SKINCARE PRODUCT INTEREST IN POKHARA

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A project Work Report submitted to Pokhara University in a partial fulfillment of the requirements for the degree of

Bachelor of Business Administration (BBA)

At the

Nepal Tourism and Hotel Management College (NTHMC)

Gairapatan-4, Pokhara

July, 2025

DECLARATION

I hereby declare that the project work report entitled **"Skincare Product Interest in Pokhara"**, submitted in partial fulfillment of the requirements for the degree of *Bachelor of Business Administration (BBA)*, is my original work. This project has not been submitted elsewhere for the award of any degree, diploma, fellowship, or any other similar titles.

_____

Sarswoti Subedi
July, 2025

BONAFIDE CERTIFICATE

This is to certify that the project entitled **"Skincare Product Interest in Pokhara"** is the bonafide work of **Sarswoti Subedi** (Exam Roll Number: 22031904), (P.U. Registration Number: 2022-2-03-0586), who carried out the summer project work under my supervision. The report is forwarded for examination.

.....	.....
Mr. Prakash Regmi	
Internal Supervisor	External Examiner

CERTIFICATE OF APPROVAL

This is to certify that the Project Work titled **"SKINCARE PRODUCT INTEREST IN POKHARA"** submitted by Sarswoti Subedi (Exam Roll Number: 22031904, P.U. Registration Number: 2022-2-03-0586) for the partial fulfillment of the requirement of the Bachelor of Business Administration (BBA) program embodies the bonafide work carried out under my supervision.

.....	.....
Signature of Supervisor	
Name: Prakash Regmi	External Examiner
Date: July, 2025	Date:

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Nepal Tourism and Hotel Management College (NTHMC), Pokhara, for providing me the opportunity to undertake this summer project work as a part of the BBA curriculum.

My heartfelt thanks go to my respected supervisor, Mr. Prakash Regmi, for his valuable guidance, support, and continuous encouragement throughout the completion of this project.I am also thankful to all the respondents in Pokhara who took their time to provide valuable information for my research. Their input played a vital role in the completion of this report.

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Thank you all.

Sarswoti Subedi
July, 2025

EXECUTIVE SUMMARY

This report is about the interest of people in Pokhara in using skincare products. I conducted a survey to find out how different things like age, gender, lifestyle, and social media affect the way people choose and use skincare products.

From the survey, I found that many people use skincare products regularly. Some prefer natural or organic products, while others use chemical-based ones or a mix of both. Sunscreen is not used by everyone daily; some people use it only when it's sunny or rarely. People have different ideas about how important skincare is—some think it is very important, and others are not that concerned. When choosing skincare products, most people care about the price, the ingredients, and what other people say about the product. Both local brands like Himalaya and international brands like Nivea are popular. People mostly buy skincare products from local shops, but some also buy online or from supermarkets.

Social media, especially Instagram and TikTok, plays a big role in influencing people's choices about skincare. Many follow beauty influencers and experts to learn about products, and reading reviews before buying is common. There are some problems with buying skincare products in Pokhara. Many people said that some products are hard to find, prices can be expensive, and sometimes fake products are sold. People want more affordable and better-quality products, more options, and better information about skincare.

This report helps skincare sellers and companies understand what people in Pokhara want. If these problems are fixed and people get more information, it can help the skincare market grow and help people take better care of their skin.

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LIST OF ABBREVIATIONS

- BBA: Bachelor of Business Administration
- NTHMC: Nepal Tourism and Hotel Management College
- P.U.: Pokhara University
- UV: Ultraviolet

CHAPTER I INTRODUCTION

1.1 Background of the Study

Over the past few years, skincare has become a major focus for young people around the world, including in Pokhara, Nepal. Young individuals, aged 15 to 30, or even more are paying more attention to their skin health, driven by a growing awareness of personal care and self-confidence. Skincare is no longer just about looking good; it is also about feeling good, maintaining healthy skin, and addressing concerns like acne, dryness, or sun damage. This trend is not limited to females but includes males and people of other gender identities, who are increasingly exploring skincare products to meet their needs. In Pokhara, a city known for its vibrant youth culture and tourism, skincare has become a part of daily life for many, with local stores, online platforms, and beauty salons offering a wide range of products.

The rise in skincare interest among young people is influenced by several factors. Social media platforms like Instagram, TikTok, and YouTube have played a big role in shaping how youths view skincare. Beauty influencers and skincare experts share tutorials, product reviews, and tips that make skincare seem fun and approachable. Short videos showing quick routines or "before and after" results inspire many to try new products. Online shopping platforms like Daraz and Sasto Deal have also made it easier for young people in Pokhara to access both local and international skincare brands. Additionally, there is a growing interest in natural and organic products, as many youths prefer items that are safe for their skin and the environment.

Despite this enthusiasm, young people in Pokhara face several challenges when it comes to skincare. One major issue is affordability. Many skincare products, especially international brands, are expensive, making it hard for students or young professionals with limited budgets to buy them regularly. Another challenge is the availability of products. While Pokhara has many stores, some specific brands or types of products, like anti-aging items, are not always easy to find. Additionally, many young people lack knowledge about which products are best for their skin type or how to build an effective skincare routine. This can lead to confusion or even side effects, such as irritation, when using the wrong products. For

some, the fear of fake or low-quality products in the market also makes it hard to trust what they buy.

These challenges show the need for a better understanding of what drives young people's interest in skincare and how the market in Pokhara can meet their needs. For example, offering more affordable products, increasing the variety of brands, or providing clear information about product ingredients could help. Local businesses and policymakers could also work to create awareness about skincare through workshops or campaigns, making it easier for youths to make informed choices. This study aims to explore these factors, using data collected from young people in Pokhara to understand their habits, preferences, and challenges in the skincare market.

1.2 Statement of the Problem

Skincare has gained significant popularity among people in Pokhara, with individuals aged 15 and above, including young people and those over 30, showing a strong interest in skin health and personal care. As noted earlier, males, females, and individuals of other gender identities are using skincare products to address various concerns, such as acne, dryness, sun damage, or signs of aging, and to boost their confidence. Social media platforms like Instagram, TikTok, and YouTube, along with online shopping sites like Daraz and Sasto Deal, have fueled this trend by providing product reviews, tutorials, and access to both local and international brands. However, despite this growing enthusiasm, many people in Pokhara face barriers that limit their ability to fully engage with skincare products.

One key challenge is affordability. Many skincare products, particularly international brands like Nivea or L'Oréal, are expensive, making it hard for students, young professionals, and even older adults with limited budgets to purchase them regularly. Another issue is the limited availability of products. While Pokhara has local stores and supermarkets, specialized products like natural, cruelty-free, or anti-aging items are often difficult to find, especially for those over 30 who may seek specific solutions for mature skin. This pushes many to rely on online platforms, which can involve high shipping costs or unreliable delivery.

Additionally, a lack of knowledge about skincare routines and product ingredients creates confusion across age groups. Younger individuals may struggle to choose products for acne-prone skin, while older adults may not know which items address wrinkles or hydration, sometimes leading to side effects like irritation. The presence of fake or low-quality products in the market further complicates trust in available options. Moreover, cultural factors, such as traditional beauty practices or societal expectations around appearance, may shape how different age groups and genders approach skincare, adding another layer of complexity.

These challenges highlight the need to understand what drives people's interest in skincare and what prevents them from accessing or using products effectively in Pokhara. With a comprehensive questionnaire of over 30 questions, this study explores a wide range of factors, including skincare habits, preferences, cultural influences, and age-specific needs across a diverse demographic. Without addressing these barriers, many individuals may struggle to maintain consistent skincare practices or find products that suit their unique needs. This research aims to fill this gap by examining the motivations, behaviors, and challenges related to skincare product use among people in Pokhara. The findings will offer valuable insights for local businesses, skincare brands, and policymakers to create a more inclusive and accessible skincare market.

The study will address the following questions:

1. What motivates people in Pokhara, across different age groups, to use skincare products?
2. What barriers prevent individuals from consistently accessing or using skincare products?
3. How do social media and online platforms influence skincare choices and perceptions among people of varying ages?
4. What strategies can local businesses and brands adopt to improve access, affordability, and awareness of skincare products for a diverse population?

1.3 Research Objectives

1. To examine how affordability factors such as spending capacity, price perception, and budget constraints influence skincare product usage.
2. To identify the factors influencing people's interest in using skincare products in Pokhara.
3. To analyze the challenges faced by individuals in accessing and consistently using skincare products.
4. To explore the role of social media and online platforms in shaping skincare preferences and practices among people of different ages and genders.
5. To provide recommendations for local businesses and skincare brands to better meet the needs of Pokhara's diverse population.

1.4 Limitation of the Study

1. The study is conducted within a limited time period, which may affect the depth of data collection and analysis.
2. The study focuses only on people residing in Pokhara, which may not represent skincare interests and practices in other parts of Nepal.
3. Due to time and resource constraints, only a limited number of respondents are surveyed, which may not fully capture the diversity of all age groups and genders.
4. The study relies on responses from a questionnaire, which may not fully reflect participants' actual skincare behaviors or preferences.

1.5 Significance of the Study

This study is significant as it explores the factors influencing people's engagement with skincare products in Pokhara, covering individuals aged 15 and above, including males, females, and those of other gender identities. By examining motivations and barriers such as affordability, limited product availability, and lack of knowledge, the research provides insights to help local businesses, skincare brands, and policymakers create accessible and inclusive skincare solutions. Strategies like offering affordable products, increasing product variety, and providing educational campaigns can empower people to overcome challenges and adopt effective skincare practices.

Additionally, the study highlights the role of social media platforms like Instagram, TikTok, and YouTube, as well as online shopping sites like Daraz, in shaping skincare preferences across different ages and genders. It offers practical recommendations for businesses to engage diverse audiences through targeted marketing and improved product access. By promoting skin health among Pokhara's population, the research supports broader public health goals, such as boosting confidence and well-being. Ultimately, it contributes to a more inclusive and responsive skincare market, ensuring products and information meet the needs of all community members for years to come.

1.6 Literature Review

Skincare products are growing more popular in Pokhara, Nepal, where people of all ages (15 and above) and genders, including males, females, and others, are focusing on healthy skin. This review examines studies on factors affecting skincare use—affordability, availability, knowledge, social media, and cultural influences—to understand the skincare mar-

ket in Pokhara. These studies show how local shops, online platforms like Daraz, and Nepali traditions shape what products people buy and use.

Affordability: Many in Pokhara find skincare products too expensive, especially students and those with low incomes. A study in Chitwan, Nepal, found that 79.9% of people choose affordable herbal cosmetics, like Himalaya products, over costly brands like Nivea Devkota et al., 2021. In Pokhara, young people and older adults often buy smaller product sizes to save money, but imported items remain hard to afford. A study in Vietnam showed that most consumers spend modestly ($8.8–$22.03 monthly) on skincare, preferring low-cost, quality products Tran et al., 2024. This suggests that affordable options could attract more users in Pokhara's markets, like New Road or Lakeside, where budgets are tight.

Product Availability: Finding diverse skincare products in Pokhara is challenging. A Sri Lankan study noted that undergraduates struggle to find specific cosmetics, like natural or anti-acne products, in local stores Perera et al., 2024. In Pokhara, areas like Mahendrapul often lack specialized items, such as sunscreens or anti-aging creams, pushing people to use Daraz. However, high shipping costs and delays make online shopping difficult. An Indian study on herbal cosmetics found that consumers want more variety in local shops, which could help Pokhara's residents, especially older adults needing products for mature skin, access what they need easily Jha and Chatterjee, 2020.

Knowledge: Lack of skincare knowledge causes problems like skin irritation in Pokhara. The Sri Lankan study found that 47.5% of young people have low knowledge about cosmetics, with 75.3% facing side effects like dryness or acne from wrong use Perera et al., 2024. In Pokhara, young people often try products without knowing their skin type, and older adults may not understand anti-aging options. An Indian study showed that while 61% use skincare daily, few know about product safety Jha and Chatterjee, 2020. This highlights the need for education, like workshops in Pokhara's colleges or online guides, to help people choose safe products.

Social Media: Social media, such as Instagram and TikTok, drives skincare trends in Pokhara. An Indian consumer report found that over 50% of beauty buyers discover products through influencers who share tutorials and reviews Jha and Chatterjee, 2020. In Pokhara, young people follow TikTok videos for new products, while older adults use YouTube for skincare tips. However, the report warns that social media can create unrealistic beauty standards, making some feel they cannot match influencers' looks. Ads on Daraz also encourage buying, but fake products online lower trust among Pokhara's shoppers.

