

TO STUDY THE NECESSITY OF BRINGING TOGETHER COSMETIC RESEARCH, EXPERIENCE, AND INSTITUTIONS: A CASE OF KORAMANGALA; BANGALOREAysha Misna¹,Ar.Gopika Krishnakumar²¹. UG student, Department of Architecture, Global Institute of Architecture, Kerala, India²Assistant Professor Department of Architecture, Global Institute of Architecture, Kerala, India**ABSTRACT**

This research paper delves into the pivotal question of whether amalgamating cosmetic research, experience centers, and educational institutions is essential for fostering innovation and advancement in the cosmetics industry. Focused on the vibrant landscape of Bangalore's Koramangala area, this case study explores the synergistic potential of creating a dynamic ecosystem where cosmetic research, experiential marketing, and academia converge.

The cosmetics industry, marked by its ever-evolving trends and consumer demands, requires constant innovation and consumer engagement. In recent years, experience centers have emerged as a strategic platform to bridge the gap between cosmetic products and consumers. Additionally, research and development in cosmetics are essential for staying competitive in the market. Furthermore, educational institutions play a crucial role in nurturing talent and expertise.

This study employs a multi-faceted research approach, including surveys, interviews, and data analysis, to evaluate the impact of co-locating cosmetic research facilities, experience centers, and institutions within the Koramangala area. By assessing the perspectives of industry experts, consumers, and academic stakeholders, this research aims to uncover the advantages, challenges, and potential solutions for creating a cohesive ecosystem.

The findings of this research illuminate the potential benefits of synergy among these elements, such as accelerated product development, enhanced consumer engagement, and the creation of a talent pipeline. However, it also highlights the challenges and complexities involved in integrating these domains, including regulatory considerations and infrastructure constraints.

Ultimately, this research paper serves as a comprehensive exploration of the necessity of bringing together cosmetic research, experience centers, and institutions in an urban context like Bangalore's Koramangala area. It contributes valuable insights to industry practitioners, policymakers, and academics interested in fostering innovation and sustainability within the cosmetics sector.

Keywords:

Research, institute, experience, cosmetics

INTRODUCTION

A "cosmetic" is any substance used to clean, improve or change the complexion, skin, hair, nails or teeth. Cosmetics include beauty preparations (make-up, perfume, skin cream, nail polish) and grooming aids (soap, shampoo, shaving cream, deodorant).

Specifically, there are seven categories of cosmetics and personal care products - oral care, skin care, sun care, hair care, decorative cosmetics, body care and perfumes.

The cosmetics industry is booming today. According to a report, the market of global cosmetics products was valued at around USD 532 billion in 2017 and is expected to reach USD 863 billion approximately in 2024. Personal care and beauty product sales are on the rise and the projection is estimated to register a growth from 3.5 to 4.5% between 2015 and 2020. It is expected to reach USD 500 billion by 2020. This data shows the chances of cosmetic companies to flourish with

their thoroughly researched and enhanced product range. (petruzzi, 2022)

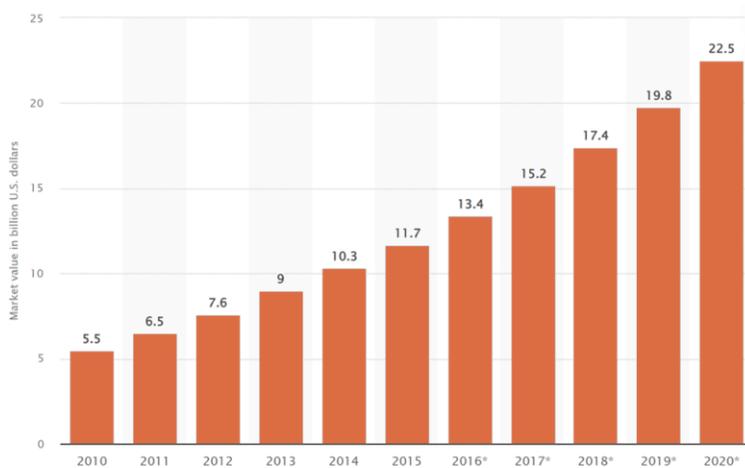


Figure 1 COSMETICS MARKET GROWTH

THE IMPORTANCE OF COSMETICS TODAY

Cosmetics are used to enhance your appearance. Makeup has been around for many centuries. The first known people who used cosmetics to enhance their beauty were the Egyptians. Makeup those days was just simple eye coloring or some material for the body. Now-a-days makeup plays an important role for both men and women.

