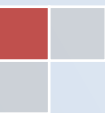




**“A Study on Factors Affecting
Consumers Preferences for
Purchasing a Skincare Product”**



Internship Report

Submitted To:

Mr. Shamim Ehsanul Haque

Senior Lecturer

BRAC Business School

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Submitted By:

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Date of Submission- 25th August 2013

Letter of Transmittal

August 25th, 2013

To,

Mr. Shamim Ehsanul Haque

Senior Lecturer

BRAC Business School

BRAC University

Sub: Submission of Internship Report

Dear Sir,

I am here by submitting my Internship Report, which is a part of the BBA Program curriculum. It is great achievement to work under your active supervision.

I am pleased to submit my Internship Report on “Factors affecting Consumer’s Preferences for Purchasing Skincare Products”. This project gave me both academic and practical exposures. First of all I learned about the organizational culture of a prominent pharmaceutical organization of the country. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

I have prepared the report through working with my supervisor (at GSK) and consulting with you. I am submitting my internship report and I will be grateful enough if you kindly accept my report.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely,

Zohora Kabir

ID: 09204052

Acknowledgment

First of all, I wish to express my gratitude to the almighty ALLAH for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time.

I would like to express my gratitude to my internship instructor, Mr. Shamim Ehsanul Haque for his kind support and instruction for making this report more meaningful.

I am personally indebted to some people who really assisted me in my endeavor. First, I would like to thank my supervisor at GlaxoSmithKline, Mr. A.M Shoheb, Product Manager, for his continuous assistance and guidance in completing the report.

I would also like to thank Taslima Chowdhury Mumu and Sarah Reza Khan, Business Associate of GSK for their immense help, support and most importantly for believing in me and my capabilities.

I would also like to thank all the staffs of GSK and my intern colleagues for their nice cooperation during my internship. Also, like to thank my friends who helped on designing the report.

Finally, I would like to show my gratitude to my loving parents for their loyal support for helping me to continue my internship program and completing the report as well.

Executive Summary

GlaxoSmithKline (GSK) is the world leading research-based pharmaceutical company with a powerful combination of skills and resources to provide a platform for delivering strong growth in today's rapidly changing health care environment. GSK is the product of a number of mergers and acquisitions. The merger made GSK the world's number one pharmaceutical company.

GlaxoSmithKline have different types of products. Stiefel, a GSK company, is improving the quality of life for those affected by skin conditions around the world. Stiefel has both prescribed and consumer products. GSK is trying to reach the products towards consumers. Till now the consumers only buy these products when it is prescribed by doctors otherwise they don't buy this. The quality of these products are very high quality and expensive. It can be used by any general consumers who are facing acne, sunburn or dry-skin problem. Hence, in this report I tried to analyze the market demand of consumers for skincare products and most importantly to know the influential factors that affect consumers while purchase any skincare products. Most of the people are not aware about these products. However, awareness should be created to make people know about the usefulness of these Skin products. The Stiefel products are very much effective and a person can use this on daily basis and get rid from the problems. Stiefel products have been launched in the market many years ago but as the products are non-prescribed consumer products GSK is trying to make the consumers aware about the products. So, this report is prepared to develop the marketing strategy for this product. Proper steps should be taken to market the products so that it can grab the consumers' attention and hold a strong position in the market.

My internship report is on **“factors that affect consumer's preferences for purchasing skincare products”**. This report is designed in six major chapters. Initially the opening words about the report were described in the first segment titled “Introduction”. The next segment “Overview of GalxoSmithKline” contains the history of GlaxoSmithKline Bangladesh Ltd, and Organizational structure. Next two chapters are on my intern experience and the project part. In chapter four I have briefly described the findings and analysis of my survey. At the end I have given conclusion and recommendation.

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Chapter-1

Introduction of the Study

1.1 Introduction

Market research is an important factor to get advantage over competitors. It provides significant information to identify and analyze the market need, market size and competition. This project is based on market research on the factors affecting consumer's preferences for purchasing any skincare products of GlaxoSmithKline, a pharmaceutical company, and its promotional activities and how more awareness can be created for the product in a most effective communicating way.

Pharmaceutical Industry is one of the highly sophisticated industries in Bangladesh which has been uncovered to rapid change and made a revolution in Bangladesh by maintaining high technology and a world class standard in quality. These industries have a major commitment to the society than any other industries as it is involved with the manufacturing of life saving drugs. GlaxoSmithKline Bangladesh Limited is a fast growing, trusted, and emerging pharmaceutical that develops, manufactures, markets and distributes quality assured best in class pharmaceutical products in Bangladesh. GSK is trying to improve the quality of human life by enabling people to do more, feel better, live longer. The company's principal activities include secondary manufacturing of pharmaceutical products and marketing of vaccines, pharmaceutical healthcare products and health food drinks. In addition it is a leader in the important areas of vaccines and is growing portfolio of oncology products. GSK supplies products to 140 global markets and has over 100,000 employees worldwide. GSK has 180 manufacturing site in 41 countries.

GlaxoSmithKline is one of the leading multinational companies in the world. Their marketing and promotional activities are different from others. Stiefel, a GSK company, has prescribed and non-prescribed products. However, GSK is trying to make different promotional activities to make the consumer more aware about the non-prescribed skin care products. GSK has taken different policy for consumer awareness. Their promotional activities are divided in three categories- For Doctor, Chemist and for final consumer.

1.2 Origin of the Report

Internship Program of BRAC University is a Post-Graduation requirement for the BBA students. This study is a partial requirement of the Internship program of BBA curriculum at the BRAC University. The main purpose of internship program is to get the students exposed to the job world. Being an intern, the main challenge is to translate the theoretical concepts into real life experience.

The internship program and the study have following purposes-

- ✓ To get and organize detail knowledge on the job responsibilities.
- ✓ To experience the real business world.
- ✓ To compare the real scenario with the lessons learned in BRAC University.
- ✓ To fulfill the requirement of BBA Program.

This report is the result of three months long internship program conducted in GlaxoSmithKline Bangladesh Limited and is prepared as a requirement for the completion of the BBA program of BRAC University. As a result I need to submit this report based on the “Factors affecting consumer’s preferences for purchasing skin care products”. This report also includes information on the products and services of GlaxoSmithKline Bangladesh Limited, the overview of the organization.

1.3 Objective of the Study

1.3.1. General Objective

The general objective of this section is to gain knowledge about the company and its current functions and also analyze consumer preference for purchasing skin care products.

1.3.2 Specific Objective

More specifically, this study entails the following aspects:

- ✚ To analyze present market for skincare product.
- ✚ To identify effectiveness of the promotional activities for skincare products.
- ✚ To recommend ways to improve performance level of the promotional activities.
- ✚ To have a consumer opinion about the GSK-Stiefel products.
- ✚ To identify the promotional strategy for different level of consumer.
- ✚ Doing survey and finding the consumer demand of the products.
- ✚ Create Awareness among consumer about the products.

1.4 Scope of the Study

The scope of the study is basically limited to the analysis of the present market for skincare product and consumer preference for purchasing skin care products. Scope in this section is very broad to analyze, as information is quite available. Humanresource department is the major scope while doing this study and also the website has helpedme a lot to collect data.

1.5 Methodology

To make the report more meaningful and presentable, two sources of data and information are used widely. Both primary and secondary data sources are used to prepare this report. There are some records collected from various resources of the company. I also attend some outlets survey for data collection.

1.5.1 Selection of the Topic

My supervisor assigned the topic of the study. Before the topic was assigned it was thoroughly discussed so that, a well-organized internship report can be prepared.

1.5.2 Sources of Data

To carry out the study both primary and secondary data were used.

1.5.2.1 Primary Sources

- ✚ Open ended and close ended questionnaire to respondent.
- ✚ Personal discussions with consumer.
- ✚ Personal observation.

1.5.2.2 Secondary Sources

- ✚ Desk report of related department.
- ✚ GSK website.
- ✚ Annual report

1.5.3 Data Collection

In this report primary data is collected by conducting a survey on 200 people. The questionnaire is attached in the report in the Appendix. The survey helped me in both deriving the information and also explaining the condition of customers. Secondary data was collected from GSK websites and other related websites and documents.

1.5.4 Classification, Analysis, Interpretations and Presentation of Data

With the help of SPSS I have analyzed the data and interpreted those data. Some diagrams and tables are used in this report for analyzing the collected data and to explain certain concepts and findings more clearly. With the help of SPSS and Microsoft excel I derived the diagrams and tables.

Moreover, collected data are analyzed more precisely. Hypothesis is also developed to get the accurate result of the research.

1.5.5 Findings of the Study

The collected data were analyzed well and were pointed out and shown as findings at the end.

1.5.6 Final Report Preparation

The final report is prepared after some valuable suggestions and my honorable advisor gave corrections.

1.6 Limitations of the Study

While doing this part, there were many limitations. Still, I tried to overcome those limitations. Information about the current market growth was hard to get. Duration of my work was only three months. But this period of time is not enough for a complete and clear study. Because of limitation of information some assumptions were difficult to make. Although there were many limitations I tried to give my best effort to furnish the report.

1.7 Literature Review

Many research studies have conducted to evaluate the attitude and activities of consumers while purchasing any skincare products. This research will help to analyze the factors that influence consumers' before purchase a skin care product. This research will help researcher to prepare an applicable marketing opportunity plan for the new skin care product.

Consumers represent the starting point for all marketing activities. In one of the pioneer formal studies, Philip Kotler (1931) discovered that the base for effective marketing and selling comes from understanding the target group's needs and wants as well as the marketplace within which the company operates. Consumer behavior can be defined as the study of the activities involved when people select, purchase, use or dispose of products to satisfy their needs. It includes all the issues that have effect on the buyer before, during and after a purchase. Theories want to find

answers to the questions who, how, when, from where and especially, why people buy specific products.

Katz and Lazarsfeld (1955) discovered that, word of mouth is the most important source of influence, in the purchase of household goods and skincare products. It was seven times as effective as newspapers and magazines, four times as effective as personal selling and twice as effective as radio advertising in influencing consumers to switch brands. Many other studies conducted in the 1960s and early 1970s also demonstrated the continued importance of interpersonal influence (Brown & Reingen, 1987). A consumer may recommend a product to a friend out of goodwill and a desire to help as a result of his or her positive consumption experience with the product.

By examining how the skin care products usage to the consumers determined that companies can improve their marketing strategies to enhance customer satisfaction and increase their customer base. Moreover, by identifying the brand personalities that attract consumers, companies can pinpoint the characteristics that customers look for in a product, which in turn can be used to enhance brand image. Wysong, S. (2002) found that brand personality perceptions varied based on consumers' enduring involvement with beer products. According to Hill, A. (2011), packaging plays an important role in case of displaying a brand. Hill believes that it is typically the first thing a consumer interacts with in a brand experience. In fact, packaging can be the sole influencer in a consumer's purchase decision.

So, it can be said that this research will help the skin care companies' to understand the changing environment in the industry as it can actually influence the purchase decision, as of now there are many points of purchases in the current skin care market.

Chapter-2

Organizational Overview

2.1 Name of Organization

The present day GlaxoSmithKline is the product of mergers, acquisitions and strategic alliances over the years. Therefore, it is necessary to focus on the histories of different major companies that combine to form the present day GlaxoSmithKline.

2.1.1 Background of GlaxoSmithKline

GlaxoSmithKline (GSK) is a world's leading research-based pharmaceutical company with a powerful combination of skills and resources that provides a platform for delivering strong growth in today's rapidly changing healthcare environment. GSK has leadership in four major therapeutic areas—anti-infectives, central nervous system (CNS) and respiratory & gastro-intestinal/metabolic. In addition, it is a leader in the important areas of vaccines and has a growing portfolio of oncology products. GSK supplies products to 140 global markets and has over 100,000 employees worldwide. GSK has 180 manufacturing sites in 41 countries.

2.1.2 Creation of GlaxoSmithKline-History

The creation of GlaxoSmithKline is shown below with a diagram—



2.2 GlaxoSmithKline- Mission, Strategic Intent & Spirit

2.2.1 Mission

The mission statement of the business- “ Our global quest is to improve the quality of human life by enabling people to do more, feel better and live longer”

2.2.2 Strategic Intent

Our strategic intent states our business goal – “We want to become the indisputable leader in our industry.”

2.2.3 Spirit

“Our company spirit describes how we need to behave if we are to achieve our goal” –We undertake our quest with the enthusiasm of entrepreneurs, excited by the constant search for.

2.2.4 Vision

Becoming the undisputed leader in the industry means conquering the challenges that will be face as an industry and as a global society.

2.2.5 Quality Statement

Quality is at the heart of everything we do- from the discovery of the molecule through product development, manufacture, supply and sale- and vital to all the services that support our business performance.

2.3 Product and Service Offering

As a more than a century old R&D pharmaceutical and healthcare company GSK’s productportfolio spreads across key therapy areas benefiting millions of lives across the globe. Morethan 1300 prescriptions are written every minute for GSK products. GSK products focus ondifferent therapeutic areas such as- Anti-bacterial, Respiratory, Cough & Cold preps, Dermatology, Gastro-intestinal,

vitamin, vaccines for Hepatitis A & B, Typhoid, Chicken Pox, Measles, Mumps as well as cervical cancer and others.

