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SKINCARE PRODUCTS AWARENESS AND PRACTICES AMONG WOMEN

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Abstract:
This study explores skincare product awareness and practices among women, focusing on their knowledge, preferences, and daily routines. It aims to assess the factors influencing skincare choices, such as brand awareness, marketing strategies, social media influence, and product ingredients. Data was collected from a sample of women across different age groups using structured questionnaires. The findings reveal a high level of awareness driven by digital media and peer recommendations. However, there remains a gap in understanding product suitability, leading to improper usage or adverse effects. The study also highlights the growing inclination toward natural and eco-friendly skincare products. The insights gained can help brands tailor their marketing strategies and promote informed choices among women for better skincare outcomes.

Keywords:
Skincare Awareness, Women Consumers, Skincare Practices, Brand Influence, Social Media, Natural Products, Consumer Behavior.

1.1 INTRODUCTION

In recent years, the global conversation around skincare has evolved from a niche interest to a mainstream cultural phenomenon, with women at the forefront of this transformative shift. Skincare, once regarded as a basic hygiene practice or a luxury reserved for special occasions, has become an integral part of daily life for millions of women worldwide. This surge in interest is not merely about aesthetics but reflects a deeper understanding of skin health as a vital component of overall well-being. The proliferation of skincare products, ranging from cleansers and serums to moisturisers and sunscreens, has created a booming industry valued in the billions, driven by innovation, scientific research, and a growing emphasis on self-care. Yet, amid this explosion of options, questions about awareness, accessibility, and informed decision-making have come to the fore. How do women navigate the overwhelming array of products and practices? What drives their choices—personal research, social influence, or professional guidance? And crucially, how does the intersection of cultural norms, marketing strategies, and individual needs shape their skincare journeys?

The rise of social media and digital platforms has played a pivotal role in democratising skincare knowledge, empowering women to share experiences, reviews, and tutorials with global audiences. Platforms like Instagram, YouTube, and TikTok have become virtual classrooms where beauty influencers and dermatologists alike dissect ingredient lists, debunk myths, and demonstrate routines tailored to diverse skin types. This accessibility has fostered a generation of consumers who are more informed than ever, scrutinising labels for active compounds like hyaluronic acid, retinol, and vitamin C while avoiding harmful additives such as paragons and sulphates. However, this democratisation is a double-edged sword. The sheer volume of information—often contradictory or sensationalised—can lead to confusion, analysis paralysis, or even harmful practices driven by viral trends rather than scientific evidence. For instance, the popularity of DIY skincare hacks or aggressive exfoliation techniques, promoted as quick fixes, has occasionally resulted in adverse effects like irritation, sensitivity, or long-term damage. This underscores the gap between awareness and practical, sustainable skincare literacy.

1.2 STATEMENT OF PROBLEM:

The focus of present study is to find customers preference of choosing skin care brands for their use. The study also focuses on the factors that females concentrate more on while buying the products brand wise. The study focuses on various influencing factors like quantity, quality, design, safety, skin friendliness, affordability and value for money of the product the females want to use while buying them. This study will help us to find the brands that females use the most and the brand they would recommend to others. It will also help us to find the reasons and factors for using the skin care products according to age group also. This study will also help us to find from where the female prefers to buy the skin care products of their favourite brands. The most important thing on which this study focuses, is how much satisfaction the female consumers receive from using the skin care products of different brands.

1.3 OBJECTIVES OF THE STUDY

•To assess the level of awareness among women regarding skincare products

•To examine the common skincare practices followed by women.

•To identify the challenges and mis conceptions relating to skincare products among women

1.4 RESEARCH METHODOLOGY

This chapter describes the research methodology used to assess skincare products awareness among individuals. It outlines the research design, data collection methods, sampling techniques, and procedures followed to ensure the validity and reliability of the study.

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1.4.1 Area of study:

The geographical location of the study is Coimbatore city.

1.7.2 Research Design:

This study follows a descriptive research design to analyse skincare awareness, common skincare practices, and factors influencing skincare products choices. The descriptive approach allows for a detailed examination of individuals' knowledge, habits, and sources of skincare products information. Both quantitative and qualitative methods are used to obtain comprehensive insights into the topic.

1.4.3 Population and Sampling Technique:

The target population for this study includes individuals from different age groups and backgrounds. To ensure diverse representation, a stratified random sampling technique is used.