Cosmetics can be produced in the organic and hypoallergenic form to meet the demands of users. Makeup is used as a beauty aid to help build up the self-esteem and confidence of an individual. The importance of cosmetics has increased as many people want to stay young and attractive. Cosmetic creams serve as a skin food for hard, dry and chapped skin. It mainly lubricates, softens and removes unwanted dirt from the skin. Some popular fat creams that are used include Vaseline and Lanolin. Dry creams are used in the manufacture of soap and gelatine which is used as a base for the skin. Hair care has become one of the fastest developing markets in the beauty industry.

Some professions, like the show business industry, focus on the importance of the outer appearance. Many personalities and artists have utilized makeup to beat the harsh lights and the glare of camera flashes.

This is a great achievement because earlier make up and sun protection could not blend together. The Importance of Cosmetics Today Cosmetics help to enhance our appearance and make us feel more confident. With more cosmetics on the market today than ever before, it becomes obvious to us that they play a great role in our everyday life.

AIM

To study the scope of Cosmetic research, experience, and institutions play an important role in the design of cosmetic products in India: A case of Koramangala; Bangalore.

OBJECTIVE

- To provide innovative advancement in the cosmetic industry
- To provide requirements of consumers for personal care products vary according to location, temperature, type of skin and hair, preference of fragrance, and many other aspects.
- Match consumer's ever-changing expectations
- To provide consumer with the best experience of products, their quality and benefits and to visually experience the making process of the products.

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SCOPE

The cosmetics industry is booming today. According to a report, the market of global cosmetics products was valued at around USD 532 billion in 2017 and is expected to reach USD 863 billion approximately in 2024.

People are moving to products with less chemicals and more in to natural organic products, therefore people would actually get interested in experiencing the processes involved.

Structured and purposeful research and development allow the cosmetics industry to develop new and improved products. The cosmetic industry is a scientifically-driven industry based on constant innovation and product development through Research & Development.

There are 4,416 Cosmetic & Beauty Products Manufacturing businesses in the US as of 2023, an increase of 4.7% from 2022

R&D helps in catering the latest market to a great extent and can be taken on hand for significant reasons:

- To harmonize with the biology of different hair, skin, teeth etc.
- To suffice the dermatological characteristics of people
Improve product performance
- Make them safer to use
- Match consumers ever-changing expectations
- Fulfil beauty aspirations
- Reduce environmental impacts
- For continuous industrial innovations
- For Scientific advancements
- Make diverse and tailored products specific to gender, age, ethnicity, geographical climate, lifestyle, health, well-being and religious beliefs
- Create multi-functional products to provide value for money to the users
- Be different than the competitive brands in the market
- Due to shifting trends and fashion sense
- To make products cost-effective
- Increase the effectiveness of the products
- Show commitment towards consumer's wellbeing
- Cater mass market or specific groups

LIMITATION

• Small sample sizes: Cosmetic research studies often involve a small number of participants, which can limit the generalizability of the findings to a broader population.

• Short study durations: Cosmetic research studies are often short in duration, which can make it difficult to assess the long-term effects of cosmetic products.

• Lack of diversity: Participants in cosmetic research studies may not be representative of the general population, as they may not include a diverse range of skin types, ages, genders, and ethnicities.

• Placebo effect: Participants in cosmetic research studies may experience a placebo effect, where they believe a product is working even if it is not, which can lead to inaccurate results.

- **Conflict of interest:** Cosmetic research studies may be sponsored by companies that have a vested interest in the outcome, which can bias the results.
- **Lack of regulation:** The cosmetic industry is not as tightly regulated as the pharmaceutical industry, which can lead to inconsistencies

EFFECTS OF CLIMATE CHANGE

Extreme weather conditions and drastic changes in climate can effects human skin.