1.7 Conceptual Framework

This study investigates how several independent variables influence people's interest in skincare products (the dependent variable) in Pokhara. Based on the questionnaire, the variables are as follows:

Independent Variables:

- **Affordability:** How much consumers are willing or able to spend on skincare products (related to questions on spending, product price, and perceptions of affordability).
- **Product Availability:** Access to skincare products locally or online (related to where people buy products and availability challenges).
- **Knowledge and Awareness:** Understanding of skincare routines, skin types, and product ingredients (related to questions on skincare habits, routines, and side effects).
- **Social Media Influence:** Impact of platforms like Instagram, TikTok, YouTube, and influencers on skincare choices (related to questions on social media use and following influencers).
- **Cultural and Demographic Factors:** Age, gender, occupation, and traditional beauty practices influencing skincare interest (related to demographic questions and cultural opinions).

Dependent Variable:

- **Interest in Skincare Products:** Measured by the frequency of use, product preferences, importance given to skincare, and willingness to purchase skincare products.

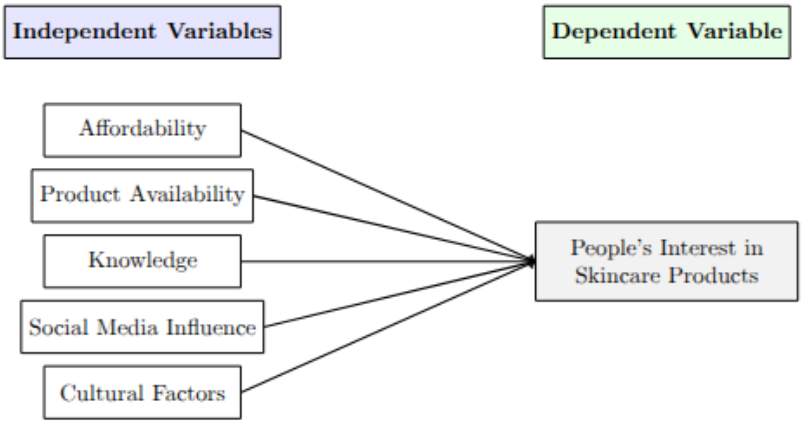


Figure 1.1: Conceptual Framework Illustrating Variables Influencing Skincare Product Interest in Pokhara

1.8 Research Methodology

1.8.1 Research Design

This study uses a descriptive research design to understand people's interest and behavior related to skincare products in Pokhara. The descriptive design is appropriate because it allows gathering detailed information about habits, preferences, and challenges from the respondents without influencing them.

1.8.2 Source of Data

- **Primary Data:** The primary data was collected using a structured questionnaire created on Google Forms. The questionnaire was shared digitally with friends and acquaintances from different age groups living in Pokhara. This method helped collect responses conveniently and quickly.
- **Secondary Data:** To support and compare the findings, relevant secondary information from books, research papers, articles, and online sources about skincare trends and consumer behavior was reviewed.

1.8.3 Population and Sample

- **Population:** The population includes individuals aged 15 and above residing in Pokhara, representing different genders, age groups, and occupations.
- **Sample:** The sample consists of respondents who filled out the Google Form. Since the form was shared mostly with friends and acquaintances, the sampling method

used is convenience sampling.

- **Sample Diversity:** Although the sample is from the researcher's social circle, it includes people of various age groups and backgrounds, giving a broad view of skincare interests in Pokhara.

1.8.4 Data Collection

Data was collected through an online questionnaire using Google Forms. The link to the form was shared via social media and messaging apps with friends and contacts in Pokhara. Participants answered the questions at their own convenience. The responses were automatically recorded in Google Forms and later exported for analysis. This approach made data collection easy, efficient, and accessible for respondents during the study period.

CHAPTER II DESCRIPTIVE ANALYSIS

2.1 Descriptive Analysis

This chapter presents, analyses, and interprets the respondent's data collection in accordance with the study's goal. The respondent's profile is included in the first section of this chapter, while the other sections include an objective analysis and the interpretation of the data. Various bar graphs and pie charts are used to analyze youths' interest which is taken straight from the questionnaire when creating percentage analysis. Variables like affordability, product availability, social media influence, and brand preferences can all be used to evaluate the variance in the degree of youths' interest in skincare products.

2.1.1 Respondents Profile

In this research period, youths residing in Pokhara, Nepal were taken as valid respondents. Among them there are different respondents with different age, gender, occupation, income level, and so on.

2.1.2 Age Distribution of Respondents

Table 2.1: Age Distribution of Respondents

Age Group	**Frequency**	**Percentage (%)**
19–22	38	56.7%
23–26	19	28.4%
15–18	5	7.5%
Above 30	4	6.0%
27–30	1	1.5%
Total	67	100%

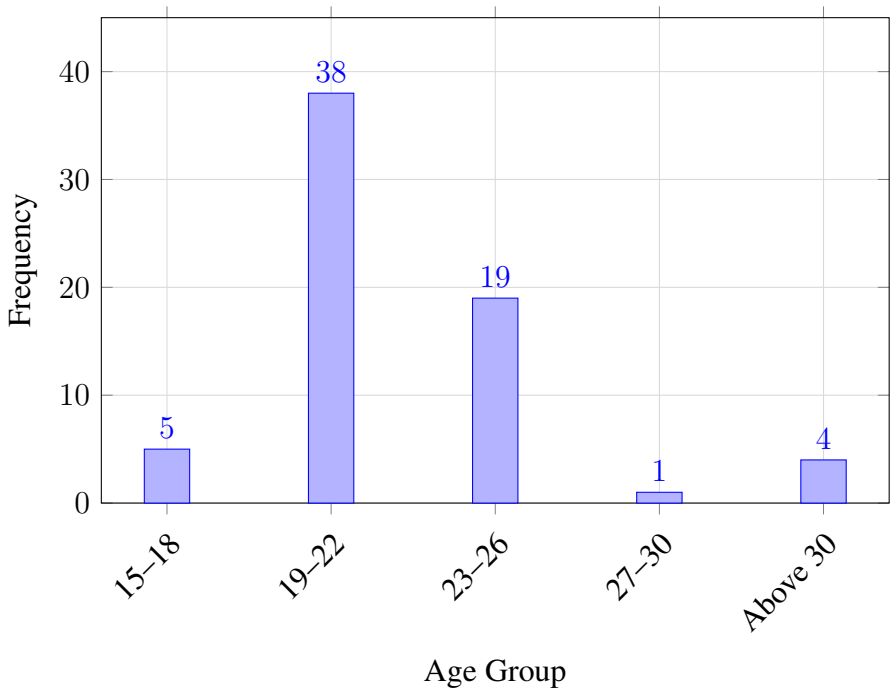


Figure 2.1: Age Distribution of Respondents - Bar Chart

Interpretation: The majority (56.7%) of respondents fall in the 19–22 age group, followed by 28.4% in the 23–26 bracket. This indicates a strong representation of college-age and early-career youth—an ideal target segment for skincare product marketing in Pokhara.

2.1.3 Gender Distribution of Respondents

Table 2.2: Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Female	49	73.1%
Male	18	26.9%
Total	67	100%

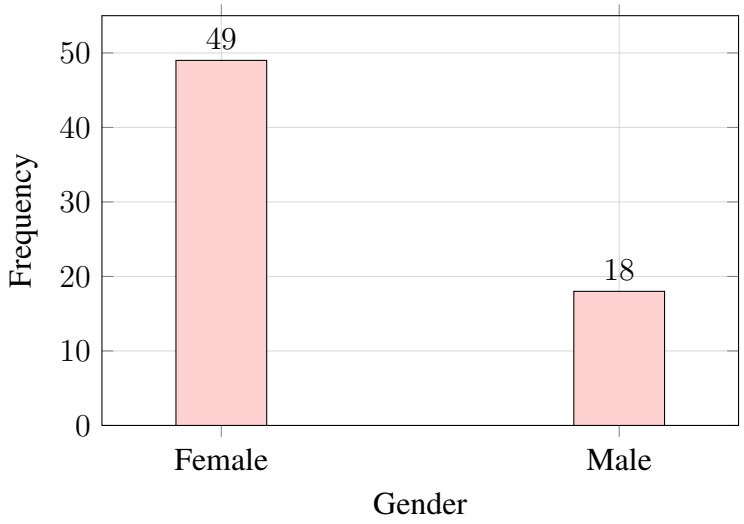


Figure 2.2: Gender Distribution of Respondents - Bar Chart

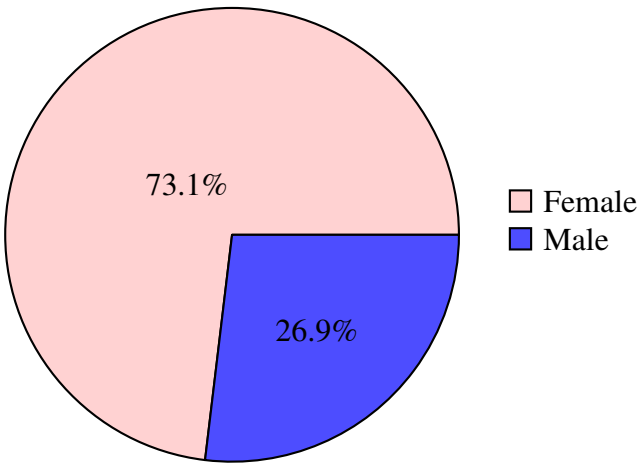


Figure 2.3: Gender Distribution of Respondents - Pie Chart

Interpretation: Female respondents dominate the sample, making up 73.1% of participants. This suggests that women are more engaged or interested in skincare surveys and possibly skincare products in general—although male interest, at nearly 27%, is notable and growing.

2.1.4 Occupational Status of Respondents

Table 2.3: Occupational Status of Respondents

Occupation	**Frequency**	**Percentage (%)**
Student	46	68.7%
Employed	11	16.4%
Self-employed	6	9.0%
Other	2	3.0%
Unemployed	2	3.0%
Total	67	100%

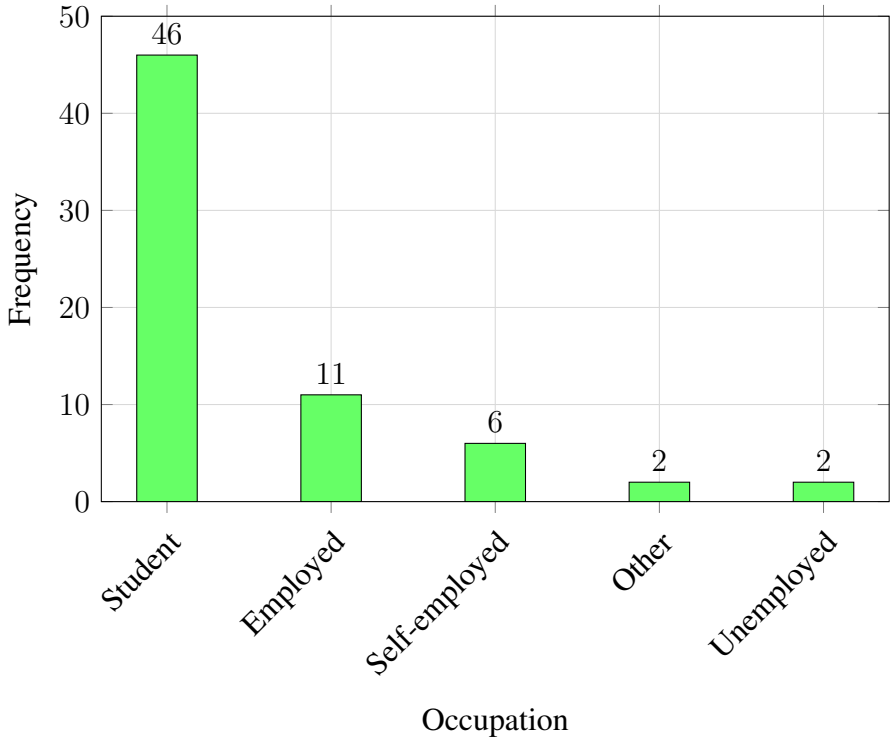


Figure 2.4: Occupational Status of Respondents - Bar Chart

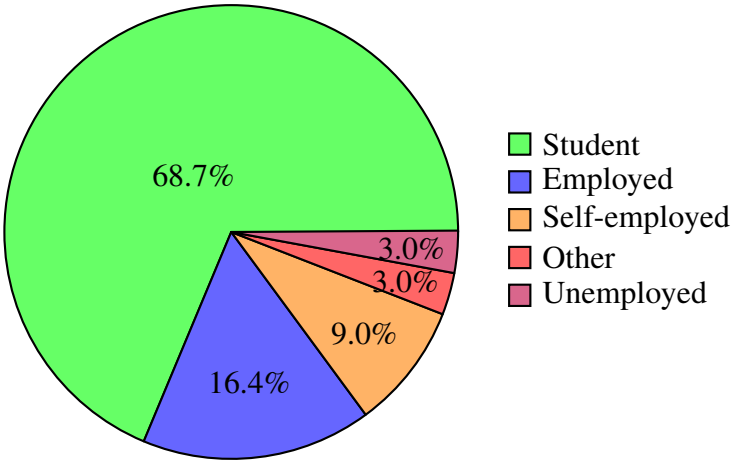


Figure 2.5: Occupational Status of Respondents - Pie Chart

Interpretation: Over two-thirds of respondents are students, indicating that the youth demographic with academic backgrounds forms the core user base. This group may be more trend-conscious and influenced by online beauty culture. Employed and self-employed youth also show notable interest, pointing to the growing demand across diverse economic groups.

