



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE

SM Hills, Kumarswamylayout, Bangalore-560078

Affiliated to Bangalore University & Registered under 2(f) 12(b) of UGC Act 1956

DEPARTMENT OF M.COM

Add On Program 2024-25

Survey and Data Analysis program

Students Name	Survey Topics	Outcomes
Shruthi & Shivani	“Social Media and Online Knowledge Management among students” Mentor: Dr.Mahalakshmi.V	Presented Paper at National Level Student Research conference DSCASC,14th March 2025
Navyashree & Shivani KS	SWOC Analysis of Digital Banking Mentor: Dr.Mahalakshmi.V	Presented Paper at National Level Student Research conference DSCASC, 14 th March
Sharanya & sundardas	Consumer perception and awareness on skincare cosmetic products Mentor & co-author: Dr.Mahalakshmi.V	Presented paper at ICSSR sponsored 3days National Seminar At University of Kerala. 21 st -23 rd Aug 2024. Published paper in ABDC Journal ,Advances in Marketing
Shradha & Tejas	Preferenes of students among fast food and healthy food. Mentor: Dr.Monica Ranka	Presented Paper at National Level Student Research conference, DSCASC 14 th march 2025
Stotra & Richa	AI in financial services with reference to banking sector Mentor: Dr.Mahalakshmi.V	Presented at International conference at Bangalore University January 2024



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT, BENGALURU-560111, KARNATAKA.

2ND NATIONAL LEVEL STUDENT RESEARCH CONFERENCE SRC-2025

Certificate of Presentation

CO-ORGANIZERS



School of Commerce & Management Studies



Dayananda Sagar Business Academy



Dayananda Sagar Business School

This is to certify that Mr./Ms. Navyashree . k. v
of Dayananda Sagar College of Arts, Science and Commerce
has presented a research paper titled "SWOC Analysis of Digital Banking"

at the 2nd National Level Student Research Conference (SRC-2025),
organized on 14.03.2025 by the PG Departments of Dayananda Sagar
College of Arts, Science & Commerce, Bengaluru.

Dr. C B Venkata Krishna Prasad
CONVENOR - SRC-2025

Dr. Venkatesh B R
DIRECTOR (MBA-BU)

Dr. Suplab Kanti Podder
HEAD-R&D CELL, DSCASC

Dr. Balu L
PRINCIPAL, DSCASC

2ND NATIONAL LEVEL STUDENT RESEARCH CONFERENCE SRC-2025

Certificate of Best Paper Award



CO-ORGANIZERS



School of Commerce & Management Studies



Dayananda Sagar Business Academy



Dayananda Sagar Business School

This is to certify that Mr./Ms. Shradha B
of DSCASC
has been awarded the Best Paper Award in Commerce & Management
domain for the research paper titled A preference among students
on consumption of fast food & healthy food
at the 2nd National Level Student Research Conference (SRC-2025),
organized on 14.03.2025 by the PG Departments of Dayananda Sagar
College of Arts, Science & Commerce, Bengaluru.

Dr. C B Venkata Krishna Prasad
CONVENOR - SRC-2025

Dr. Venkatesh B R
DIRECTOR (MBA-BU)

Dr. Suplab Kanti Podder
HEAD-R&D CELL, DSCASC

Dr. Balu L
PRINCIPAL, DSCASC



**DAYANANDA SAGAR COLLEGE OF
ARTS, SCIENCE AND COMMERCE**
SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT, BENGALURU-560111, KARNATAKA.

**2ND NATIONAL LEVEL STUDENT RESEARCH CONFERENCE
SRC-2025**

Certificate of Appreciation

CO-ORGANIZERS



School of Commerce & Management Studies



Dayananda Sagar Business Academy



Dayananda Sagar Business School

This is to certify that Dr. / Prof. Mahalakshmi . V
of Dayananda Sagar College of Arts, Science and Commerce
has been recognized for his / her invaluable contribution as a Mentor for
guiding and supporting the students in their research endeavors.
The mentorship has played a significant role in enhancing the quality of
research presented at the 2nd National Level Student Research
Conference (SRC-2025), organized on 14.03.2025 by the PG Departments
of Dayananda Sagar College of Arts, Science & Commerce, Bengaluru.

Dr. C B Venkata Krishna Prasad
CONVENOR - SRC-2025

Dr. Venkatesh B R
DIRECTOR (MBA-BU)

Dr. Suplab Kanti Podder
HEAD-R&D CELL, DSCASC

Dr. Balu L
PRINCIPAL, DSCASC



**DAYANANDA SAGAR COLLEGE OF
ARTS, SCIENCE AND COMMERCE**
SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT, BENGALURU-560111, KARNATAKA.

**2ND NATIONAL LEVEL STUDENT RESEARCH CONFERENCE
SRC-2025**

Certificate of Presentation

CO-ORGANIZERS



School of Commerce & Management Studies



Dayananda Sagar Business Academy



Dayananda Sagar Business School

This is to certify that Mr./Ms. SHRUTI CHOUDHAN
of Dayananda Sagar College of Arts, Science and Commerce
has presented a research paper titled Social media and online
knowledge Management Among Student

at the 2nd National Level Student Research Conference (SRC-2025),
organized on 14.03.2025 by the PG Departments of Dayananda Sagar
College of Arts, Science & Commerce, Bengaluru.

