

A Study On Effectiveness Of Winter Care Products Among The Male And Female Of Nagpur City

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Abstract:

Background: The effectiveness of winter care products for men and women in the city of Nagpur was investigated in a comprehensive study. The aim of the study was to assess the use, preferences and satisfaction of winter care products among both genders and to provide valuable information to marketers and manufacturers of skin care products. Both male and female respondents reported that they used a variety of winter care products such as moisturizers, lip balms, body lotions and cold creams. However, the frequency of use and product preferences differed by gender. Women were more inclined to various winter care products that emphasized moisture and skin nutrition.

Materials and Methods: The data and information needed for the study has been collected from both primary and secondary sources. The primary sources used for collection of information are questionnaire with Google form and distributed online at email of friends, relatives and some other consumers of winter care products. The Universe of the study is Nagpur City. In addition to this the information regarding different winter care available and more famous products are also collected from secondary source through the net. Structured questionnaire with Google form.

Results: The results indicated gender differences in price sensitivity. It is found that women are willing to invest more in high-quality skin care products, while men preferred affordability and choose low-cost options. These findings provide valuable information for marketers and companies looking to tailor their winter care products to better serve the needs and preferences of the consumers of Nagpur city.

Conclusion: In conclusion, our study sheds light on the effectiveness of winter grooming products for men and women in Nagpur city. Through careful analysis of survey responses and product usage patterns, several notable findings emerged.

Keyword: Moisturizers, Cold Weather, Gender Differences, Uses, Satisfaction, Preferences, Survey, Cosmetic, Skin Diseases Products.

Date of Submission: 12-05-2024

Date of Acceptance: 22-05-2024

I. Introduction

Winter care products play an important role in protecting the skin from harsh environmental conditions during the cold months. Understanding the effectiveness of these products in different populations, such as men and women, is critical to creating a targeted skin care regimen. The purpose of this literature review is to examine the existing research on the effectiveness of winter care products for men and women living in the city of Nagpur, taking into account their unique skin physiology and lifestyles.

Skin physiology differences between men and women: before we delve into the effectiveness of winter care products, it is important to understand the natural physiological differences between the skin of men and women. Although both sexes have similar basic skin structures, fluctuations in hormone levels, sebum production and skin thickness affect different skin care needs. Research shows that men's skin tends to have higher sebum production and collagen density, which makes it oilier and thicker compared to women's skin, which tends to be drier and more sensitive. Existing research on the effectiveness of winter care products: several studies have investigated the effectiveness of winter care products to protect and nourish the skin in cold weather conditions.

II. Material And Methods

The data and information needed for the study has been collected from both primary and secondary sources. The primary sources used for collection of information are questionnaire with Google form and distributed online at email of friends, relatives and some other consumers of winter care products. In addition to this the information regarding different winter care available and more famous products are also collected from secondary source through the net.

Structured questionnaire 10 with Google form

Study Design: Prospective open label observational study

Study Location: The Universe of the study is Nagpur City.

Study Duration: December 2023 to January 2024.

Sample size: 60 consumers.

Subjects & selection method:

Demographic Information: Age: Indicate the age group (eg 18-65).

Gender: male and female.

Inclusion Criteria: Residents of Nagpur City. Willingness to participate in research. Use of winter care products during the study period.

Exclusion criteria: Individuals with skin allergies or diseases that may affect the test results. Those who are unwilling or unable to fulfill the study requirements.

Sampling method: Random Sampling

Data analysis

Data was analyzed using responses through Google form of consumers of winter skin care products.

III. Result

The study revealed that men and women in Nagpur city have different preferences for winter care products. For example, women preferred moisturizers with added fragrances, while men preferred products that absorb quickly and are non-greasy. Women have been found to use winter care products more often than men. This could be due to factors such as skin sensitivity or greater emphasis on women's skin care routines.

The study revealed different satisfaction with winter care products between men and women. For example, women express satisfaction with moisturizing face creams, while men may express satisfaction with products such as lip balms or hand creams.

Findings indicated gender differences in brand loyalty. Women showed greater brand loyalty as they are more likely to stick with specific skincare brands for their winter care, while men were more open to trying different brands.

Age Group

Options	Responses	Percentages
Less than 30 years	45	75%
Greater than 30 years	15	25%
Total	60	100%

Graph 1

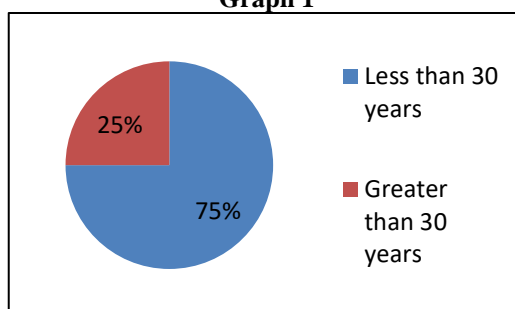


Table 1 show that 75% respondents are from greater than 30years age and only 25% are from less than 30years age.