2.1.5 Regular Use of Skincare Products

Table 2.4: Regular Use of Skincare Products

Usage Frequency	**Frequency**	**Percentage (%)**
Yes, Daily	33	49.3%
Yes, a few times a week	16	23.9%
Rarely	15	22.4%
Never	3	4.5%
Total	67	100%

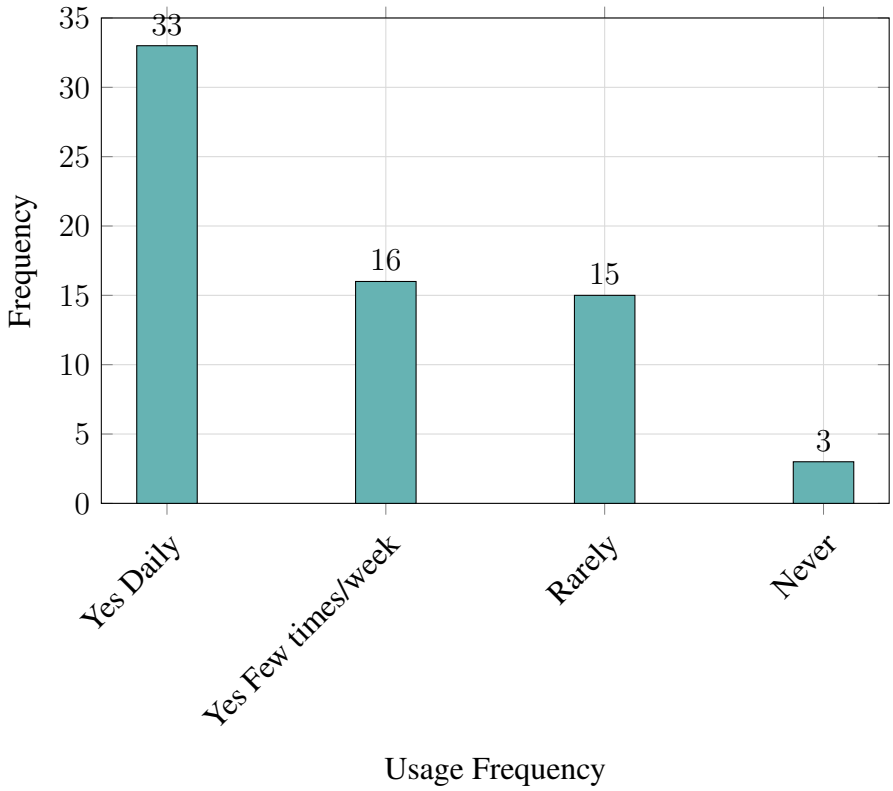


Figure 2.6: Regular Use of Skincare Products - Bar Chart

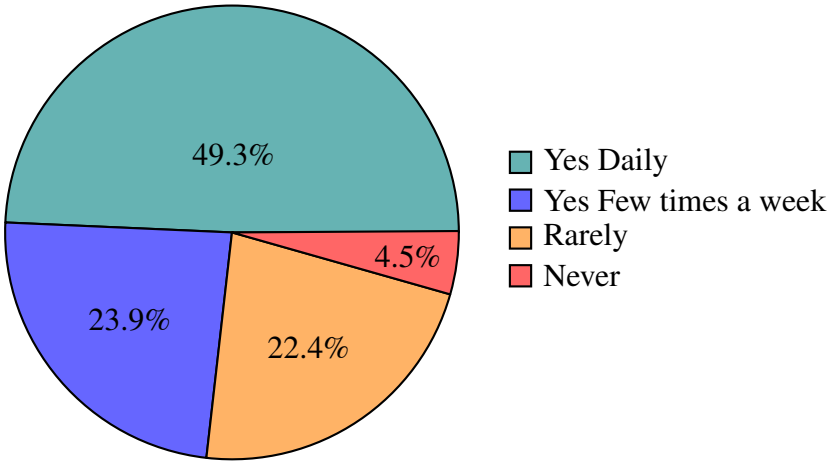


Figure 2.7: Regular Use of Skincare Products - Pie Chart

Interpretation: Nearly half of the respondents use skincare products daily, and a total of 73.2% use them at least a few times a week. This reveals a high engagement rate among Pokhara's youth, suggesting ample opportunities for product marketing and daily skincare routines.

2.1.6 Time Spent on Daily Skincare Routine

Table 2.5: Time Spent on Daily Skincare Routine

Time Duration	**Frequency**	**Percentage (%)**
Less than 5 minutes	30	44.8%
5–10 minutes	18	26.9%
10–20 minutes	12	17.9%
Never	4	6.0%
More than 20 minutes	3	4.5%
Total	67	100%

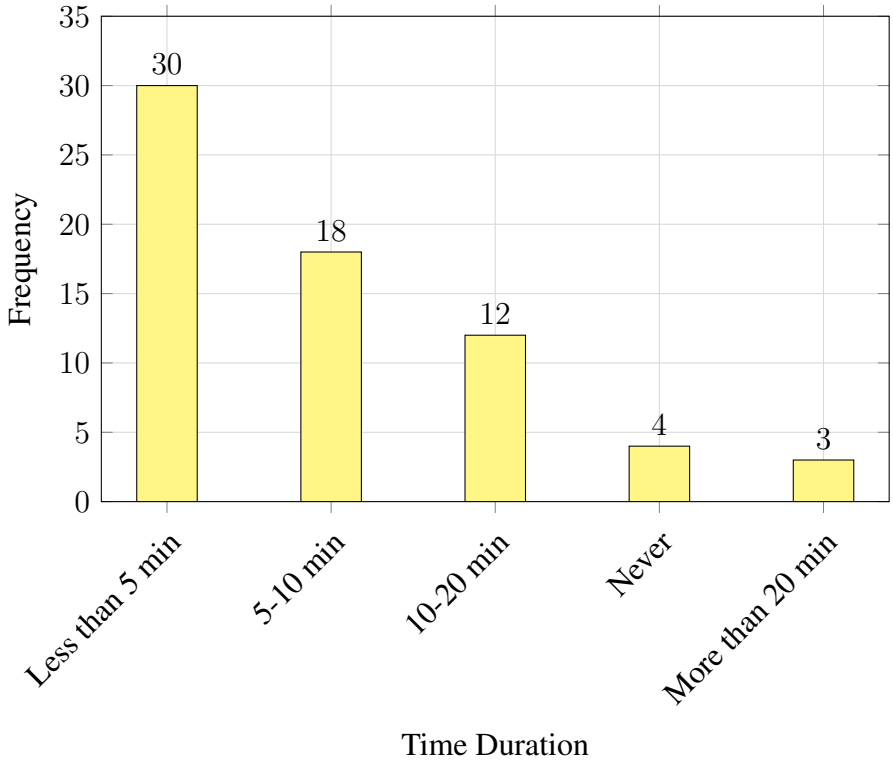


Figure 2.8: Time Spent on Daily Skincare Routine - Bar Chart

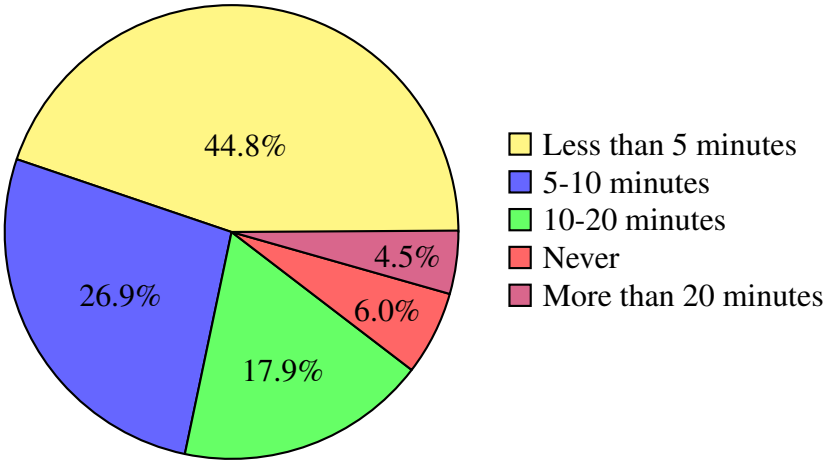


Figure 2.9: Time Spent on Daily Skincare Routine - Pie Chart

Interpretation: While 44.8% of respondents spend less than 5 minutes on skincare, another 44.8% invest between 5 and 20 minutes daily. This shows a balanced mix of casual and moderately involved users. Only 4.5% exceed 20 minutes, suggesting premium or multi-step routines are still niche.

2.1.7 Skin Type Distribution

Table 2.6: Skin Type Distribution

Skin Type	**Frequency**	**Percentage (%)**
Combination	24	35.8%
Dry	15	22.4%
Oily	12	17.9%
Normal	10	14.9%
Sensitive	6	9.0%
Total	67	100%

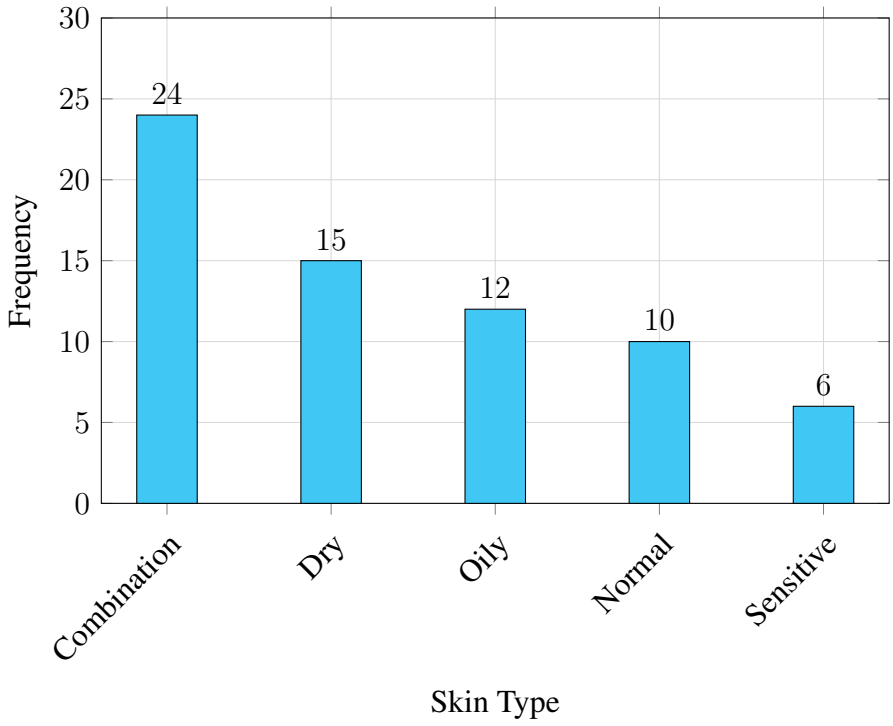


Figure 2.10: Skin Type Distribution - Bar Chart

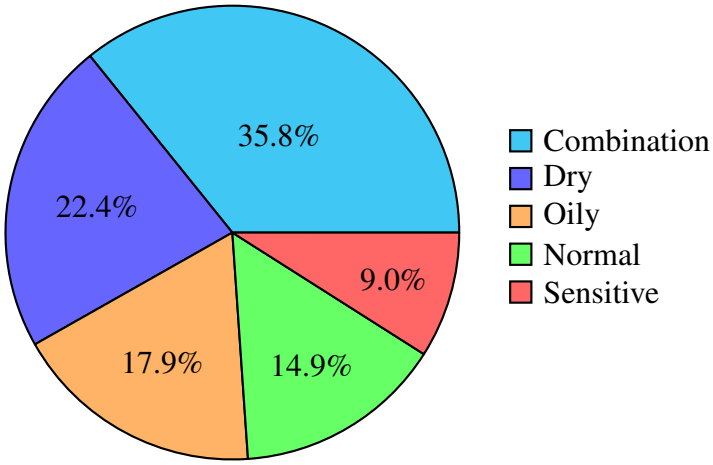


Figure 2.11: Skin Type Distribution - Pie Chart

Interpretation: Combination skin is the most common (35.8%), followed by dry (22.4%) and oily (17.9%). This variation shows a demand for personalized skincare solutions. Brands should consider offering products that target specific skin types or multiple concerns.

