

# A Descriptive Study on Consumer Preferences for Natural Moisturizers for Bangalore's Climate

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**Abstract:** This research explores consumer attitudes towards natural moisturizers in Bangalore, with emphasis on the effects of the city's distinctive climate on skin hydration and well-being. The research seeks to uncover the influence of Bangalore's varying humidity and temperature on skin health, examine consumer desire to make a transition from chemical-based to natural skincare products, and create a scientifically supported natural moisturizer based on the local climate. From a survey of 113 respondents, the study finds that consumers place a high priority on sun protection, hydration, and natural ingredients with a clear preference for lightweight, non-greasy textures. The main findings are that concern over sensitive skin and recommendations through word of mouth are the drivers of natural moisturizer adoption. Floral scents are most sought after, and even as cost is paramount, consumers will pay extra for products providing quality, efficacy, and environmentally friendly attributes. The research suggests creating mid-range products between ₹200-₹500, focusing on dermatologist recommendations, and positioning sustainability as a major selling point. By catering to these consumer demands, brands can successfully meet the increasing demand for natural skincare products in Bangalore's weather.

## INTRODUCTION

Bangalore, considered by many to be the "Garden City" of India, has a moderate climate with conditions varying from mild to relatively humid throughout the year. Climatic conditions like these, along with moderate temperatures and variations in humidity, have a very strong influence on the hydration status of the skin. For an individual residing in this city, maintaining his/her skin healthy can prove to be a challenge owing to numerous environmental factors involved. With increasing awareness among urban dwellers regarding the long-term use of chemical-based products, there is a growing interest in natural, Natural skincare alternatives. Natural preparations, practiced for centuries in India, guarantee overall skin care by blending the intelligence of natural herbs and ingredients to ensure skin well-being.

The following research paper attempts to provide a comprehensive analysis of how Bangalore's unique climate impacts skin hydration and common issues for skin issues among its residents. Particularly, this study aims at three significant goals: one, to look into the impact of the climate of Bangalore on skin health, more specifically on skin hydration; two, to know the mindset of Bangalorean's in shifting from the traditional chemical-based moisturizer to use a Natural alternative, scientifically formulated; and three, to formulate a scientifically-supported Natural moisturizer specially to target skin problems commonly found in Bangalore's climate.

The shifting pattern from humid to dry, this is essentially Bangalore's kind of weather. That is what causes issues in the skin such as dryness, hypersensitivity, or roughness. Due to high humidity, Bangalore's weather absorbs moisture even from the skin itself, leading to easy-to-obtain dryness and itchiness; the temperature could, on its own account, cause imbalance in natural oil secretion in skin. A moisturizing item, in such a way, can be formulated with these variables in mind in order to directly address the Bangalore residents' requirements. Of most significance, Ayurveda natural health and wellness in balance through natural routes offers significant potential for consumers looking for efficacious but equally very mild skin care products. In addition, growing consumer awareness regarding the harmful impact of widely used synthetic chemicals in skincare products has led to a transition towards natural skin solutions. With their focus on organic elements, sustainability, and the well-being of the skin for the long term, Ayurveda products are the forerunners out of this dimension. Thus, this study also attempts to find out how ready or prepared Bangalore consumers are for a transition from chemical-based products towards Natural skincare alternatives.

**LITERATURE REVIEW**

The literature surrounding moisturizers and skincare reveals a comprehensive and evolving understanding of both therapeutic and consumer-centric aspects. On the clinical side, researchers like Lipozencić et al. (2006), Nolan & Marmur (2012), and Fluhr et al. (2024) emphasize the dermatological value of moisturizers in treating conditions such as atopic dermatitis and xerosis. These products help restore the skin barrier, reduce trans-epidermal water loss, and relieve symptoms like dryness and inflammation. Studies highlight the need for specific formulations like ceramide-based or urea/glycerol-rich creams for different skin types and age groups, especially women over 30, whose skin is affected by hormonal changes (Dandekar, 2024). Irene (2024) and Johnson (2024) further explore the importance of ingredient quality and formulation, noting that even consumers, particularly Generation Z, seek products that deliver visible results, align with their values, and maintain long-term skin health. The shift towards herbal and natural options, as shown in works by Gupta (2023), Patel (2024), McMullen (2024), and Samali (2024), reflects rising demand for safer, eco-conscious, and culturally rooted skincare solutions.

