Marketing Strategies of Cosmetic Industry are Exploiting People in Name of Beauty and Wellness :A Survey Based Research in Amravati District

Pratiksha Thaware[1], Wrushali Panchale[2], Pratiksha Bhirkad[3], Ayush Polkat[4]

[1,2,3]UG Student of Bachelor of Pharmacy, [2]Assistant Professor of Bachelor of Pharmacy,
Department of Pharmaceutics,
Dr. Rajendra Gode Institute of Pharmacy, Amravati, India

Abstract: This research survey investigate the exploitation of people in name of beauty and wellness. As Skincare product is one of the major products in cosmetic industry and the market is still increasing. The investigation has found that the dermatologist prescribed the unnecessary cosmetic product. The literature review Encompasses the Consumer Purchase Intention for skin care products, awareness and challenge faced by the youth in cosmetic products, and the effect of beauty propaganda on female consumer. Objectives include to measure unnecessary cosmetic prescription given by physicians, find practical solution for existing issue in marketing strategies, Understanding the cost dermatological care and how those costs are communicated to patients. The study proposes a qualitative Research methodology involving a literature review, a survey of the study population, qualitative data analysis, and ethical considerations. According to the survey, it clearly indicates that patients are experiencing addiction or habituation of cosmetic products which is a influence of marketing strategies of companies.

Keywords: cosmetic products, prescription, marketing strategies, dermatologist.

INTRODUCTION:-

A cosmetic means any article intended to be rubbed, poured Sprinkled or spread on or introduced into or otherwise applied to the human body or any part there for Cleansing beautifying promoting attractiveness or altering the appearance.

The increasing availability and popularity of cosmetic procedures have led to lack of regulation aimed at protecting consumers from the risk associated with these procedure. Physician may be motivated to prescribed cosmetic procedure to increase their profit or to satisfy patient demand, even if it is not medically necessary.

Market size of cosmetic industry in the India 2010 to 2025

The Indian cosmetic industry has experience growth and change in recent year. The market has seen the popularity of herbal and cosmetic product. And growth is expected to reach 12%in India. Five years of composition of the Indian cosmetic industry the market size is expanding. Annual growth rate is (CAGR) reached 17.06% the market size reached US$6.5 billion in 2016.and is expected to reach US$ 20 billion in 2025.

Reasons behind the trend of unnecessary cosmetic prescription

The cosmetic industry is very profitable and growing slowly, so doctors may recommend unnecessary treatment to increase their income**.** Recent research shows that the financial support for doctor affects healthcare and technology which can have negative effect on patients. This conflict Between medicine and money create conflict of interest That can affect prescribing and pricing of medicine Including cosmetic Finally the lack Regulation and supervision of the cosmetic industry It's one of the main factor in the In appropriate cosmetic model Lack of control can lead to the unethical practice Including appropriate cosmetic prescription Lack of regulation and proper Monitoring allows doctors to prescribed unnecessary Cosmetic medication Without adequate analysis Putting patients at risk.

Consequences of Unnecessary cosmetic prescriptions by physicians

Incorrect prescriptions by doctors can cause physical risks and problems for patients. Although cosmetic surgery may seem like a quick fix to cosmetic problems, both surgical and non-surgical treatments carry the risk of pain, injury, damage and death. Physicians also need to be aware of the cultural and social factors that lead to the desire for plastic surgery and take the necessary steps to ensure that these do not lead to dangerous or unnecessary changes in medication. Finally, doctors must recognize the significant responsibility that comes with their job and put their patients' health first.

OBJECTIVE:-

1.This study sought to measure unnecessary cosmetic prescription given by physicians.

2. To find practical solution for existing issue in marketing strategies.

3. Understanding the cost dermatological care and how those costs are communicated to patients.

LITERATURE REVIEW:-

1 The effect of beauty propaganda on female consumer-

This investigation reviews the three existing studies that demonstrat the negative effect of beauty advertisement on women. These effect are the studied through the lens of female consumer behavior to evaluate women's motivation in counting to buy beauty products this study also gives imagery used by beauty industry has negative impact on female consumer by providing unrealistic standards and lowering self esteem. This effect create a strong need to purchase beauty products to fit the ideals of modern society.