Climate change can lead to increased UV radiation and environmental pollutants that cause free radical damage, compounding the effects of sun exposure. Air pollution increases oxidative stress in the skin and results in or worsens premature skin aging.

The new cells produced in the basal layer of the epidermis are exposed to less radiation in the winter and thus have less pigment making them lighter in color. This gradual change in skin cells is responsible for lighter winter skin colors.

“Extreme weather conditions can lead to all sorts of problems, from dehydration to sunburn,”

A four degree rise in ambient temperature could trigger an 11 percent increase in skin cancer cases

However, climate change could make a more immediate impact on our skin. Human habits and material manufacturing contribute to the thinning of the ozone, which will increase the amount of UV rays that reach the surface, causing a spike in skin cancer cases, but also a domino effect of other issues.

INDIA COSMETIC INDUSTRY: EVOLUTION

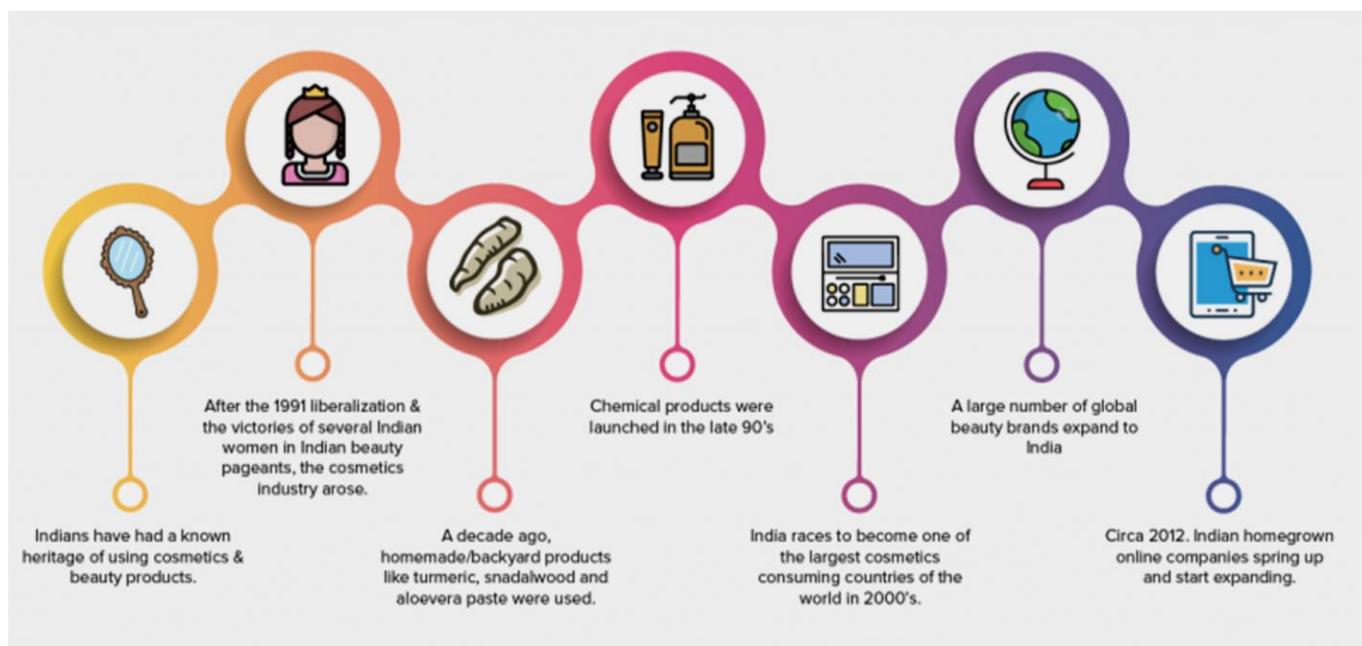


Figure 2 evolution of cosmetic industry in India

What is the importance of research and development in cosmetic industry?

Structured and purposeful research and development allow the cosmetics industry to develop new and improved products. The resultant products after a thorough R&D are more beneficial to its consumers and that is what makes them brand

loyal.

