

# “A Comparative Study on the Impact of Skin Care Products on the Self-Esteem of Women Users and Non-Users in Coimbatore City”

A. Mohanapriya, M. Padmavathi, A. Prasathkumar

**Abstract:** *In the modern era where digitalisation is fast and changing needs of fashion and trends are catching up there rises a sharp need for working women to focus more on beauty and this wide concept is now under the umbrella “Skin care”. Skin care products play a very vital role in this generation as girls and women all visualize being beautiful and they prefer to flaunt a healthy glowing skin as portrayed in all advertisements. It is very evident that skin care products and the related advertisements and commercials play a pivotal role in pumping up the need for a woman to compare herself with the models in the commercials and thereby she tries to boost up her self-esteem and self-image through the usage of the said products. Women in today’s scenario are not prone to only household chores there is been a great change in the mindsets due to globalization and advancements in technology also the sharp increase in the level of literacy in the rural as well as urban cities have given a tremendous scope for awareness on beauty and skin care. Though it involves a lot of money, effort and critical strategic management techniques to position the products in the way they are done, it is found that the marketers make sure the product reaches the target consumers.*

**Keywords:** *Self Esteem, Skincare, Personal care products, Buying behaviour.*

## I. INTRODUCTION

Women in today’s scenario are not prone to only household chores there is been a great change in the mindsets due to globalization and advancements in technology also the sharp increase in the level of literacy in the rural as well as urban cities have given a tremendous scope for awareness on beauty and skin care. It is so evident that marketers are placing all possible efforts of sales promotion by roping in celebrities to endorse their brands and products. Though it involves a lot of money, effort and critical strategic management techniques to position the products in the way they are done, it is found that the marketers and through multiple channels. Skin care products are those products or items that we use for cleansing, toning, massaging and moisturizing the skin. The skin care industry has undergone a palpable change of customers from the older generation to the millennials who are very keen on social acceptance and those who prioritise grooming as an essential part of life. The companies may also pull in new marketing strategies for creating a balance and to retain their older customers.

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\*Correspondence Author(s)

**A.Mohanapriya**, Assistant Professor, School of Management, Sri Krishna College of Technology, Coimbatore, Tamil Nadu

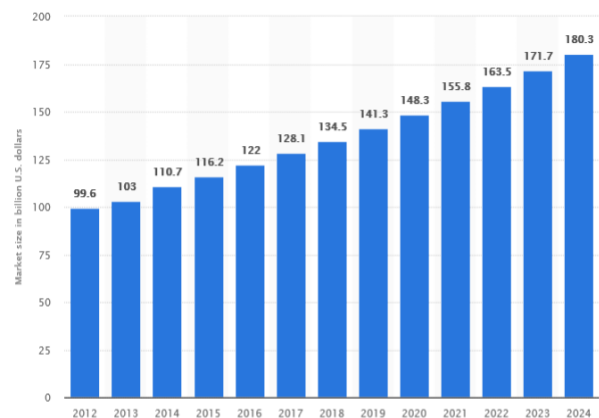
**Dr.M.Padmavathi**, Associate Professor & Head, School of Management, Sri Krishna College of Technology Coimbatore, Tamil Nadu

**Mr.A.Prasathkumar**, Assistant Professor, School of Management, Sri Krishna College of Technology, Coimbatore, Tamil Nadu

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The global skin care market scenario is in a state where there is a steep rise in the demand for the natural and organic skin care products and the industry seems to grow at a rapid phase. Hence companies are focussing to manufacture innovative products that will keep the consumers vibrant in choosing various options for their skincare routine. The Global skin care industry is growing tremendously and the following graph shows the estimated size of the global skin care market from 2012 to 2024. By 2024, the global skin care market is estimated to be 180 billion U.S. dollars.

Size of the global skin care market from 2012 to 2024 (in billion U.S. dollars)

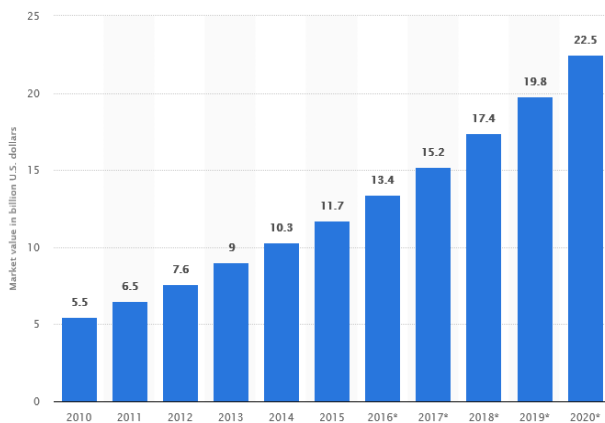


Source: <https://www.statista.com/statistics/254612/global-skin-care-market-size>

### A.Indian Skin Care Industry

The skin care industry in India is booming, with a tremendous potential for growth in 2018. In fact, it is said to be growing twice as fast as markets in the United States and Europe. India is also the second largest consumer market in the world. The size of India's beauty and wellness market is expected to touch Rs. 80,370 crores by 2017-2018. This includes the beauty products, beauty salon and spa businesses. This can be ascribed to revelation to global trends, rising disposable incomes, changing lifestyles, increasing number of women in the work force and so on.

**Value of the beauty and personal care market across India from 2010 to 2020 (in billion U.S. dollars)**



**Source:** <https://www.statista.com/statistics/670390/indian-market-value-of-beauty-and-personal-care/>

The table depicts clearly the sharp rise in the value of the beauty and personal care market from the year 2010 to 2020. It is so vivid that the value is expected to be quadrupled in a decade. This is a clear evidence of how this consumer market is growing for the skin care industry. By 2020, the Indian skin care market is estimated to be 22.5 billion U.S. dollars.