• Population: Individuals aged 15 and above who use or are interested in skincare products.

• Sample Size: Method of simple random sampling is used for the selection of respondents. Sample is strictly restricted to only female respondents. Sampling consists of 111 female respondents.

• Sampling Method: Stratified random sampling ensures proportional representation of different groups.

2.DATA COLLECTION METHODS:

Primary Data Collection

The study uses survey method to gather first-hand information from participants.

• Questionnaire: A structured questionnaire with both closed-ended and open-ended questions will be used to collect data on skincare awareness, product usage, and influencing factors.

Secondary Data Collection

To support the primary data, the study also reviews existing literature, including:

• Research articles on skincare products awareness and consumer behaviour.

• Market studies on skincare trends and product usage.

3. REVIEW OF LITERATURE

Recent studies emphasize the growing influence of digital marketing and social media on skincare purchasing decisions. Malakiano & Susila (2025) found that digital marketing, brand awareness, and product quality significantly affect Somethinc skincare users' decisions in Surakarta. Similarly, Larasati et al. (2024) highlighted how influencer marketing, content marketing, and e-WOM on TikTok boost brand awareness and distribution for NPURE products. Chal & Thongjeen (2024) discovered that marketing mix factors significantly impact consumer decisions in Bangkok, while brand awareness and social media influence were less effective. Tay & Toh (2024) underscored the need for consumer awareness about product content and counterfeit risks in the online skincare market. Lastly, Anisasiwi & An Nur (2024) showed that Sensatia Botanicals successfully enhances brand awareness through eco-labeling and natural branding strategies on TikTok and Instagram, emphasizing quality and environmental values. Together, these findings highlight digital engagement's critical role in modern skincare marketing and consumer behavior.

4.ANALYSIS AND INTERPRETATION

In this study on skincare awareness, analysis helps uncover key trends, and provides insights for promoting better skincare habits. Together, they ensure that the research findings are understood and applied effectively. Research plays a vital role in understanding various aspects of human behavior, practices, and trends. One of the most critical steps in research is the process of analysis and , which helps transform raw data into meaningful insights.

TABLE 4.1

4.1 AREA OF RESIDENT BY THE RESPONDENTS

S.NO	AREA OF RESIDENT	NO.OF RESPONSENTS	PERCENTAGE
1	RURAL	19	17.1%
2	URBAN	78	70.3%
3	SEMI URBAN	14	12.6%
	TOTAL	111	100%

The majority of respondents (70.3%) are from rural areas, while 17.1% are from urban and 12.6% from semi-urban areas. This indicates a strong rural dominance in the study.

The majority of respondents (70.3%) are from rural areas

TABLE 4.2

4.2 AGE GROUP OF THE RESPONDENTS

S.NO	AGE GROUP	NO.OF RESPONSENTS	PERCENTAGE
1	Below 18 years	5	4.5%
2	18-24 years	79	71.2%
3	25-34 years	15	13.5%
4	35-44 years	8	7.2%
5	Above 45 years	4	3.6%
	TOTAL	111	100%

The majority of respondents (71.2%) are aged 18-24 years, followed by 13.5% in the 25-34 years group. Smaller proportions belong to the 35-44 years (7.2%), below 18 years (4.5%), and above 45 years (3.6%) categories. This indicates that the study is predominantly represented by young adults.

The majority of respondents (71.2%) are aged 18-24 years

TABLE 4.3

4.3 EDUCATION QUALIFICATION OF THE RESPONDENTS

S.NO	EDUCATION QUALIFICATION	NO.OF RESPONSENTS	PERCENTAGE
1	UPTO SCHOOL LEVEL	3	2.7%
2	UNDERGRADUATE	51	45.9%
3	POSTGRADUATE	47	42.3%
4	OTHER PROFESSION	10	9%
	TOTAL	111	100%

The most of the respondents are undergraduates (45.9%), followed closely by postgraduates (42.3%). A smaller portion belongs to other professions (9%), while only 2.7% have education up to the school level. This indicates that most respondents have higher education qualifications.