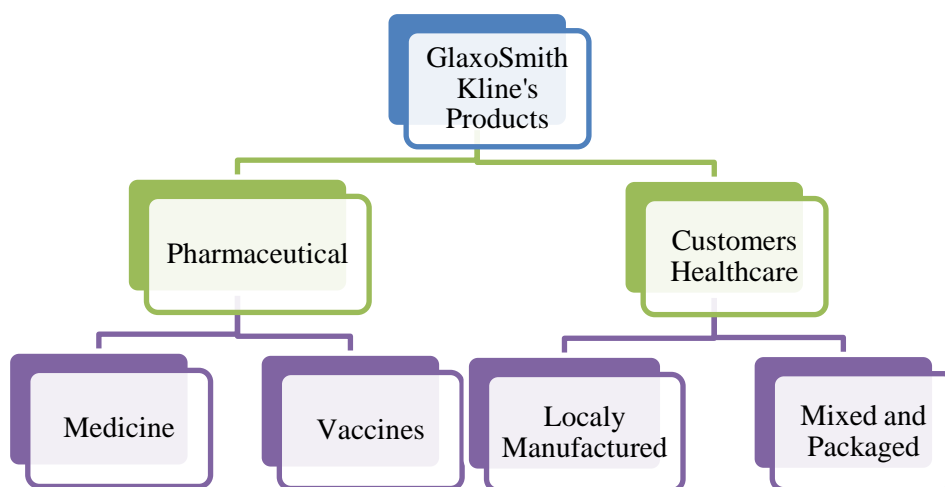


Figure 11: GSK's Product line

1. Pharmaceuticals: prescriptions, medicine and vaccines.

2. Consumer HealthCare: Over the counter medicines, Oral care and nutritional healthcare products.

1. Pharmaceuticals:

GSK's broad pharmaceutical product line includes antibiotic, antidepressant, gastrointestinal, dermatological, respiration, cancer and cardiovascular medications. GSK has a variety of vaccine products, including hepatitis A and B, diphtheria, tetanus, whooping cough and influenza.

2. Consumer Healthcare:

GSK Consumer Health brings oral health care, over the counter medicines and nutritional health care products to millions of people.

2.4 Historical Background of the Company

Year	History
1873	The company was oriented as Joseph Nathan & Company in New Zealand with the founding of a small import export company. It started its operation as a processing unit of abundant fresh milk of New Zealand. The only product it was producing was Glaxo Baby Food.
1875	It started to export baby food to UK Alec Nathan, son of Joseph Nathan, coined the name Glaxo from Glactose.
1924	Joseph Nathan & Company entered the pharmaceutical industry with the manufacture of Ostelin, the first Vitamin D preparation. The importance of the pharmaceutical market was soon realized
1935	Glaxo Laboratories Limited was founded with its headquarters at Greenford, Middlesex and London for the production and marketing of foods and pharmaceuticals.
1947	After the 2 nd world war, Glaxo developed rapidly. Glaxo Laboratories Limited absorbed its parent Joseph Nathan & Company, and became a public company.
1963	Edinburgh Pharmaceutical Industries Limited, which owned Duncan, Flock hart and Company Limited and MAC Far lane Smith Limited, joined Glaxo.
1995	Glaxo acquired 100% share, of Wellcome PLC on may 01, 1995 and formed Glaxo Welcome PLC.
1998	GlaxoWellcome achieved a number of regulatory milestones for several of its key projects, such as ZEFFIX for the treatment of influenza.
2000	GlaxoWellcome and SmithKline Beecham merged to form GlaxoSmithKline; a worldwide research based pharmaceutical company.

2.5 GlaxoSmithKline- At a Glance

- ✚ GSK's mission is to improve the quality of human life by enabling people to do more, feel better and live longer.
- ✚ GSK is a research-based pharmaceutical company.

- ✚ GSK is committed to tackling the three "priority" diseases identified by the World Health Organization: HIV/AIDS, tuberculosis and malaria.
- ✚ GSK's business employs around 99,000 people in over 100 countries.
- ✚ GSK makes almost four billion packs of medicines and healthcare products every year.
- ✚ In November 2009, GSK launched ViiV Healthcare, a global specialist HIV company established by GlaxoSmithKline and Pfizer to deliver advances in treatment and care for people living with HIV.
- ✚ Many of the consumer brands are household names: Ribena, Horlicks, Lucozade, Aquafresh, Sensodyne, Panadol, Tums, and Zovirax.

2.6 GlaxoSmithKline Bangladesh Limited

With an enviable image and reputation for the past 6 decades GlaxoSmithKline (GSK) Bangladesh Limited is running its operation as a subsidiary of GlaxoSmithKline plc- one of the world's leading research-based pharmaceutical and healthcare companies. In 1949 the Company commenced its journey in Bangladesh with its' corporate identity as Glaxo in Chittagong as an importer. In 1967, the company established its own manufacturing unit at Chittagong. The facility till date is considered as one of the Centre of Excellence in Global Manufacturing & Supply Network of the Group. The global corporate mergers and acquisitions have seen the evolution of the Company's identity in the past 6 decades. In line with mergers and acquisitions the identity changed from Glaxo to GlaxoWellcome Bangladesh Limited following the Burroughs Wellcome's acquisition in 1995 and finally to GlaxoSmithKline Bangladesh Limited during 2002 after merging with SmithKlineBeecham in December 2000. The mega merger of the Company enabled it to deliver edge advancements in health care solutions. The relentless commitment, setting of standards of ethical standards and quality backed leading edge technology of the Company has built a strong relationship between the stakeholders and GSK Bangladesh. With the ever committed 701 numbers of personnel all over the country GSK Bangladesh, which now comprises of both Pharmacy and Consumer, continually strive to meet the GlaxoSmithKline mission.

2.7 Organizational Structure of Company

2.7.1 Top Management

As per provisions of the Article of Association, Board of Directors holds periodic meetings to resolve issue of policies and strategies, recording minutes/decisions for implementation by the Executive Management.

2.7.2 Executive Management

The Managing Director heads the Executive Management, the Chief Executive Officer (CEO) who has been delegated necessary and adequate authority by the Board of Directors. The Executive Management operates through further delegations of authority at every echelon of the line management.