-To harmonize with the biology of different hair, skin, teeth etc.

-Make diverse and tailored products specific to gender, age, ethnicity, geographical climate, lifestyle, health, well-being and religious beliefs

-Create multi-functional products to provide value for money to the users

Safety: Cosmetic products are used by millions of people every day, so it is important to ensure that they are safe for use.

Cosmetic research helps to identify any potential health risks associated with cosmetic products, such as allergic reactions or long-term health effects.

Efficacy: Consumers expect cosmetic products to work as advertised, so it is important to test and verify their efficacy through research. This helps to ensure that consumers get the desired results from the products they purchase.

Innovation: Cosmetic research is important for driving innovation in the industry. It allows companies to develop new products and formulations that meet consumer needs and preferences, and to improve existing products.

Sustainability: Cosmetic research can also contribute to the development of more sustainable and environmentally friendly products. This includes the use of natural ingredients, reducing waste and packaging, and adopting more eco-friendly manufacturing processes.

Overall, cosmetic research is essential for ensuring the safety and effectiveness of cosmetic products, driving innovation, and promoting sustainability in the industry.

GLOBAL COSMETICS STATICS AS OF 2021

The global cosmetic market is expected to reach \$805 billion by 2023, with a compound annual growth rate (CAGR) of 7.9%.

Skincare products make up the largest segment of the global cosmetic market, accounting for over 40% of the market share.

Asia-Pacific is the largest cosmetic market, accounting for over 37% of the global market share. Europe and North America are the second and third largest markets, respectively.

In terms of consumer age groups, the 25-44 age group is the largest market for cosmetics, accounting for over 40% of the market share.

The COVID-19 pandemic had a significant impact on the cosmetic industry in 2020, with sales declining in many regions due to store closures and decreased consumer spending. However, the market is expected to rebound in the coming years.

The trend towards natural and organic cosmetics is growing, with consumers becoming more conscious of the ingredients in their products and the impact they have on the environment.

(research, 2022)

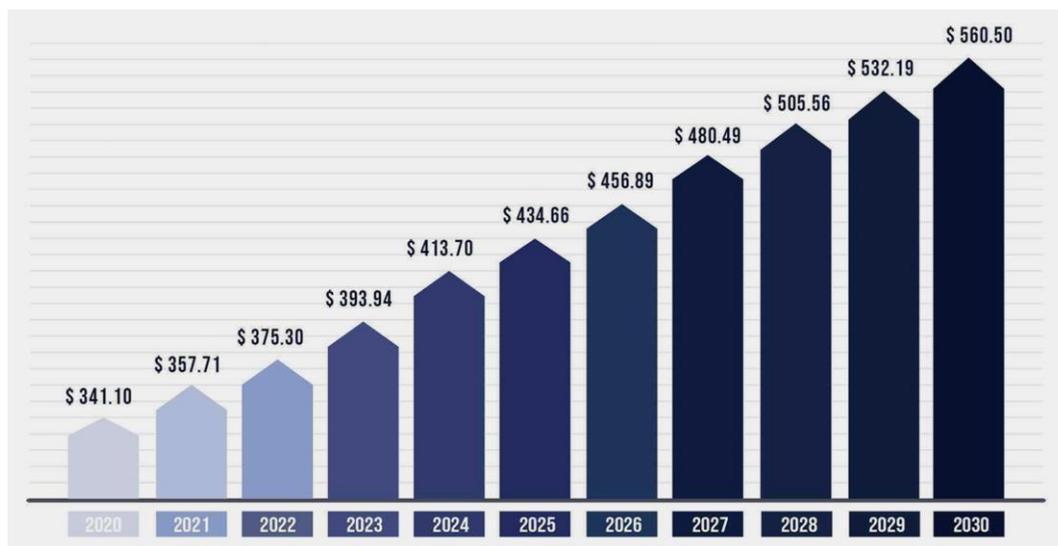


Figure 3 cosmetics market size 2021 - 2030 (USD Billion)

COSMETICS INDUSTRY IN INDIA

The Indian cosmetics market is expected to reach \$20 billion by 2025, with a compound annual growth rate (CAGR) of 6%. Skin care products are the largest segment in the Indian cosmetics market, accounting for approximately 37% of the market share.