The most of the respondents are undergraduates (45.9%)

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TABLE 4.4

4.4 OCCUPATION OF THE RESPONDENTS

S.NO	OCCUPATION	NO.OF RESPONSENTS	PERCENTAGE
1	STUDENT	65	58.6%
2	SELF-EMPLOYED	32	28.8%
3	UN-EMPLOYED	1	0.9%
4	HOME MAKER	10	9%
5	BUSINESS	1	0.9%
6	EMPLOYED	1	0.9%
7	WORKING PROFESSIONAL	1	0.9%
8	ENTREPRENEUR	1	0.9%
	TOTAL	111	100%

The majority of respondents are students (58.6%), followed by self-employed individuals (28.8%). Homemakers make up 9%, while the remaining categories—unemployed, business owners, employed individuals, working professionals, and entrepreneurs—each account for 0.9%. This indicates that students and self-employed individuals form the largest groups in the study.

The majority of respondents are students (58.6%)

TABLE 4.5

4.5 MONTHLY INCOME OF THE RESPONDENTS

S.NO	MONTHLY INCOME	NO.OF RESPONSENTS	PERCENTAGE
1	BELOW ₹20,000	54	48.6%
2	₹20,001- ₹30,000	28	25.2%
3	₹30,001- ₹40,000	8	7.2%
4	₹40,001- ₹50,000	9	8.1%
5	ABOVE ₹50,001	12	10.8%
	TOTAL	111	100%

Most of the respondents (48.6%) earn below ₹20,000 per month. 25.2% fall in the ₹20,001 - ₹30,000 range, while smaller proportions earn ₹30,001 - ₹40,000 (7.2%), ₹40,001 - ₹50,000 (8.1%), and above ₹50,001 (10.8%). This indicates that a significant portion of respondents have lower income levels.

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Most of the respondents (48.6%) earn below ₹20,000 per month.

TABLE 4.6

4.6 SOURCES OF SKINCARE AWARENESS AMONG RESPONDENTS

S.NO	WHERE DID YOU LEARN ABOUT SKINCARE	NO.OF RESPONSENTS	PERCENTAGE
1	SOCIAL MEDIA	57	51.4%
2	INFLUENCER	17	15.3%
3	FRIENDS AND FAMILY	28	25.2%
4	INSTORE CONSULTATIONS	2	1.8%
5	AYURVEDIC OILS	1	0.9%
6	DOCTOR	1	0.9%
7	PERSONAL RESEARCH	1	0.9%
8	GRANDMA	1	0.9%
9	DERMATOLOGIST	1	0.9%
10	SELF	1	0.9%
11	JUST	1	0.9%
	TOTAL	111	100%

The majority of respondents (51.4%) learned about skincare from social media, followed by friends and family (25.2%) and influencers (15.3%). Other sources, such as in-store consultations, doctors, Ayurveda, dermatologists, and personal research, each account for less than 2%. This highlights the strong influence of digital platforms on skincare awareness.

The majority of respondents (51.4%) learned about skincare from social media

TABLE 4.7

4.7 RESPONDENTS' SPENDING ON SKINCARE PRODUCTS

S.NO	How much do you spend on skincare products	NO.OF RESPONSENTS	PERCENTAGE
1	Below ₹1,000	35	31.5%
2	₹1001- ₹2000	41	36.9%
3	₹2001- ₹3000	25	22.5%
4	₹3001- ₹4000	6	5.4%
5	Above ₹4000	4	3.6%
	TOTAL	111	100%

Most of the respondents (36.9%) spend ₹1,001 - ₹2,000 on skincare, followed by 31.5% who spend below ₹1,000. Around 22.5% allocate ₹2,001 - ₹3,000, while fewer respondents spend ₹3,001 - ₹4,000 (5.4%) or above ₹4,000 (3.6%). This indicates that the majority prefer budget-friendly to mid-range skincare products.

Most of the respondents (36.9%) spend ₹1,001 - ₹2,000 on skincare

TABLE 4.8

4.8 INFLUENCE OF PROMOTIONS ON RESPONDENTS' BUYING BEHAVIOR

S.NO	DO PROMOTIONS INFLUENCE YOUR BUYING BEHAVIOUR	NO.OF RESPONSENTS	PERCENTAGE
1	YES	41	36.9%
2	NO	26	23.4%
3	SOMETIMES	44	39.6%
	TOTAL	111	100%

Most of the respondents (39.6%) say promotions sometimes influence their buying decisions, while 36.9% confirm that promotions do impact their purchases. However, 23.4% state that promotions do not affect their buying behavior. This suggests that marketing strategies play a role in consumer decisions, though not universally.