2.1.8 Most Common Skincare Product Combinations

Table 2.7: Most Common Skincare Product Combinations

Product Combination	**Frequency**	**Percentage (%)**
Cleanser, Moisturizer, Sunscreen	13	19.4%
Moisturizer, Sunscreen	10	14.9%
Sunscreen	8	11.9%
Complete Routine (6+ products)	4	6.0%
Other combinations	32	47.8%
Total	67	100%

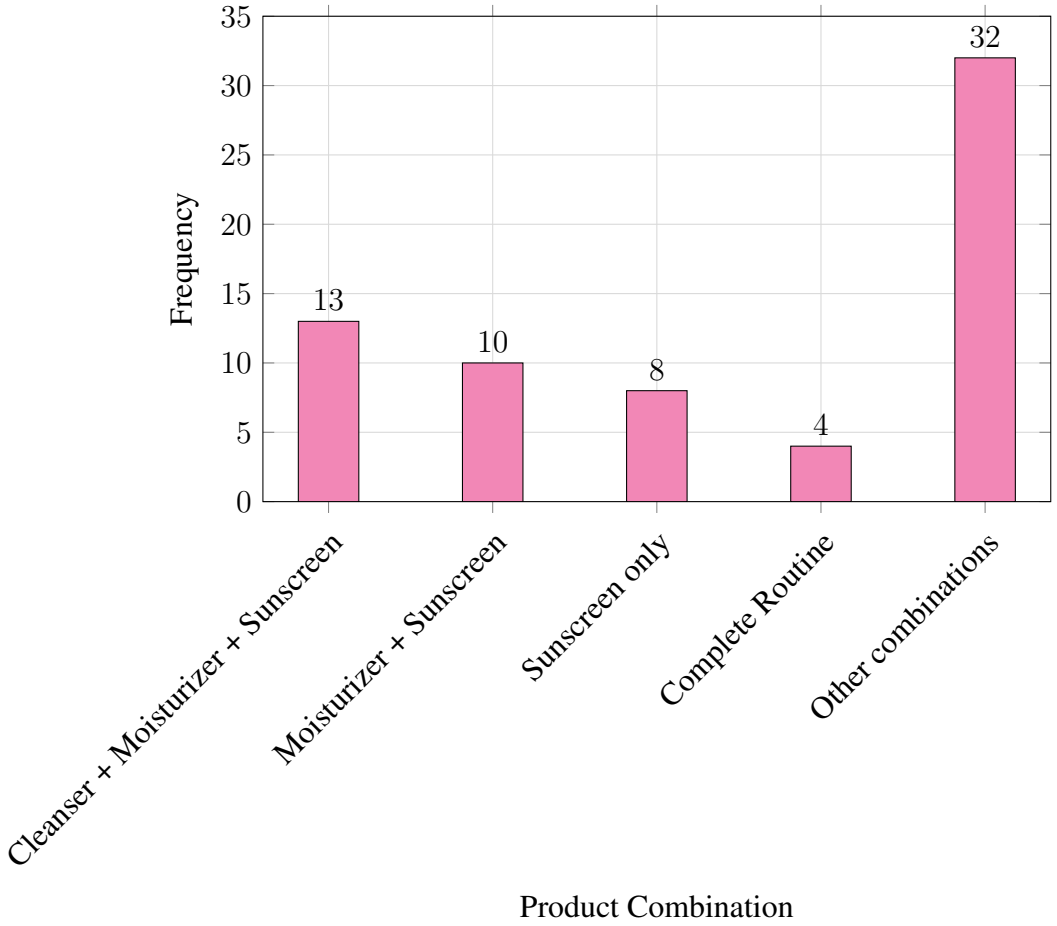


Figure 2.12: Most Common Skincare Product Combinations - Bar Chart

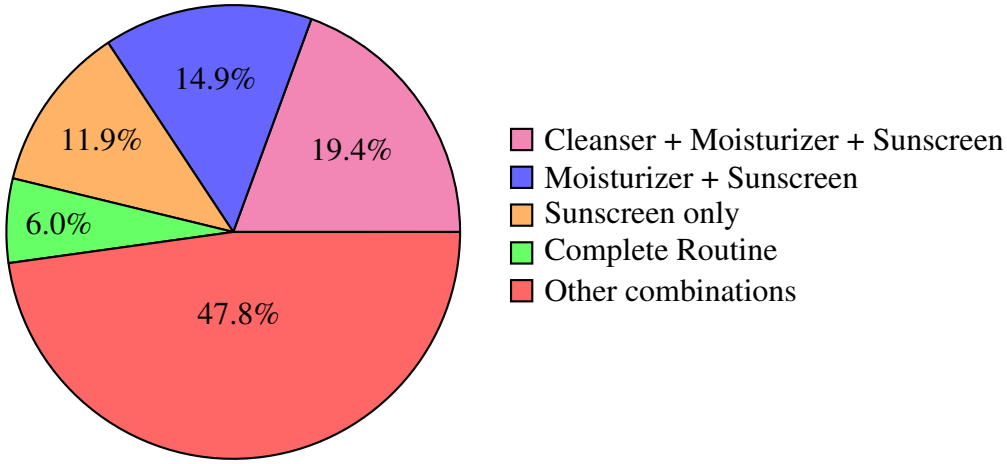


Figure 2.13: Most Common Skincare Product Combinations - Pie Chart

Interpretation: Respondents most frequently reported using combinations like 'cleanser, moisturizer, sunscreen' or 'moisturizer and sunscreen.' This reveals a preference for essential, easy-to-use products. Sunscreen use is widespread, showing growing awareness of UV protection—an opportunity for education and promotion.

2.1.9 Sunscreen Usage Frequency

Table 2.8: Sunscreen Usage Frequency

Usage Frequency	**Frequency**	**Percentage (%)**
Every Day	52	77.6%
Rarely	6	9.0%
Only when sunny	6	9.0%
Never	3	4.5%
Total	67	100%

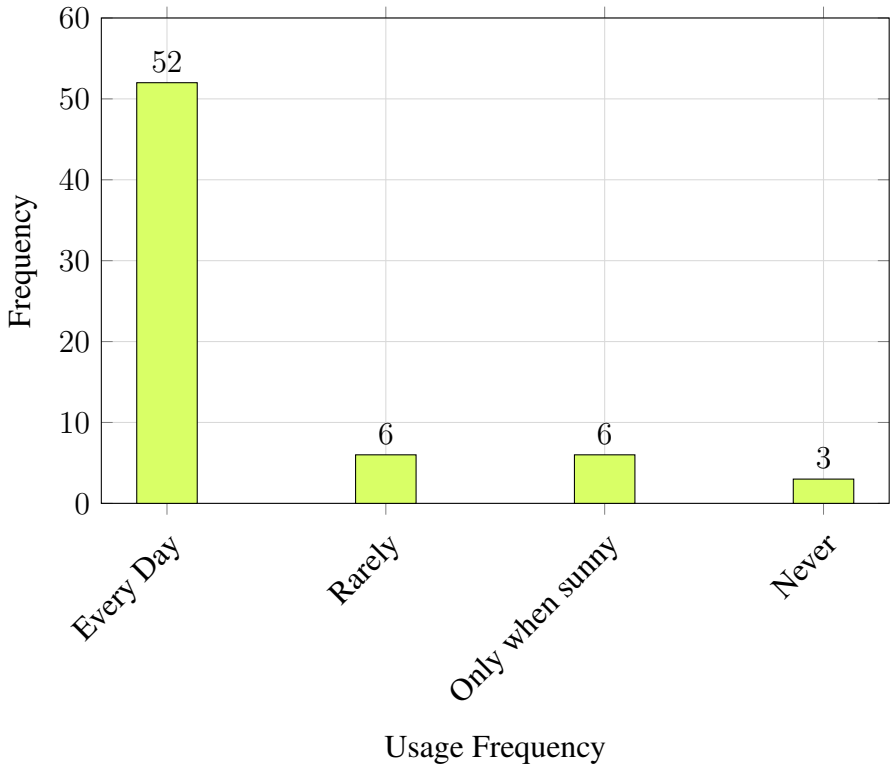


Figure 2.14: Sunscreen Usage Frequency - Bar Chart

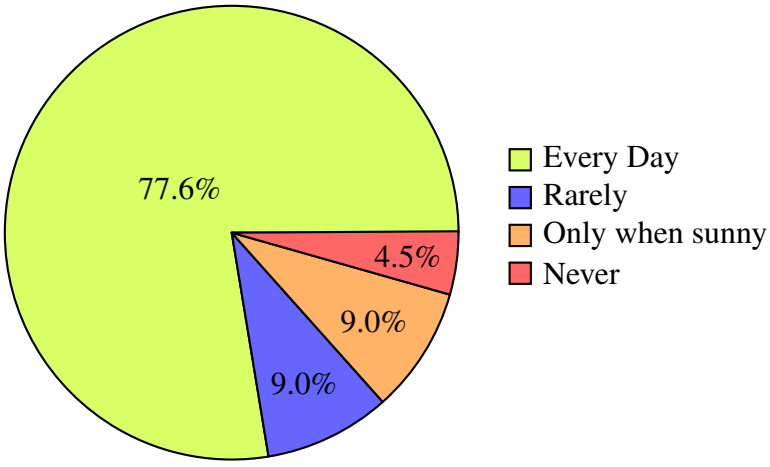


Figure 2.15: Sunscreen Usage Frequency - Pie Chart

Interpretation: Daily sunscreen use (77.6%) indicates excellent skincare habits among the majority. However, 18% use it rarely or never, suggesting an educational gap. Awareness campaigns and multifunctional sunscreen products could encourage more consistent use.

2.1.10 Morning Skincare Routine

Table 2.9: Morning Skincare Routine Practice

Response	Frequency	Percentage (%)
Yes	37	55.2%
No	30	44.8%
Total	67	100%

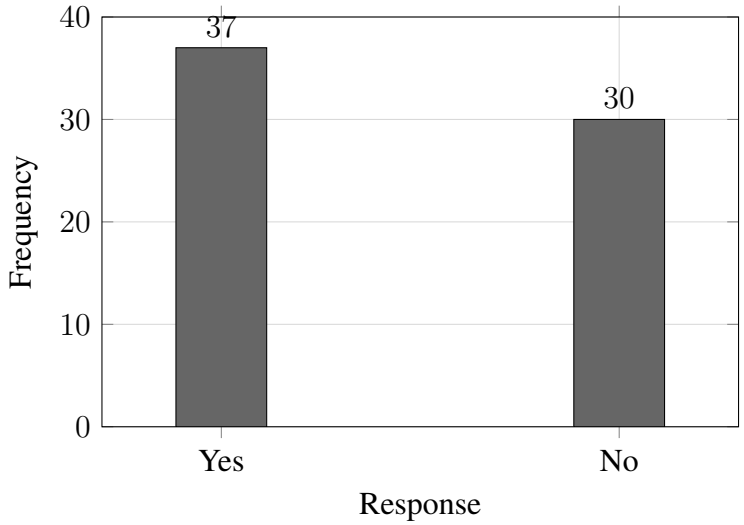


Figure 2.16: Morning Skincare Routine Practice - Bar Chart

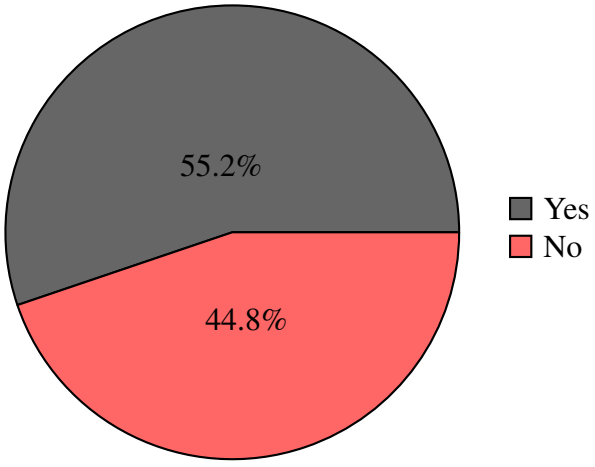


Figure 2.17: Morning Skincare Routine Practice - Pie Chart

Interpretation: Over half (55.2%) follow a morning routine, indicating good skincare habits. However, 44.8% don't maintain a consistent morning routine, presenting an opportunity for promoting simple morning regimens.