The hair care segment is the second largest, accounting for approximately 23% of the market share.

Makeup and fragrances are also growing segments, with a CAGR of 16% and 14%, respectively.

Online sales of cosmetics in India have been growing rapidly, with a CAGR of 25% from 2016 to 2020

Overall, the Indian cosmetics industry is a growing market, with a focus on natural and organic products, premiumization, and online sales. Skin care and hair care products continue to dominate the market, but makeup and fragrances are also seeing significant growth.

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Market forecast to grow at a CAGR of 6.3%

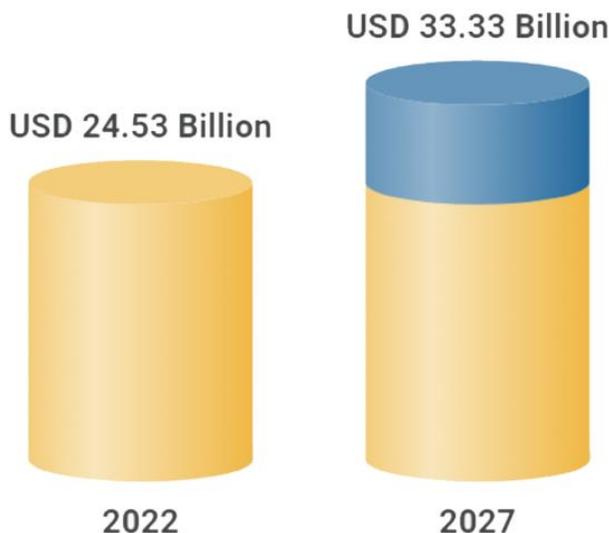


Figure 4 Indian beauty and personal care market

(Market, India Beauty and Personal Care Market is Projected to Register a CAGR of 6.32%, in Terms of Value, Between 2022 & 2027)

The New York Times

Many Personal Care Products Contain Harmful Chemicals. Here's What to Do About It.



Every day, we use soaps, lotions, deodorants, hair products and cosmetics on various parts of our bodies. But in recent years, an increasing number of reports have raised concerns about many of them. Researchers have found dangerous levels of mercury in skin lightening and anti-aging creams; they've linked chemicals in hair dyes and straighteners to breast and uterine cancer; they've traced fragrances in soaps and shampoos to poor semen quality and fertility issues. Most American children are also exposed to toxic chemicals – from a wide variety of sources – that may be a cause of learning and developmental disorders, obesity and asthma.

Figure 6 news paper- issues of cosmetics

EDITION: IN THE TIMES OF INDIA

One in six households in India have experienced an allergic reaction due to cosmetics: Survey



One in four households in India have faced issues with cosmetics they purchased in the last three years while 1 in 6 have had family members who experienced allergic reaction or severe ailment due to cosmetics, revealed a survey conducted by LocalCircles.

On an aggregate basis, 25% of households have had issues with cosmetics they purchased in the last 3 years, of which 15% faced an allergic reaction or severe ailment.

Figure 7 News paper- issues of cosmetics

IMPORTANCE OF COSMETICS EXPERIENCE

The cosmetic industry has seen significant growth in recent years, with new products and brands entering the market regularly. With so many options available, consumers often face difficulty in choosing the right products for their needs. A cosmetic experience centre can help address this problem by providing an immersive, interactive, and educational environment for consumers to learn about and try different products.

Reasons why a cosmetic experience centre can be valuable:

-Personalized Experience: A cosmetic experience centre can provide a personalized experience for consumers, helping them to understand their unique skin type, concerns, and preferences. This can help consumers choose the right products for their specific needs, leading to greater satisfaction and repeat business.

-Education: A cosmetic experience centre can educate consumers about the science behind cosmetic products, the benefits of different ingredients, and the proper application techniques. This can help consumers make informed decisions and better understand the products they are purchasing.

