords: Personalization, Cosmetic Products, Consumer Behavior, Customized Skincare

1. Introduction

The cosmetic industry in India has witnessed significant growth over the past decade, driven by rising disposable incomes, increased awareness of personal grooming, and the influence of social media. Traditionally limited to basic skincare and beauty products, the industry has now evolved to include a wide range of categories such as skincare, haircare, makeup, fragrances, and personal hygiene products. India's large and youthful population, especially in urban and semi-urban areas, is a major contributor to the sector's expansion. Consumers today are more conscious about the ingredients, benefits, and ethical values associated with cosmetic products. This has led to a surge in demand for natural, organic, and cruelty-free products.

2. Literature Review

1. **Kumar & Priya (2012):** emphasized the influence of skin type and age group in cosmetic product selection. They noted that customers, especially women in urban areas, had started looking for products that matched their individual skin concerns such as acne or dryness, though personalization as a concept was still emerging.

2. **Kaur & Kaur (2018):** This study explored the increasing consumer shift towards natural and chemical-free beauty products. The authors highlighted that many consumers preferred products that were gentle and tailored to their specific skin needs, indicating the early stages of demand for personalization

3. **Choudhury (2019):** Choudhury examined the impact of technology on cosmetic consumer behavior and found that mobile applications and AI-based tools were becoming increasingly popular in suggesting custom skincare routines, helping consumers make informed choices based on personal inputs.

3. Research Objectives

1. To assess consumer awareness about personalized cosmetic products in Coimbatore.

2. To understand consumer preferences and expectations regarding product customization.

3. To analyze the factors influencing the purchase of personalized cosmetics.

4.Research Methodology

4.1 Research Design

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data.

4.2 Data Collection Methods

Primary Data: Collected directly from consumers in Coimbatore through a structured questionnaire to gather first-hand information about their views on personalized cosmetic products.

Secondary Data: Sourced from journals, research papers, company websites, and industry reports related to trends and developments in the personalized cosmetics market.

4.3 Sampling Method

The study uses convenience sampling, selecting respondents who are easily accessible and willing to participate, to gather insights from cosmetic product users in Coimbatore.

4.4 Data Analysis

Quantitative Analysis: The numerical data is analyzed using statistical tools and percentages, with results displayed through charts to quantify consumer preferences.

Qualitative Analysis: Open-ended responses are examined to identify themes and insights, revealing consumer attitudes and motivations towards personalized cosmetic products.

5.Survey Results and Analysis- Sample

1. What is your skin type?
   - Oily(33.3%)
   - Dry(16.7%)

- o   Combination(19.6%)
- o   Normal(29.4%)
- o   Sensitive(1%)

2.   Are you aware of customized skincare product?

- o   Yes(83.6%)
- o   No(16.4%)

3.   What would encourage you to recommend customized skincare to others?

- o   Visible results within a short period(42.6%)
- o   Affordable pricing(41%)
- o   Unique and innovative formulations(10.7%)
- o   Celebrity or influencer endorsements(5.7%)

4.   Which of the following ingredients do you look for in your skincare products?
- o   Retinol(7.4%)
- o   Vitamin C(67.2%)
- o   Hyaluronic acid(8.2%)
- o   Salicylic acid(13.1%)
- o   Glycolic acid(4.1%)

(Graph representing the above data are included below)

Survey Result on Personalization in cosmetic product
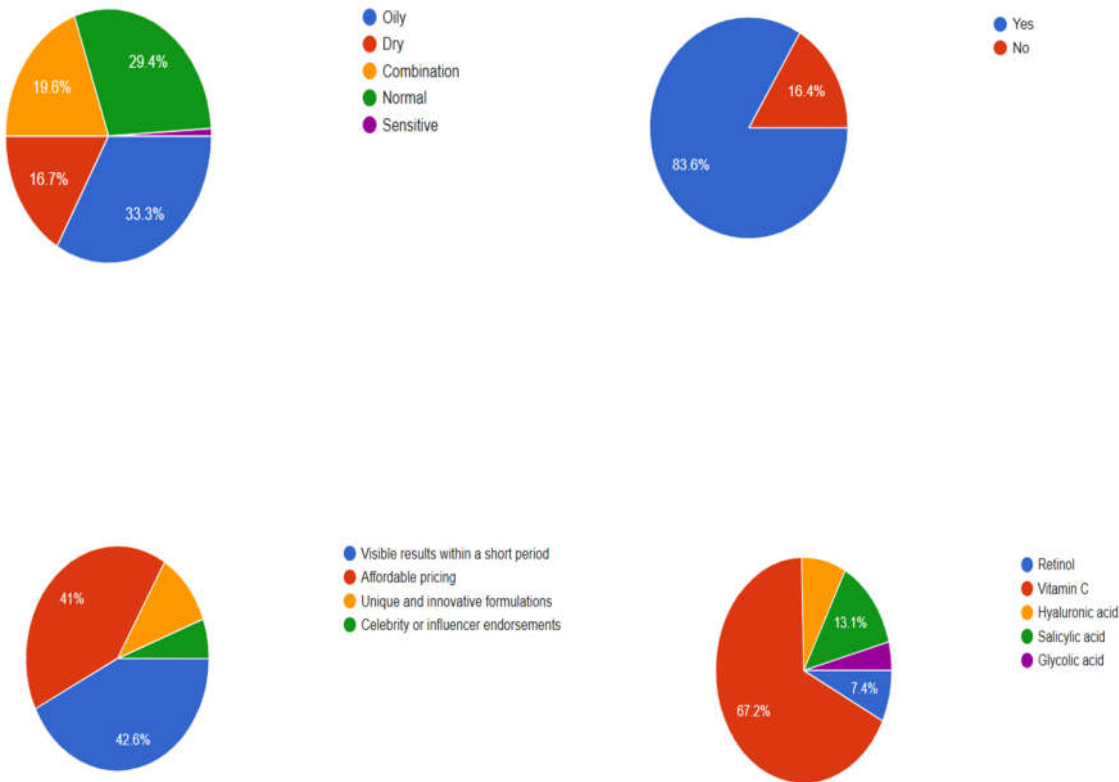
6.Key Findings

The majority of the respondents are female, comprising 70.5% of the total sample. This shows that females have shown more interest or involvement in the survey than males.

The age group of 19–22 has the highest representation among the respondents. This indicates that most participants belong to this youthful demographic segment.

Students form the majority of the respondents, accounting for 77% of the total. This highlights that the dominant occupational status among participants is being a student.

7. Recommendations

Increase Awareness: Brands should conduct awareness campaigns to educate consumers about the benefits and safety of personalized cosmetic products.

Affordable Options: Introduce budget-friendly personalization packages to attract middle-income consumers.

Free Trials and Samples: Offer trial kits to allow customers to experience the product before committing to a purchase.

Improve Online Tools: Enhance AI-based skin and hair analysis tools for accurate personalization and better user experience.

Leverage Influencers: Collaborate with local beauty influencers and dermatologists to build trust and credibility among consumers.

8. Conclusion

This study highlights a growing interest in personalized cosmetic products among consumers in Coimbatore, particularly among youth and working professionals. Although awareness is increasing, high costs, limited availability, and lack of trust remain significant barriers to adoption. Consumers prefer products that are safe, effective, and tailored to their specific skin or hair needs.

Social media and influencers play a key role in shaping consumer choices. With the right mix of affordability, accessibility, and education, the personalized cosmetics market holds strong potential for expansion in Coimbatore.

9. References

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