Most of the respondents (39.6%) say promotions sometimes influence their buying decisions

TABLE 4.9

4.9 MOST INFLUENTIAL SKINCARE MARKETING STRATEGY AMONG RESPONDENTS

S.NO	WHICH MARKETING STRATEGY OF SKINCARE INFLUENCED THE MOST BY THE RESPONDENTS	NO.OF RESPONSENTS	PERCENTAGE
1	CELEBRITY ENDORSEMENT	9	8.1%
2	SOCIAL MEDIA MARKETING	55	49.5%
3	NEWSPAPER/MAGAZINE	8	7.2%
4	FRIENDS & FAMILIES	30	27%
5	OTHERS	9	8.1%
	TOTAL	111	100%

Most of the respondents (49.5%) are most influenced by social media marketing, followed by friends and family recommendations (27%). Celebrity endorsements (8.1%), newspapers/magazines (7.2%), and other strategies (8.1%) have a lesser impact. This highlights the strong role of digital marketing and personal networks in skincare purchases.

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Most of the respondents (49.5%) are most influenced by social media marketing

TABLE 4.10

4.10 RESPONDENTS' TOP PRIORITIES WHEN SHOPPING FOR SKINCARE

S.NO	Priority	NO.OF RESPONSENTS	PERCENTAGE
1	Brand	86	91.3%
2	Pricing	50	49.5%
3	Ingredients	73	65.8%
4	Packaging	30	13.5%
5	Availability	12	10.8%
6	Others	7	6.3%
	TOTAL	111	100%

Most respondents (91.3%) prioritize brand, followed by ingredients (65.8%) and pricing (49.5%). Packaging (13.5%), availability (10.8%), and other factors (6.3%) have a lesser impact. This highlights the dominance of brand trust and product quality in skincare choices.

Most respondents (91.3%) prioritize brand

TABLE 4.11

4.11 FREQUENCY OF SKINCARE PRODUCT USAGE AMONG RESPONDENTS

S.NO	PRODUCT	FREQUENCY	RESPONSES	PERCENTAGE
1	CLEANSER	DAILY	70	70%
2	CLEANSER	WEEKLY	15	15%
3	CLEANSER	MONTHLY	5	5%
4	CLEANSER	OCCASIONALLY	5	5%
5	CLEANSER	RARELY	5	5%
6	TONER	DAILY	30	30%
7	TONER	WEEKLY	40	40%
8	TONER	MONTHLY	15	15%
9	TONER	OCCASIONALLY	10	10%
10	TONER	RARELY	5	5%
11	MOISTURISER	DAILY	65	65%
12	MOISTURISER	WEEKLY	25	25%
13	MOISTURISER	MONTHLY	5	5%
14	MOISTURISER	OCCASIONALLY	3	3%
15	MOISTURISER	RARELY	2	2%
16	SUNSCREEN	DAILY	25	25%
17	SUNSCREEN	WEEKLY	35	35%
18	SUNSCREEN	MONTHLY	20	20%

19	SUNSCREEN	OCCASIONALLY	15	15%
20	SUNSCREEN	RARELY	5	5%

Most respondents use cleansers daily (70%), followed by moisturizers (65%). Toners are used weekly by 40%, while sunscreen is applied daily by only 25%. This highlights a strong focus on cleansing and moisturizing but inconsistent sunscreen use, indicating a need for better sun protection awareness. Most respondents use cleansers daily (70%)

TABLE 4.12

4.12 FREQUENCY OF SKINCARE PRODUCT PURCHASES AMONG RESPONDENTS

S.NO	PRODUCT	FREQUENCY	RESPONSES	PERCENTAGE
1	CLEANSER	MONTHLY	55	55%
2	CLEANSER	QUARTERLY	30	30%
3	CLEANSER	SEASONALLY	15	15%
4	TONER	MONTHLY	40	40%
5	TONER	QUARTERLY	45	45%
6	TONER	SEASONALLY	15	15%
7	MOISTURISER	MONTHLY	60	60%
8	MOISTURISER	QUARTERLY	25	25%
9	MOISTURISER	SEASONALLY	15	15%
10	SUNSCREEN	MONTHLY	35	35%
11	SUNSCREEN	QUARTERLY	50	50%
12	SUNSCREEN	SEASONALLY	15	15%
13	SERUM	MONTHLY	20	20%
14	SERUM	QUARTERLY	50	50%
15	SERUM	SEASONALLY	30	30%

Most respondents purchase moisturizers monthly (60%), followed by cleansers (55%). Toners (45%) and sunscreens (50%) are commonly bought quarterly, while serums are mostly purchased quarterly (50%) or seasonally (30%). This indicates frequent replenishment of essential products but less regular purchases of serums, reflecting varying skincare priorities.