2.7.3 Corporate Governance Structure

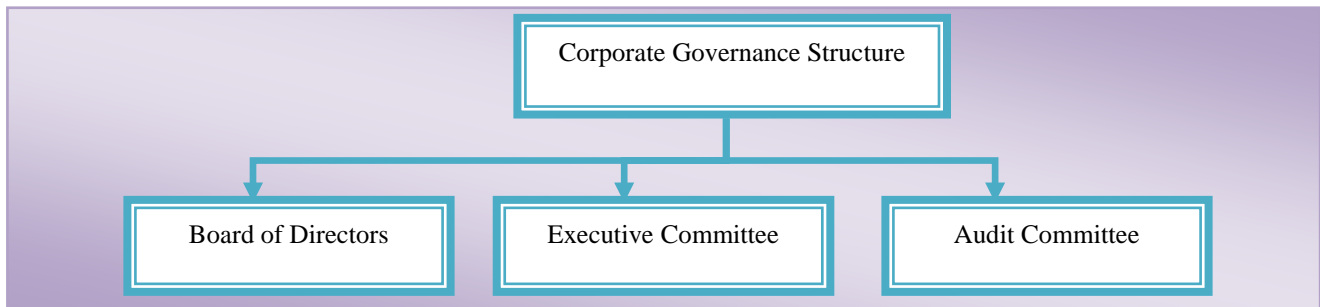


Figure: GSK corporate governance structure

2.7.4 Audit Committee

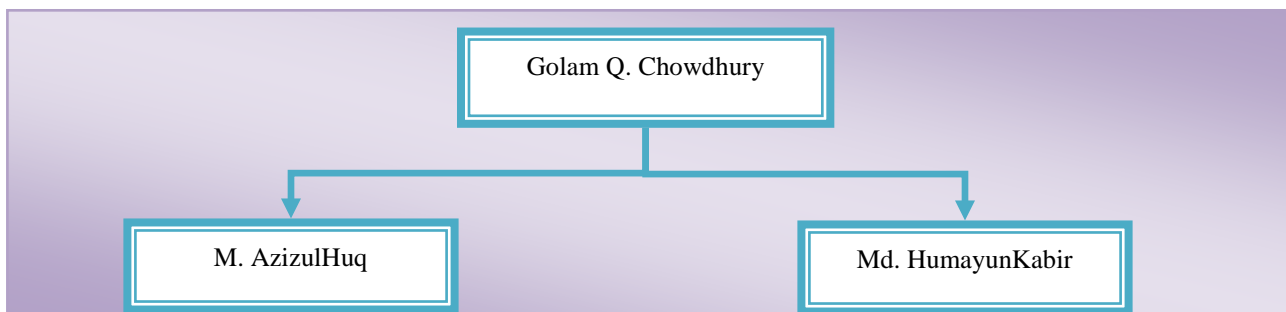


Figure: GSK audit committee

2.7.5 Board of Directors

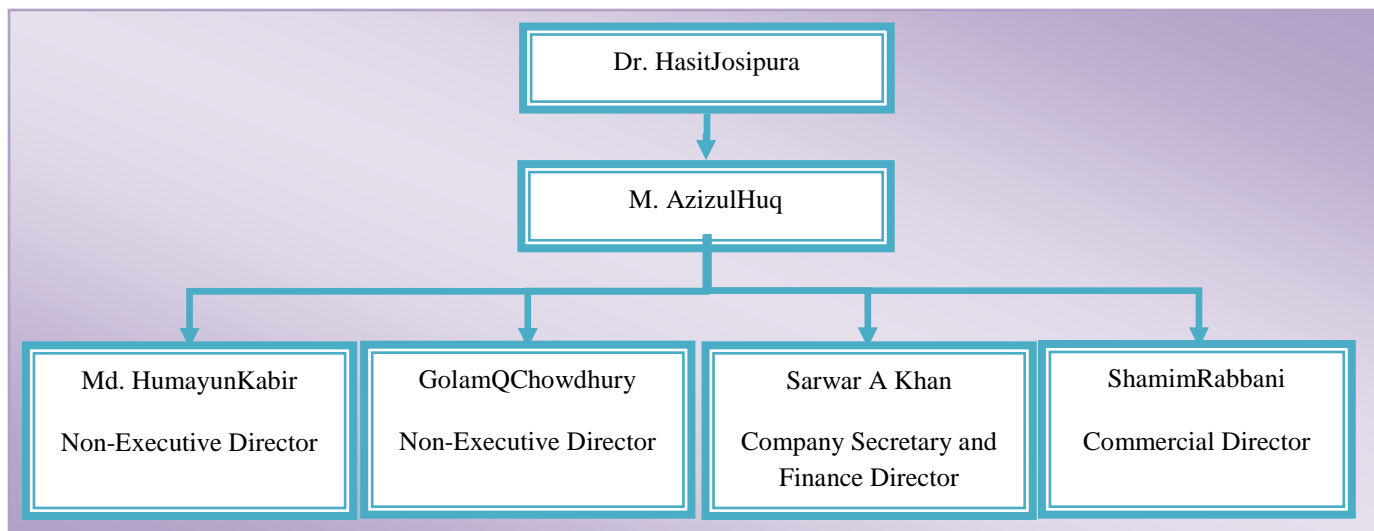


Figure: GSK board of directors

2.7.6 Executive Committee

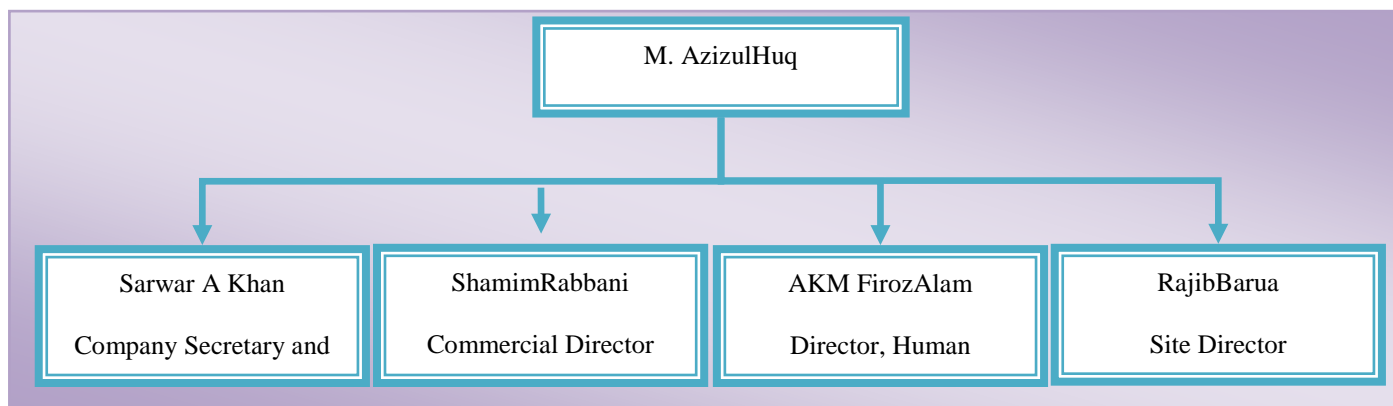


Figure: GSK executive committee

2.8 Company Organogram

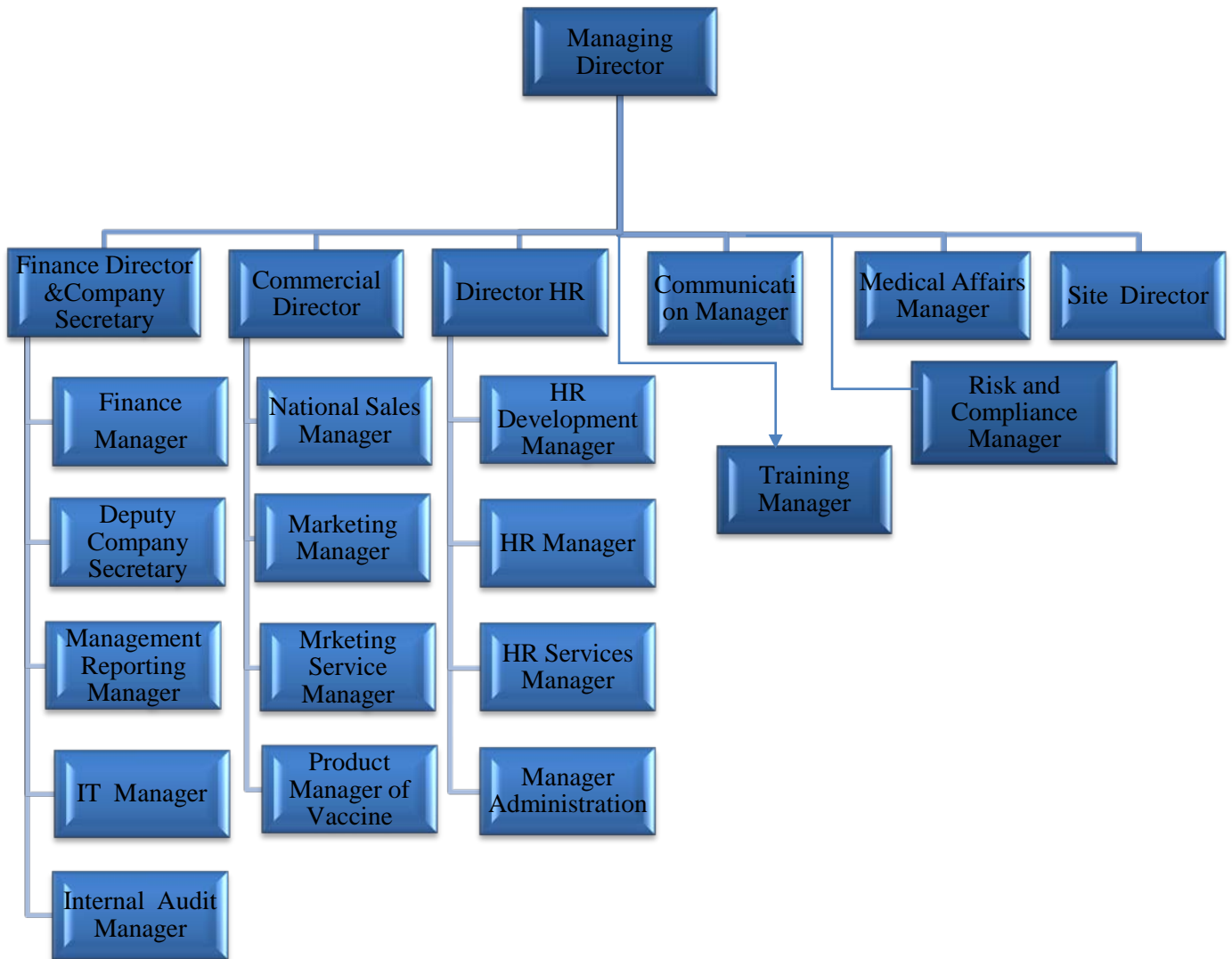







Figure: Organogram of GSK Bangladesh Limited (GMS Corporate Head Office)*

*Source: (Secondary data, provided by HR Department)

2.9 Functional Department of GSK

GlaxoSmithKline, Bangladesh, Limited comprises of five major departments. They are given below-

-  Human Resources
-  Marketing
-  Finance
-  Medical and regulatory affairs
-  Information Technology

Each department of GSK operates in different aspects but they are inter-related as well as complementary to each other. Above mentioned functional departments are worked under the Managing Director. The company's delegation of authority is decentralized. The main functions of these departments are shown below-

Human Resources-

HR department is one of the most active departments in GSK. Previously this department was known as “**Personnel Management**” department. GSK has two HR Division, one is at corporate head office and other one is Chittagong factory office. There are four functional sub-departments. They are- HR Development, HR Services, HR Administration and Industrial Relations. First three sub departments are looked after by corporate head office HR division and last one is looked after by Chittagong HR division.

Marketing-

The pharmaceutical industry of Bangladesh has limited field for marketing. Yet in an age of high competition like today's, firms are heavily spending and effectively practicing marketing. The summary of marketing functions is given below-

1. Designing and implementing sales strategies
2. Controlling and updating distribution network
3. Designing and carrying out promotional programs
4. Providing marketing information services

5. Carrying out different awareness programs
6. Controlling international trades
7. Keeping records of data regarding marketing activities
8. Building up public communication network
9. Looking after all the brands and patents
10. Conducting marketing surveys as needed

Finance-

GSK gives proper importance to their finance department. The financial statements of GSK have been prepared in accordance with Bangladesh Accounting Standards and the relevant requirements of the schedule to the Securities and Exchange Rules, 1987 and of the companies Act 1994 following the historical cost conversion. The primary tasks of finance department are given below-

1. Controlling the accounts
2. Completing annual budgets
3. Allocating all kinds of payments to the staffs and managers
4. Looking after all the revenue and expenses
5. Conducting internal audit
6. Keeping records through IT
7. Facilitating local production costs

Medical and Regulatory Affairs-

Medical and Regulatory Department of GSK, Bangladesh is compiled with required number of doctors and qualified people. This department is primarily responsible to perform tasks like liaison with government for legal issue purpose, communicate with doctors, handling advertisements, etc.

Information Technology-

The technical department of GSK is extraordinarily strong. The organization always strives for reaching the global standard of applications of information technology. This company is one of the very few companies in Bangladesh that use world class sophisticated software.

2.10 Industry Analysis

2.12 (a) Porters Five Forces

The five forces analysis is done on the basis of the most important five driving forces of the industry. Porter's five forces model is an excellent model to use to analyze a particular environment of an industry.

Competitor Rivalry

There are other existing companies serving pharmaceutical products which create competition to GlaxoSmithKline. GlaxoSmithKline's foremost competitors are Novartis Bangladesh limited, Incepta pharmaceuticals limited.

Bargaining Power of Suppliers

Here the bargaining power of supplier is very high as all the products are imported from different countries like Singapore, Philippine, Indonesia and they are the sole suppliers. So, the risk is higher for the company.

Bargaining Power of Buyers

There are different skin products available in the market. So, the buyers bargaining power is also higher. If buyers do not like our product they can easily move to another brand.

Threats of Substitute Products

There are threats from other substitute products like Neutrogena cleanser, Olay cleanser etc. These are also skin products.

Threat of New Entrants

New companies entering in this industry can cause threat to the company. Many companies are expanding their product line and introducing skin products which can be GSK's future competitor but the fact is low.

The most important points that will determine the outcome of the analysis are:

- ✦ Slow market growth due to the low purchasing power of the end consumers.
- ✦ Exit barrier of the industry is very high due to high investment.
- ✦ Specialization knowledge for the technology and research is must for a player.
- ✦ Actual substitutes for pharmaceutical products are not that available.
- ✦ The players are big and powerful enough to influence input cost.
- ✦ Suppliers are chosen on a competition basis.
- ✦ Many brands for the same products are available in the market.
- ✦ End consumers are not really aware of the quality of the products.
- ✦ Direct marketing of the products is illegal as per government rules.

So the summary of the entire analysis refers to the scenario which is as such:

Industry Analysis - At a Glance	
Forces	Position
Threat of new entrants	Very low
Threat of substitute products	Moderate
Bargaining power of the suppliers	Very High
Bargaining power of the buyers	Very high
Rivalry among the competitors	Moderate to High

Table: Summary of Porters Five Forces

2.11 SWOT Analysis

SWOT is the acronym for Strengths, Weaknesses, Opportunities and Threats. It is an analytical framework to help summarize in a quick and concise way the risk and opportunities for any company across the value chain. A good SWOT should look into internal and external factors affecting the issue at hand.

- ✦ Factors pertaining to the **internal environment** of the company. These are usually classified as Strengths (S) or Weaknesses (W)
- ✦ Factors that pertaining to the **external** environment of the company. These are classified as Opportunities (O) or Threats (T)

Strength

- GSK is considered as world's one of the leading pharmaceutical companies because of its performance.
- Efficient, capable and honest workforce
- GSK has intense demand of their product nationally and internationally which helps them to inflate their business
- Considerable financial resources to grow the business
- Proprietary technology and importance patents
- Ability to take advantage of economies of scale
- Better product quality relative to rivals
- Goodwill of the company
- Follows GMR-Good Manufacturing Practice

Weakness

- Underutilized plant capacity
- Higher unit cost relative to key competitors
- Higher cost of production due to import of raw materials from UK rather than from neighbor countries (other than those which produce locally)
- Lack of variety in products
- Low pack size
- Lack of sufficient promotional effort.
- GSK has weaker distribution network and sales force are relatively low compare to competitors.

Opportunities

- GSK as a multinational company has opportunity for expand its investment and has potential growth in Bangladeshi market.
- Expanding the company's product line to meet a broader range of customer needs.
- Target and acquire an untapped marketing for vaccines
- Market is significantly large and growing
- Proper utilization of vaccines may result in higher profit.
- Availability of natural resources is the most lucrative opportunity for GSK to work with Bangladesh.
- In Bangladesh, GSK can get labors at a very cheap cost.
- High confidence brand name and quality

Threats

- Adverse shifts in foreign exchange rates and trade policies of government
- Aggressive movement of rivals
- Slow down in market growth
- Growing bargaining power of the end consumers, thus high priced medicine are inconvenient for them
- Costly new regulatory requirements
- Competitors lower prices
- Increasing threats from local competitors.

2.12 Overall Assessment

On the basis of overall organization part, we can clearly see that GlaxoSmithKline is one of the leading pharmaceutical companies in the world. The company is also doing sound business in Bangladesh for a long time. Still one major issue that strike to my eyes while doing the study is- GSK Bangladesh Limited is in the 12th position in the Bangladeshi pharmaceutical industry according to the market share (from internet source). So, they should obviously focus more for improving this situation as it used to be stand on the 5th position in 2003.

Chapter-3

Job Description as an Intern

3.1 Stiefel

As a global leader in skin health, Stiefel, a GSK company, is committed to improving the quality of life for those affected by skin conditions around the world. There 165 years of dedication to dermatological solutions has helped Stiefel expand its operations in nearly 132 countries. Stiefel has both prescription and consumer products. I worked for consumer products which are nonprescription medicines. The products list for which I had work for are given below:

Products Name
1. Acne-Aid Bar
2. Acne-Aid Liquid Cleanser
3. SpectraBan 60 Sunscreen Cream
4. Physiogel Cream
5. Physiogel Lotion

3.2 Nature of the Job

I was assigned to make the proposal for campaign program on Stiefel products. Under the Stiefel products there are both prescription and non-prescription medicines. GSK is trying to promote their nonprescribed medicines to consumer. To reach the consumer they need to do lots of promotional activities and campaign programs. So, I was assigned for preparing campaign proposal, conducting survey in different super markets and pharmacies to estimate the demands of the Stiefel products.

Search for New Product Information

For promoting any product first I have to analyze the market demand. Moreover, I conduct survey to find out which products are available in the market. And the most important thing is analyzing the customer demand.

Look for New Product Promotional Areas

To expand the market I tried to look for new promotional areas. Such as parlors, super markets, small shops and shopping centers. I went to some parlors and super shops gave them knowledge about our product and convince them to advice about our products towards their customers.

Conduction of Awareness Campaign

Moreover, I conduct an awareness campaign in super markets, shopping malls and universities. I went to there and gave advice/recommend about Stiefel products and how the products will solve the problems of acne, sunburn and dryness. In some super shops GSK kept a booth with Stiefel products.

Explore New Business Opportunities

For making more profit, companies always try to expand business. GSK is trying to expand their business through reaching to the consumer and make the customer aware about the non pharmaceutical products.

However, GSK put shelf in super-markets having Stiefel products (Acne Aid Bar, Physiogel Lotion, SpectraBan 60 Sunscreen Cream, Physiogel Cream, Acne-Aid Liquid Cleanser). There is a Brand Promoter who gives information to the customers about Stiefel products.

Campaign Design

We have done some campaign design. Such as arranging awareness program for those people who can understand about our Stiefel products and give idea about the products to other customers or general people.

For example, we invited some beauty experts in our program and gave them a brief idea about our product. Moreover, we try to make them convince to keep some of our products in there parlor and provide knowledge about products to their customer. Through this they got an idea which is a very affective way for promotional activity.

Training Program

Then I got the opportunity to attend some training program which was on Brand Promoter (BP) training. In training programs information about the Stiefel products were given. How can the BP's handle different customers and how should they talk, behave everything was though in those training sessions. Those training programs were very effective.

3.3 Different Aspects of Job Performance

Good Promotional Skill

There are many ways for performing a job successfully. My job was to promote Stiefel product toward customers and create awareness regarding those products. I had to make new ideas and plan what a consumer can come to know about the product and get influence to buy it. So at first I made leaflets, stickers, brushes to advertise and design promotional campaign. However, these kinds of promotional skill increase my job performance.

Good Communication Skill

Communicating with people in a good manner is the most important quality of an employee. As I was promoting the product I had to talk with lots of people. I visited beauty parlors, super-shops, small shops, pharmacies. So customers were impressed with my communication skill and responded a lot. In GSK I had also a very good relation with everyone and got a good opportunity to know about the corporate system.

Positive Attitude

Positive attitude is the most important key factor of job performance. Positive attitude can attract customer. While convincing someone one might give positive response, another might give negative response. But as a marketer we have to handle the situation in a positive manner. Moreover, in the office I always tried to work in a positive way, showed interest in work and focused on what are the customers need and want.

Time Management Skill

Maintaining the office time is very important. My office hour was 8.30am-5.00pm. I always tried to maintain the time. I finished all the works on time which were given by my supervisor. Managing time is not that much tough. If we finish our day to day work then it becomes so easier. Though this internship period I became more efficient and learned to make the best use of time.

Good Team Work

Working in a team sometime it makes the work easier and sometimes it becomes so hard to work in a team. I really like to do team work. My coworkers were also very helpful and supporting. Not only with the interns I had done all my works jointly with every sector of people.

Stress Management Skill

Managing all the work under pressure is part of a job. Whatever the situation is we can't show our problem or stress to our office and have to complete the work properly. Doing internship in GSK my stress management skill also increased.

Chapter-4

Main Report

4.1 Introduction

This chapter is all about the research that was conducted to get a clear view about the customer's perception while purchasing any skincare products. This part also includes the findings, analysis of those findings and also some important interpretations. This chapter will disclose the factors that influence the customer's perception for purchasing any skincare products.

4.1.a Type of Research

Here the research type is causal, as this research focus on the cause and effect of factors that affect consumers while purchasing any skincare products.

