

A group of four people (three men and one woman) are seated around a table in a meeting. The image is overlaid with a semi-transparent grid pattern. The text 'SHEET MASK' is centered, underlined with an orange line, and 'MARKET RESEARCH' is centered below it.

# SHEET MASK MARKET RESEARCH

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# Organization - Neutrogena

MDP -

Introduction of facial sheet masks with a new feature of ear hooks. Analyze the credibility of this new feature amongst its target customers.





# INDEX

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- ✓ Management Decision Problem
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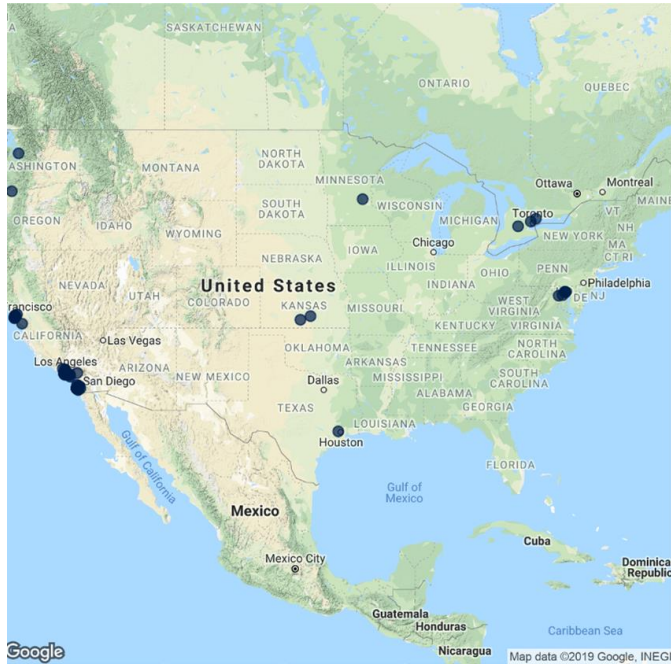
# Sampling Frame: World-wide Respondents

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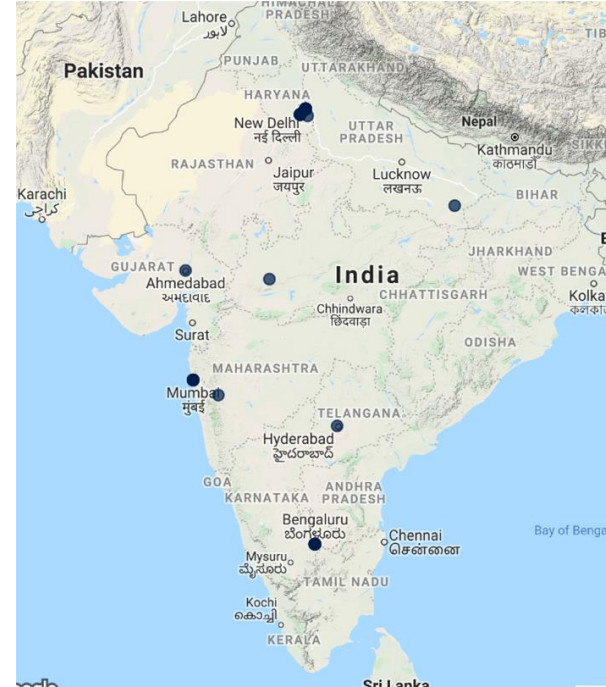
Source: Rady Students, Friends/Family/Relatives, Social Media Platforms