-Brand Awareness: A cosmetic experience centre can help brands differentiate themselves from their competitors and increase brand awareness. By providing a memorable and engaging experience, consumers are more likely to remember the brand and its products.

-Testing and Sampling: A cosmetic experience centre can provide consumers with the opportunity to test and sample different products in a safe and hygienic environment. This can help consumers make informed purchasing decisions and reduce the risk of dissatisfaction.

-Customer Loyalty: By providing a positive and memorable experience, a cosmetic experience centre can help to build customer loyalty and repeat business. This can help brands to maintain a competitive edge in the market.

(Ltd., 2019)

FEASIBLE COURSES IN COSMETICS IN INDIA

Diploma in Cosmetic Science: This is a comprehensive course that covers the science of cosmetics, including formulation, production, and testing. It provides a strong foundation in cosmetic chemistry, product development, and regulatory requirements.

Diploma in Beauty Therapy: This course provides a broad overview of the beauty industry, covering topics such as skin care, hair care, nail care, and body treatments. It includes practical training in beauty techniques, customer service, and business management.

Certificate in Cosmetic Marketing: This course focuses on the business side of the cosmetics industry, including market research, branding, advertising, and sales. It is designed for those pursuing a career in marketing, sales, or management in the cosmetics industry.

Certificate in Natural and Organic Skincare: This course focuses on the growing trend of natural and organic cosmetics. It covers topics such as natural ingredients, product formulation, and marketing. It is designed for those interested in developing and selling natural and organic skincare products.

Certificate in Fragrance Creation: This course provides training in the art and science of fragrance creation, including the history of perfume, fragrance formulation, and sensory evaluation.

Cosmetic research, experience, and institutions play an important role in the design of cosmetic products. Reasons why they come together:

COSMETIC RESEARCH, EXPERIENCE, AND INSTITUTIONS PLAY AN IMPORTANT ROLE IN THE DESIGN OF COSMETIC PRODUCTS.

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Reasons why they come together:

Experience guides the design: Consumer experience is a critical factor in the design of cosmetic products. By understanding consumer preferences, habits, and needs, cosmetic companies can design products that meet their expectations and deliver a positive experience.

Institutions ensure safety and compliance: Regulatory institutions play a critical role in ensuring the safety and compliance of cosmetic products. They set guidelines and standards for product formulation, labeling, and testing, and ensure that products meet these requirements before they are marketed to consumers.

Industry collaboration: Cosmetic institutions foster collaboration between academia and industry partners, which helps to accelerate innovation and development in the cosmetic industry. By bringing together researchers, industry leaders, and other stakeholders, cosmetic institutions create networking and knowledge-sharing opportunities.

By bringing together research, experience, and institutions, cosmetic companies can design products that are safe, effective, and meet consumer needs and expectations. This helps to ensure the success of the product in the market and builds trust and loyalty with consumers.

(Parmar, 2019)

FINDINGS

Bengaluru is one of the fastest-growing cities in India and has emerged as a hub for the cosmetics industry.

Bengaluru has a large pool of highly skilled professionals in the fields of science, technology, and engineering. This talent pool can be leveraged to drive innovation and development in the cosmetics industry, through research and development activities, testing and analysis, and product formulation.

Growing consumer market: The cosmetics industry in India is rapidly growing, with a large and diverse consumer market. Bengaluru is home to a growing urban population, including a large number of young people who are interested in trying new and innovative cosmetic products.

Collaborative opportunities: Bengaluru is known for its collaborative and entrepreneurial spirit. Cosmetic research and experience centers in Bengaluru can provide opportunities for collaboration between industry partners, academia, and other stakeholders, which can help to accelerate innovation and development in the cosmetics industry.

Regulatory compliance is an essential aspect of the cosmetics industry, and cosmetic research and experience centers in Bengaluru can provide guidance and support to companies to ensure that their products meet regulatory requirements and are safe for consumer use.