4.1.b Time Reference in Research

The Time series is "Cross Sectional", because I have collect information once to know the factors that affect consumers while purchasing any skincare products.

4.1.c Type of Relationship

In our research there is a causal relationship between the factors and consumers preference that influence them while purchasing any skincare products.

4.1.d Validity

Validity is the principle to judge quality. The research should be valid in terms of time; region and it must be acceptable. Here in this research, I have focused on recent time's opinion of the customers, I focus on Dhaka city's different super shops, Universities and parlor. In super shops I have chosen Almas, Mina Bazaar and Shwapno. Moreover, I have collected information from BRAC University, North South University, American International University Bangladesh and East West University.

4.1.e Unit of Analysis

Here in our research, the unit of analysis is: "Individual Consumers", as we asked consumers individually.

4.1.f Research Question

Here the Research Question is-“**What are the factors that affect consumer’s preference while purchasing any skincare products?**”

It is important to know the factors that affect consumer’s preference while purchasing any skincare products. So, I have considered knowing the facts and all the necessary data was available to find out the major factor that influence the customers preferences for purchasing the skincare products.

4.2 Hypothesis

- ✚ **Hypothesis-1:** There is a statistically significant relationship between willing to pay for a skincare product and price factor of a skincare product.
- ✚ **Hypothesis-2:** There is a statistically significant association between want to spend for a skincare product and brand factor of a skincare product.
- ✚ **Hypothesis-3:** There is a statistically significant relationship between monthly expense on skincare product and quality factor of a skincare product.
- ✚ **Hypothesis-4:** There is a statistically significant association between monthly spending amount on cosmetics and attractive display factor that grabs attention while visiting any store.
- ✚ **Hypothesis-5:** There is a statistically significant relationship between monthly spending amount on cosmetics and free product samples of a skincare product.
- ✚ **Hypothesis-6:** There is a statistically significant association between monthly spending amount on cosmetics and discounts on skincare products.
- ✚ **Hypothesis-7:** There is a statistically significant relationship between monthly spending amount on skincare product and willing to pay for a skincare product.
- ✚ **Hypothesis-8:** There is a statistically significant relationship between packaging of a skincare product and willing to pay for a sunscreen.

4.3 About the Research

For an in-depth study a research was conducted. Steps followed in the research are illustrated below-

Step 1: Problem Definition

Skincare product is such kind of a product that more or less everyone uses it specially women and by doing my research I would like to create more prospects of these kinds of products. That is why I would like to reveal the factors that influence the consumers while they purchase any skincare products.

- Management decision problem: How awareness can be created for skin care products in the market.
- Marketing research problem: Determining consumers' perception and buying behaviors and to identify the most effective and quickest way to communicate with the customers.

Step 2: Research Design

To get this research done I have followed three steps and my research has been divided into three parts according to these three steps. The three steps are as follows-

- **Collection:** Receiving data in the form of answers both from my qualitative survey and I have designed questionnaire includes 19 questions some of them are open ended and rest of others were in a likert scale form and multiple options.
- **Findings:** Once the data has been collected, SPSS software is used to interpret this data into information.
- **Analysis:** After data has been interpreted into information, it is analyzed with the help of the statistical tool and graphs and curves are used to represent the analysis.

Step 3: Collection Form Design

The questionnaire consisted of three parts Part A- The questionnaire asked for some personal information like age, gender and occupation. Part B- The questionnaire are in the form of MCQs such as skin type, monthly expense, source of buying, effective information source, attractive displays, want to pay for skincare products and so on. In part-C the questions are in the form of 5 point Likert scale.

Step 4: Sample Size

I have preferred sampling Model in the research. Population is the customers who use skincare products, and the sample is 200.

Step 5: Collection of Data

Data were collected through survey. Both the qualitative and quantitative data were collected through the questionnaire. Then the collected data were input in the SPSS to derive finding (tables and diagrams). The purpose of the collection of data was to gain an overall picture of the factors that influence the consumers while they purchase any skincare products.

Step 6: Data Analysis

After deriving output from SPSS the collected data were analyzed which are provided later in the report.

Step 7: Writing the Research Report

After analyzing all collected data and following all the mentioned steps, writing this report was possible.

Chapter-5

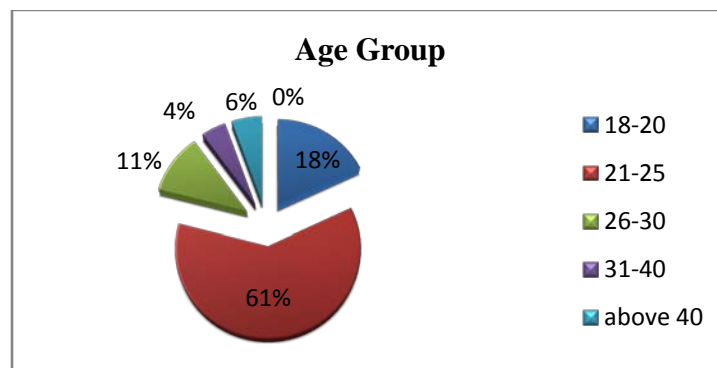
Findings & Analysis

5.1 Analysis

With the help of SPSS I have analysis the data and interpreted those. Some diagrams and tables were used in this report for analyzing the collected data to explain certain concepts and findings more clearly. SPSS helps me to derive the diagrams and tables. Moreover, collected data are analyzed more precisely. Hypothesis was also developed to get the accurate result of the research.

5.1.1 Frequencies

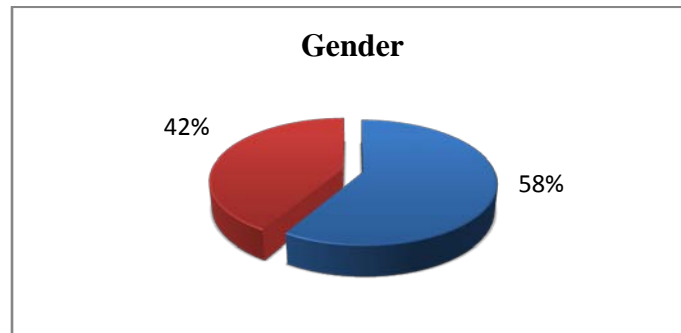
a. Age Group of the Respondents



Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	36	18.0	18.0	18.0
	21-25	122	61.0	61.0	79.0
	26-30	22	11.0	11.0	90.0
	31-40	9	4.5	4.5	94.5
	above 40	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

Analysis:As I can see from frequency table and pie chart it can be said that, among all the respondents from the sample, 18% of the respondents are 18-20 years old, 61% are 21-25 years old, 11% are 26-30 years old, 4.5% of the respondents are 31-40 years old and 5.5% are above 40 years old.

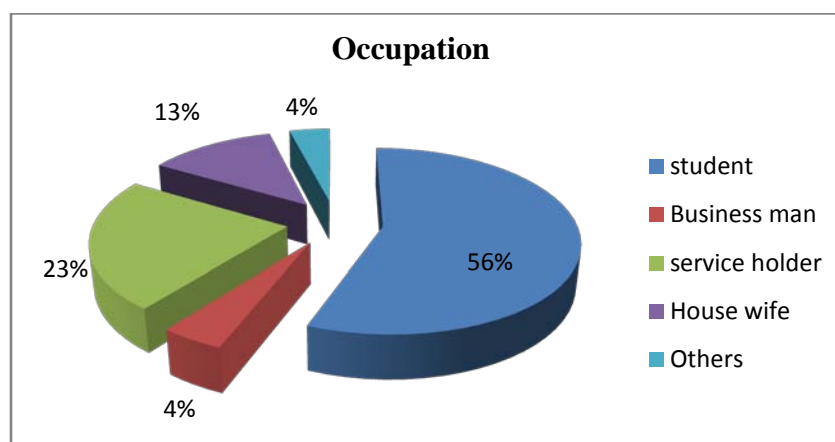
b. Gender of the Respondents



Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	117	58.5	58.5	58.5
	Male	83	41.5	41.5	100.0
	Total	200	100.0	100.0	

Analysis: From frequency table and pie chart it can be said that, among all the respondents from the sample, 58% of the respondents are Female and 41.5% are male respondents.

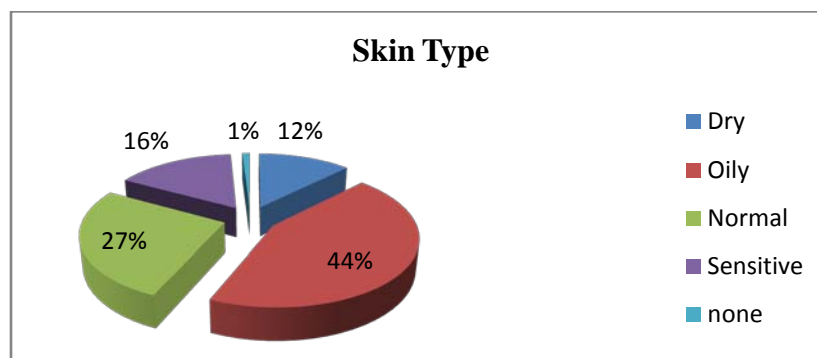
c. Occupation of the Respondents



Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	112	56.0	56.0	56.0
	Business man	9	4.5	4.5	60.5
	Service holder	46	23.0	23.0	83.5
	House wife	25	12.5	12.5	96.0
	Others	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

Analysis: Again, from frequency table and pie chart it can be said that, among all the respondents from the sample, 56% of the respondents are student, 4.5% are business man, 23% are service holder, 12.5% of the respondents are house wife and 4% respondents are from others occupations.

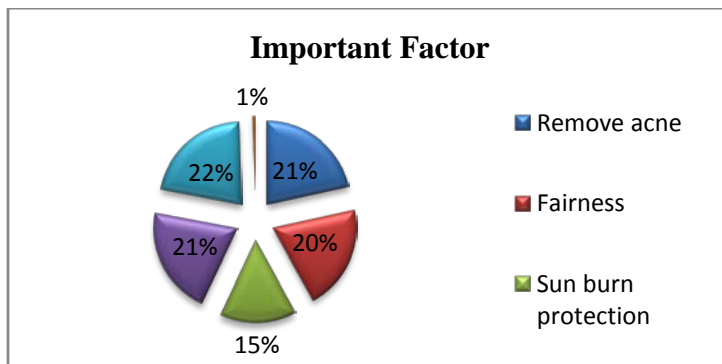
d. Skin Type of the Respondents



Skin Type					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dry	25	12.5	12.5	12.5
	Oily	88	44.0	44.0	56.5
	Normal	53	26.5	26.5	83.0
	Sensitive	32	16.0	16.0	99.0
	none	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Analysis:From the frequency table and pie chart it can be said that, among all the respondents from the sample, 12.5% of the respondents have dry skin, 44% of them have oily skin, 26.5% have normal skin, 16% of the respondents have sensitive skin type and 1% respondents answered none.

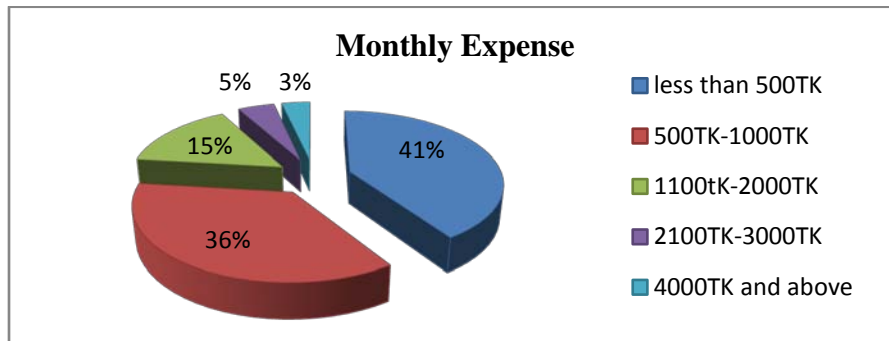
e. Important Factor of a Skincare Product



Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Remove acne	43	21.5	21.5	21.5
	Fairness	41	20.5	20.5	42.0
	Sun burn protection	30	15.0	15.0	57.0
	Moisturizer	42	21.0	21.0	78.0
	Oil control	43	21.5	21.5	99.5
	Water resistant	1	.5	.5	100.0
	Total	200	100.0	100.0	

Analysis:From the frequency table and pie chart it can be said that, among all the respondents from the sample, 21.5% of the respondents thought that removing acne is the most important factor while purchasing any skincare products, for 20.5% of the respondent fairness is an important factor,for15% of the respondent sun burn protection is an important factor, 21% of the respondents give importance moisturizing factor most, oil control is an important factor for 21.5% respondents and .5% respondents answered water resistant factor is an important factor for them.

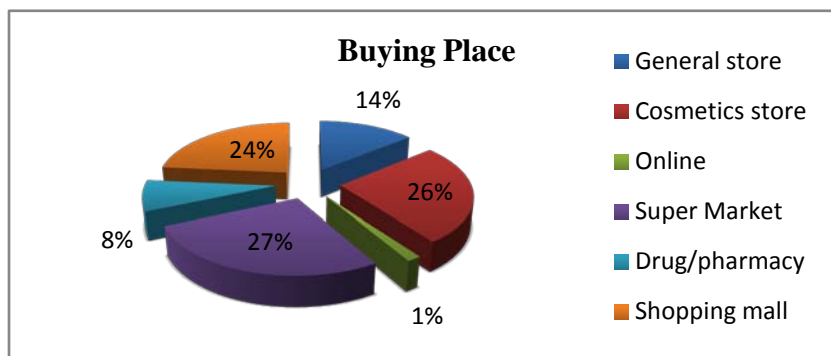
f. Monthly Expense on Skincare Products



Monthly Expense					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 500TK	82	41.0	41.0	41.0
	500TK-1000TK	72	36.0	36.0	77.0
	1100tK-2000TK	30	15.0	15.0	92.0
	2100TK-3000TK	9	4.5	4.5	96.5
	4000TK and above	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 40.5% of the respondents spend less than 500TK for any skincare products, 36% of the respondent spend 500TK-1000TK, 15% of the respondent spend 1100TK-2000TK per month, 4.5% of the respondents spend 2100TK-3000TK per month, 3.5% respondents spend 4000TK and above for skincare products per month.

