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A Study on Customer Preference Towards Imported Skincare Products with Reference to Coimbatore City

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Abstract: ***The rapid expansion of the global skincare industry has significantly influenced consumer behavior in emerging markets. Increasing awareness about skin health, digital exposure, and accessibility to international brands have accelerated demand for imported skincare products in India. This study investigates consumer preference towards imported skincare products with specific reference to Coimbatore city. A descriptive research design was adopted, and primary data were collected from 100 respondents using structured questionnaires. Analytical techniques such as percentage analysis, descriptive statistics, and Friedman ranking were applied. The results indicate strong awareness, frequent usage, and high satisfaction levels among consumers, particularly within younger demographic groups. Online purchasing platforms emerged as the dominant distribution channel. The study highlights the importance of ingredient transparency, brand credibility, and digital influence in shaping purchase decisions. The findings provide insights for marketers and contribute to academic understanding of consumer behavior in the imported skincare segment.***

Keywords: Imported skincare, consumer behavior, purchase intention, digital retail, brand perception

I. INTRODUCTION

The skincare industry has evolved from basic cosmetic usage to an essential component of daily self-care. Modern consumers are increasingly conscious about skin health, product ingredients, and long-term benefits, which has led to growing demand for advanced skincare solutions.In emerging urban markets, exposure to global beauty standards through social media, influencers, and e-commerce has encouraged consumers to explore international brands. Imported skincare products are commonly associated with innovation, scientific formulation, and premium quality, which positively influences consumer perception.Coimbatore represents a rapidly developing urban market where changing lifestyle patterns, higher disposable income, and digital accessibility contribute to increased adoption of imported skincare products. Understanding consumer preference within this context is important for both academic research and industry strategy.

II. REVIEW OF LITERATURE

1) ADAMS (2025) – PREMIUM PRICING STRATEGY

Adams (2025) stated premium pricing signals superior quality. Consumers equate cost with effectiveness. Brand positioning influenced preference.

2) NAGARAJ (2026) – CONSUMER AWARENESS LEVELS

Nagaraj (2026) found awareness campaigns increase demand. Educated consumers prefer imported skincare. Knowledge improves purchase decisions.

3) FERNANDES (2026) – GLOBAL BRAND EQUITY

Fernandes (2026) emphasized strong global brand equity builds trust. Reputation influences preference significantly.

4) LI (2026) – ORGANIC AND CLEAN LABEL TREND

Li (2026) highlighted demand for organic skincare. Imported clean-label brands gained popularity. Health consciousness shaped preference.

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5) SHARMA (2026) – COMPETITIVE ADVANTAGE OF IMPORTED BRANDS

Sharma (2026) concluded imported brands maintain advantage through innovation, branding, and quality assurance. Superior performance ensures strong customer preference.

III. OBJECTIVES

1) To identify factors influencing customer preference towards imported skincare products.
2) To analyse consumer satisfaction levels.
3) To study the role of online platforms and digital marketing in shaping buying behaviour.

IV. RESEARCH METHODOLOGY

The study adopted a descriptive research design to examine customer preference towards imported skincare products in Coimbatore city. Primary data was collected through a structured questionnaire distributed to 100 respondents using a convenience sampling technique. The questionnaire gathered information on demographic profile, awareness, brand preference, purchase behaviour, and satisfaction level. Secondary data was obtained from journals, articles, and industry reports to support the theoretical framework. The collected data was analysed using percentage analysis and descriptive statistics to summarize responses. Chi-square test was applied to examine the relationship between demographic variables and brand preference. The Friedman rank test was used to identify key factors influencing purchase decisions. The methodology ensured systematic analysis and meaningful interpretation of consumer behaviour

V. DATA ANALYSIS AND INTERPRETATION

TABLE 1

IMPORTANT FACTORS WHEN SELECTING THE SKINCARE PRODUCTS OF THE RESPONDENTS

Factors	No. of Respondents	Percentage (%)
Price	14	14%
Ingredients	26	26%
Brand Name	18	18%
Country of Origin	10	10%
Reviews	32	32%
Total	100	100%

INTERPRETATION

The above table shows that 32% of respondents consider reviews as the most important factor influencing their purchase decision, followed by ingredients (26%) and brand name (18%). Only 14% consider price as the primary factor. This indicates that customers prioritize product effectiveness, credibility, and user feedback over cost when choosing imported skincare products.

TABLE 2

SATISFACTION LEVEL FOR IMPORTED SKINCARE PRODUCTS COMPARED TO LOCAL PRODUCTS OF THE RESPONDENTS

Satisfaction Level	No. of Respondents	Percentage (%)
Very Satisfied	42	42%
Satisfied	33	33%
Neutral	25	25%
Dissatisfied	0	0%
Very Dissatisfied	0	0%
Total	100	100%

INTERPRETATION

The table reveals that 42% of respondents are very satisfied and 33% are satisfied with imported skincare products. None of the respondents expressed dissatisfaction. This indicates a high level of customer satisfaction, suggesting that imported brands meet consumer expectations in terms of quality and effectiveness

TABLE 3

ONLINE PLATFORM PREFERENCE FOR PURCHASING IMPORTED SKINCARE PRODUCTS OF THE RESPONDENTS

Online Platform	No. of Respondents	Percentage (%)
Nykaa	16	16%
Amazon	20	20%
Flipkart	26	26%
Brand Websites	31	31%
Myntra	5	5%
Other	2	2%
Total	100	100%

INTERPRETATION

The majority (31%) prefer purchasing from brand official websites, followed by Flipkart (26%) and Amazon (20%). This shows that consumers prefer authentic and direct purchase channels, indicating strong trust in official brand platforms and e-commerce convenience.