2.1.11 Night-time Skincare Routine

Table 2.10: Night-time Skincare Routine Practice

Response	Frequency	Percentage (%)
No	45	67.2%
Yes	22	32.8%
Total	67	100%

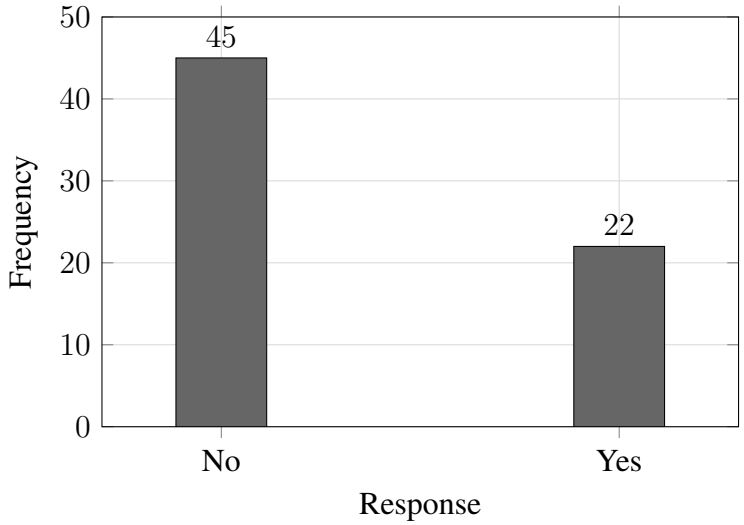


Figure 2.18: Night-time Skincare Routine Practice - Bar Chart

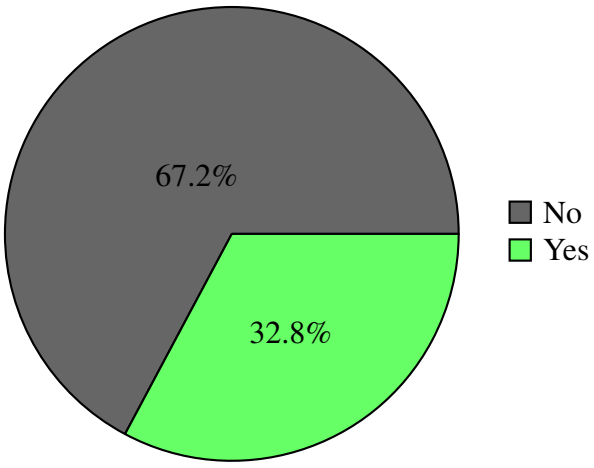


Figure 2.19: Night-time Skincare Routine Practice - Pie Chart

Interpretation: Only 32.8% follow a night-time routine, significantly lower than morning routines. This presents a substantial opportunity for promoting night-time skincare as essential for recovery and rejuvenation.

2.1.12 Importance of Skincare

Table 2.11: Perceived Importance of Skincare

Importance Level	Frequency	Percentage (%)
Very Important	41	61.2%
Neutral	12	17.9%
Somewhat Important	12	17.9%
Not Important	2	3.0%
Total	67	100%

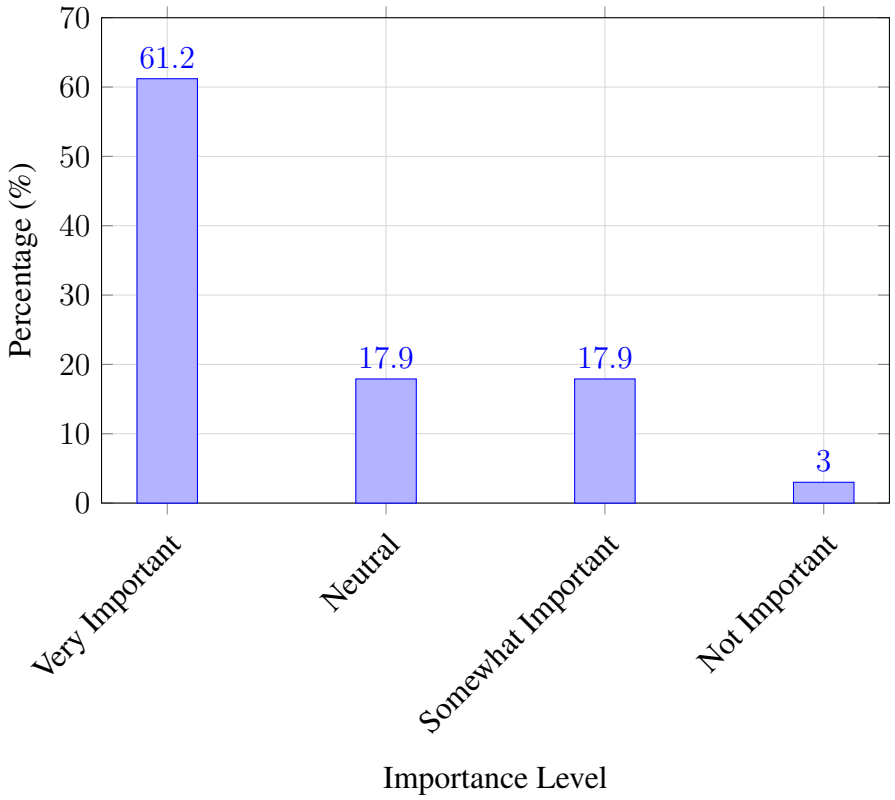


Figure 2.20: Perceived Importance of Skincare

Interpretation: A large majority (61.2%) find skincare 'very important,' with only 3% considering it unimportant. This shows a conscious and proactive attitude toward personal grooming and appearance—an excellent market condition for product expansion.

2.1.13 Product Type Preferences

Table 2.12: Skin Type Distribution

Product Type	Frequency	Percentage (%)
Natural/Organic	42	62.7%
Both	17	25.4%
No Preference	5	7.5%
Chemical-based	3	4.5%
Total	67	100%

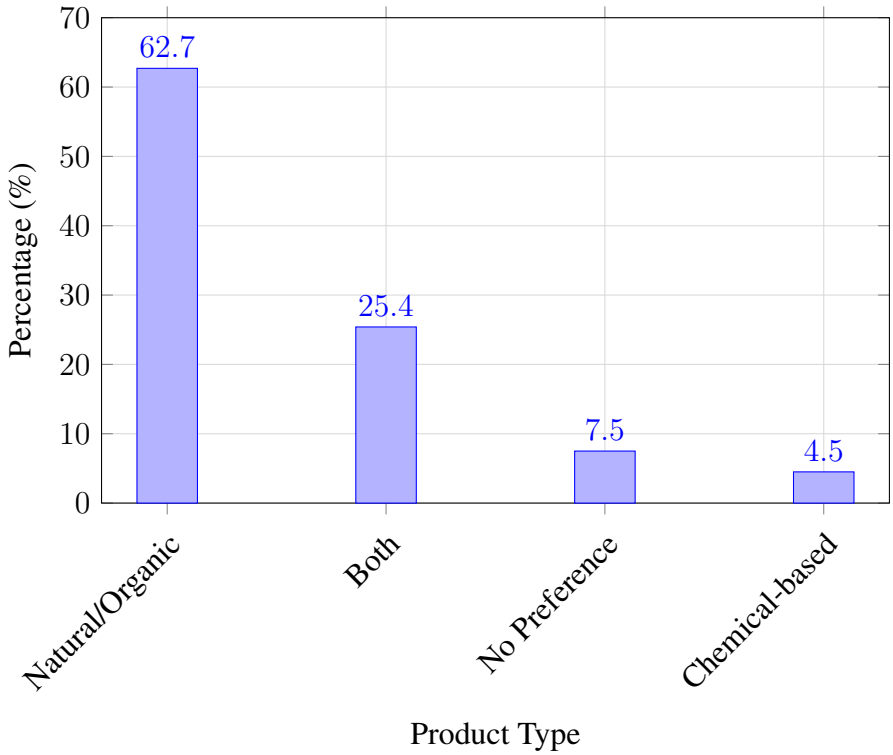


Figure 2.21: Product Type Distribution

Interpretation: Respondents strongly prefer 'Natural/Organic' products (62.7%), with 25.4% open to both types. This reflects safety and trust concerns. Brands should emphasize natural ingredients and scientific credibility in their marketing.

2.1.14 Brand Preferences

Table 2.13: Brand Usage Patterns

Brand Category	Frequency	Percentage (%)
Both Local and International	20	29.9%
International Brands	18	26.9%
Local Brands	16	23.9%
No Branded Products	7	10.4%
Other Combinations	6	9.0%
Total	67	100%

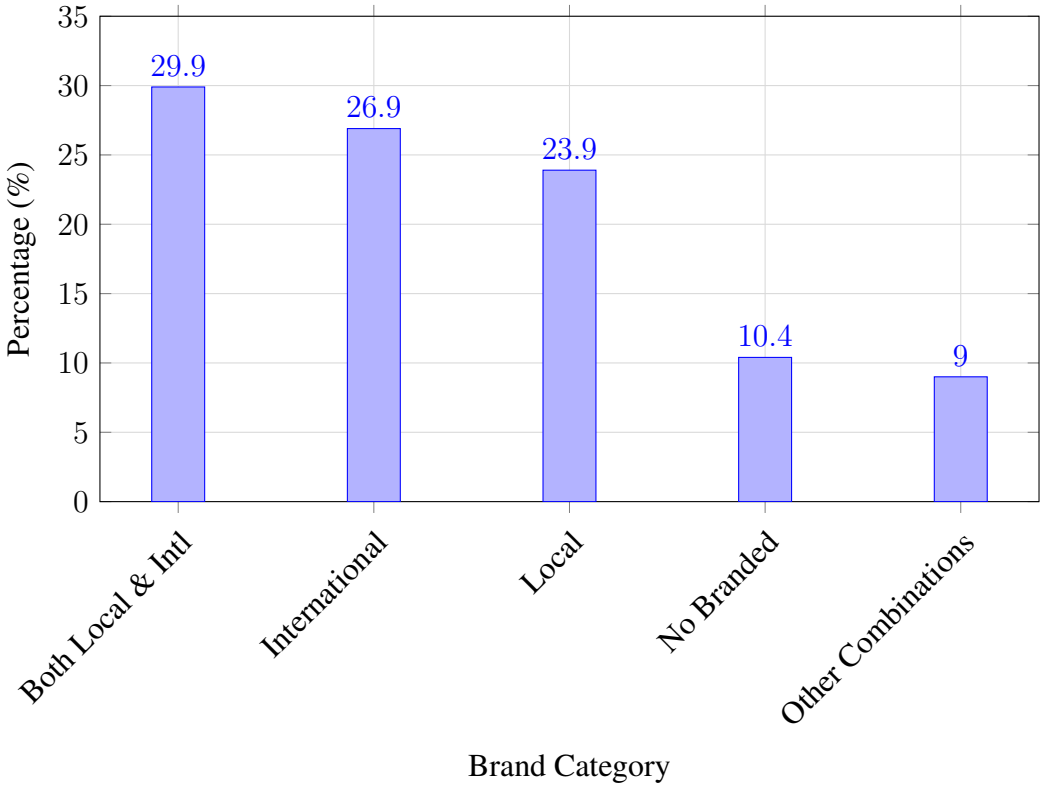


Figure 2.22: Brand Usage Patterns

Interpretation: The market shows balanced preferences between local and international brands, with 29.9% using both. This indicates brand-awareness and openness to quality products regardless of origin, creating opportunities for both international partnerships and premium local brands.

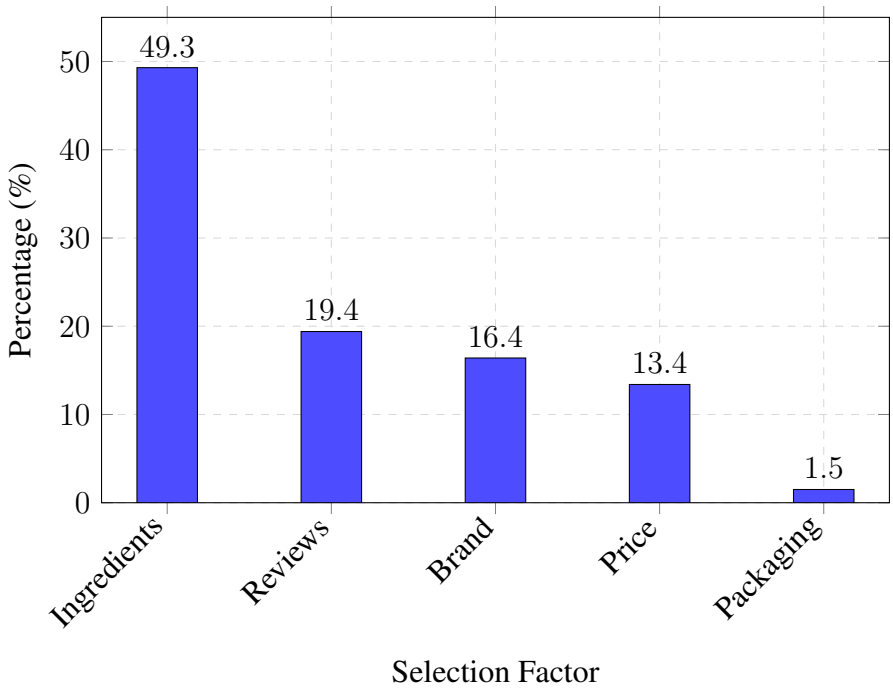
2.1.15 Product Selection Criteria

Table 2.14: Most Important Factor in Product Selection

Selection Factor	Frequency	Percentage (%)
Ingredients	33	49.3%
Reviews	13	19.4%
Brand	11	16.4%
Price	9	13.4%
Packaging	1	1.5%
Total	67	100%

Interpretation: Ingredients (49.3%) and reviews (19.4%) dominate selection criteria, while packaging and price are secondary. This confirms a value-driven market where brands should highlight formulation transparency and visible results.