**II. OBJECTIVES OF THE STUDY**

1.To compare the self-esteem of working and non-working women

2.To find the impact of skin care products on the self esteem on working and non-working women.

3.To identify the reason why customers prefer to use skin care products.

4.To study the perception towards skin care products.

**A.Hypotheses:**

H1: Self Esteem of women does not vary between Users and Non-users of skin care products.

H2: Self Esteem does not vary between working and non-working women

H3: Level of self-esteem does not vary between users and non-users of skin care products

H4: Level of self-esteem does not vary between working and non-working women

**B.Research methodology:**

Survey method was adopted in this present study to describe the subject under investigation. The data was collected from randomly selected women residing in Coimbatore region. The questionnaire was designed in such a way to collect the spending pattern, reasons for using skincare product and self-image towards the skincare products. A standard tool was also used to measure the self-esteem of the respondents.

**C.Tools used for data analysis:**

- T Test
- Chi Square
- Garrett Ranking

**D.Analysis and Inference:**

**Table 1.1**

**Self Esteem between Skin care product Users and Non-Users (Significance @ 5%)**

User Status	N	Mean	Std. Deviation	F Value	P Value
User	69	33.2899	6.22637	0.026	0.0377
Non-User	44	31.2273	5.81043		

**E.Null Hypothesis:**

H1: Self Esteem of women does not vary between Users and Non-users of skin care products.

0.05, the null hypothesis is rejected at 5 % level of significance and hence it is concluded that, the self-esteem of women differs between users and non-users of

**F.Interpretation**

Since the P value (0.0377) is lesser than

Working Status	N	Mean	Std. Deviation	F Value	P Value
Working	41	<b>33.0732</b>	5.30750	0.077	0.037
Not Working	72	32.1528	4.55778		

**G.Null Hypothesis:**

H2: Self Esteem does not vary between working and non-working women.



**H. Interpretation**

Since the P value (0.037) is lesser than 0.05, the null hypothesis is rejected at 5 % level of significance and hence it is concluded that the self-esteem differs between working and non-working women. The self-esteem of

working women is said to be more since the mean value of the working women seems to be 33.0732 whereas the mean value of non-working women seem to be slightly less which is 32.1528.

**I. Chi square Analysis:**

**Table 1.3: Level of self-esteem between users and non users of skin care products.**

User Status	Level of Self Esteem			Total	Chi Square	P Value
	LOW	MEDIUM	HIGH			
Users	22	35	12	69	2.807	0.024
	24.4	26.9	17.7	69.0		
Non Users	21	18	5	44		
	15.6	17.1	11.3	44.0		
<b>Total</b>	<b>40</b>	<b>44</b>	<b>29</b>	<b>113</b>		

**J. Null hypothesis:**

H3: Level of self esteem does not vary between users and non-users of skin care products

**K. Interpretation**

From the Chi square test, the P value 0.024 is lesser than 0.05 hence the null hypothesis is rejected and concluded

that the level of self-esteem varies between users and non-users of skin care products. It is seen from the table that the self-esteem scores are medium for the users of skin care products and less for that of non-users of skin care products. It can be inferred that the skin care products can have a positive impact on the self esteem of women by increasing the personal hygiene of the users

**L. GARRETT RANKING ANALYSIS:**

**Table 1.4: Reasons for Using Skin Care Products**

S.No	Factors	R1	R2	R3	R4	R5	Total	Rank
	Score	76	51	50	40	25		
1	Medical reasons	20	17	8	9	15		
		1520	867	400	360	375	3522	2
2	Personal Hygiene	16	15	17	12	9		
		1216	765	850	480	225	3536	1
3	Anti-Aging	10	11	22	11	15		
		608	714	300	200	900	2722	5
4	Attractiveness	12	14	13	21	9		
		912	714	650	840	225	3341	3
5	Self Image	11	12	9	16	21		
		836	612	450	640	525	3063	4

**M. Inference**

The ranking from the above table shows that the reasons for choosing the skin care products are personal hygiene, medical reasons, attractiveness, self-image and anti-aging in that order. It is shown vividly that customers have chosen personal hygiene as a dominant factor for the preference of skin care products with which we can infer that personal hygiene also has a relevant linkage to self esteem of an individual.

difference in the self-esteem between individuals who were working and non-working. The usage of skin care products and the relevance to the impact on self-esteem of the individuals were tested with statistical tools like Chi square test and T test. The further scope of the study can be extended to testing of the impact of the self-esteem of individuals based on the educational level, age group and the demographic factors and on the other hand, studies can be taken up pertaining to the actual implications of the buying behaviour or spending pattern of the women users for the skin care products.

**III. CONCLUSION:**

It is so evident from the research study and the statistical data that the self-esteem of the individuals who use skin care products are found to be slightly higher than those who did not use skin care products and there was no significant



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**AUTHORS PROFILE**

**Mrs.A.Mohanapriya**, Assistant Professor, School of Management, Sri Krishna College of Technology, Coimbatore, Tamil Nadu.

**Dr.M.Padmavathi**, Associate Professor & Head, School of Management, Sri Krishna College of Technology, Coimbatore, Tamil Nadu.

**Mr.A.Prasathkumar**, Assistant Professor, School of Management, Sri Krishna College of Technology, Coimbatore, Tamil Nadu.