2. Awareness and challenge faced by the youth in cosmetic products-

This study attempts to the awareness and consumption pattern of cosmetic. This study is empirical in nature based on the online survey method multistage proportionate standard random sampling technique has adopted for the study. This research strongly believe that if the suggestion offered in the study has considered being Necessary action for the concerned person the expectations the consumers have to point out by the respondent may come true.

3. Consumer Purchase Intention for skin care products –

By Raja Narayanan, Journal of Positive School Psychology2022, Vol. 6, No. 6, 7919-7928

This study suggests that manufacturers can develop effective marketing strategies by emphasizing price, quality of the product, fragrance, package to enhance perceived value to increase their purchase intention. Perceived value consider to be a point to influence consumer willingness to purchase therefore the study adopted the PERVAL scale develop by Sweeney souter (2001) to investigate the influence of perceived value on consumer purchase intention towards skincare products.

METHODOLOGY :-

Research Design -

This study employees a quantitative method approaches to investigate exploitation of people in the name of beauty and wellness to marketing Strategies of cosmetic industry. The chosen research aligns prescription based survey on marketing of cosmetic with the nature of research question and aims to provide Comprehensive insight into phenomenon under investigation.

Sampling Design –

The sampling design for this research is non probability convenience sampling.

The sample size will be 15 responses.

Data source-

The primary data source for this research will be questionnaire. This question cover marketing strategies of cosmetic. And cost of

Data collection –

Data were collected through online survey using a self administered questionnaire designed specifically for people. The study subjects were from the patient review. The google form consist 20 question on all aspects of marketing strategies of cosmetic industry.

Procedure –

The research procedure consist of online survey based on the google form in which questions were provided to patients relating marketing strategies of cosmetic product.

Each step was conducted systematically and in accordance with established protocol to minimize the bias of ensure integrity of finding.

Data Analysis –
The data collected through the questionnaire will be analysis using descriptive statistics the data will be frequency distribution will be calculated for each question. And conclusion will be drawn based on findings.

RESULT AND DISCUSSION :-

1.Ratio based on age:-

Total 15 patients participated in this survey in which 73. 3% of people were between age 18 -25 yr. 20% were between 26- 35 yr. of age and remaining people between 36- 45 yr. the demographic characteristics are presented in the figure which indicated that maximum participants are youngsters. Between age group 18-25yr.

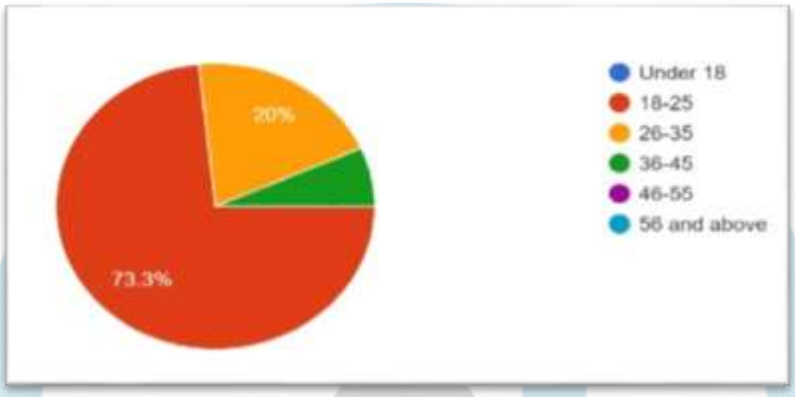

Fig no. 1 age Craiteria

2.Ratio based on gender:-

Out of total 15 participant in survey Nearly 73.3% of people were female The remaining 26.7% are male So the demographic character Presented in a figure which indicate That maximum participants are female.