Figure 2.23: Most Important Factor in Product Selection



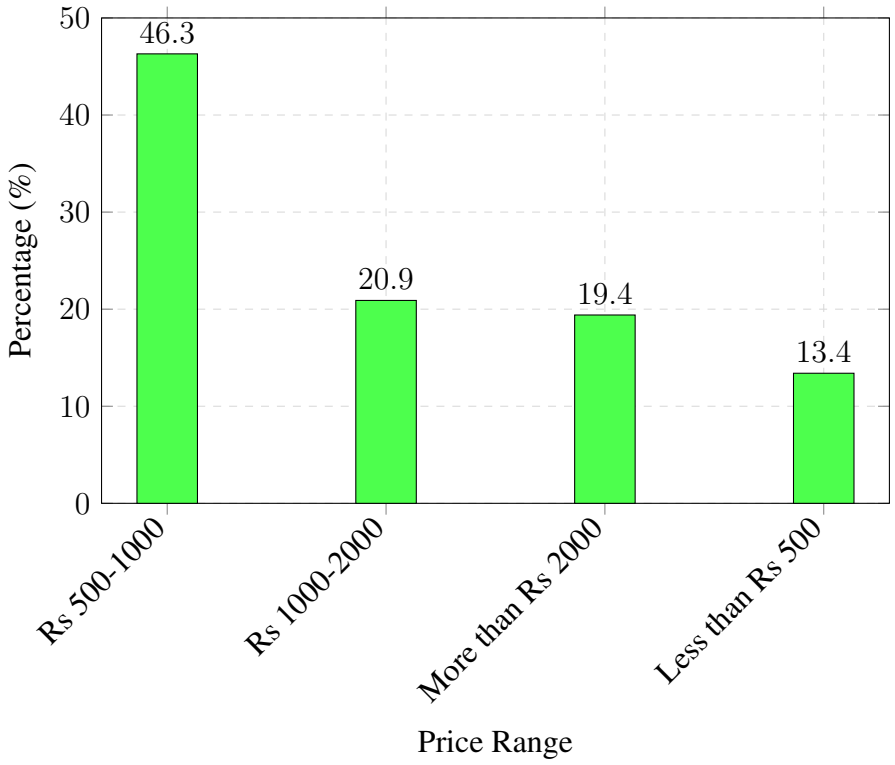
2.1.16 Spending Patterns

Table 2.15: Spending on Single Skincare Product

Price Range	Frequency	Percentage (%)
Rs 500–1000	31	46.3%
Rs 1000–2000	14	20.9%
More than Rs 2000	13	19.4%
Less than Rs 500	9	13.4%
Total	67	100%

Interpretation: Most respondents (46.3%) spend Rs 500–1000 per product, indicating mid-range affordability preferences. However, significant segments exist for both budget (13.4%) and premium (19.4%) products, suggesting opportunities for tiered pricing strategies.

Figure 2.24: Spending on Single Skincare Product



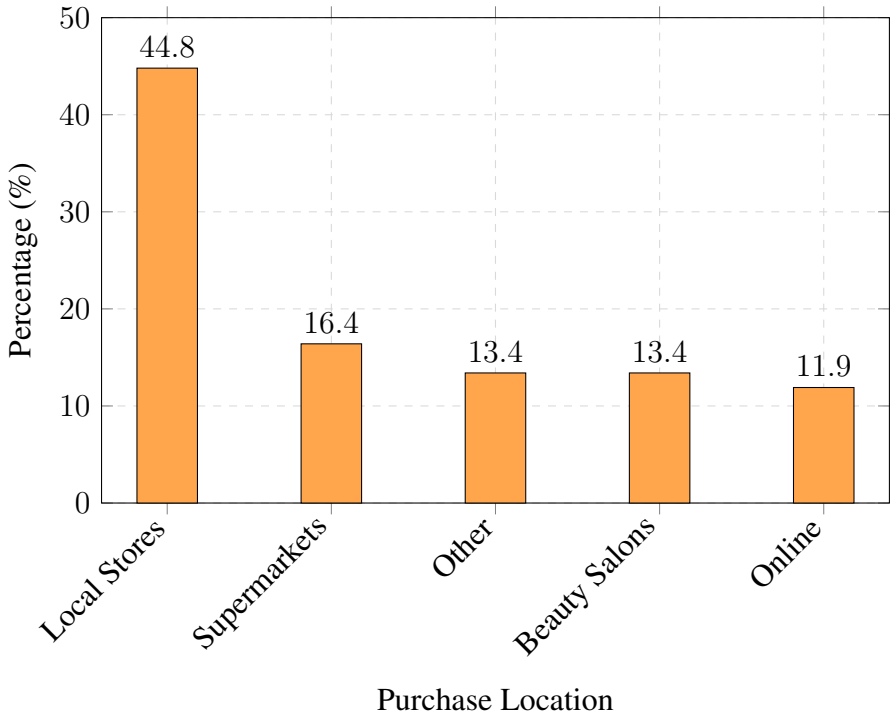
2.1.17 Purchase Channels

Table 2.16: Preferred Purchase Locations

Purchase Location	Frequency	Percentage (%)
Local Stores in Pokhara	30	44.8%
Supermarkets	11	16.4%
Other	9	13.4%
Beauty Salons	9	13.4%
Online (Daraz, Sasto Deal)	8	11.9%
Total	67	100%

Interpretation: Local stores dominate (44.8%), but online shopping (11.9%) is growing. The preference for physical stores suggests importance of product testing and immediate availability, while online growth indicates opportunity for digital expansion.

Figure 2.25: Preferred Purchase Locations



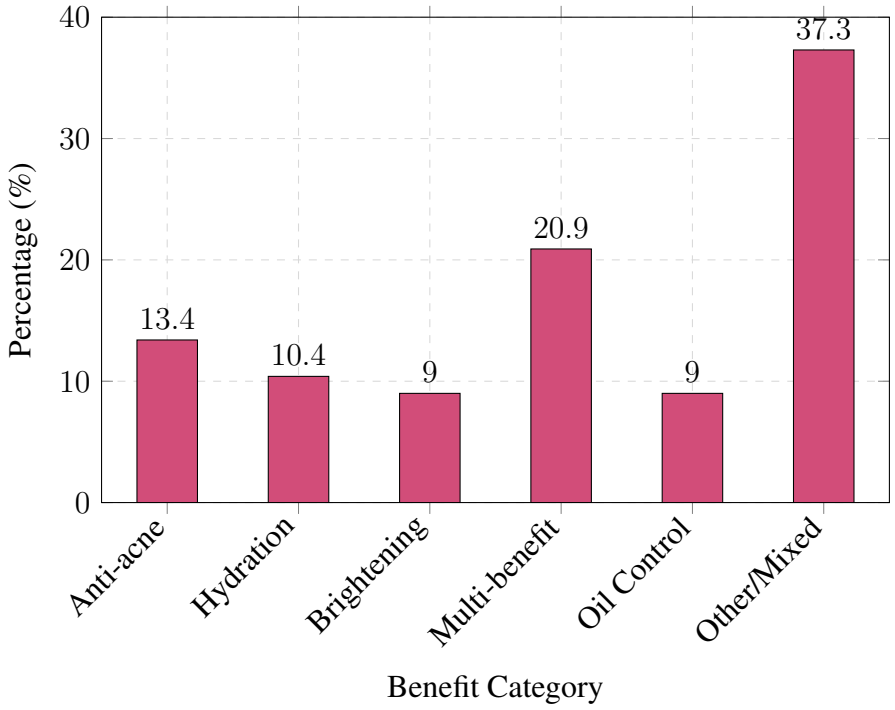
2.1.18 Specific Product Benefits

Table 2.17: Most Sought Product Benefits

Benefit Category	Frequency	Percentage (%)
Anti-acne	9	13.4%
Hydration	7	10.4%
Brightening	6	9.0%
Multi-benefit Combinations	14	20.9%
Oil Control	6	9.0%
Other/Mixed	25	37.3%
Total	67	100%

Interpretation: Respondents seek multiple benefits, with anti-acne (13.4%) and hydration (10.4%) being primary concerns. The demand for multi-benefit products (20.9%) indicates that combination products addressing multiple concerns would be well-received.

Figure 2.26: Most Sought Product Benefits



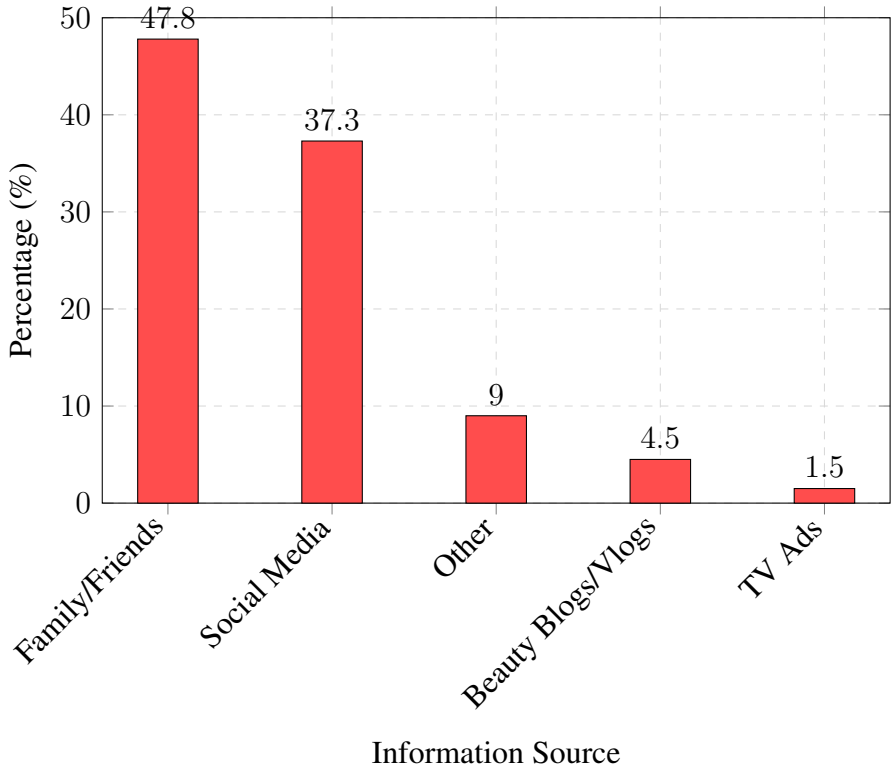
2.1.19 Information Sources

Table 2.18: First Learning Source about Skincare

Information Source	Frequency	Percentage (%)
Family or Friends	32	47.8%
Social Media	25	37.3%
Other	6	9.0%
Beauty Blogs/Vlogs	3	4.5%
TV Advertisements	1	1.5%
Total	67	100%

Interpretation: Personal networks (47.8%) and social media (37.3%) are primary information sources. This underscores the influence of peer networks and digital platforms—ideal channels for targeted marketing campaigns.

Figure 2.27: First Learning Source about Skincare



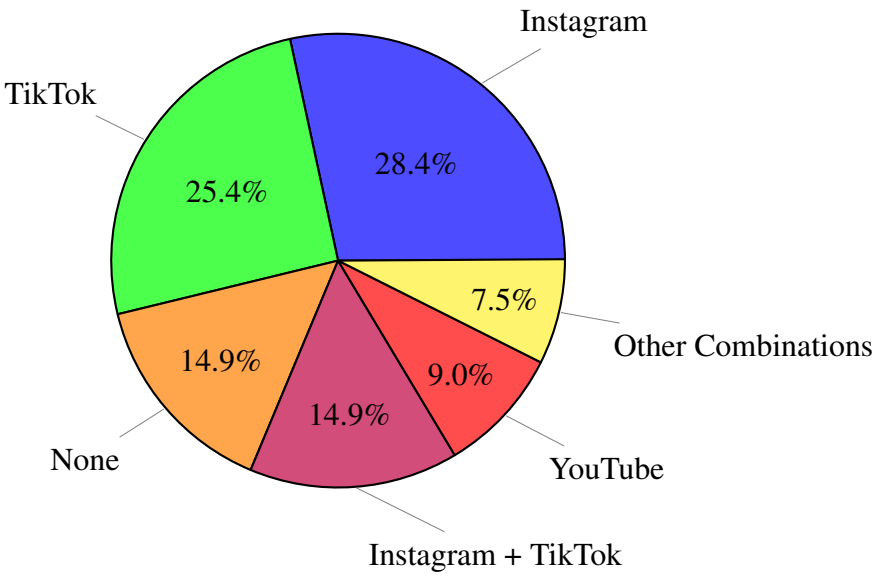
2.1.20 Social Media Influence

Table 2.19: Most Influential Social Media Platforms

Platform	Frequency	Percentage (%)
Instagram	19	28.4%
TikTok	17	25.4%
None	10	14.9%
Instagram + TikTok	10	14.9%
YouTube	6	9.0%
Other Combinations	5	7.5%
Total	67	100%

Interpretation: Instagram (28.4%) and TikTok (25.4%) are the top influence platforms, with YouTube also significant. Influencer collaborations, tutorials, and user reviews on these platforms can significantly impact buying decisions.

