



A CONCEPTUAL STUDY ON SKIN CARE PRODUCTS WITH PARTICULAR REFERENCE TO CHITTOOR DISTRICT OF ANDHRA PRADESH

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ABSTRACT :

The future indicates more increasingly advanced formation for cosmetics and skin care products. The trend towards good cosmetics is sure to result in the need for the dermatologist to obtain a better understanding of modern components and assessment techniques. New challenges presented to government regulatory agencies as more chemicals with true biological activity are invented and tested. It maintains conformation and pre-marketing testing must also develop to accurately estimate effectiveness and safety issues with important suggestion for total body health. Exposure to harmful UV radiations can cause rashes of the skin, or even lead to skin cancer therefore it is becoming essential for consumers to use sun care products to protect their skin from damage. Our latest skin care market analysis highlights that the demand for multi functional products is expected to drive the growth of sun care product market in the coming years. For example BB creams act as a moisturizers, serums, a foundation for makeup, and sunblock.



In order to maintain skin in "good condition one can use cosmetics products. Importantly, those skin care products discharge specific requirements for specific life times and specific skin conditions. The global skin care products market is separated in the basis of product and geography. Based on product, the market divided into face cream and body lotion. Additionally, the growing options for natural and organic skin care products will be another major trend expected to gain control over the next five years. Consumers are follow the products that do not have chemicals and will continue to shift towards green cosmeceuticals, which provides natural alternatives to classical cosmeceutical treatments. This trend will have a significant impact on the growth of the organic skin care products market. This paper discuss the concept of skin care and skin protection, the choices of skin care products. Consumers are increasingly focusing on protecting the skin with preventative skin care products which is help to global skin care market growth.

KEYWORDS : Skin Care Products, Cosmeceuticals, FMCG, Global Skin Care, Market Demand

INTRODUCTION

Beauty plays an important role in our day-to-day life. It is a very important source of inspiration in all areas of lives, thus providing favour or deep satisfaction to the sensations. Some are born with natural

beauty while other are made beautifully. The word beauty is not associated with females only as is often thought, but males also used cosmetic products.

Now a day, cosmetics are considered to be one of the significant product of life. In other words they may be applied to skin for the purpose for beautification. Cosmetics are substances or products used to strengthen or change the appearance of the face or fragrance and texture of the body many cosmetics are designed for use of applying to the face, hair and body. They are generally mixtures of chemical compounds some being derived from natural sources such as coconut oil and some being synthetics or artificial.

REVIEW OF LITERATURE

Dr.S.John Manohar(2017)This paper tries to explain on identification of the important factors considered by the customer while purchasing skin care products.

Dr .Mahindra Sekhar (2017)This article explains to formulate and evaluate an anti aging crème containing rambutan fruits. It is extracts has a good potential for cosmetic product development.

Mrs.S. Jamuna (2016)This paper tries to explore to know about the people expectation and satisfaction towards skin care products.

Kameswararaooporanki(2015)This paper tries to collect the information on consumers perception and expectation which influence the purchasing and consumption of personal care and cosmetic are essed.

Heyamali (2015) This paper explains the attitude and behaviour of emirates women related to facial skin care products. To discover the similarities and differences in the attitude and behaviour of young and middle aged women when using these products.

OBJECTIVE

- To analyse the skin care products in chittoor district.

RESEARCH METHODOLOGY

The study is undertaken only on secondary sources of data and information. For secondary sources of data and information mere reliance is placed on available standards literature comprising referred journals, articles, books, magazines, news papers etc.

INTERPRETATIONS

Cosmetology is the study of beauty treatments including nail care, makeup applications, skin care and more. It is one branch of cosmetology some estheticians work in other branches of cosmetology in addition to their skin care practice. Good skin care products can help to improve the presence and surface of the skin at any time of life whether you are fighting breakouts or trying to get back a more youthful at natural aspects. Raising beauty concerns, improving purchasing power, and increasing influence of media are moving to the indian skin care market that has grown especially in the last few years. In the indian beauty industry, skin care has been one of the fastest growing sector.

Cosmetics is very difficult to understand consumer attitude which gives both difficulty and development to the company as per this modern world, the consumers have lot of interest regarding the cosmetic products and also they having understanding about cosmetic product feature with respect to health care also. The marketers of the cosmetic companies need to understand the consumer attitude on cosmetic buying behaviour which brings success and new market share to the company. The cosmetics are personal care products are usually mixtures of chemical compounds or organic components that improves the presence or smell, without effecting the function as well as the structure of the human body. Some of the lotions, powers, jells, deodorants and perfumes and colour make up are among the widely used cosmetic products. Skin care is definitely important because if you don't care about your skin then the harmful sun rays and pollution will damage it as a result of which skin problems occur. It is very difficult to understand consumer attitude which gives both difficulty and development to the company. As per this modern world,

the consumers have lot of interest about the cosmetic product and also they having knowledge about cosmetic product features with respect to health care also.

CONCLUSION

People are becoming beauty conscious and want satisfy the need to look and feel good. Top impacting factors in the global skin care products market include change in life style patterns in emerging countries due to rapid urbanization, rise in awareness towards advanced skin care products, increase in demand for skin care products, new product innovation, high investments in emerging countries, and others.

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