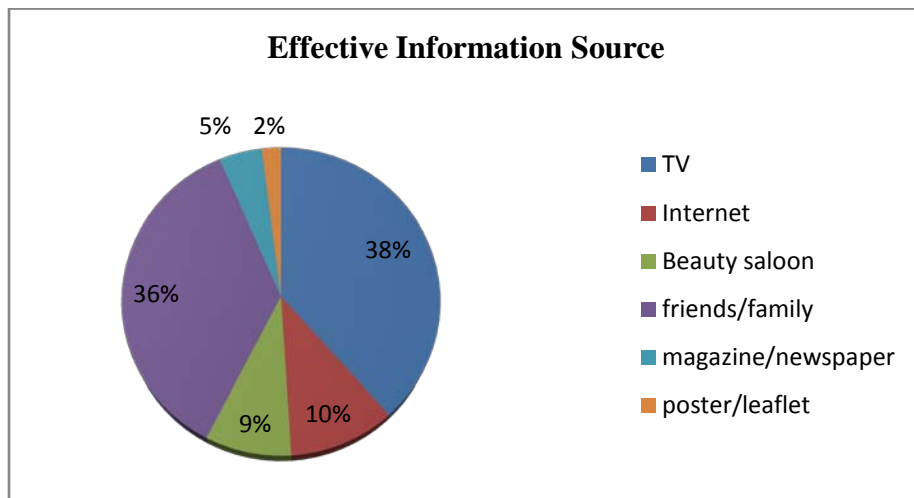
g. From where do you Buy Skincare Products



Buying Place					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	General store	28	14.0	14.0	14.0
	Cosmetics store	52	26.0	26.0	40.0
	Online	3	1.5	1.5	41.5
	Super Market	54	27.0	27.0	68.5
	Drug store/pharmacy	16	8.0	8.0	76.5
	Shopping mall	47	23.5	23.5	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 14% of the respondents buy skincare products from general stores, 26% of the respondent buy skincare products from cosmetics stores, 1.5% of the respondent buy skincare products through online, 27% of the respondents buy skincare products from super market, 8% respondents buy skincare products from Drug store/pharmacy and from shopping malls 23.5% respondents buy skincare products.

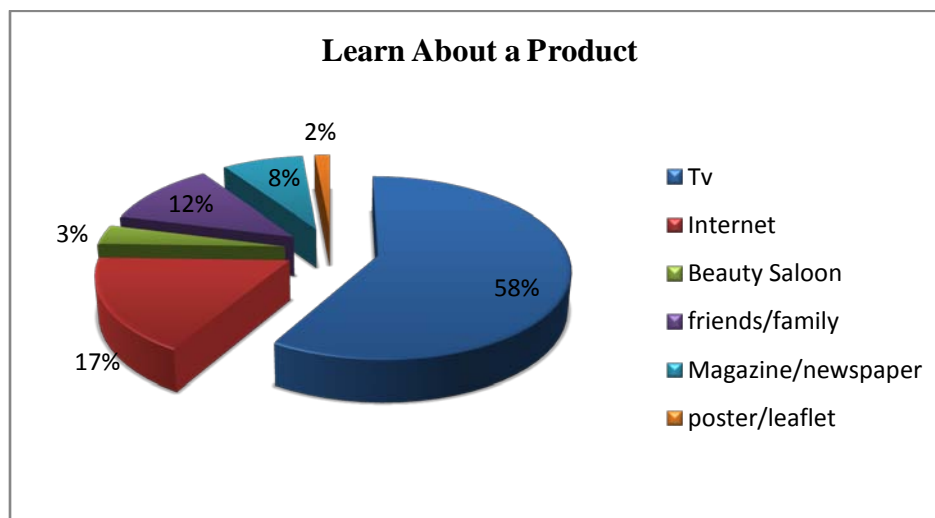
h. Effective Information Source



Effective Information Source					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV	77	38.5	38.5	38.5
	Internet	21	10.5	10.5	49.0
	Beauty saloon	17	8.5	8.5	57.5
	Friends/family	72	36.0	36.0	93.5
	Magazine/newspaper	9	4.5	4.5	98.0
	Poster/leaflet	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

Analysis: Here the frequency table and pie chart represent, among all the respondents from the sample, 38.5% of the respondents answered TV is more effective source while decision making to purchase any skincare products, 10.5% of the respondent thought internet is more effective source of information, 8.5% of the respondent thought beauty salon is more effective, friends and family is more effective source of information for 36% of the respondents, for 4.5% of the respondents magazine/newspaper is an effective source of information and 2% respondents answered poster/leaflet is effective for decision making while purchasing any skincare products.

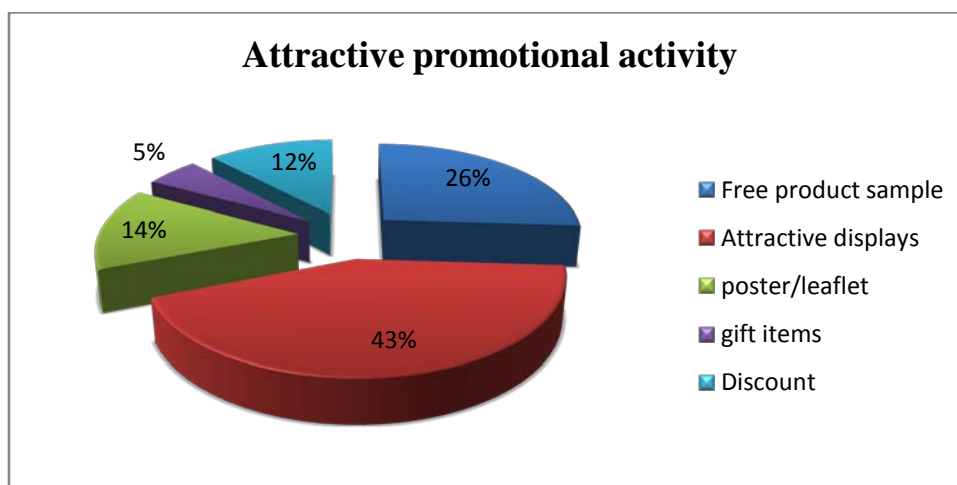
i. From where do you Learn About a New Product



Learn About a Product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV	117	58.5	58.5	58.5
	Internet	34	17.0	17.0	75.5
	Beauty Saloon	7	3.5	3.5	79.0
	Friends/family	23	11.5	11.5	90.5
	Magazine/newspaper	16	8.0	8.0	98.5
	poster/leaflet	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

Analysis: Here the frequency table and pie chart represent, among all the respondents from the sample, 58.5% of the respondents get to know about a new products from TV, 17% of the respondent get to know about a new products from internet, 3.5% of the respondent get to know about a new products from beauty salon,for 11.5% of the respondents friends and family, for 8% of the respondents magazine/newspaper and 1.5% respondents answered poster/leaflet.

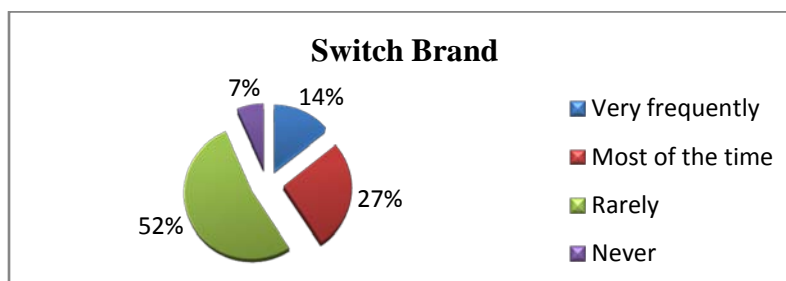
j. Which Promotional Activity Attract you Most



Attractive Promotional Activity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Free product sample	52	26.0	26.0	26.0
	Attractive displays	86	43.0	43.0	69.0
	poster/leaflet	28	14.0	14.0	83.0
	gift items	10	5.0	5.0	88.0
	Discount	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

Analysis: Here the frequency table and pie chart represent, among all the respondents from the sample, 43.0% of the respondents are attracted to products by Attractive displays, 26% of the respondent get attracted to products by Free product sample, 14% of the respondent get attracted to products by poster/leaflet, for 12% of the respondents attracted by Discount, for 8% of the respondents attracted by gift items while purchasing at any general store or shopping mall.

k. How often do you Switch Brand



Switch Brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very frequently	28	14.0	14.0	14.0
	Most of the time	53	26.5	26.5	40.5
	Rarely	104	52.0	52.0	92.5
	Never	13	6.5	6.5	99.0
	5	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 52% of the respondents rarely switch brands, 26.5% of the respondents switch brands most of the time, 14% of the respondent switch skincare brands Very frequently , 6.5% of the respondents never switch skincare brands.

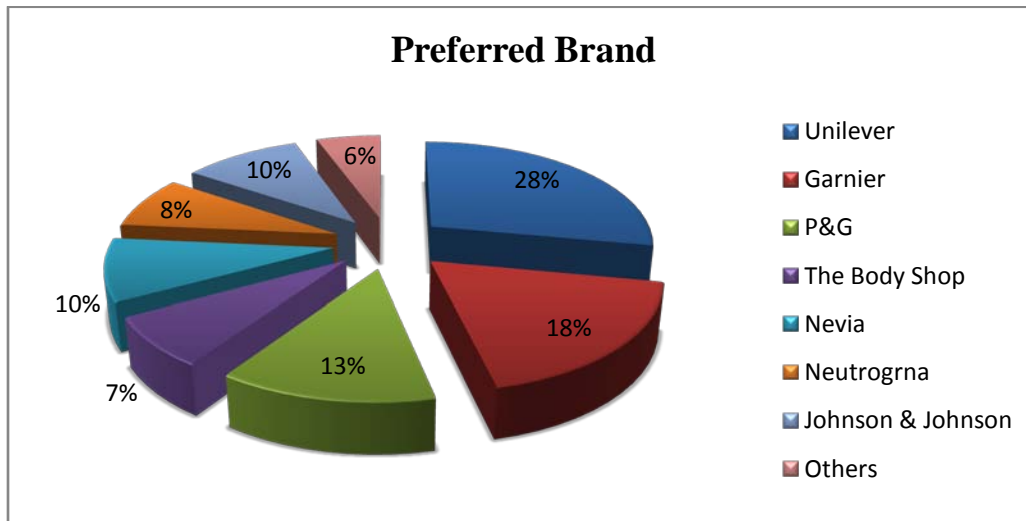
I. Want to Pay for Skincare Product



Pay for Skincare Product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	250TK-500TK	64	32.0	32.0	32.0
	550TK-800TK	60	30.0	30.0	62.0
	850TK-1000TK	30	15.0	15.0	77.0
	1100TK-1500TK	28	14.0	14.0	91.0
	1600TK and above	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 32% of the respondents want to pay 250TK-500TK for any skincare products, 30% of the respondent want to pay 550TK-800TK, 15% of the respondent want to pay 850TK-1000TK per month, 14% of the respondents want to pay 1100TK-1500TK per month, 9% respondents want to pay 1600TK and above for skincare products per month.

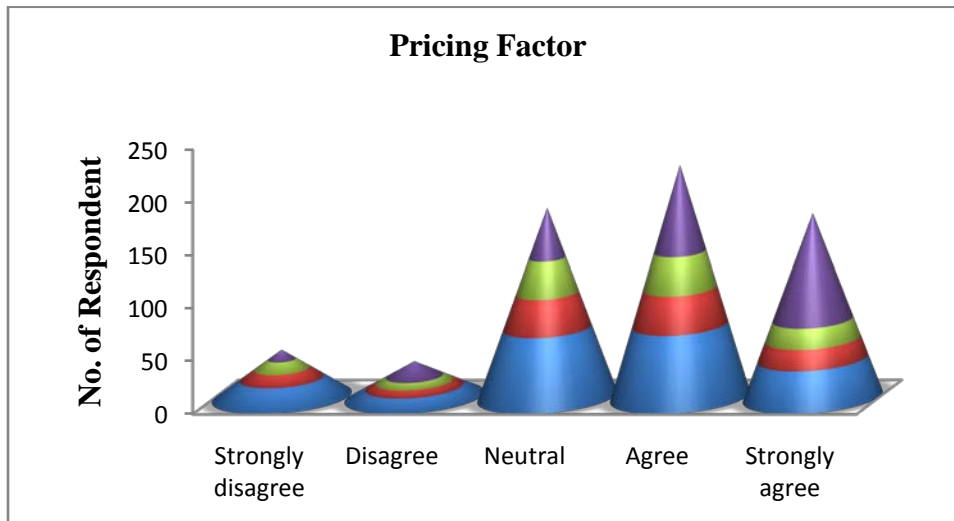
m. Preferred Brand for Skincare



Preferred Brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unilever	56	28.0	28.0	28.0
	Garnier	37	18.5	18.5	46.5
	P&G	26	13.0	13.0	59.5
	The Body Shop	15	7.5	7.5	67.0
	Nevia	19	9.5	9.5	76.5
	Neutrogena	16	8.0	8.0	84.5
	Johnson & Johnson	20	10.0	10.0	94.5
	Others	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

Analysis: Here the frequency table and pie chart represent, among all the respondents from the sample, 28% of the respondents preferred Unilever for their skincare solution, 18% of the respondents preferred Garnier for their skincare solution, 13% respondents preferred P&G, for 7.5% of the respondents preferred the body shop, for 9.5% of the respondents Nevia, 8% respondents answered Neutrogena, 10% preferred Johnson & Johnson, 5.5% of the respondents preferred different types of brands for their skincare solution.