Figure 2.28: Most Influential Social Media Platforms



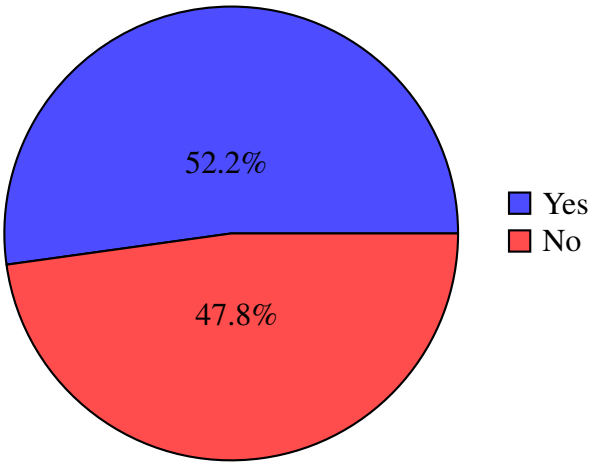
2.1.21 Influencer Following

Table 2.20: Following Beauty Influencers

Response	Frequency	Percentage (%)
Yes	35	52.2%
No	32	47.8%
Total	67	100%

Interpretation: With 52.2% following skincare influencers, there's significant potential for influencer marketing. Trend adoption and brand loyalty can be built through well-chosen brand ambassadors or beauty content creators.

Figure 2.29: Following Beauty Influencers



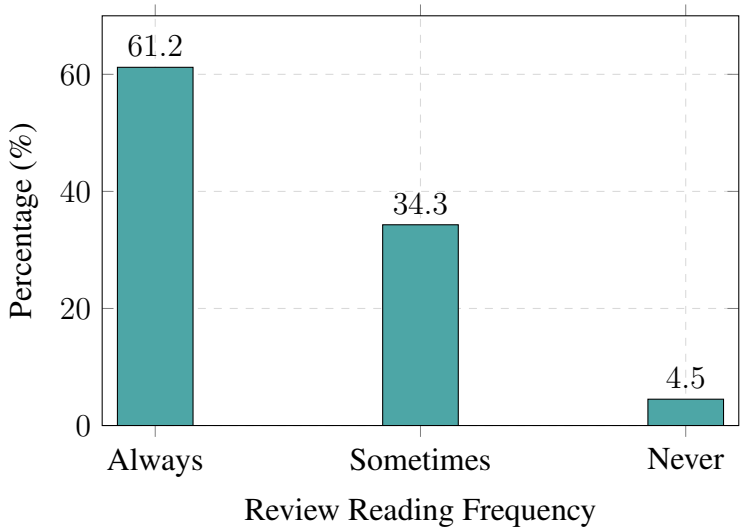
2.1.22 Review Reading Habits

Table 2.21: Reading Product Reviews Before Purchase

Frequency	Frequency	Percentage (%)
Always	41	61.2%
Sometimes	23	34.3%
Never	3	4.5%
Total	67	100%

Interpretation: Over 95% read reviews before buying (61.2% always, 34.3% sometimes). This highlights the critical role of online reputation and user-generated content in purchase decisions.

Figure 2.30: Reading Product Reviews Before Purchase



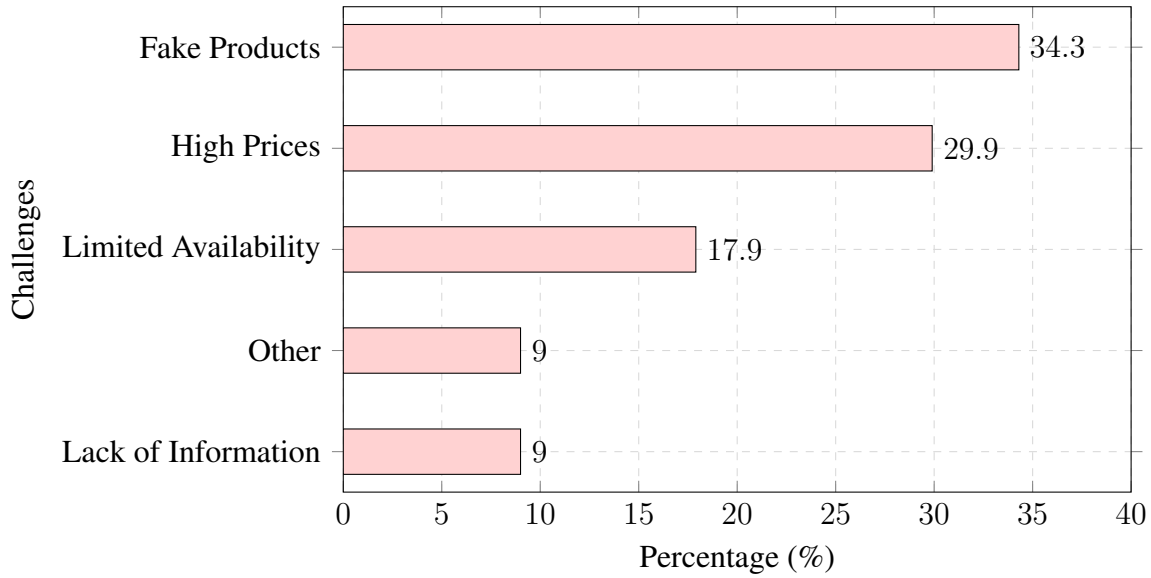
2.1.23 Purchase Challenges

Table 2.22: Main Challenges in Buying Skincare Products

Challenge	**Frequency**	**Percentage (%)**
Fake Products	23	34.3%
High Prices	20	29.9%
Limited Product Availability	12	17.9%
Other	6	9.0%
Lack of Information	6	9.0%
Total	67	100%

Interpretation: Fake products (34.3%) and high prices (29.9%) are major concerns, followed by limited availability (17.9%). These challenges indicate need for quality assurance, competitive pricing, and improved distribution channels.

Figure 2.31: Main Challenges in Buying Skincare Products



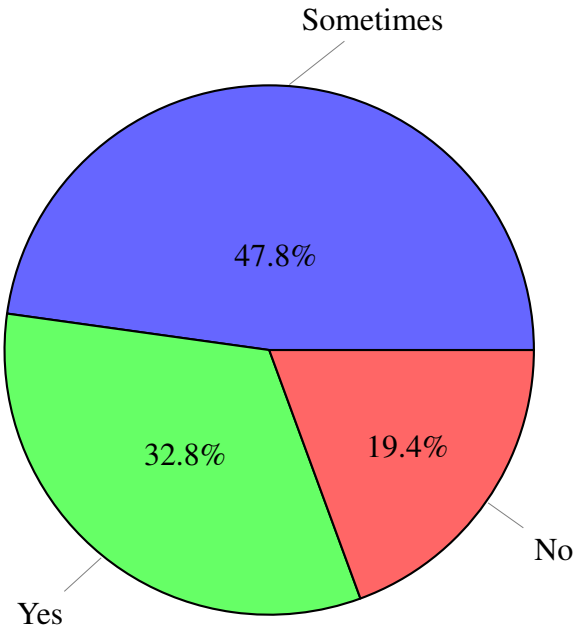
2.1.24 Affordability Perception

Table 2.23: Perception of Skincare Product Affordability

Response	Frequency	Percentage (%)
Sometimes	32	47.8%
Yes	22	32.8%
No	13	19.4%
Total	67	100%

Interpretation: Only 32.8% find products consistently affordable, while 47.8% find them sometimes affordable. This suggests need for more budget-friendly options and flexible pricing strategies.

Figure 2.32: Perception of Skincare Product Affordability



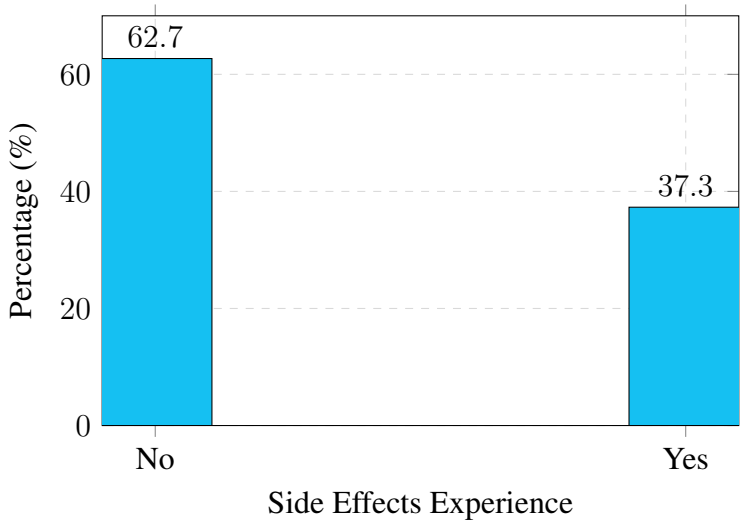
2.1.25 Side Effects Experience

Table 2.24: Experience with Product Side Effects

Response	Frequency	Percentage (%)
No	42	62.7%
Yes	25	37.3%
Total	67	100%

Interpretation: While 62.7% haven't experienced side effects, 37.3% have, which is significant. This reinforces the need for dermatologically tested products and transparency in ingredient labeling.

Figure 2.33: Experience with Product Side Effects



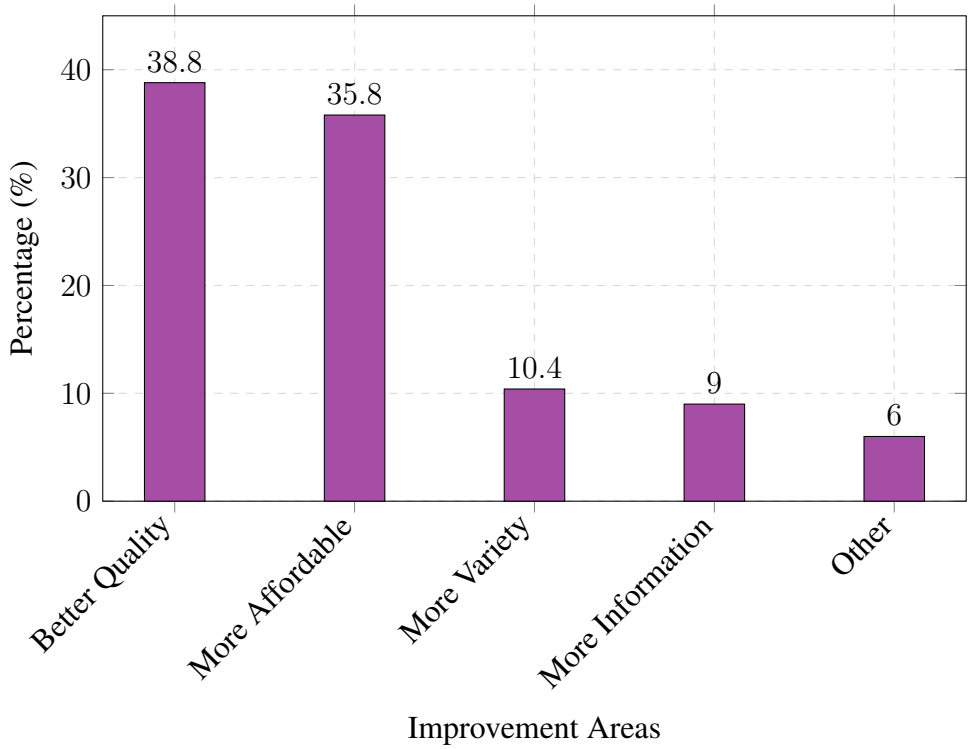
2.1.26 Desired Market Improvements

Table 2.25: Desired Improvements in Skincare Market

Improvement Area	**Frequency**	**Percentage (%)**
Better Quality Products	26	38.8%
More Affordable Products	24	35.8%
More Variety of Brands	7	10.4%
More Product Information	6	9.0%
Other	4	6.0%
Total	67	100%

Interpretation: Better quality (38.8%) and affordability (35.8%) are top priorities, followed by variety (10.4%) and information (9.0%). This indicates a market ready for premium yet accessible products with transparent information.