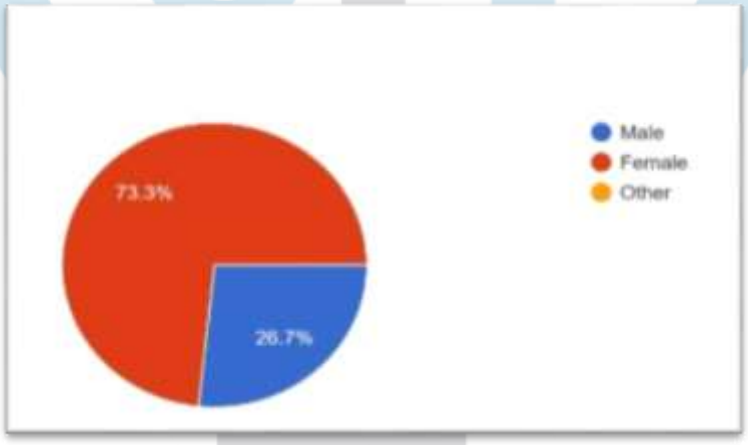

Fig. no. 2 Gender criteria

3. Ratio based on place were they belongs:-

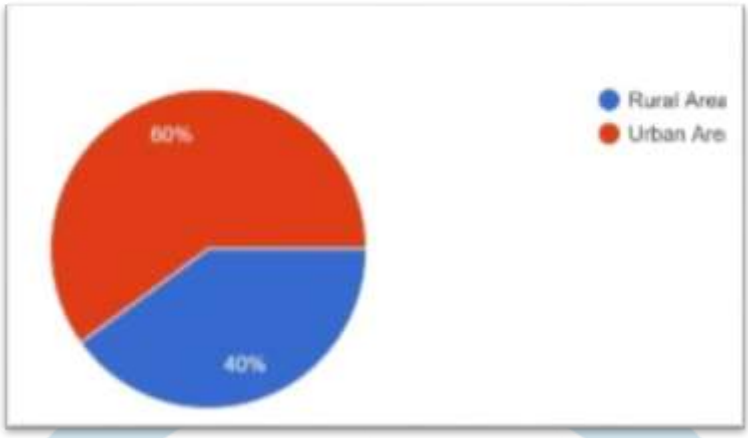

Fig. no. 3 area they belong

Out of 15 participants 60% belongs to the urban area and remaining 40% belongs to the rural area respectively. The demographic characteristics represented in figure which indicates that maximum participants are from urban area.

4.Responses on have these participants ever visited dermatologist for a cosmetic product (e.g., skincare, hair treatments, etc.)?

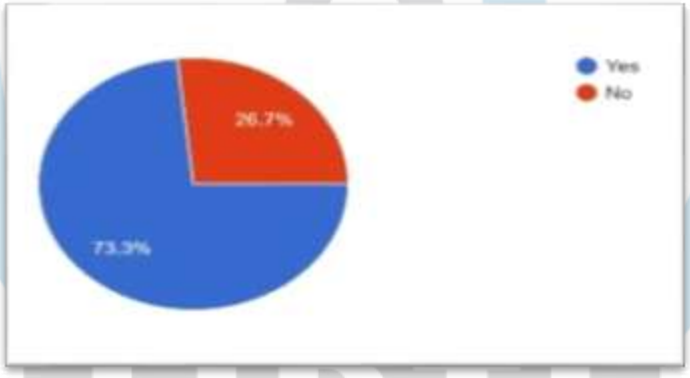

Fig no. 4 they visit dermatologist

Out of 15 participants participated in this survey, nearly 73.3% have confirmed that they have visited dermatologist for the cosmetic product and remaining 26.7% didn't go to dermatologist for the cosmetic product. The demographic characteristics represented in figure which indicates that maximum participants have visited to dermatologist for cosmetic product.

5.Responses on do participants use cosmetic products?

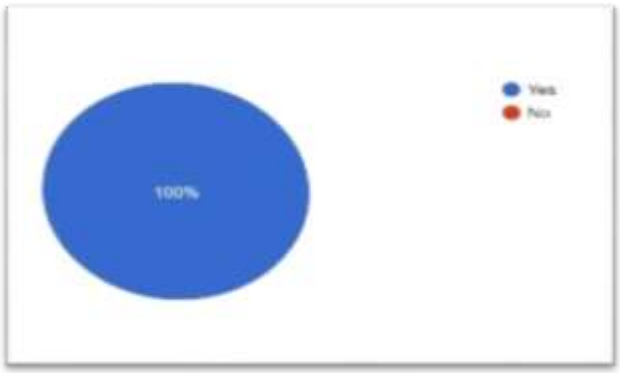

Fig. no. 5 uses of cosmetic products

Every participant participated in this survey confirms that they use that cosmetic products. The demographic characteristics represented in figure which indicates that every participant uses cosmetic products.