# US Respondents



66.5% of Respondents

# India Respondents



23.9% of Respondents



# Data Cleaning

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Survey  
data

*Remove  
irrelevant header  
rows*

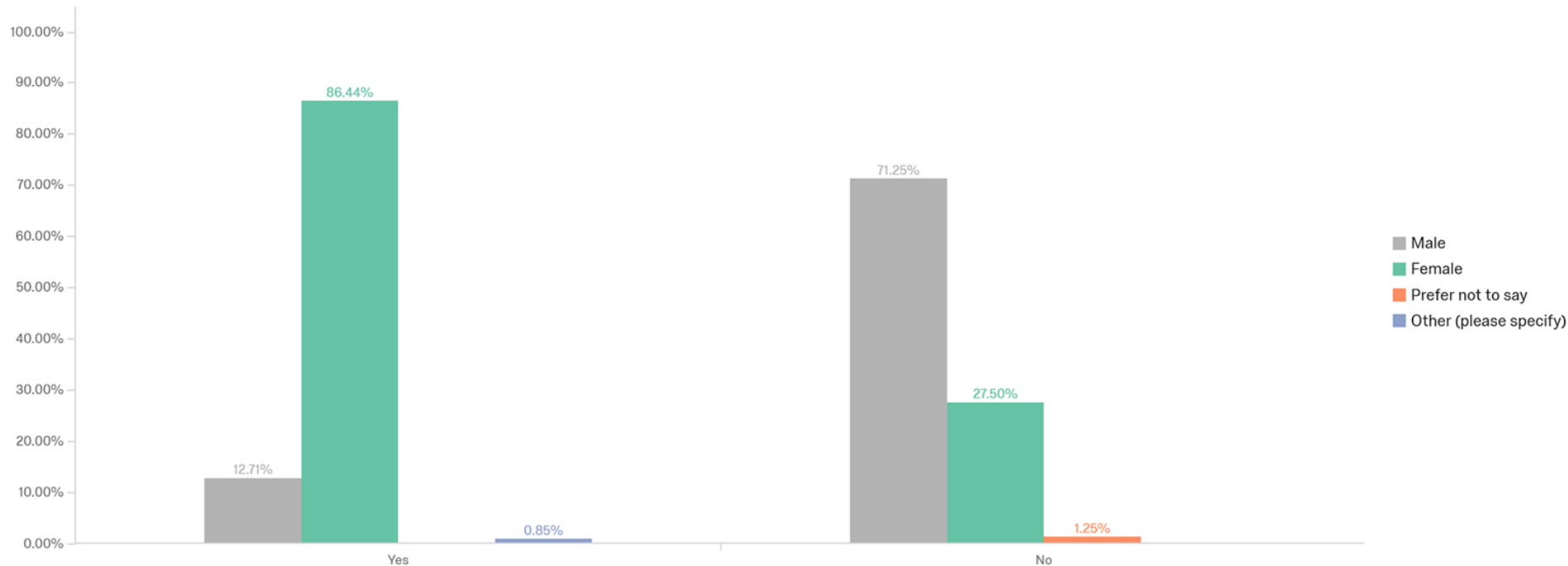
*Remove  
preview  
responses*

*Remove  
incomplete  
responses*