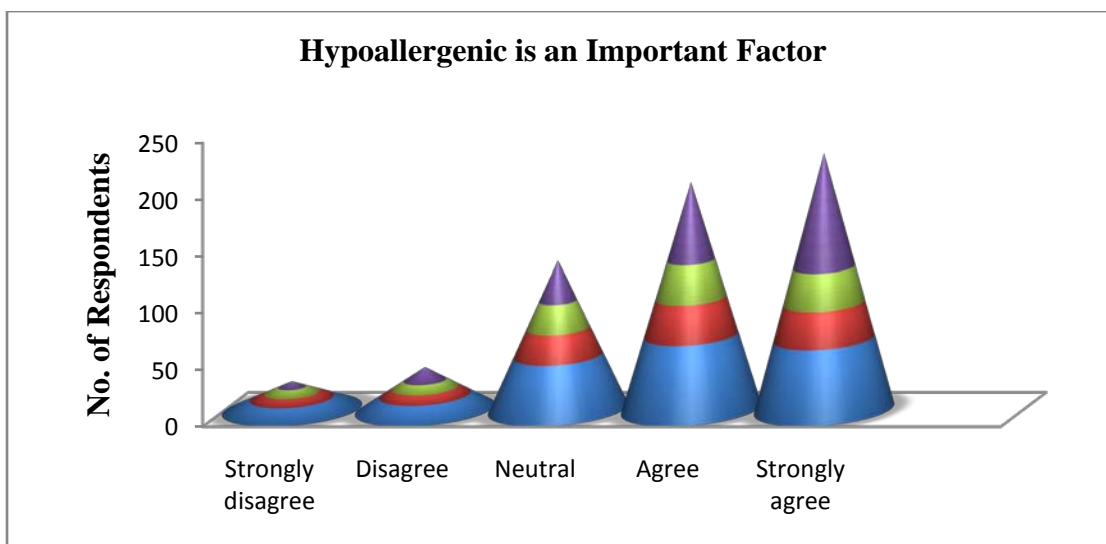
n. Price is an Important Factor



Price is an Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	18	9.0	9.0	9.0
	Disagree	10	5.0	5.0	14.0
	Neutral	66	33.0	33.0	47.0
	Agree	69	34.5	34.5	81.5
	Strongly agree	37	18.5	18.5	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 9% of the respondents Strongly disagree that price is an important factor, 5% of the respondents disagree that price is an important factor, 33% of the respondents are neutral that price is an important factor, 34.5% of the respondents agree that price is an important factor. 18.5% Strongly agree that price is an important factor when deciding to purchase a skin care product.

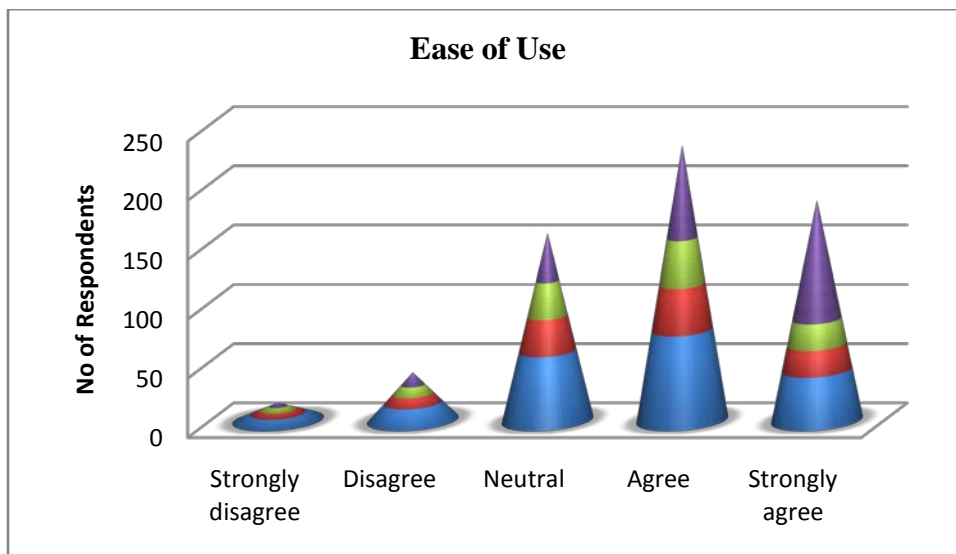
o. Hypoallergenic is an Important Factor



Hypoallergenic is an Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	5.0	5.0	5.0
	Disagree	13	6.5	6.5	11.5
	Neutral	48	24.0	24.0	35.5
	Agree	66	33.0	33.0	68.5
	Strongly agree	63	31.5	31.5	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 5% of the respondents Strongly disagree that hypoallergenic features is an important factor, 6.5% of the respondents disagree that it is an important factor, 24% of the respondents are neutral that this is an important factor, 33% of the respondents agree that it is an important factor. 31% Strongly agree that it is an important factor while purchasing skin care products.

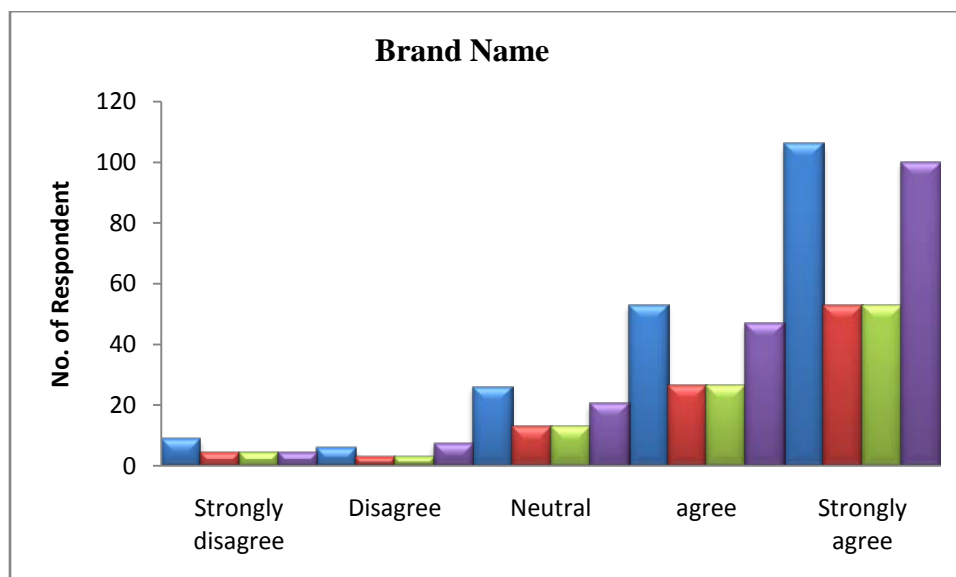
p. Ease of Use is an Important Factor



Ease of Use is an Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.0	3.0	3.0
	Disagree	15	7.5	7.5	10.5
	Neutral	59	29.5	29.5	40.0
	Agree	77	38.5	38.5	78.5
	Strongly agree	43	21.5	21.5	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 3% of the respondents Strongly disagree that ease of use is an important factor, 7.5% of the respondents disagree that ease of use is an important factor, 29.5% of the respondents are neutral that this is an important factor, 38.5% of the respondents agree that it is an important factor. 21.5% Strongly agree that ease of use is an important factor while purchasing skin care products.

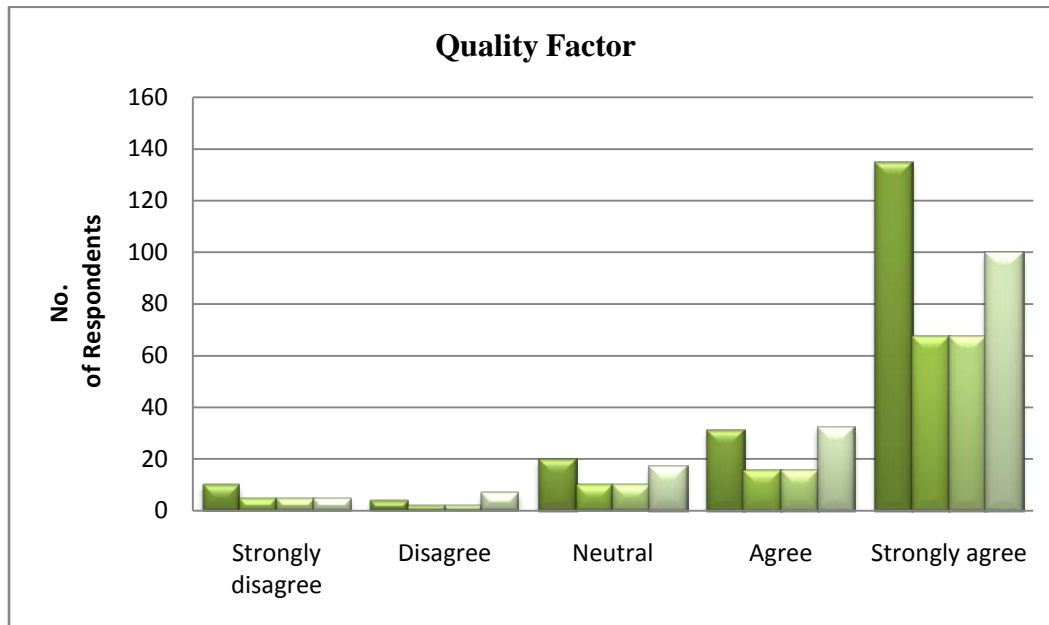
q. Brand Name is an Important Factor



Brand Name is an Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	4.5	4.5	4.5
	Disagree	6	3.0	3.0	7.5
	Neutral	26	13.0	13.0	20.5
	agree	53	26.5	26.5	47.0
	Strongly agree	106	53.0	53.0	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 4.5% of the respondents Strongly disagree that Brand name is an important factor, 3% of the respondents disagree that this is an important factor, 13% of the respondents are neutral that it is an important factor, 26.5% of the respondents agree that it is an important factor. 53% Strongly agree that Brand name is an important factor while purchasing skin care products.

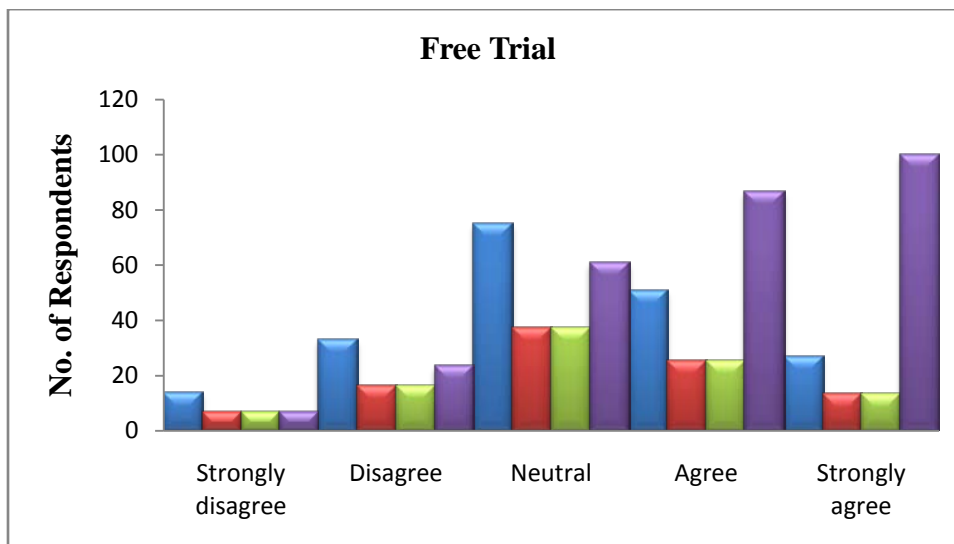
r. Quality is an Important Factor



Quality an Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	5.0	5.0	5.0
	Disagree	4	2.0	2.0	7.0
	Neutral	20	10.0	10.0	17.0
	Agree	31	15.5	15.5	32.5
	Strongly agree	135	67.5	67.5	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 5% of the respondents Strongly disagree that quality is an important factor, 2% of the respondents disagree that it is an important factor, 10% of the respondents are neutral that this is an important factor, 15.5% of the respondents agree that price is an important factor. 67.5% Strongly agree that quality is an important factor while purchasing skin care products.

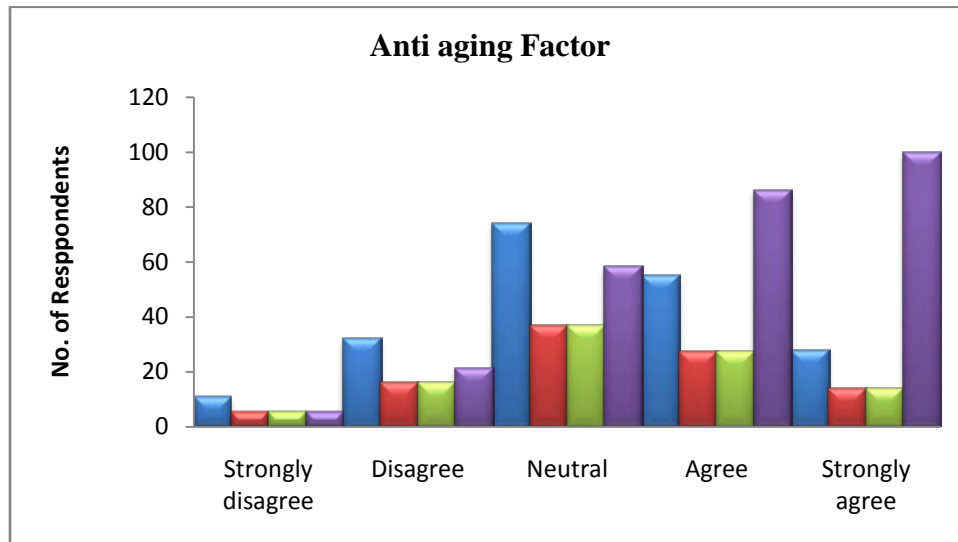
s. Free Trial is an Important Factor



Free Trial is an Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	14	7.0	7.0	7.0
	Disagree	33	16.5	16.5	23.5
	Neutral	75	37.5	37.5	61.0
	Agree	51	25.5	25.5	86.5
	Strongly agree	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 7% of the respondents Strongly disagree that free trial is an important factor, 16.5% of the respondents disagree that it is an important factor, 37.5% of the respondents are neutral that this is an important factor, 25.5% of the respondents agree that it is an important factor. 13.5% Strongly agree that free trial is an important factor while purchasing skin care products.