6.Responses on which kind of cosmetic product participants use?

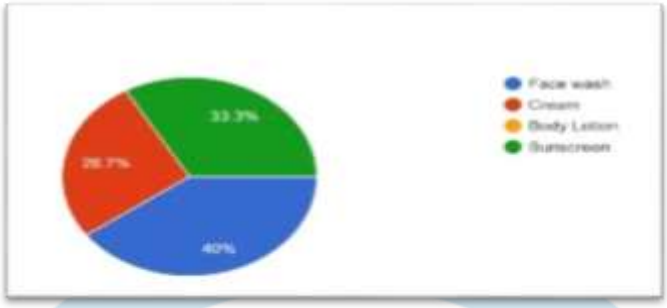

Fig. no. 6 types of cosmetic products used

Total 15 participants participated in this survey and out of the 15 participants 40% people uses face wash and around 33.3% people use sunscreen and remaining 26.7% people use creams as a cosmetic product. The demographic characteristics represented in figure which indicates that maximum participants use face wash as a cosmetic product.

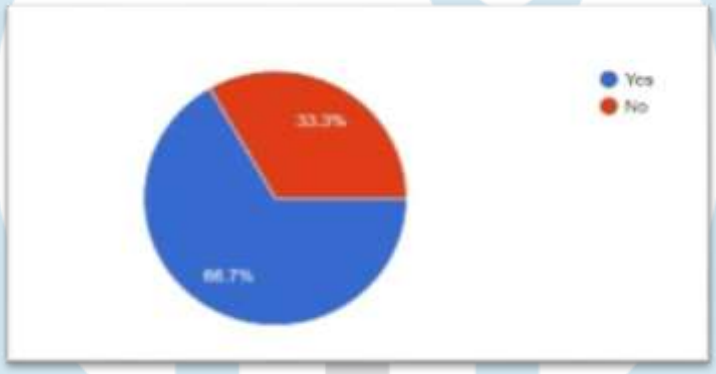

Fig no. 7 use of cosmetic products according to Phycian

7.Responses on does participants use cosmetic on recommendation of physician?

Out of 15 participants involved in the survey, around 66.7% participants use cosmetics only with the recommendation of physicians and remaining 33.3% don't use cosmetic on recommendation of physician. The demographic characteristics represented in figure which indicates that maximum participants use cosmetics only on recommendation of physicians.

8.Responses on if yes, does physician prescribe/recommend supplementary products along with the needed treatment?

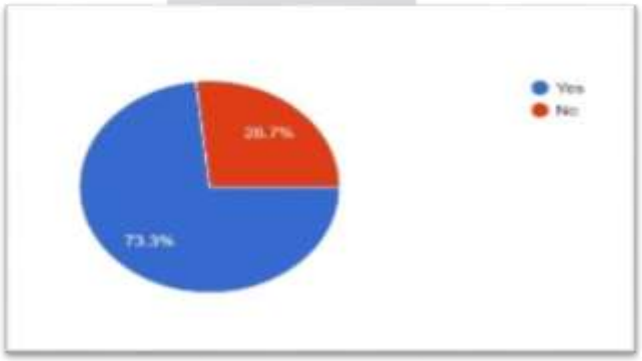

Fig. no. 8 prescription of additional cosmetic products

Out of the 15 participants, around 73.3% participants say that physician prescribe/recommend supplementary products along with the needed treatment and remaining 26.7% denies it. The demographic characteristics represented in figure

which indicates that maximum participant agrees on the fact that physicians do prescribe supplementary products along with the needed treatment.

9.Reponses on If yes, do participants buy this cosmetic product?