**FINAL DATA**  
**197 responses;**  
nominal and  
ordinal variables

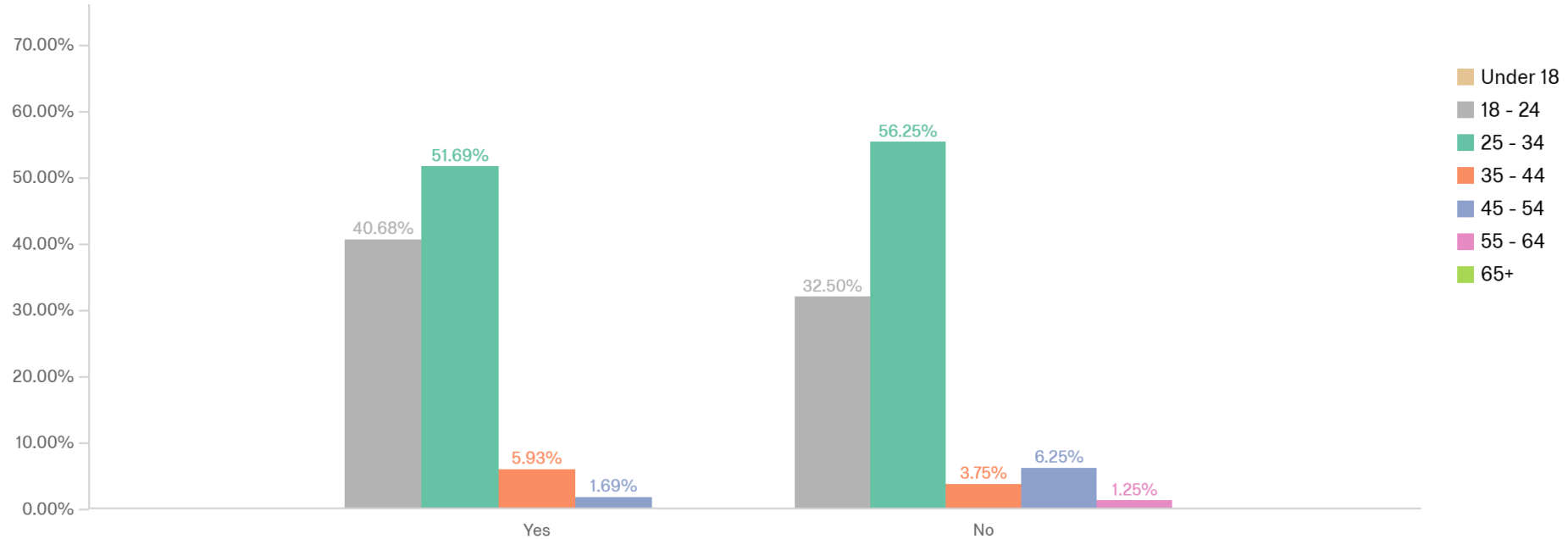


# Data Exploratory Analysis - Distribution of Gender



Majority of our respondents who have used sheet masks are females.

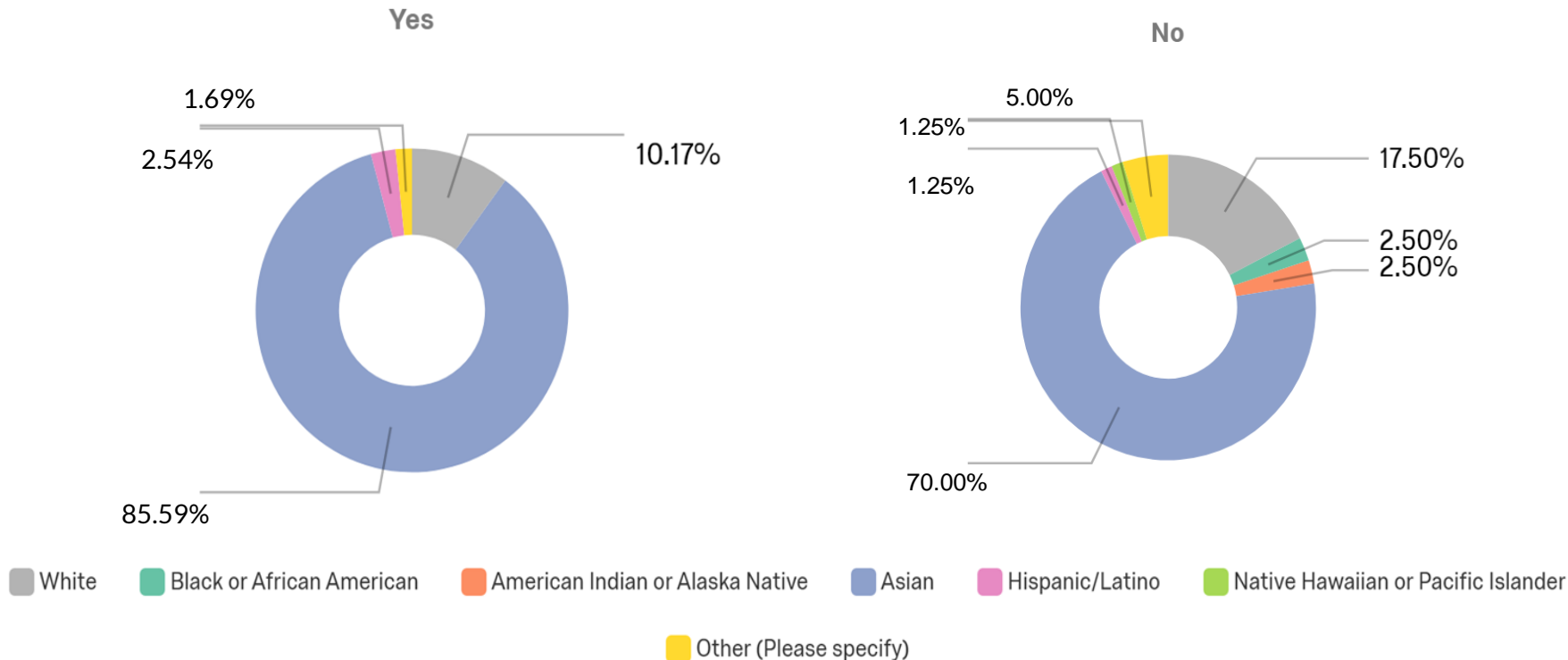
# Data Exploratory Analysis - Distribution of Age