VI. FINDINGS

1) Reviews (32%) are the most influential factor affecting customer preference towards imported skincare products.
2) Ingredients (26%) play a significant role in purchase decisions, indicating growing consumer awareness about product composition.
3) Brand name (18%) also influences buying behaviour, showing the importance of brand reputation and trust.
4) Price (14%) is not the primary deciding factor, suggesting that consumers prioritize quality over cost.
5) A high level of satisfaction is observed, with 42% very satisfied and 33% satisfied with imported skincare products.
6) None of the respondents expressed dissatisfaction, indicating strong acceptance of imported brands.
7) Brand official websites (31%) are the most preferred online purchasing platform, followed by Flipkart (26%) and Amazon (20%).

VII. SUGGESTIONS

1) Companies should focus on strengthening online reviews and customer feedback systems, as reviews significantly influence buying decisions.
2) Brands must clearly highlight ingredient transparency and product benefits to attract ingredient-conscious consumers.
3) Since satisfaction levels are high, companies should maintain product quality and consistency to ensure long-term loyalty.
4) Official brand websites should be optimized with better user experience, secure payment options, and clear return policies to enhance customer trust.
5) Digital marketing strategies such as influencer collaborations and content marketing should be enhanced to increase brand visibility.
6) Although price is not the primary factor, introducing trial packs and affordable variants may attract first-time buyers.

VIII. CONCLUSION

The study concludes that customer preference towards imported skincare products is mainly influenced by reviews, ingredients, and brand reputation rather than price. Consumers in Coimbatore city demonstrate a high level of satisfaction with imported skincare products, indicating positive perception regarding quality and effectiveness.

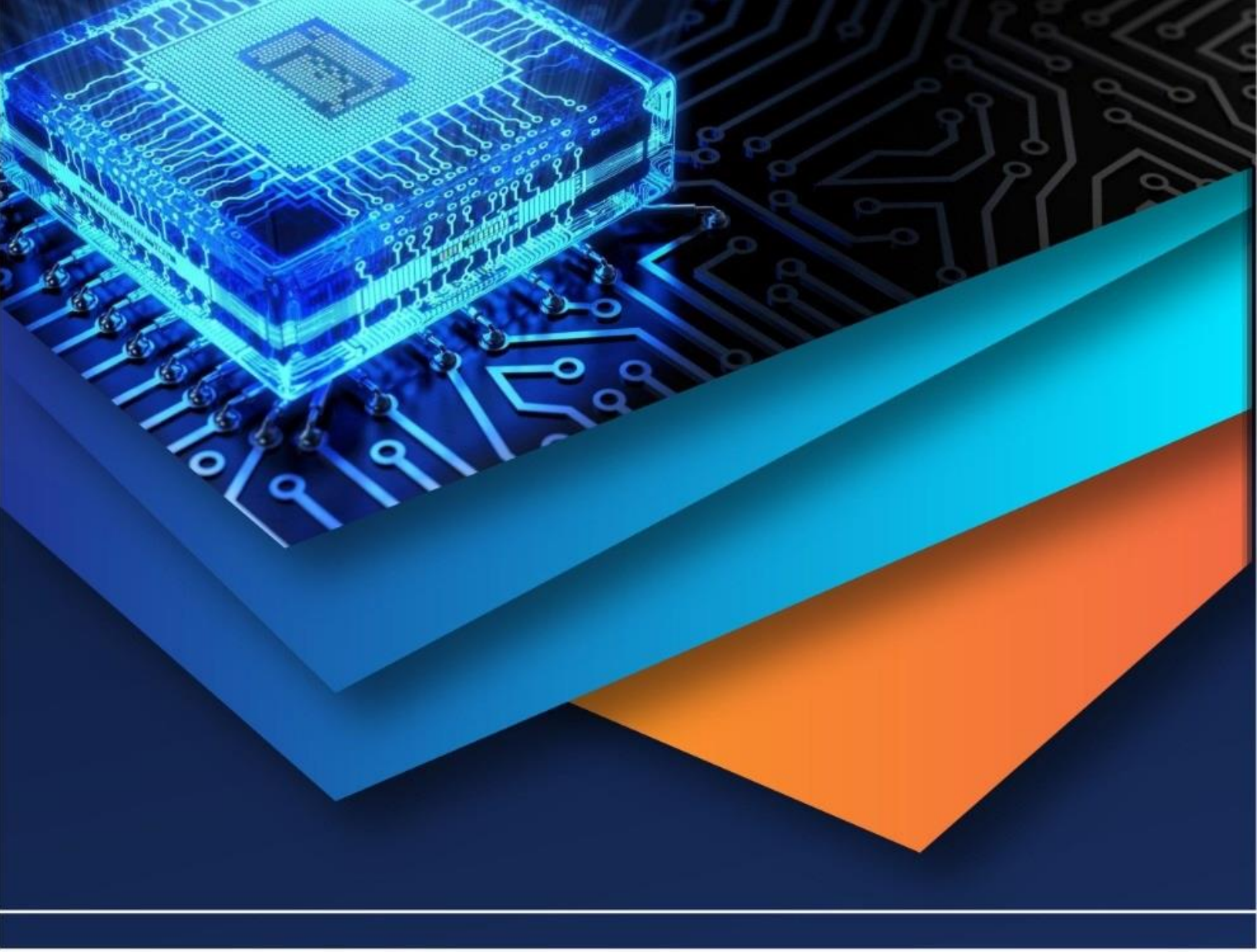
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Online platforms, particularly official brand websites, play a crucial role in purchase decisions, reflecting consumer preference for authenticity and convenience. The findings suggest that imported skincare brands have strong growth potential in urban markets. Companies that emphasize product transparency, maintain quality standards, and strengthen their digital presence can sustain competitive advantage in the skincare industry.

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