Figure 2.34: Desired Improvements in Skincare Market



2.2 Major Findings: Youth Skincare Product Usage in Pokhara, Nepal

Demographics

- **Age Distribution:** 56.7% of respondents are aged 19–22, representing the core college-age demographic
- **Gender Split:** 73.1% female, 26.9% male participants, indicating higher female engagement in skincare
- **Occupation:** 68.7% are students, making them the primary target segment

Usage Patterns

- **Daily Usage:** 49.3% use skincare products daily, with 73.2% using them at least a few times weekly
- **Time Investment:** 44.8% spend less than 5 minutes daily, while another 44.8% invest 5–20 minutes in skincare routines
- **Skin Types:** Combination skin dominates (35.8%), followed by dry (22.4%) and oily (17.9%)

Product Preferences

- **Natural Products:** 62.7% prefer natural/organic products, with only 4.5% preferring chemical-based options
- **Essential Products:** Most common combination is cleanser, moisturizer, and sunscreen (19.4%)
- **Sunscreen Adoption:** 77.6% use sunscreen daily, showing strong UV protection awareness

Routine Habits

- **Morning Routine:** 55.2% follow a morning skincare routine
- **Night Routine:** Only 32.8% maintain a night-time routine (significant opportunity gap)
- **Skincare Importance:** 61.2% consider skincare "very important"

Brand and Selection Criteria

- **Brand Preferences:** 29.9% use both local and international brands, 26.9% prefer international brands
- **Selection Factors:** Ingredients (49.3%) and reviews (19.4%) are primary decision factors
- **Price Sensitivity:** 46.3% spend Rs 500–1000 per product, indicating mid-range affordability preference

Purchase Behavior

- **Purchase Channels:** Local stores dominate (44.8%), but online shopping is growing (11.9%)
- **Review Dependency:** 95.5% read reviews before purchasing (61.2% always, 34.3% sometimes)
- **Desired Benefits:** Multi-benefit products (20.9%) are preferred, with anti-acne (13.4%) and hydration (10.4%) being top concerns

Information Sources and Influence

- **Primary Information:** Family/friends (47.8%) and social media (37.3%) are main learning sources

- **Social Media Platforms:** Instagram (28.4%) and TikTok (25.4%) are most influential
- **Influencer Following:** 52.2% follow beauty influencers, indicating strong influencer marketing potential

Market Challenges

- **Major Concerns:** Fake products (34.3%) and high prices (29.9%) are primary purchase barriers
- **Affordability Issues:** Only 32.8% find products consistently affordable
- **Side Effects:** 37.3% have experienced product side effects, highlighting need for quality assurance

Market Opportunities

- **Desired Improvements:** Better quality products (38.8%) and more affordable options (35.8%) are top priorities
- **Product Availability:** 17.9% cite limited availability as a challenge
- **Information Gap:** 9% desire more product information and transparency

Strategic Insights

- Strong market potential with high skincare awareness and daily usage habits
- Significant opportunity in night-time routine development
- Natural/organic products have clear market preference
- Multi-channel approach needed (physical stores + growing online presence)
- Influencer marketing and peer recommendations are crucial for success
- Quality assurance and competitive pricing are essential for market penetration

CHAPTER III SUMMARY AND CONCLUSION

3.1 Summary

This research study examined the skincare product usage patterns, preferences, and purchasing behaviors among youth in Pokhara, Nepal. The study employed a quantitative research approach using structured questionnaires to collect data from 67 young respondents aged 15–30 years, with the majority falling within the 19–22 age bracket.

The demographic analysis revealed that the sample was predominantly female (73.1%) and consisted primarily of students (68.7%), representing the core target demographic for skincare products. The findings demonstrate a high level of skincare awareness and engagement among Pokhara's youth, with nearly half (49.3%) using skincare products daily and 73.2% maintaining regular usage patterns.

Key behavioral patterns emerged from the data analysis. The majority of respondents (77.6%) demonstrate excellent sun protection habits through daily sunscreen use, indicating growing awareness of UV protection. However, a significant gap exists in night-time skincare routines, with only 32.8% maintaining consistent evening regimens compared to 55.2% who follow morning routines. This represents a substantial market opportunity for promoting comprehensive daily skincare practices.

Product preferences strongly favor natural and organic formulations, with 62.7% of respondents explicitly preferring these options over chemical-based alternatives. The most common product combinations include essential items like cleansers, moisturizers, and sunscreens, suggesting a preference for simplified yet effective routines. Combination skin type dominates the sample (35.8%), followed by dry and oily skin types, indicating diverse skincare needs requiring targeted solutions.

Consumer decision-making processes are primarily driven by ingredient transparency (49.3%) and peer reviews (19.4%), while brand reputation and pricing play secondary roles. The spending patterns reveal a mid-range market preference, with 46.3% of respondents in-

vesting Rs 500–1000 per product, though significant segments exist for both budget and premium categories.

Distribution channels remain traditional, with local stores accounting for 44.8% of purchases, though online platforms are gaining traction at 11.9%. The influence of digital platforms is particularly notable, with Instagram (28.4%) and TikTok (25.4%) serving as primary sources of product information and beauty trends. Additionally, 52.2% of respondents follow beauty influencers, highlighting the importance of digital marketing strategies.

Market challenges include concerns about product authenticity (34.3% cite fake products as a major issue), affordability constraints (29.9% identify high prices as barriers), and limited product availability (17.9%). Despite these challenges, 37.3% of respondents have experienced side effects from skincare products, emphasizing the need for quality assurance and dermatological testing.

The study reveals that family and friends (47.8%) remain the primary source of skincare knowledge, followed by social media platforms (37.3%). This peer-to-peer influence, combined with the high rate of review consultation (95.5% read reviews before purchasing), underscores the importance of word-of-mouth marketing and authentic user experiences in this market.

3.2 Conclusion

The research findings reveal a vibrant and promising skincare market among youth in Pokhara, Nepal, characterized by high awareness, regular usage patterns, and strong purchase intent. The predominant preference for natural and organic products, combined with ingredient-focused decision-making, indicates a sophisticated consumer base that prioritizes safety and efficacy over brand prestige or packaging aesthetics.

The study confirms that Pokhara's youth represent an ideal target market for skincare products, with established daily routines, consistent spending patterns, and strong engagement with beauty content across digital platforms. The prevalence of combination skin types and diverse skincare concerns creates opportunities for brands to develop targeted solutions that address multiple skin issues simultaneously.

However, several critical market gaps and challenges must be addressed for successful market penetration. The low adoption of night-time skincare routines presents a significant opportunity for education and product development. Brands should focus on promoting the importance of evening skincare regimens and developing products specifically designed for night-time use.

Quality assurance emerges as a paramount concern, with over one-third of respondents

experiencing product side effects and 34.3% worried about counterfeit products. This highlights the need for robust quality control measures, transparent ingredient labeling, and partnerships with dermatological professionals to build consumer trust and confidence.

The affordability challenge, where only 32.8% find products consistently affordable, suggests the need for tiered pricing strategies that cater to different economic segments without compromising quality. Brands should consider developing product lines that offer premium formulations at accessible price points, particularly targeting the Rs 500–1000 spending bracket where the majority of consumers are comfortable investing.

Digital marketing strategies should prioritize Instagram and TikTok platforms, leveraging influencer partnerships and user-generated content to reach the target demographic effectively. The high reliance on peer recommendations and online reviews necessitates a focus on customer satisfaction and authentic testimonials rather than traditional advertising approaches.

The research also reveals opportunities for improving distribution channels, with potential for expanding online presence while maintaining the preferred physical retail experience. The growing trend toward online shopping, particularly among younger demographics, suggests that brands should invest in robust e-commerce platforms and digital customer service capabilities.

Furthermore, the study indicates a market ready for innovation in multi-benefit products that address combination skin concerns and provide comprehensive skincare solutions. The demand for natural ingredients, combined with the desire for effective results, creates opportunities for brands that can successfully merge traditional formulations with modern skincare science.

In conclusion, the skincare market among Pokhara's youth demonstrates strong potential for growth and development. Success in this market requires a commitment to quality, transparency, and customer education, combined with strategic use of digital platforms and peer influence networks. Brands that can address the identified challenges while capitalizing on the established usage patterns and preferences will be well-positioned to capture significant market share in this dynamic and expanding segment.

The findings of this study provide valuable insights for skincare manufacturers, retailers, and marketing professionals seeking to understand and serve the youth market in Pokhara. The data supports the development of targeted strategies that align with consumer preferences while addressing existing market gaps and challenges.

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.1 Survey Questionnaire

Skincare Product Interest in Pokhara

Hello!

My name is Sarswoti Subedi, a student at NTHMC College (Nepal Tourism and Hotel Management College). I am doing a research study on the topic "Skincare Product Interest in Pokhara". The main aim of this research is to understand how different things like age, gender, lifestyle, social media, and shopping habits affect people's interest in skincare products.

This form will take only 3 to 5 minutes to fill. Your answers will be kept private and used only for study purposes.

Your help is very important and truly appreciated.

If you have any questions, feel free to contact me:

- **Phone:** 9806179816
- **Email:** sabinasubedi457@gmail.com

Thank you so much for your time and support!

** Indicates required question*

1. What is your age? *

Mark only one oval.

- 15-18
- 19-22
- 23-26
- 27-30
- Above 30

2. How do you identify your gender? *

Mark only one oval.

- Male
- Female
- Other

3. What is your occupation? *

Mark only one oval.

- Student
- Employed
- Self-employed
- Unemployed
- Other

Section 2: Skincare Habits

4. What is your skin type? *

Mark only one oval.

- ○ Oily
- ○ Dry
- ○ Combination
- ○ Normal
- ○ Sensitive
- ○ I don’t know

5. Do you use skincare product regularly? *

Mark only one oval.

- ○ Yes, Daily
- ○ Yes, a few times a week
- ○ Rarely
- ○ Never

6. How much time do you spend your skincare routine daily? *

Mark only one oval.

- ○ Less than 5 minutes
- ○ 5-10 minutes
- ○ 10-20 minutes
- ○ More than 20 minutes
- ○ Never

7. Which skincare product do you use? (Select all that apply) *

Check all that apply.

- Cleanser
- Moisturizer

Sunscreen

Toner

Serem

Facemask

Shaving Cream/Aftershave

Other

8. How often do you use sunscreen? *

Mark only one oval.

- Every Day
- Only when sunny
- Rarely
- Never

9. Do you follow a daily-morning skincare routine? *

Mark only one oval.

- Yes
- No

10. Do you follow a night time skincare routine? *

Mark only one oval.

- Yes
- No

11. How important is skincare to you? *

Mark only one oval.

- Very Important
- Somewhat important
- Neutral
- Not important

Section 3: Product Preferences

12. What type of skincare products do you prefer? *

Mark only one oval.

- ○ Natural/organic
- ○ Chemical-based
- ○ Both
- ○ No preference

13. Which brands you use most often? (Select all that apply) *

Check all that apply.

- Local brands (e.g. Everyuth, Himalaya, Aroma Magic, Sochai Nepal)
- International brands (Fixderma, Nivea, L'Oreal)
- Both
- None (I don't use branded products)

14. What is the most important factor when choosing a skincare product? *

Mark only one oval.

- ○ Price
- ○ Brand
- ○ Ingredients
- ○ Reviews
- ○ Packaging

15. How much do you usually spend on a single skincare product? *

Mark only one oval.

- ○ Less than Rs. 500
- ○ Rs 500 - 1000
- ○ Rs 1000 - 2000
- ○ More than Rs 2000

16. Where do you usually buy skincare products? *

Mark only one oval.

- ○ Local stores in Pokhara
- ○ Online (e.g. Daraz, Sasto Deal)
- ○ Supermarkets
- ○ Beauty salons
- ○ Other

17. Do you prefer skincare product with specific benefits? (Select all that apply) *

Check all that apply.

- Anti-acne
- Hydration
- Anti-aging
- Brightening
- Oil Control
- Other

Section 4: Influences and Awareness

18. How did you first learn about skincare product? *

Mark only one oval.

- ○ Family or Friends
- ○ Social media
- ○ TV advertisements
- ○ Beauty Blogs/Vlogs
- ○ Other

19. Which social media platform influences your skincare choices the most? *

Check all that apply.

- Instagram

Tiktok

Youtube

Facebook

None

20. Do you follow beauty influencers or skincare experts on social media? *

Mark only one oval.

- Yes
- No

21. Do you read product reviews before buying skincare products? *

Mark only one oval.

- Always
- Sometimes
- Never

Section 5: Challenges and Opinions

22. What challenges do you face when buying skincare products in Pokhara? *

Mark only one oval.

- Limited product availability
- High prices
- Fake Products
- Lack of Information
- Other

23. Do you think skincare products in Pokhara are affordable? *

Mark only one oval.

- Yes
- No
- Sometimes

24. Have you ever experienced side effects from a skincare product? *

Mark only one oval.

- Yes
- No

25. If yes, What side effects did you face? (e.g. redness, irritation)

26. What improvements would you like to see in the skincare market in Pokhara? *

Mark only one oval.

- More affordable products
- More variety of brands
- Better quality products
- More information about products
- Other