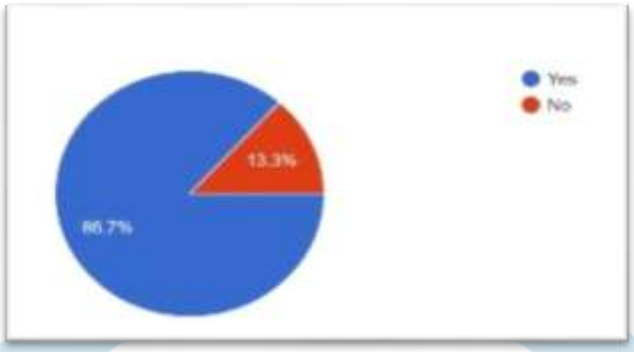

Fig. no. 9 use of these cosmetic products

Total 15 participants participated in this survey, out of which 86.7% participants buy this cosmetic product and remaining 13.3% doesn't buy this product. The demographic characteristics represented in figure which indicates that maximum participant agree that they do buy this cosmetic product.

10.Response on does participants buy this cosmetic product from same medical store?

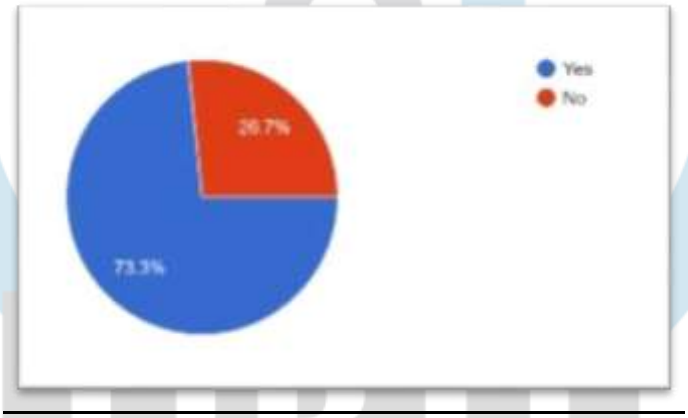

Fig. no. 10 buying of products from same medical store

Out of 15 participants participated in this survey, about 73.3% participant buy this cosmetic product from same medical store and remaining 26.7%doesn't buy from same medical store. The demographic characteristics represented in figure which indicates that maximum participants buy cosmetic product from same medical store.

11.Response on If yes, does this cosmetic product comes in affordable range?

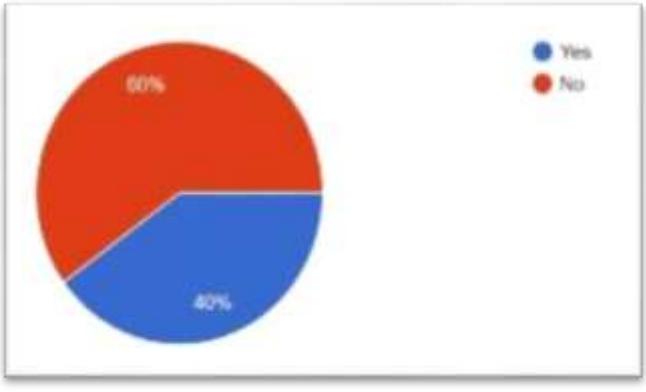

Fig no. 11 product in affordable range

Out of 15 participants participated in this survey, around 60% say that cosmetic product does not comes in affordable range and remaining 40% say that it comes in affordable range. The demographic characteristics represented in figure which indicates that maximum participant says that cosmetic product does not comes in affordable range.

12.Response on If no, then do participants buy product of same content of different brand from other sources?

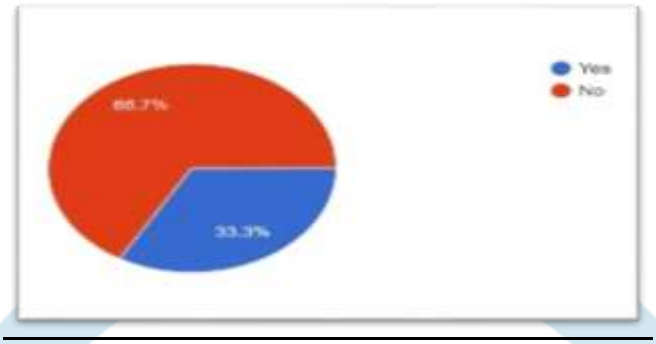

Fig. no. 12 buying of other brand of product

Out of 15 participants participated in survey, around 66.7% participants buy says that they don't buy product of same content of different brand from other sources and remaining 33.3% buys it. The demographic characteristics represented in figure which indicates that maximum participants don't buy product of same content of different brand from other sources.