Parallel to the clinical discourse, the market and behavioral aspects of skincare consumption are also gaining academic attention. Irene's (2024) study on Indonesian Gen Z consumers identifies brand image and product quality as the primary drivers of satisfaction, eclipsing even price and promotions. Narang (2024) explores similar dynamics in the organic skincare segment, where young Indian women are segmented into lifestyle-based consumer profiles, helping brands target them more effectively. Meanwhile, Nagpal (2024) examines the complex landscape of beauty advertising, especially influencer-driven marketing, through the lens of regulatory and ethical concerns. In a broader context, Kumar & Geneletti (2015) offer a tangential but crucial perspective by linking skin and environmental health through climate vulnerability in cities like Bangalore, pushing for adaptive strategies in urban planning. Altogether, the literature paints a holistic picture of skincare as a fusion of science, sustainability, psychology, and commerce demanding personalized, evidence-based, and ethically marketed solutions.

**RESEARCH METHODOLOGY**

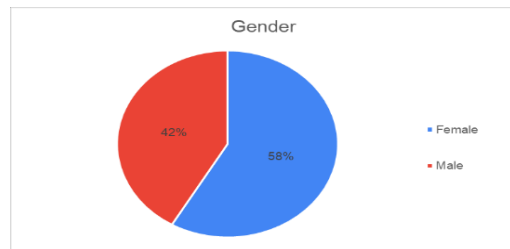
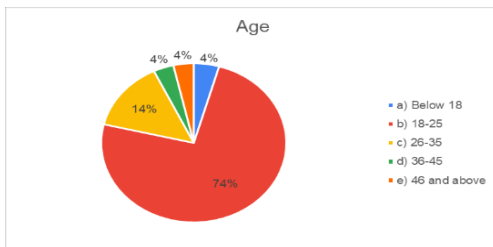
Dryness and redness; temperature may, independently, contribute to imbalance in natural oil synthesis in skin. A moisturizer, in such a regard, may be created keeping these parameters in mind in order to target specifically the inhabitants of Bangalore. Far more so, Ayurveda overall health and well-being through nature alone presents enormous hope for those desiring truly good but also exceedingly gentle skincare treatments. In addition, growing consciousness among consumers towards the harmful impacts of synthetics used in the forms of skincare products has triggered a turn towards natural alternatives. With their focus on organic substances, sustainability, and long-term skin well-being, Ayurveda products are breaking out of this historical phase. Thus, this research also attempts to identify how ready or ready are the consumers in Bangalore for a transition from chemical-based products to Natural skincare solutions.

This would be the finality of this research study and help in creating a Natural moisturizer addressing particular skin problems pertaining to Bangalore weather. The objective of the research is to scientifically formulate a product based on consumer preference, depending on environmental conditions, to develop products that not only address the prevailing skin care problems of the population but also function for long-term skin health of citizens with natural and sustainable products.

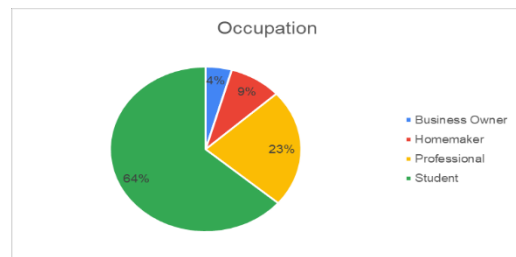
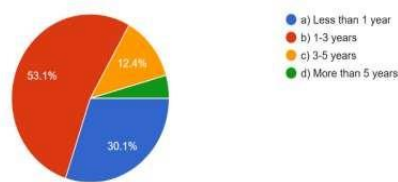
**Sampling Technique:** A random sampling technique was used to gather responses from people in Bangalore. The questionnaire was distributed randomly, providing every participant in the population with an equal opportunity for selection, with a sample size of 113 respondents. This method provided a representative sample of opinions while avoiding selection bias.

**Sample Justification:** Simple random sampling was used to enable an unbiased representation of the urban population within the limitations of the study's resources and time. This approach gives a balanced picture of public opinion without the need for extensive demographic segmentation, which would necessitate a larger sample size and more resources to be effectively implemented.