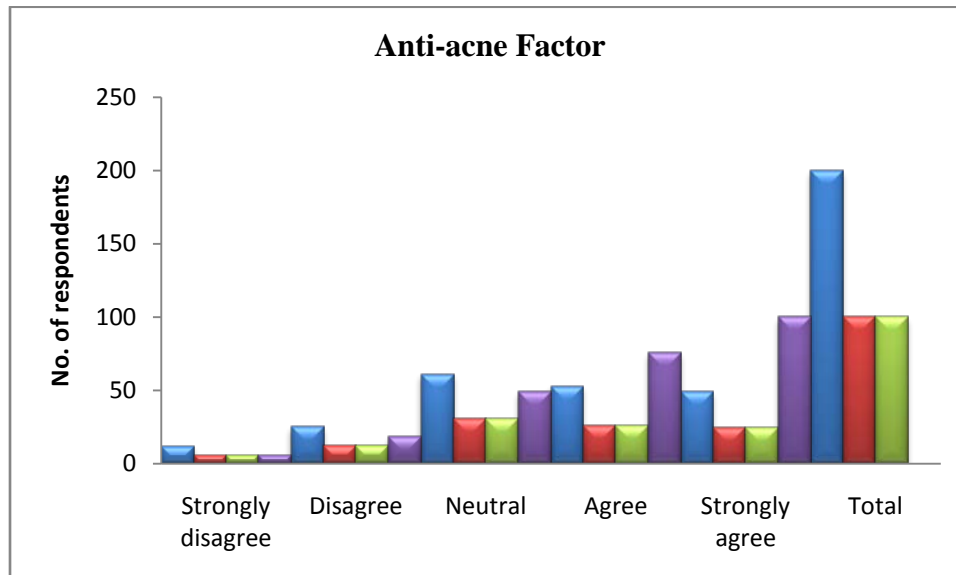
t. Anti-aging is an Important Factor



Anti aging is an Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	5.5	5.5	5.5
	Disagree	32	16.0	16.0	21.5
	Neutral	74	37.0	37.0	58.5
	Agree	55	27.5	27.5	86.0
	Strongly agree	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 5.5% of the respondents Strongly disagree that anti-aging is an important factor, 16% of the respondents disagree that it is an important factor, 37% of the respondents are neutral that it is an important factor, 27.5% of the respondents agree that this is an important factor. 14% Strongly agree that anti-aging is an important factor while purchasing skin care products.

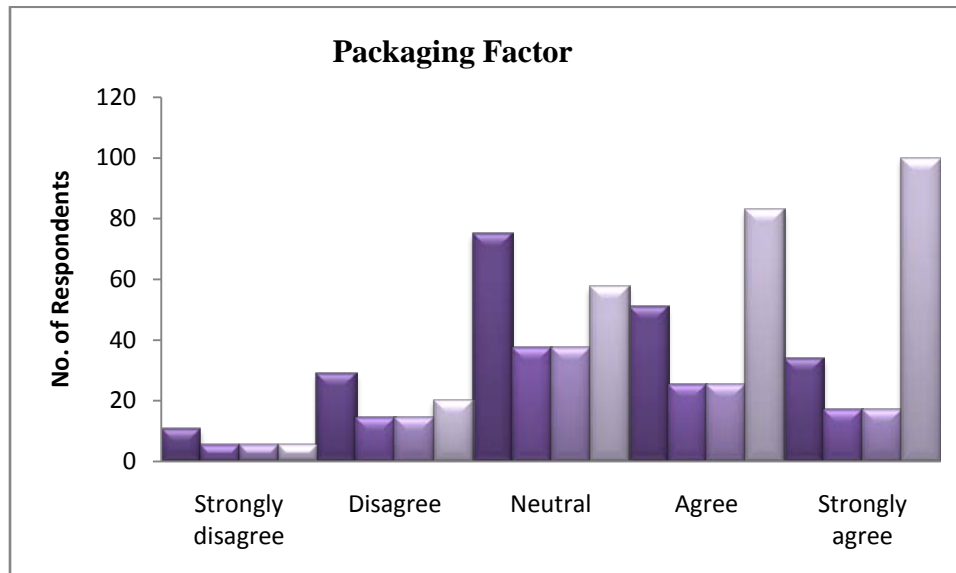
u. Anti-acne is an Important Factor



Anti-acne is an Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	6.0	6.0	6.0
	Disagree	25	12.5	12.5	18.5
	Neutral	61	30.5	30.5	49.0
	Agree	53	26.5	26.5	75.5
	Strongly agree	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 6% of the respondents Strongly disagree that anti-acne is an important factor, 12.5% of the respondents disagree that this is an important factor, 30.5% of the respondents are neutral that this is an important factor, 26.5% of the respondents agree that it is an important factor. 24.5% Strongly agree that anti-acne is an important factor while purchasing skin care products.

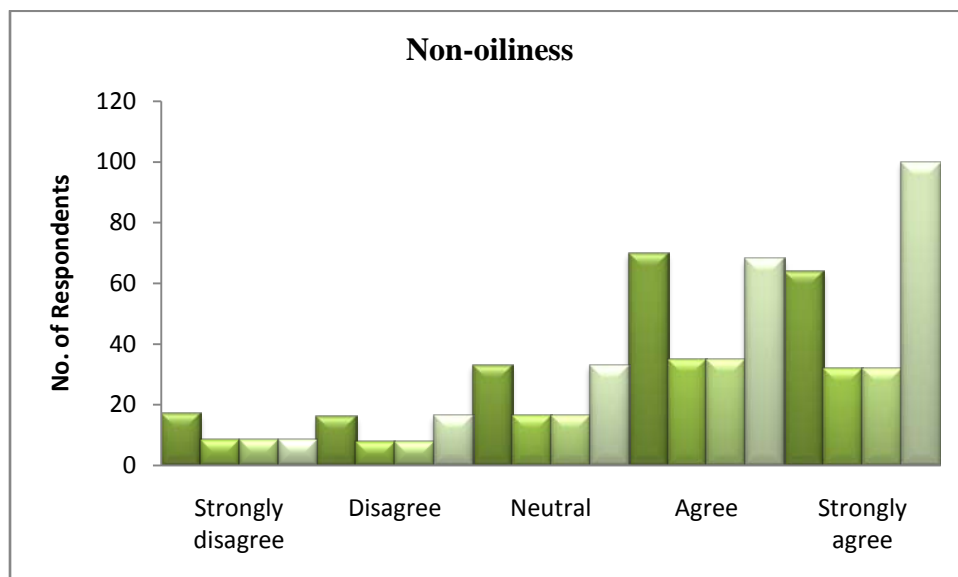
v. Packaging is an Important Factor



Packaging is an Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	5.5	5.5	5.5
	Disagree	29	14.5	14.5	20.0
	Neutral	75	37.5	37.5	57.5
	Agree	51	25.5	25.5	83.0
	Strongly agree	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 5.5% of the respondents Strongly disagree that packaging is an important factor, 14.5% of the respondents disagree that it is an important factor, 37.5% of the respondents are neutral that this is an important factor, 25.5% of the respondents agree that this is an important factor. 17% Strongly agree that packaging is an important factor while purchasing skin care products.

w. Non-oiliness is an Important Factor



Non-oiliness is an Important Factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	17	8.5	8.5	8.5
	Disagree	16	8.0	8.0	16.5
	Neutral	33	16.5	16.5	33.0
	Agree	70	35.0	35.0	68.0
	Strongly agree	64	32.0	32.0	100.0
	Total	200	100.0	100.0	

Analysis: From the frequency table and pie chart it can be said that, among all the respondents from the sample, 8.5% of the respondents Strongly disagree that non oiliness is an important factor, 8% of the respondents disagree that non oiliness is an important factor, 16.5% of the respondents are neutral that this is an important factor, 35% of the respondents agree that it is an important factor and 32% Strongly agree that non oiliness is an important factor when deciding to purchase a skin care product.

5.1.2 Correlation

1. Correlation between willing to pay for skincare product and pricing factor while purchasing any skincare product.

Correlations			
		Pay for skincare product	Pricing factor
Pay for skincare product	Pearson Correlation	1	.072
	Sig. (2-tailed)		.309
	N	200	200
Pricing factor	Pearson Correlation	.072	1
	Sig. (2-tailed)	.309	
	N	200	200

Interpretation: There is a positive relationship between two variables as value is positive and relation is strongly associated between the term willing to pay for skincare product and pricing factor while purchasing any skincare product as the value is 0.072 which is more than 0.05.

2. Correlation between willing to pay for skincare product and hypoallergenic factor while purchasing any skincare product.

Correlations			
		Pay for skincare product	Hypoallergenic factor
Pay for skincare product	Pearson Correlation	1	-.126
	Sig. (2-tailed)		.074
	N	200	200
Hypoallergenic factor	Pearson Correlation	-.126	1
	Sig. (2-tailed)	.074	
	N	200	200

Interpretation: As the value is -.126 so there is a negative relationship between two as significant value is negative and relation is weakly associated between the term willing to pay for skincare product and hypoallergenic factor while purchasing any skincare product.

3. Correlation between willing to pay for skincare product and ease of use factor while purchasing any skincare product.

Correlations			
		Pay for skincare product	Ease of use factor
Pay for skincare product	Pearson Correlation	1	.094
	Sig. (2-tailed)		.183
	N	200	200
Ease of use factor	Pearson Correlation	.094	1
	Sig. (2-tailed)	.183	
	N	200	200

Interpretation: Here, the value is 0.094, so there is a positive relationship between two variables as value is positive and relation is very strongly associated between the term willing to pay for skincare product and ease of use factor while purchasing any skincare product.

4. Correlation between the term willing to pay for skincare product and branding factor while purchasing any skincare product.

Correlations			
		Pay for skincare product	Branding factor
Pay for skincare product	Pearson Correlation	1	.016
	Sig. (2-tailed)		.823
	N	200	200
Branding factor	Pearson Correlation	.016	1
	Sig. (2-tailed)	.823	
	N	200	200

Interpretation: There is a positive relationship between two variables as value is positive which is .016 and relation is strongly associated between the term willing to pay for skincare product and branding factor while purchasing any skincare product.

5. Correlation between the term willing to pay for skincare product and quality factor while purchasing any skincare product.

Correlations			
		Pay for skincare product	Quality factor
Pay for skincare product	Pearson Correlation	1	-.054
	Sig. (2-tailed)		.444
	N	200	200
Quality factor	Pearson Correlation	-.054	1
	Sig. (2-tailed)	.444	
	N	200	200

Interpretation: As the value is -.054 so there is a negative relationship between two variables as the value is negative and relation is very weakly associated between the term willing to pay for skincare product and quality factor while purchasing any skincare product.

6. Correlation between the term willing to pay for skincare product and free trial of a product.

Correlations			
		Pay for skincare product	Free trial
Pay for skincare product	Pearson Correlation	1	-.024
	Sig. (2-tailed)		.740
	N	200	200
Free trial	Pearson Correlation	-.024	1
	Sig. (2-tailed)	.740	
	N	200	200

Interpretation: There is a positive relationship between two variables as the value is negative, -.024 and relation is very weakly associated between the term willing to pay for skincare product and free trial of a product.

7. Correlation between the term willing to pay for skincare product and anti aging factor while purchasing a skin care product.

Correlations			
		Pay for skincare product	Anti aging factor
Pay for skincare product	Pearson Correlation	1	.023
	Sig. (2-tailed)		.748
	N	200	200
Anti aging factor	Pearson Correlation	.023	1
	Sig. (2-tailed)	.748	
	N	200	200

Interpretation: There is a positive relationship between two variables as the value is positive, .023 and relation is strongly associated between the term willing to pay for skincare product and anti aging factor while purchasing a skin care product.

8. Correlation between the term willing to pay for skincare product and anti acne factor while purchasing a skin care product.

Correlations			
		Pay for skincare product	Anti acne factor
Pay for skincare product	Pearson Correlation	1	-.072
	Sig. (2-tailed)		.312
	N	200	200
Anti acne factor	Pearson Correlation	-.072	1
	Sig. (2-tailed)	.312	
	N	200	200

Interpretation: Here the value is -.072 so, there is a negative relationship between two variables as value is negative and relation is weakly associated between the term willing to pay for skincare product and anti acne factor while purchasing any skincare product.

9. Correlation between the term willing to pay for skincare product and packaging factor while purchasing a skin care product.

Correlations			
		Pay for skincare product	Packaging factor
Pay for skincare product	Pearson Correlation	1	.018
	Sig. (2-tailed)		.798
	N	200	200
Packaging factor	Pearson Correlation	.018	1
	Sig. (2-tailed)	.798	
	N	200	200

Interpretation: There is a positive relationship between two variables as value is positive, 0.018 and relation is strongly associated between the term willing to pay for skincare product and packaging factor while purchasing any skincare product.

10. Correlation between the term willing to pay for skincare product and non-oiliness factor while purchasing a skin care product.

Correlations			
		Pay for skincare product	Non oiliness factor
Pay for skincare product	Pearson Correlation	1	-.201 **
	Sig. (2-tailed)		.004
	N	200	200
Non oiliness factor	Pearson Correlation	-.201 **	1
	Sig. (2-tailed)	.004	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: As the value is -.201 which is negative so, There is a negative relationship between two variables. The relation is weakly related between the term willing to pay for skincare product and non-oiliness factor while purchasing any skincare product.

5.1.3 Chi-Square Test

1. First chi-square test has been done between two terms which are monthly expense on skincare products and attractive promotional activities for skincare product.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.047 ^a	16	.595
Likelihood Ratio	13.913	16	.605
Linear-by-Linear Association	.707	1	.401
N of Valid Cases	200		

Interpretation of the Table Values:

Step 1:

Ho: There is a significant association between monthly expense on skincare products and attractive promotional activities for skincare product.