13.Response on If yes, from which source participant buy this product?

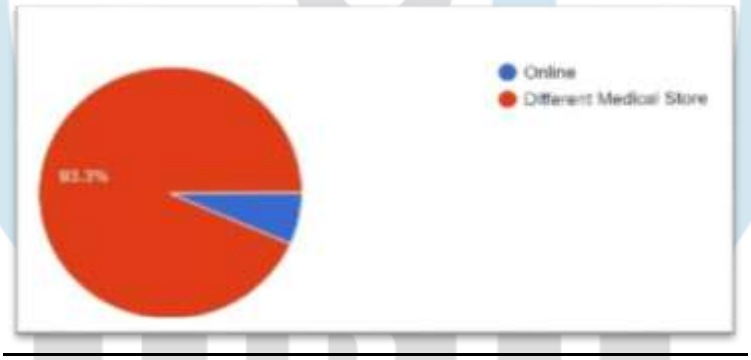

Fig. no. 13 source of buying product

Out of 15 participants participated in this survey, around 93.3% people buy this cosmetic product from different medical stores and remaining 6.7% people buy from online platforms. The demographic characteristics represented in figure which indicates that maximum participants buy products from different medical store.

14. Response on do you visit the other pharmacy and do you get the same product prescribed by your dermatologist?

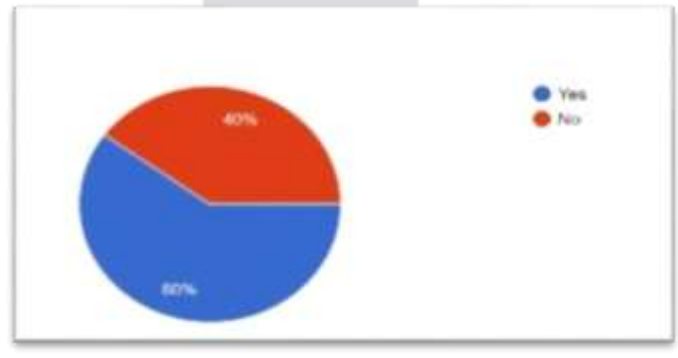

Fig. no. 14 buying products from other pharmacy

Total 15 participant participated in this survey and out of this around 60% participants visit the other pharmacy and get the same product prescribed by the dermatologist and remaining 40% don't visit the other pharmacy store. The demographic characteristics represented in figure which indicates that maximum participants visit the other pharmacy and get the same product prescribed by dermatologist.

15.Response on If yes, do participants get favorable result?

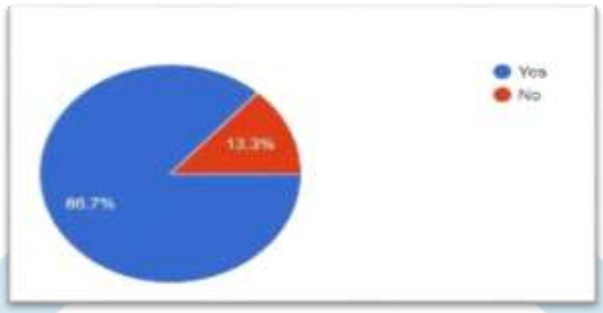

Fig. no. 15 getting favorable results

Out of 15 participants participated in this survey, around 86.7% say they got the favorable result and remaining 13.3% say they didn't got any favorable result. The demographic characteristics represented in figure which indicates that maximum participants get the favorable result.

16.Response on after the use of this product, do participants get addicted with product and dermatologist treatment?.