## DATA ANALYSIS



How long have you been residing in Bangalore?  
113 responses



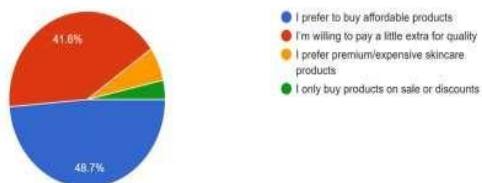
What specific ingredients do you look for in a Natural moisturizer? (Select all that apply)  
113 responses



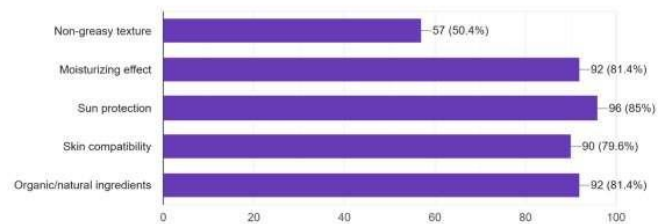
How frequently do you use moisturizers in general?  
113 responses



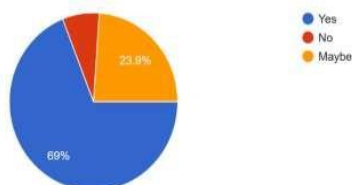
How would you describe your general spending habits when it comes to skincare products?  
113 responses



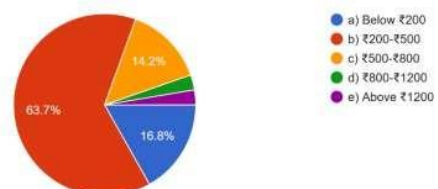
What is your primary concern when selecting a moisturizer for Bangalore's climate?  
113 responses



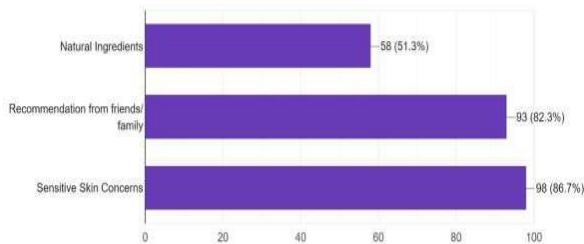
Do you think Natural moisturizers are generally priced higher than regular moisturizers?  
113 responses



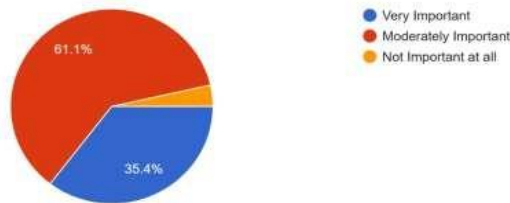
What price range do you typically expect for a 100-gram jar of Naturally made moisturizer?  
113 responses



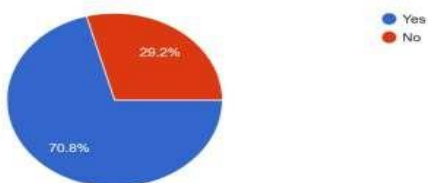
If yes, what prompted you to try Natural moisturizers? (Select all that apply)  
113 responses



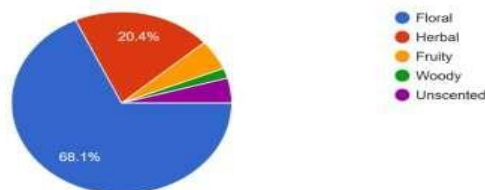
When purchasing a moisturizer, how important is the price to you?  
113 responses



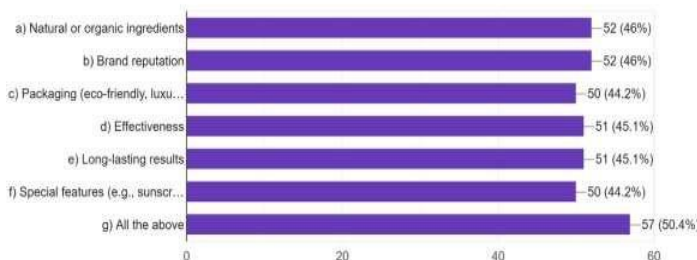
Have you ever used Natural moisturizers?  
113 responses



Which type of fragrance do you prefer in a moisturizer ?  
113 responses



In your opinion, what justifies a higher price for natural moisturizers? (Select all that apply)  
113 responses



**INTERPRETATION**

The data from 113 respondents reveals a strong consumer shift toward natural moisturizers, driven primarily by skin sensitivity (86.7%) and word-of-mouth recommendations (82.3%). Most users apply moisturizers daily or a few times a week, with a notable preference for mild, non-irritating products containing natural, plant-based ingredients like oils, shea butter, aloe vera, and fruit extracts. Floral fragrances dominate scent preferences (68.1%), followed by herbal options. Consumers are motivated by a mix of health concerns and trust in personal networks, reflecting a highly trust- and need-driven market. Bangalore's climate also plays a key role, increasing demand for sun protection (85%), hydration (81.4%), and non-greasy formulations.