About 50 % of our respondents are from age group 25-34 in both sheet mask users population and non users population.

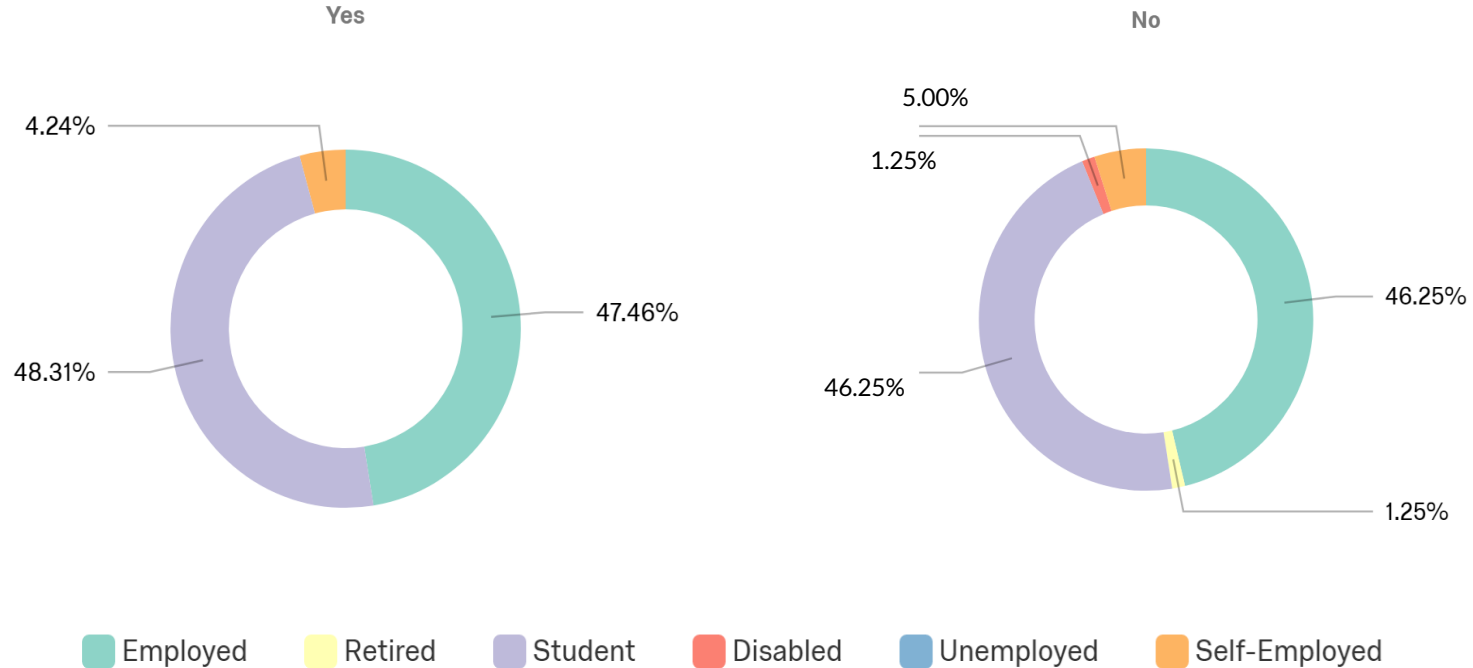