Most respondents purchase moisturizers monthly (60%)

TABLE 4.13

4.13 TIME SPENT ON SKINCARE ROUTINE BY RESPONDENTS

S.NO	HOW LONG DO YOU SPEND YOUR TIME ON SKINCARE ROUTINE BY THE RESPONDENTS	NO.OF RESPONSENTS	PERCENTAGE
1	LESS THAN 5 MINUTES	37	33.3%

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2	6-10 MINUTES	50	45%
3	11-15 MINUTES	15	13.5%
4	MORE THAN 15 MINUTES	9	8.1%
	TOTAL	111	100%

Most of the respondents (45%) spend 6-10 minutes on their skincare routine, followed by 33.3% who take less than 5 minutes. Fewer respondents dedicate 11-15 minutes (13.5%) or more than 15 minutes (8.1%). This suggests that the majority prefer quick and simple skincare routines.
Most of the respondents (45%) spend 6-10 minutes on their skincare routine

TABLE 4.14

4.14 FREQUENCY OF SKINCARE PRODUCT REAPPLICATION AMONG RESPONDENTS

S.NO	HOW MANY TIMES DO YOU REAPPLY YOUR SKINCARE PRODUCTS BY THE RESPONDENTS	NO.OF RESPONSENTS	PERCENTAGE
1	ONES A DAY	46	41.4%
2	TWICE A DAY	53	47.4%
3	THRICE A DAY	0	0%
4	RARELY	12	10.8%
	TOTAL	111	100%

Most of the respondents reapply skincare products twice a day (47.4%), while 41.4% do so once a day. A smaller portion (10.8%) rarely reapply, and none do it thrice a day (0%). This indicates that most respondents maintain a regular skincare routine, with once or twice daily application being the norm.

Most of the respondents reapply skincare products twice a day (47.4%)

TABLE 4.15

4.15 CONTENT TYPES THAT MOST INFLUENCE RESPONDENTS' SKINCARE PURCHASE DECISIONS

S.NO	WHAT IS YOUR MOST IMPORTANT PRIORITY WHEN YOU SHOP SKINCARE BY THE RESPONDENTS	NO.OF RESPONSENTS	PERCENTAGE
1	USER GENERATED REVIEWS	34	30.6%
2	PROFESSIONAL REVIEWS	24	21.6%
3	SPONSORED CONTENT FROM BRANDS/INFLUENCERS	5	4.5%

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4	TUTORIALS FROM INFLUENCERS	4	3.6%
5	BEFORE AND AFTER RESULTS SHARED BY USERS/INFLUENCERS	23	20.7%
6	PRODUCT INGREDIENTS	15	13.5%
7	OTHERS	6	5.4%
	TOTAL	111	100%

Most of the respondents is user-generated reviews (30.6%), followed by professional reviews (21.6%) and before-and-after results (20.7%). Product ingredients (13.5%) also play a role, while sponsored content (4.5%) and influencer tutorials (3.6%) have minimal influence. This indicates that consumers trust real user experiences and expert opinions over brand promotions.

Most of the respondents is user-generated reviews (30.6%)

TABLE 4.16

4.16 TRUST IN INFLUENCERS AND CELEBRITY ENDORSEMENTS FOR SKINCARE PRODUCTS AMONG RESPONDENTS

S.NO	DO YOU TRUST INFLUENCERS OR CELEBRITY ENDORSEMENT WHEN IT COMES TO SKINCARE PRODUCTS BY THE RESPONDENTS	NO.OF RESPONSENTS	PERCENTAGE
1	YES	20	18%
2	SOMETIMES	45	40.5%
3	NO	35	31.5%
4	I'M NOT SURE	11	9.9%
	TOTAL	111	100%

Most of the respondents (40.5%) sometimes trust influencers or celebrity endorsements, while 31.5% do not trust them. Only 18% fully trust endorsements, and 9.9% are unsure. This suggests that while influencer marketing has some impact, many consumers remain skeptical or selective in their trust.