On pricing, nearly half of consumers prefer affordable products (48.7%), though a significant portion (41.6%) are willing to pay more for quality. Most respondents (69%) perceive natural moisturizers as more expensive, yet 63.7% believe ₹200–₹500 is the ideal price for a 100g jar. Price sensitivity remains moderate to high, but value perception can offset higher costs. Brands are encouraged to position products in the ₹200–₹500 range, offering both affordable and premium options. To justify premium pricing, brands should emphasize natural ingredients, long-term skin benefits, and sustainable practices.

**FINDINGS**

Consumers are increasingly choosing natural moisturizers not just for their ingredients, but because of skin sensitivity and strong word-of-mouth recommendations. In places like Bangalore, where heat and humidity affect skin health, people seek products that offer sun protection, hydration, and clean, organic formulas. Floral scents are the top favourite, with unscented and woody options also gaining attention. While affordability matters most expect prices in

the ₹200–₹500 range many are willing to pay more for moisturizers that are effective, long-lasting, and environmentally conscious.

As awareness of ethical and sustainable skincare grows, consumers now look beyond surface-level benefits. They're drawn to brands that offer transparency in sourcing, cruelty-free testing, eco-friendly packaging, and added value like SPF or dermatological approval. Though price sensitivity still plays a role, products that align with personal values and deliver visible results have a strong appeal. In this competitive market, brands that balance cost, quality, and sustainability and clearly communicate that through marketing and customer reviews—are more likely to earn long-term trust and loyalty.

### RECOMMENDATIONS

To stand out in the growing natural moisturizer market, brands need to focus on trust, transparency, and real skincare benefits. Highlighting compatibility with sensitive skin, dermatologist backing, and using familiar, natural ingredients like aloe vera, fruit extracts, and oils can build credibility. Word-of-mouth and influencer collaborations help boost visibility and consumer confidence. Since many buyers are price-conscious, offering quality products in the ₹200–₹500 range is key to attracting everyday users without compromising on effectiveness. For premium lines, clear value such as organic certifications, proven results, and eco-friendly practices should justify the higher cost and strengthen consumer trust.

Floral scents are a major favorite, so introducing rose, lavender, and jasmine variants could be a hit, while herbal options can cater to a smaller, loyal segment. As sustainability matters more than ever, using biodegradable, refillable, or recyclable packaging and promoting it can win over eco-conscious buyers. A tiered pricing approach helps reach broader audiences: affordable options for the masses and higher-end moisturizers (₹500–₹800) offering added benefits like SPF, anti-aging effects, or Ayurvedic blends for those willing to invest in advanced skincare. This strategy balances accessibility and premium appeal, helping brands grow across market segments.

### CONCLUSION

Natural moisturizers are becoming increasingly popular as people look for gentle, trustworthy skincare especially those with sensitive skin or influenced by friends and family. In places like Bangalore, the climate shapes skincare needs, with consumers prioritizing sun protection (85%), hydration (81.4%), and natural ingredients (81.4%). This drives demand for lightweight, non-greasy products featuring soothing ingredients like natural oils, fruit extracts, and aloe vera. Floral scents lead fragrance preferences (68.1%), followed by herbal (20.4%), offering clear opportunities for brands to innovate. While nearly half of consumers seek affordable options (48.7%), many are willing to pay more for quality, effectiveness, trusted brands, and eco-friendly packaging even if natural moisturizers are seen as more expensive (69%).

To succeed, brands must build trust through dermatologist endorsements, influencer marketing, and by delivering effective, skin-friendly products. A balanced pricing strategy from ₹200–₹500 for regular options and premium offerings above ₹500 with visible benefits can appeal to a wide audience. As more people associate natural ingredients with lasting skincare and sustainability, demand for eco-conscious packaging and nature-inspired products, especially floral and herbal lines, continues to rise.

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