Ha: There is no significant association between monthly expense on skincare products and attractive promotional activities for skincare product.

Step 2: Here the level of Significance (α) = 0.05.

Step 3: here I have used Chi Square two tailed test in this hypothesis

Step 4: As the value significance is .595, which is more than 0.05, so can consider not rejecting null hypothesis (Ho).

Step 5: So, it can be said that there is not sufficient evidence to say that there is any association between monthly expense on skincare products and attractive promotional activities for skincare product, which makes fail to reject Ho.

2. Second, chi-square test has been done between two terms which are monthly expense on skincare products and most important factor (like: Remove acne, fairness, oil control, sun burn protections, water resistance and mustering) while purchasing any skincare product.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.272 ^a	20	.157
Likelihood Ratio	27.239	20	.129
Linear-by-Linear Association	5.303	1	.021
N of Valid Cases	200		

Interpretation of the Table Values:

Step 1:

Ho: There is a significant relationship between monthly expense and remove acne, fairness, oil control, sun burn protections, water resistance and moisturizing factors while purchasing any skincare product.

Ha: There is no significant relationship between monthly expense and remove acne, fairness, oil control, sun burn protections, water resistance, moisturizing factors while purchasing any skincare product

Step 2: Here the level of Significance (α) = 0.05.

Step 3: Here I have used Chi Square two tailed test in this hypothesis

Step 4: As the value significance is .157, which is more than 0.05, so can consider not rejecting null hypothesis (Ho).

Step 5: So, it can be said that there is not sufficient evidence to say that there is any relationship between monthly expense and remove acne, fairness, oil control, sun burn protections, water resistance and moisturizing factors while purchasing any skincare product, which makes fail to reject Ho.

3. Here, chi-square test has been done between two terms which are monthly expense and price of a skincare product.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.953 ^a	16	.456
Likelihood Ratio	19.044	16	.266
Linear-by-Linear Association	.087	1	.768
N of Valid Cases	200		

Interpretation of the Table Values:

Step 1:

Ho: Monthly expense on skincare product and price of a skincare product are significantly associated.

Ha: Monthly expense on skincare product and price of a skincare product are not significantly associated.

Step 2: Here the level of Significance (α) = 0.05.

Step 3: Here I have used Chi Square two tailed test in this hypothesis

Step 4: As the value significance is .456, which is more than 0.05, so can consider not rejecting null hypothesis (Ho).

Step 5: So, it can be said that there is not sufficient evidence to say that there is any relationship between Monthly expense on skincare product and price of a skincare product are significantly associated, which failed to reject null hypothesis, which makes fail to reject Ho.

4. Here, chi-square test has been done between two terms which are monthly expense on skincare product and hypoallergenic factor of a skincare product.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.171 ^a	16	.314
Likelihood Ratio	17.238	16	.370
Linear-by-Linear Association	1.532	1	.216
N of Valid Cases	200		

Interpretation of the Table Values:

Step 1:

Ho: Monthly expense on skincare product and hypoallergenic factor of a skincare product are significantly associated.

Ha: Monthly expense on skincare product and hypoallergenic factor of a skincare product not significantly associated.

Step 2: Here the level of Significance (α) = 0.05.

Step 3: Here I have used Chi Square two tailed test in this hypothesis

Step 4: As the value significance is .314, which is more than 0.05, so can consider not rejecting null hypothesis (Ho).

Step 5: So, it can be said that there is not sufficient evidence to say that there is any relationship between monthly expense on skincare product and hypoallergenic factor of a skincare product are significantly associated, which makes fail to reject Ho.

5. Here, chi-square test has been done between two terms which are monthly expense on skincare product and quality factor of a skincare product.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.222 ^a	16	.136
Likelihood Ratio	24.072	16	.088
Linear-by-Linear Association	2.548	1	.110
N of Valid Cases	200		

Interpretation of the Table Values:

Step 1:

Ho: Monthly expense on skincare product and Quality factor of a skincare product are significantly associated.

Ha: Monthly expenses on skincare product and quality factor of a skincare product are not significantly associated.

Step 2: Here the level of Significance (α) = 0.05.

Step 3: Here I have used Chi Square two tailed test in this hypothesis

Step 4: As the value significance is .136, which is more than 0.05, so can consider not rejecting null hypothesis (Ho).

Step 5: So, it can be said that there is not sufficient evidence to say that there is any relationship between monthly expense on skincare product and quality factor of a skincare product are significantly associated, which makes fail to reject Ho.

6. Here, chi-square test has been done between two terms which are effective information source and willing to pay for a skincare product.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.398 ^a	20	.753
Likelihood Ratio	17.878	20	.595
Linear-by-Linear Association	1.204	1	.273
N of Valid Cases	200		

Interpretation of the Table Values:

Step 1:

Ho: Effective information source and willing to pay for a skincare product are significantly associated.

Ha: Effective information source and willing to pay for a skincare product are not significantly associated.

Step 2: Here the level of Significance (α) = 0.05.

Step 3: Here I have used Chi Square two tailed test in this hypothesis

Step 4: As the value significance is .753, which is more than 0.05, so can consider not rejecting null hypothesis (Ho).

Step 5: So, it can be said that there is not sufficient evidence to say that there is any relationship between effective information source and willing to pay for a skincare product are significantly associated, which makes fail to reject Ho.

7. Here, chi-square test has been done between two terms which are attractive promotional activities and switch brand of a skincare products.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.269 ^a	16	.039
Likelihood Ratio	23.500	16	.101
Linear-by-Linear Association	1.645	1	.200
N of Valid Cases	200		

Interpretation of the Table Values:

Step 1:

Ho: Attractive promotional activities and switch brand of a skincare product are significantly associated.

Ha: Attractive promotional activities and switch brand of skincare products are not significantly associated.

Step 2: Here the level of Significance (α) = 0.05.

Step 3: Here I have used Chi Square two tailed test in this hypothesis

Step 4: As the value significance is .039, which is less than 0.05, so can consider to reject null hypothesis (Ho).

Step 5: So, it can be said that there is sufficient evidence to say that there is any relationship between attractive promotional activities and switch brand of a skincare products are significantly associated, which makes fail to accept Ho.

8. Here, chi-square test has been done between two terms which are attractive promotional activities and buying placeof skincare products.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.207 ^a	20	.445
Likelihood Ratio	21.487	20	.369
Linear-by-Linear Association	.134	1	.715
N of Valid Cases	200		

Interpretation of the Table Values:

Step 1:

Ho: Attractive promotional activities and buying placeof skincare productsare significantly associated.

Ha: Attractive promotional activities and buying placeof skincare productsare not significantly associated.

Step 2: Here the level of Significance (α) = 0.05.

Step 3: Here I have used Chi Square two tailedtestin this hypothesis

Step 4: Asthevalue significance is .445, which is more than 0.05, so can consider not rejecting null hypothesis (Ho).

Step 5: So, it can be said that there is not sufficient evidence to say that there is any relationship between attractive promotional activities and buying place of a skincare productsare significantly associated, which makes fail to reject Ho.

5.2 Findings of the Study

I have conducted my research part on the topic of “**Factors affecting consumers for purchasing a skincare Product**”. For the research purpose I prepared a questionnaire to find out the important factors that influence consumers while purchasing any skincare product. From the respondents opinion I have found several things and here I trying to interpret the respondent’s answers.

- ✚ Most of the respondents are female, out of 200 respondents 117 respondents are female and 83 respondents are male.
- ✚ Remove Acne, Fairness, Moisturizer and Oil control features of a skincare product are important for the customers while purchasing any skincare product.
- ✚ On average most of the respondents monthly expense on skincare products is less than 500 to 1000 TK.
- ✚ Most of the time customers prefer to buy a skincare product from a cosmetics store and a super market.
- ✚ TV and family/friends are effective source for decision making to purchase any skincare product.
- ✚ Attractive displays play an important role for the customers while shopping at any store or super market that grabs the attention of the customers.
- ✚ Most of the customers are willing to pay for a skincare product around 250TK to 800 TK.
- ✚ Brand name and quality of a skincare product are most important while purchasing a skincare product. However, Price, hypoallergic factor, ease of use and non-oilinessfeatures are also important.

To build awareness amongthe consumers about the Stiefel products and for increasing sale,the company needs to work a lot on the factors that influence them while purchasing any skincare product.

Chapter 6

Recommendation & Conclusion

6.1 Recommendation

As a global leader in skin health, Stiefel, a GSK company, is committed to improving the quality of life for those affected by skin conditions around the world. This report is all about the factors that influence the customer's perception while purchasing any skincare products. So, recommendation is directed towards creating a newer and better image to its customers for its new skincare products.

✚ **Create More Customer Awareness:** If the company able to make a good impression into the mind of customer then a new product can easily grab the market.

- Newspaper or magazine ads play an important role to aware consumers more about a skincare product.
- Through social media website like Facebook, Twitter, Hi-five, My Space consumers awareness can be created.
- Booth in shopping malls and university campus for introducing the new skincare products.

✚ **Customer Demand Forecast:** To know about the customers need and demands marketer should forecast the customer demand. What is the demand for a skincare product marketer must know that so before launching any new skincare product they should know those things.

✚ **Develop Real-time Campaigns to Measure Effectiveness:** By using case studies to understand consumer preference and observe their behavior, it is also recommended to make use of new, unseen, or even fictional advertisements for the purpose of studying consumer responses. Several promotional events should be done more for its upcoming products in different shopping malls and different commercial areas in Dhaka city.

✚ **Conduct Market Survey:** One of the most important factors while launching any new product in the market. Moreover, to know about the target customer, competitors, company position, demand of the product and so on. So, market survey should be done more and more.

✚ **Increase Promotional Activities:** To enhance the market share & reaching the market leader and also to reach the consumer company should focus more on their promotional strategy.

- Through distributing leaflets, brochures to the peoples.
- Sponsorship on different beauty/skincare talk shows.
- Separate website for promoting the products.
- Poster and bill-board in important places.
- Arrange campaign on different super market, shopping malls and universities.

✚ **Give Emphasis on Copyrights Activities:** GSK should be careful on copyrights matters as there is a possibility for duplicity.

✚ **Strongest Packaging Strategies:** Strongest packages are authentic expressions of the brand personality and speak clearly to the audience or consumer. Attractive packaging with gift items can also be a good tool to attract consumers' attention. Its packaging will ensure user convenience, protection as well as will serve as promotional tool by proper features.

✚ **Focus on Target Customers:** Now a day's customers are the heart of any business so the customers should give more value. Skincare products are not only for the female customers but also the male customers are the users of skincare products. So the marketer should target the male customers as well.

To make the consumer more aware about the Stiefel products, making promotional strategies and increasing sales these strategies might be very much effective.

6.2 Conclusion

With an enviable image and reputation for the past 6 decades GlaxoSmithKline (GSK) Bangladesh Limited running its operation as a subsidiary of GlaxoSmithKline is one of the world's leading research-based pharmaceutical and healthcare companies.

Market research is an organized exertion to collect information about markets or customers. It is a key factor to get advantage over competitors. This research paper I have conducted is a problem solving research; detecting the reasons for Factors Affecting Consumer Preference for Purchasing Skin Care Products, buying behavior for this kind of a products and necessary actions to be taken in order to create a solid position on customers mind, create awareness and opportunities of skin care products in Bangladesh market. It is very difficult to give a complete remark after conducting a research within such a limited time frame. Though I have gathered various information from various articles, websites etc with proper sourcing. Simultaneously, I have collected data from both primary and secondary source.

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Appendix

Survey Questionnaire

Dear Respondent,

I, Zohora Kabir Propa, student of BRAC University (BBA Department) is conducting a survey on **Factors Affecting Consumer Preference for Purchasing Skin Care Products**. This survey is done to derive information that would help me to furnish my internship report. It would be very kind of you if you accurately respond to the questionnaire.

Age Group: 18-20 21-25 26-30 31-40 41 and above
 Gender: Female Male
 Occupation: _____

1. What is your skin type?
 - a) Dry
 - d) Sensitive
 - b) Oily
 - e) None of the above
 - c) Normal
2. Which one is the most important factor for you while purchasing skin care product?
 - a) Remove Acne or pimple
 - d) Moisturizer
 - b) Fairness
 - e) Oil control
 - c) Sun burn protection
 - f) Water resistant
3. On average, how much do you spend on skin care products each month?
 - a) Less than 500TK
 - d) 2100TK-3000TK
 - b) 500TK-1000TK
 - e) 4000TK and above
 - c) 1100TK-2000TK
4. Where do you primarily buy skin care products?
 - a) General Stores
 - d) Super Markets
 - b) Cosmetics Store
 - e) Drug/pharmacy
 - c) Online
 - f) Shopping mall

	TV	Internet	Beauty saloon	Friends/ family	Magazine/ Newspaper	Poster/ Leaflet
5. Which information source is effective while decision making to purchase a skin care product?						
6. How do you get to know or learn about new products?						

7. While shopping at any general store or super market what promotional activities grab your attention most?
- a) Free Product Samples d) Gift Items
 b) Attractive Displays e) Discounts
 c) Poster/Leaflets
8. How often do you switch brands?
- a) Very frequently c) Rarely
 b) Most of the time d) Never
9. How much do you want to pay for a skin care product?
- a) 250TK-500TK d) 1100TK-1500Tk
 b) 550TK-800TK e) 1600TK and above
 c) 850TK-1000TK

Which is an important factor, when deciding to purchase a skin care product? Put a tick mark (√) according to your level of importance (Here Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10. Price					
11. Hypoallergenic feature					
12. Ease of use					
13. Brand name					
14. Quality					
15. Free trial					
16. Anti-aging					
17. Anti-acne					
18. Packaging					
19. Non-oily					

- Which brand do you prefer most for skin care? _____
- For suggestive reasons, what is the most effective and quickest way to communicate with the customers in promoting a new skin care product? Why?

Thank you for your cooperation