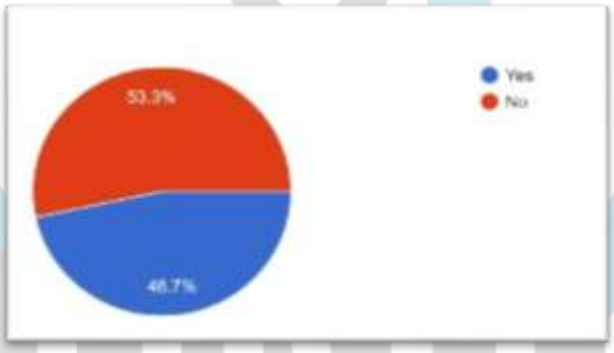

Fig. no. 16 addition of product

Out of 15 participants participated in this survey, about 53.3% denies that after the use of this product they don't get addicted with product and dermatologist treatment and remaining 46.7% agree that they get addicted to dermatologist product and treatment. The demographic characteristics represented in figure which indicates that maximum participants deny that they get addicted to this product and dermatologist treatment.

17. Responses on how often participant visit the dermatologist?

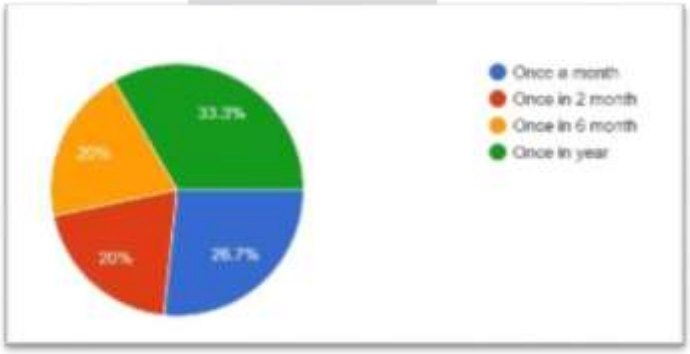

Fig. no. 17 time span to visit physican

Out of 15 participants participated in this survey, 26.7% visit dermatologist once a month and around 20% visit once in 2 months and again around 20% are those who visit dermatologist once in 6 months and remaining 33.3% are those

who visit only once a year. The demographic characteristics represented in figure which indicates that maximum participants visit dermatologist once a year only.

18. Responses on which factors influences participants to buy cosmetic product?

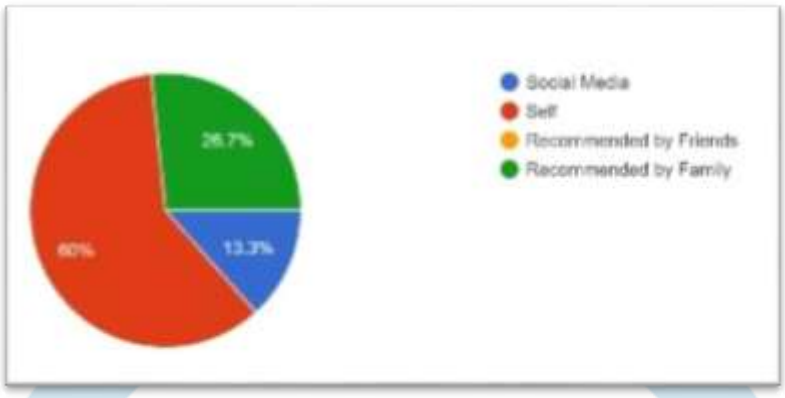

Fig. no. 18 influencing factor to buy product

Out of 15 participants participated in this survey, around 60% participants are self-influenced to buy cosmetic product and around 26.7% are those who buy cosmetic product on recommendation of family and remaining 13.3% buy cosmetic product by the influence on social media. The demographic characteristics represented in figure which indicates that maximum participants are self-influenced to buy cosmetic product.

19.Responses on how much participants invest in cosmetic product monthly?