# Data Exploratory Analysis - Distribution of Ethnicity



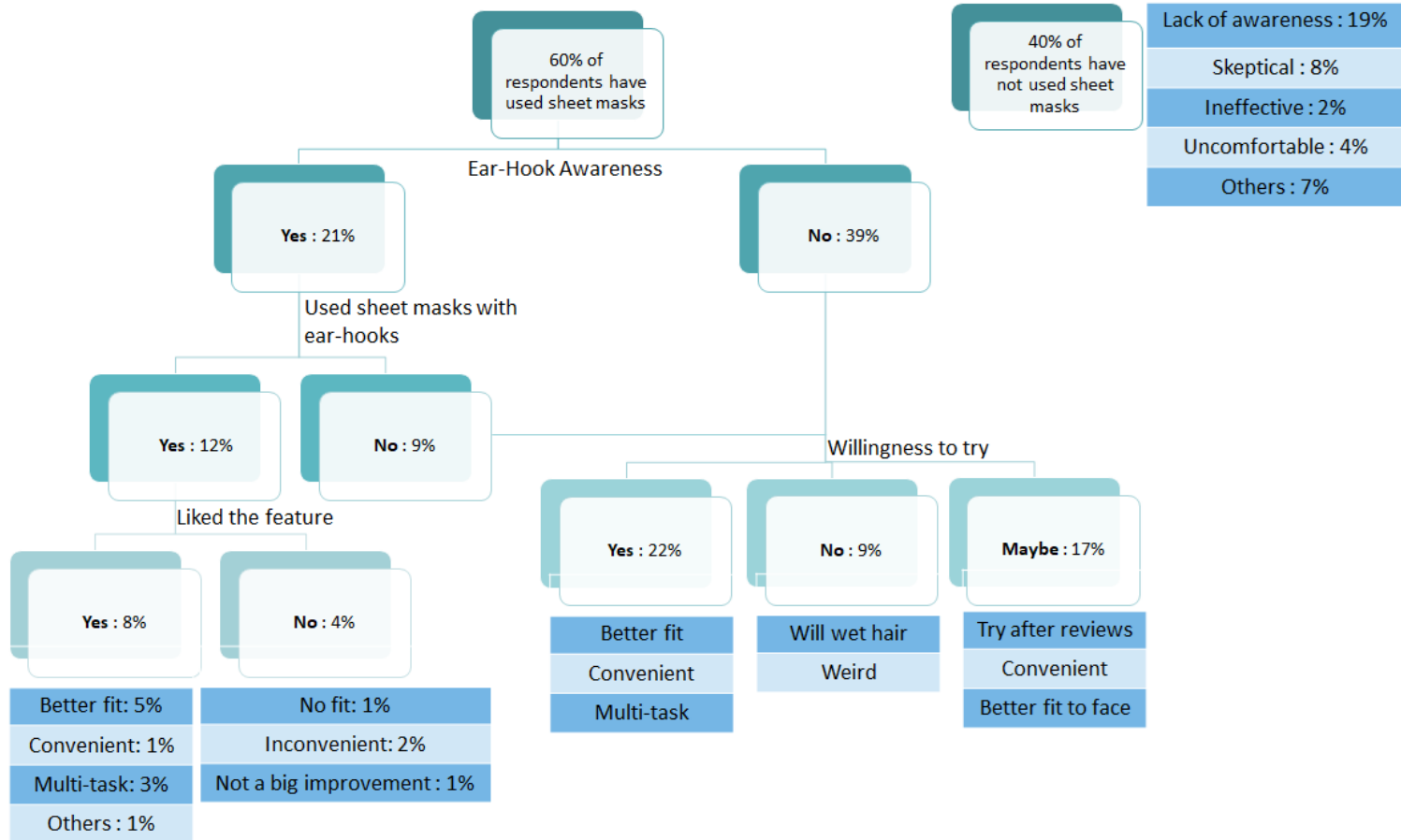
Majority of our respondents are Asians.