Gender

Table 2

Options	Responses	Percentages
Male	30	50%
Female	30	50%
Total	60	100%

Graph 2

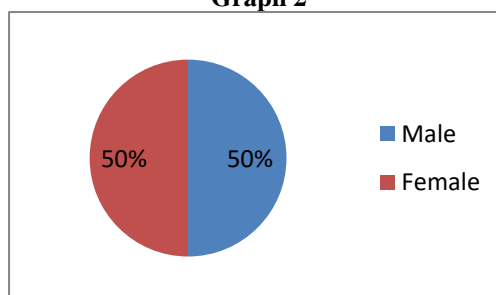


Table 2 shows that 50% respondents are male and 50% respondents are female.

Do you use winter skincare products (Branded / Non-Branded) during the winter season?

Table 3

Options	Responses	Percentages
Yes	42.5	82.5%
No	10.5	17.5%
Total	60	100%

Graph 3

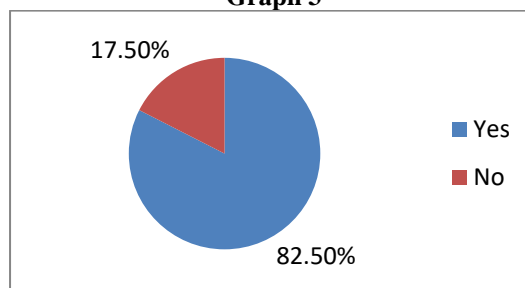


Table 3 shows that 82.5% respondents are use winter skincare products (Branded / Non-Branded) during the winter season whereas only 17.5% respondents said no.

How far you are happy for no itching after using winter skincare product?

Table 4

Options	Responses	Percentages
Most happy	25	41.6%
Happy	20	33.3%
Neutral	9	15.2%
Unhappy	2	3.3%
Not at all happy	4	6.6%
Total	60	100%

Graph 4

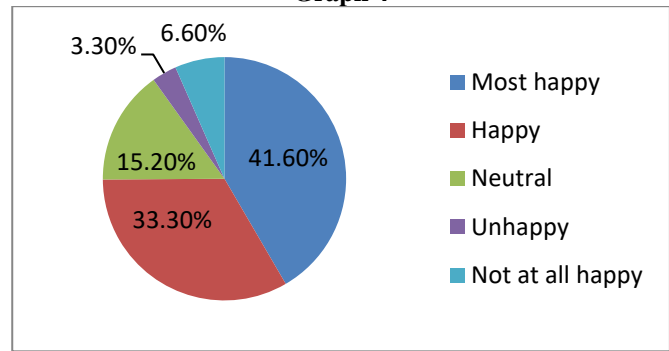


Table 4 shows that 41.6% respondents are most happy after using winter skincare products, 33.3% are also feel happy after using winter skin care product whereas 15.2% remains neutral while 3.3% are remains unhappy and 6.6% do not feel happy at all.

How far you are happy for no rashes after using winter skincare products?

Table 5

Options	Responses	Percentages
Most happy	22	36.5%
Happy	24	40%
Neutral	9	15.2%
Unhappy	3	5%
Not at all happy	2	3.3%
Total	60	100%

Graph 5

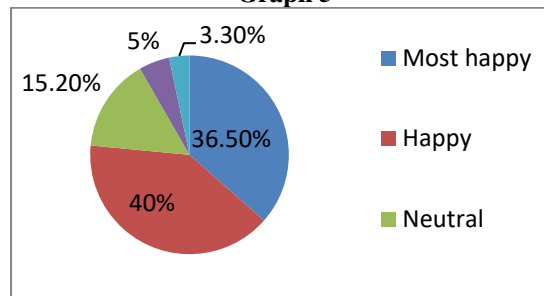


Table 5 shows that 36.5% respondents are most happy, 40% are happy, 15.2% are neutral 5% are unhappy and only 3.3% are not happy at all.

How far you are happy for feeling non-stickiness and freshness after using winter skincare product?