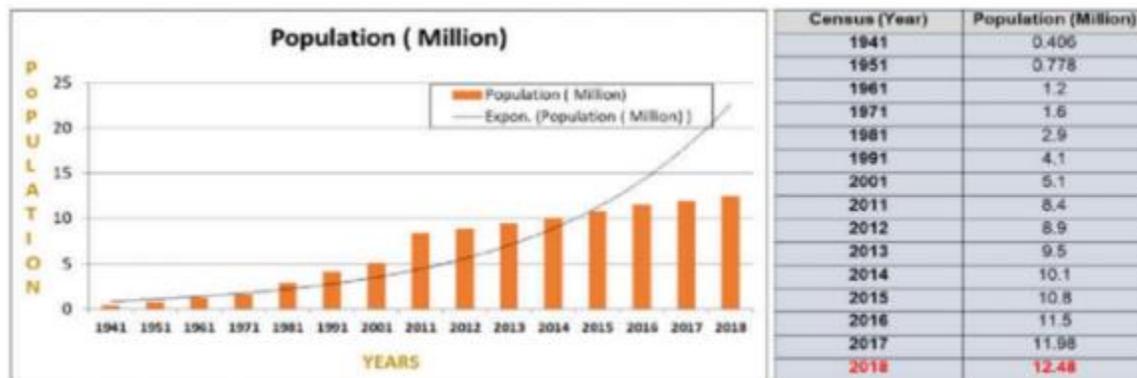


Figure 9 Population graph

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CONCLUSION

Koramangala is a well-known residential and commercial hub in Bengaluru, with a growing population and a diverse consumer market.

Reasons why there is a need for a cosmetic research and experience center in Koramangala:

Proximity to industry: Koramangala is home to several established and emerging cosmetic companies. A research and experience center in the area can help these companies stay competitive by providing access to the latest research and technology, consumer insights, and regulatory compliance support.

Consumer insights: Koramangala has a diverse consumer market, including young professionals, students, and families.

Collaborative opportunities: Koramangala is known for its vibrant entrepreneurial and startup ecosystem. A research and experience center in the area can provide opportunities for collaboration between industry partners, academia, and other stakeholders, which can help to accelerate innovation and development in the cosmetics industry.

Education and training: Koramangala is home to several educational institutions and training centers. A research and experience center in the area can partner with these institutions to provide education and training programs for individuals who want to enter or upgrade their skills in the cosmetics industry.

Employment opportunities: A research and experience center in Koramangala can create employment opportunities for skilled professionals in the areas of research and development, product formulation, testing and analysis, and marketing. (Varshney, 2012)

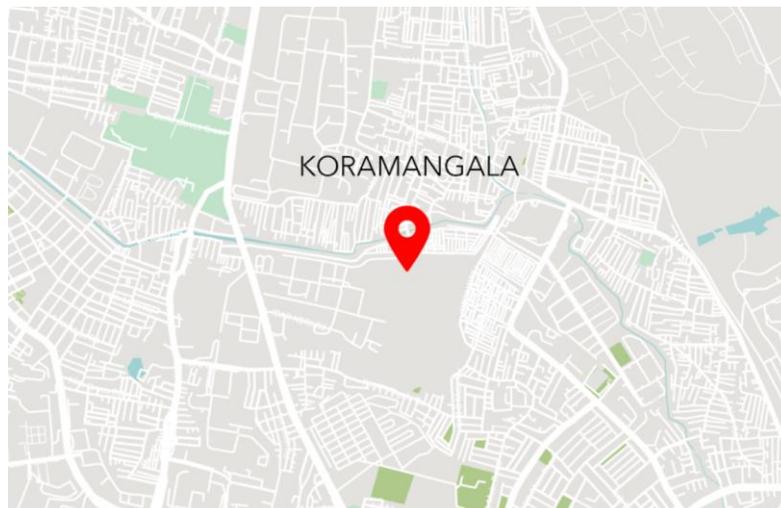


Figure 8 Koramangala Map

Therefore, providing cosmetic research; academic and shopping collaboration is best in Bangalore; India.

Providing the below courses in Bangalore shall enhance the industry by addressing the people socially; economically and environmentally.

- Diploma in Cosmetic Science
- Diploma in Beauty Therapy
- Certificate in Cosmetic Marketing
- Certificate in Natural and Organic Skincare

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- Certificate in Fragrance Creation

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