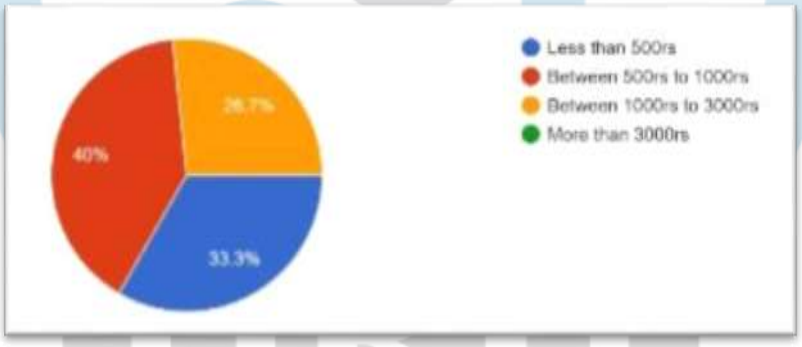

Fig No. 19 investment in product buying

Total 15 participants participated in this survey and around 33.3% says they invest less than 500rs monthly on cosmetic product and around 40% participants say they invest between 500rs to 1000rs monthly and remaining 26.7% says they invest between 1000rs to 3000rs monthly. The demographic characteristics represented in figure which indicates that maximum participants invest on cosmetic product monthly between 500rs to 1000rs.

20. Response on do participants find themselves getting addicted to cosmetic product by influence of marketing strategies of companies?

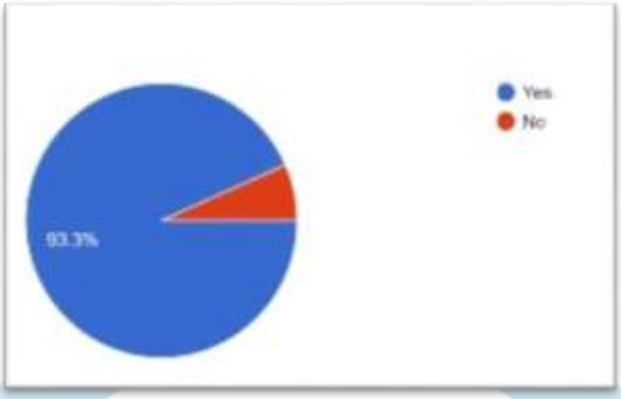

Fig. no. 20 are patients get Self addicted

Total 15 participants participated in this survey and around 93.3% participants say that they find themselves getting addicted to cosmetic product by influence of marketing strategies of companies and remaining 6.7% denies it. The demographic characteristics represented in figure which indicates that maximum participants finds themselves getting addicted to cosmetic product by influence of marketing strategies of companies.

CONCLUSION:-

Skincare product is one of the major products in cosmetic industry and the market is still increasing. The investigation has found that the dermatologist prescribed the unnecessary cosmetic product. Which enhancing consumers purchase intentions in cosmetic products and this leads to people deception towards the cosmetic products. According to the above survey, it clearly indicates that patients are experiencing addiction or habituation of cosmetic products which is a influence of marketing strategies of companies. About 93.3% people agrees to the fact that they are getting addicted towards the cosmetic product due to the influence of marketing strategies of the companies. People are experiencing the addiction towards the products prescribed by the physicians and also seems to get addicted to the treatment they have been given by the dermatologist. About 53.3% people confirms that they are getting addicted towards the dermatologist product and treatment and about 46.7% denies the fact that they are getting addicted to the dermatologist product and treatment. Other factors include balance theory, which indicates that if people view celebrities positively then they will be motivated to buy and use their products. People who spend more expenditure on skin-care products more cared about the perceived value of skin-care product. They put focus on the reasonable price, good performance/quality, their feelings or preference of the product, and the social perception after using or purchasing the product. Retailers can add these people to their VIP list and adopt both new and original VIPs' opinions to adjust their marketing strategies. For this group, retailers can vary the product positioning of higher price products, such as premium skin-care Products, and then they may think the product is worth purchasing. The manufacturers also should maintain the good product quality, and create various products to attract consumer's attention. If a skin-care product includes all these aspects, it will increase consumer's Purchase intentions immediately. It suggests that manufacturers and retailers can consider that different consumer groups' needs to adjust product positioning, pricing setting or to develop different marketing strategies and product functions, such as product design, different effects (whiten or moisturize), and fragrance to increase their purchase possibilities.

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