Dr. C B Venkata Krishna Prasad
CONVENOR - SRC-2025

Dr. Venkatesh B R
DIRECTOR (MBA-BU)

Dr. Suplab Kanti Podder
HEAD-R&D CELL, DSCASC

Dr. Balu L
PRINCIPAL, DSCASC



**DAYANANDA SAGAR COLLEGE OF
ARTS, SCIENCE AND COMMERCE**

SHAVIGE MALLESHWARA HILLS, KUMARASWAMY LAYOUT, BENGALURU-560111, KARNATAKA.

**2ND NATIONAL LEVEL STUDENT RESEARCH CONFERENCE
SRC-2025**

CO-ORGANIZERS



School of Commerce &
Management Studies



Dayananda
Sagar Business
Academy



Dayananda Sagar
Business School

Certificate of Appreciation

This is to certify that Dr. / Prof. DR. MONIKA RANKA
of Dayananda Sagar College of arts, science and commerce
has been recognized for his / her invaluable contribution as a Mentor for
guiding and supporting the students in their research endeavors.

The mentorship has played a significant role in enhancing the quality of
research presented at the 2nd National Level Student Research
Conference (SRC-2025), organized on 14.03.2025 by the PG Departments
of Dayananda Sagar College of Arts, Science & Commerce, Bengaluru.

Dr. C B Venkata Krishna Prasad
CONVENOR - SRC-2025

Dr. Venkatesh B R
DIRECTOR (MBA-BU)

Dr. Suplab Kanti Podder
HEAD-R&D CELL, DSCASC

Dr. Balu L
PRINCIPAL, DSCASC

Consumer Perception and Awareness on Skincare Cosmetic Products

Dr. Mahalakshmi V¹, Sundardas Devadas¹, Sharanya C.M¹

¹Dayananda Sagar College of Arts, Science and Commerce, Kumarswamylayout, Bengaluru

Cite this paper as: Dr. Mahalakshmi V, Sundardas Devadas, Sharanya C.M, (2025) Consumer Perception and Awareness on Skincare Cosmetic Products. *Advances in Consumer Research*, 2 (2), 774-789

KEYWORDS

Consumer perception, demographic factors, market influence, consumer awareness, skin care cosmetics products..

ABSTRACT

The cosmetics industry is one of the fastest-growing sectors globally, driven by increasing consumer awareness and demand for personal care products. India is a country which has population of over a billion people using skin care. Over the last decade, India has seen consistent growth in the personal care and cosmetics market with increasing shelf space in boutiques and retail stores across the country. The Indian cosmetics industry is majorly categorised into skin care, hair care, oral care, fragrances, and colour cosmetics segments. The overall market share is expected to grow to US\$ 20 billion by 2025 with a Compound Annual Growth Rate (CAGR) of 25%. On the other hand, the global cosmetics industry is growing at 4.3% CAGR and will reach US\$ 450 billion by 2025. And over a period of time awareness and use of skin care cosmetic product have increased, where people are more conscious about the ingredients that are present in the skin care products and also ingredients which will suit their skin type. In this study an attempt is made to study how consumer behaves for different types of skin care cosmetic products available in the market and also a diverse sample of participants will be surveyed to gather insights into their preferences for different types of skin care cosmetic products. This study focuses on identifying key factors that influence purchasing decisions, brand perception, price sensitivity, marketing influences and awareness on skin care cosmetic products. The survey also examines the impact of demographic factors on consumer perception towards the skin care cosmetic products and its market. The findings of this survey will contribute to the existing body of knowledge in consumer perception and awareness about skin care cosmetic product and its market condition...

1. INTRODUCTION

Now days, cosmetics are considered as essential components in life. They not only, attract the people towards it but also impart psychological effects. It has gained popularity in the last 3-4 decades and its use has been increased exponentially both-in males and females. The most popular cosmetics are hair dyes, powders and creams (4).

Skincare refers to the practice of taking care of one's skin to maintain its health, appearance and over all wellbeing. Skincare products are designed to maintain and enhance the health and appearance of the skin. Cosmetic skincare products and regular skincare products both aim to improve the skin, but they differ in purpose, formulation and how they work. These include products like cleansers, sunscreen, masks, creams, serums etc which are chosen by customer's preference based on their skin type, income, purpose, influencing factors like advertisements, skin concerns etc. Cosmetic is a Greek word which means to 'adorn' It may be defined as a substance which comes in contact with various parts of the human body like skin, hair, nail, lips, teeth, and mucous membranes etc. Cosmetic substances help in improving or changing the outward show of the body and also masks the odour of the body. It protects the skin and keeps it in good condition. Consumers prefer multifunctional, herbal, and dermatologist-recommended skincare products, favouring reputable brands. The youth are more into skin care routine, where older generation are trying to follow up the trend. Companies use various strategies to attract customers such as celebrity endorsement, promotional offers, packaging etc which is the key factors influencing purchase decision. Over the period opting for skincare has become a part of maintaining skin health leading to consumer precisely choosing for quality