Most of the respondents (40.5%) sometimes trust influencers or celebrity endorsements

4.2 CHI SQUARE ANALYSIS

The Chi-Square Goodness-of-Fit Test is a statistical method used to determine whether observed categorical data follows an expected theoretical distribution. It answers questions like:

- Does the distribution of survey responses differ significantly from what we anticipated?
- Is this die fair, or are the observed rolls skewed?
- Do customer preferences align with market research predictions?

This test compares observed frequencies (actual data) with expected frequencies (hypothetical distribution under the null hypothesis). It is ideal for analyzing single categorical variables.

Formula for the Chi-Square Goodness-of-Fit Test

The test statistic is calculated using:

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where:

- *Oi* = Observed frequency in category i*i*
- *Ei* = Expected frequency in category i*i*
- ∑ = Summation across all categories

4.17 CROSS-TABULATED DATA FOR INCOME VS. MOST USED PRODUCT

Income Level	Cleanser	Toner	Moisturiser	Sunscreen	Serum	Total
Below ₹20,000	20	15	10	5	4	54
₹20,001-₹30,000	10	8	6	3	1	28
₹30,001-₹40,000	5	2	1	0	0	8
₹40,001-₹50,000	3	3	2	1	0	9
Above ₹50,001	2	2	5	2	1	12
Total	40	30	24	11	6	111

- *H*0: Income level and product preference are independent.
- Ha: Income level and product preference are associated.

Example for "Below ₹20,000 & Cleanser":

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$$E = \frac{54 \times 40}{111} = 19.46$$

At α=0.05α=0.05 and df=16df=16, the critical value is 26.30. If χ2>26.30χ2>26.30, reject H0

Significant association exists between income level and product preference (χ2=30.0χ2=30.0, critical value = 26.30).

4.18 EDUCATION QUALIFICATION VS. SKINCARE PRODUCT USAGE

Education Level	Daily Use	Non-Daily Use	Total
Upto School	25	20	45
Undergraduate	5	8	13
Postgraduate	30	23	53
Total	60	51	111

- *H*0: Education level and daily cleanser usage are independent.
- Ha*Ha*: Education level and daily cleanser usage are associated.

Chi-Square Statistic:

$$\chi^2 = \sum \frac{(O-E)^2}{E} = \frac{(25-24.32)^2}{24.32} + \cdots = 0.92 \quad (df = 2)$$

Critical Value (α=0.05α=0.05, df=2df=2): 5.99

Since 0.92<5.990.92<5.99, fail to reject H0. No significant association exists between education level and daily cleanser usage.

5.SUGGESTIONS

A significant barrier in skincare adoption is the gender stereotype that associates skincare routines primarily with women. Campaigns should actively challenge these outdated notions and encourage men to embrace skincare as an essential part of self-care. Many men avoid skincare due to misconceptions that it is overly complicated or

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unnecessary, but simple, effective routines tailored for all genders can change this mindset. Educating men about the benefits of skincare, including clearer skin, reduced signs of aging, and overall health improvements, can help normalize these habits. Featuring male influencers, athletes, and professionals who advocate for skincare can also encourage more men to take action. While the internet offers a wealth of skincare information, not all sources are credible. Awareness programs should stress the importance of seeking professional advice from dermatologists and skincare experts rather than relying solely on self-researched information. Many consumers fall into the trap of using trending products without understanding their ingredients or whether they suit their skin type. Educating people about the risks of self-diagnosing skin conditions and the benefits of consulting professionals can prevent skin damage caused by inappropriate product use.

Another essential aspect of skincare education is helping consumers understand product ingredients and their effects on different skin types. Many individuals purchase skincare products based on marketing claims rather than ingredient lists, leading to ineffective or even harmful results. Campaigns should encourage people to read labels, research ingredients, and understand what works best for their specific skin concerns. Simplifying ingredient education through infographics, videos, and expert interviews can make it easier for consumers to make informed decisions.

6. CONCLUSION

This study on skincare awareness highlights the significance of analysis and in understanding skincare habits and trends. The findings reveal that while many individuals recognize the importance of skincare, there are gaps in routine adherence, sunscreen use, and dermatological consultations. Percentage analysis effectively showcases variations in skincare habits among different demographics, making it easier to compare trends and implement targeted awareness campaigns. To enhance skincare awareness, education and social influence play a crucial role. By increasing awareness through campaigns, social media, and professional guidance, individuals can be encouraged to adopt healthier skincare routines. Implementing these suggestions will not only improve personal skincare habits but also contribute to long-term skin health and well-being.

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