Table 6

Options	Responses	Percentages
Most happy	27	45%
Happy	18	30%
Neutral	7	12%
Unhappy	5	9%
Not at all happy	3	4%
Total	60	100%

Graph 6

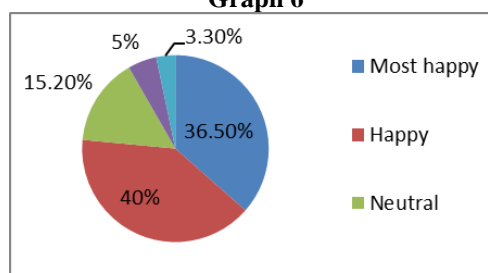


Table 6 shows that 45% respondents are very happy for feeling non-stickiness and freshness after using winter skincare product and 30% are also feeling happy. 12% remains silent whereas 9% feel sticky and 4% do not feel fresh with stickiness.

Is the product motivating you to use it regularly?

- Feel happy to use regularly during winter
- Not at all want to use regularly during winter

Table 7

Options	Responses	Percentages
Most happy	18	30%
Happy	27	45%
Neutral	7	12%
Unhappy	5	9%
Not at all happy	3	4%
Total	60	100%

Graph 7

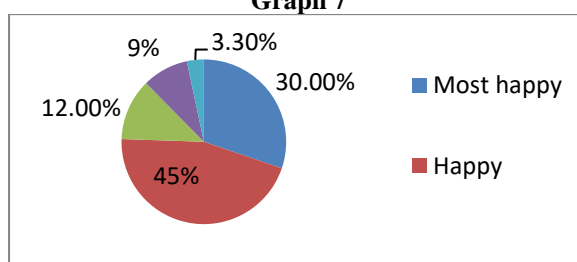


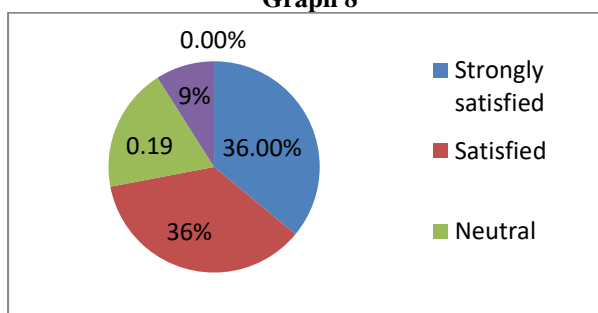
Table 7 shows that 30% respondents are very happy for feeling non-stickiness and freshness after using winter skincare product and 45% are also feeling happy. 12% remains silent whereas 9% feel sticky and 4% do not feel fresh with stickiness.

How far you are satisfied with the winter skincare products?

Table 8

Options	Responses	Percentages
Strongly satisfied	22	36%
Satisfied	22	36%
Neutral	11	19%
Dissatisfied	5	9%
Strongly Dissatisfied	0	0%
Total	60	100%

Graph 8



The above graph shows that 36% respondents are strongly satisfied with winter skincare products, 36% are satisfied with winter skin care products and whereas 19% are neutral and 9% are dissatisfied with winter care products.

IV. Discussion

The effectiveness of winter care products for men and women in Nagpur city yield different conclusions based on factors such as product preferences, usage patterns, and satisfaction levels.

The study revealed that men and women in Nagpur city have different preferences for winter care products. For example, women preferred moisturizers with added fragrances, while men preferred products that absorb quickly and are non-greasy. Women have been found to use winter care products more often than men. This could be due to factors such as skin sensitivity or greater emphasis on women's skin care routines.

The study revealed different satisfaction with winter care products between men and women. For example, women express satisfaction with moisturizing face creams, while men may express satisfaction with products such as lip balms or hand creams.

Findings indicated gender differences in brand loyalty. Women showed greater brand loyalty as they are more likely to stick with specific skincare brands for their winter care, while men were more open to trying different brands.

The study highlighted differences in winter skincare awareness and education between men and women. This revealed that women are more aware of skin care routines and the importance of winter-specific products due to cultural norms or media influences.

For example, women preferred products that reduce dry skin and signs of aging, while men focus more on products that protect against harsh weather conditions, such as wind.

Research revealed differences in shopping, such as where men are located and women prefer to buy winter care products. Women visit beauty stores or online platforms to shop, while men choose convenience stores or pharmacies.

The results indicated gender differences in price sensitivity. It is found that women are willing to invest more in high-quality skin care products, while men preferred affordability and choose low-cost options. These findings provide valuable information for marketers and companies looking to tailor their winter care products to better serve the needs and preferences of the consumers of Nagpur city.

V. Conclusion

Our study provides valuable insights into skin care product marketing and consumer's behavior provides a basis for future research and strategic decisions in the field. By understanding and addressing the different preferences and priorities of male and female consumers in Nagpur, brands can effectively navigate the competitive environment and capitalize on new opportunities in the winter care market

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