

Spending Habits of University Students on Skincare Products: Evidence from Manila, Philippines

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Abstract: - Proper skincare entails a daily regimen that cleanses, corrects, hydrates and protects our skin from external and internal elements. These are done alongside annual visits to a dermatologist and monthly visits with a certified skin care professional. Alongside the increasing demand in skincare products, it must be taken into account that the amount spent on these products are higher compared to basic necessities such as food and clothing. When it comes to beauty and general appearance maintenance, women often feel like there is no limit to how much they can spend. People afford to spare a significant amount of their money for the skincare products that will work best on them. Spending habits for skincare products vary from one woman to another. Working women usually invest more on skincare than stay-at-home women. Additionally, it is also a fact that female young adults spend more money on skincare products compared to female teenagers. In general, women are willing to allot significant amount of their monthly budget for their skin maintenance because their physical look is highly important to them. This is in line with the fact that they feel more comfortable when they have good-looking skin. In a society where there is a standard to beauty, one's perceptions and ideals on beauty and skincare is guided by media influence, shaped by different expectations on beauty, and anchored on self-awareness.

Key Words: —*Regimen, hydrates, skincare, good-looking.*

I. INTRODUCTION

As young adults, university students - women, most especially, give importance to how they look and how they present themselves especially since they are exposed to a lot of people. With employment dawning in on them, appearance becomes a priority in their life, and since the skin is the largest external organ in our body, it is essential that this must be a priority in terms of cleansing.

Skincare has been a booming trend in the recent years and there has been a rise in several different skincare brands all over the world; America, Korea, Japan, and Taiwan, to name a few. Ever since taking selfies started becoming a trend, millennial youth are making sure that their faces are Instagram-worthy. Millennial consumers are the highest and heaviest buyers of skin care. Alongside the trend of selfies, YouTube can also be attributed as one of the factors that contributed to an increase of the millennial customers in the skincare market.

This is mostly due to all the beauty blogs and the skincare routines that media influencers upload on the respective platforms.

With social media websites being avenues where women turn to for skincare reviews and product recommendations, beauty and skincare companies have resulted to shifting from traditional print and television advertisements to making use of social media ads for their marketing strategies. In the past, skincare routines were usually just determined by dermatologists, but nowadays, skincare routines can now be curated by one's own self due to the availability and accessibility of details and information on various media sources since the rise of technology and the Internet.

II. STATEMENT OF THE PROBLEM

This study focuses on the importance of skincare regimens to female university students. Furthermore it also aims to answer the following questions:

- Why are women willing to invest on skincare products?
- What is the most important determining factor that influences a woman to buy a skincare product?

III. HYPOTHESIS

The researcher presumes that women invest in skincare products because they believe that it is essential to take care of one's self and as well as to look presentable at all times. Given this, out of all the possible factors to consider when purchasing

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skincare products, the researcher argues that the products purchased by women are mostly influenced by their respective prices. This speculation is aligned with the fact they are the ones more likely to be mindful of their appearance as they are soon to embark in the business sector, where people are mostly formal and dainty.

IV. SIGNIFICANCE OF THE STUDY

The researcher aims to create a study that will help in understanding the importance of skincare to a specific demographic, specifically, those who are already in college. This paper will also help those who want to start creating a skincare routine because it will aid them in determining how to pick out products, who to listen to, where to buy and how much money to spend in a given time frame. The researcher chose this topic as it was very timely and relevant. This is because there will always be university students who venture out and experiment on ways to take care of their skin as they increasingly become aware of their surroundings and the fact that they will soon be a part of the working sector. By creating this study, the researcher wishes to help these people in understanding various aspects of skincare selection and budget allocation.

V. SCOPE AND LIMITATIONS

This paper aims to help women in understanding the process of curating a skincare routine as they prepare themselves for future employability and having a greater number of acquaintances. The study seeks to know the perception of about skincare routines and skincare products, its importance, and how it should tailor fit in their budget plans. In order to support this research with significant data and information, the researcher conducted a survey which was limited to only university students. By limiting the scope of the study, it will make the paper more thorough and concise for it will only be targeted to a specific demographic and not in a broad sense, all women.

This paper does not cover inputs and preferences of women outside the University Belt- Manila. Furthermore, it must be clarified that skincare products does not include cosmetics product, and therefore are not considered in the budgeting and financing aspect of this study.

VI. CONCEPTUAL PARADIGM

This paper uses the framework of an exploratory research and study. In using working hypotheses, the researcher aims to know what's and the how's behind the skincare routines and the habits of the chosen demographic. In this case, the chosen demographic are the female students in the University Belt-Manila. Most of the questions that the study seeks to address

can be answered and explained through the use of quantitative means.

VII. FINDINGS

- It was found out that 80% of the survey respondents still get a weekly or monthly allowance from their parents or guardians. More than 70% of the respondents were still heavily reliant on their family for funds while approximately 28% earned additional money elsewhere. A majority of the respondents received a weekly allowance ranging from 501 to 1,500 pesos.
- It was found out that 70% of the respondents make sure to save a part of their allowance weekly. Less than half of the respondents (40%) regularly allocated a portion of their allowance for purchasing skincare and beauty products. Almost half of the total respondents is willing to spend a range of 501 to 1,000 pesos a month for skincare products.
- A majority of the respondents (80%) find that prices of items when buying from online stores differ greatly from that of physical shops or boutiques. 51% of the respondents deem in-store purchases to be cheaper than online purchases. The respondents prefer buying in-store because it is cheaper than buying online, considering the shipping fees, payment, handling fees etc.
- Manila university students consider multiple factors when choosing which skincare product to buy. The factors of utmost priority are the reviews of the product, brand of the product, and its ingredients, while the amount/quantity of the product, and price, are the ones which are given less importance when deciding which skincare products to buy. When asked why administering a skincare routine is important, the answers can be summed up into 3 themes: self-care, personal hygiene, and relaxation.

VIII. SUMMARY

One of the insights that the study is able to give its readers is that there is an increase in the millennial interest regarding skincare. With this, the main goals of this study was to uncover the most important determining factor that affect a student's choice when it comes to choosing her skincare products, and to determine the reasons behind why they deem skincare to be essential.

In order to get insights, the researcher created a survey for the female students of the University Belt in Manila to answer. The survey was formulated to determine how much students prioritize their skincare. In order to discover this, questions about their budget and their spending habits regarding skincare products were asked. Alongside this, the survey also included a question that was used to determine what factor was given most priority by students when it comes to skincare products.

IX. CONCLUSION

Alongside the basic factors such as skin type, and skin problems that people aim to address, the researcher concludes that women consider more factors when curating a skincare routine. These factors include product formulation, product amount, product price, product brand and its reviews. Furthermore, from the study the researcher was able to determine that the most influential factor with regards to product purchases is the product's review and its corresponding formulation.

Moreover, the researcher was able to determine three themes that explained why women invested on skincare: self-care, personal hygiene and relaxation. Essentially, most women are willing to spend for skincare products in order to look good and feel good about one's self. From this, it was deduced that choosing to invest on skincare products will not only keep the skin healthy and improve one's appearance but it also saves one from spending more money in the future when there is a possibility for skin issues to arise from one's own neglect

X. RECOMMENDATION

The research allowed for a close study and the formulation of conclusions regarding the perceptions and spending habits of students on skincare products. With regard to current research method of surveying the students, making use of online surveys may be deemed as an insufficient medium for gathering personal answers. Thus, face-to-face interviews are highly recommended as a more suitable alternative since this may provide more in-depth answers that will lead to a much more thorough analysis.

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