# Data Exploratory Analysis - Distribution of Employment Status



Majority of our respondents are either Employed or Students.

# Findings : Categorization of Sheet Masks Users



## Findings : Hypothesis Testing

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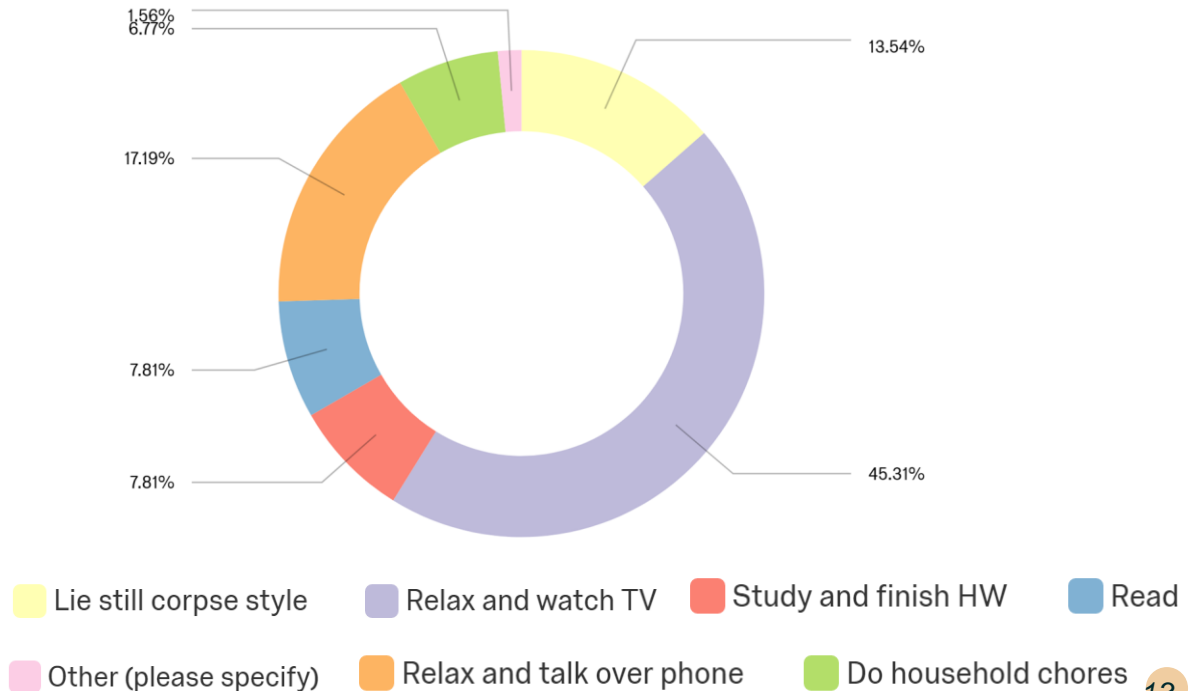
- ✓ 1. People don't use face masks with ear hooks because they are not aware.
- ✓ 2. Most people treat the “sheet mask time” as time for relaxation instead of time for multitasking.
- ✓ 3. When it comes to skincare, people generally follow family/friends recommendation.
- ✓ 4. People are more concerned about the serum quality/ sheet quality than the design of the face mask.

# Findings - Test Results

## I. Chi-squared Test on Sheet Mask Awareness

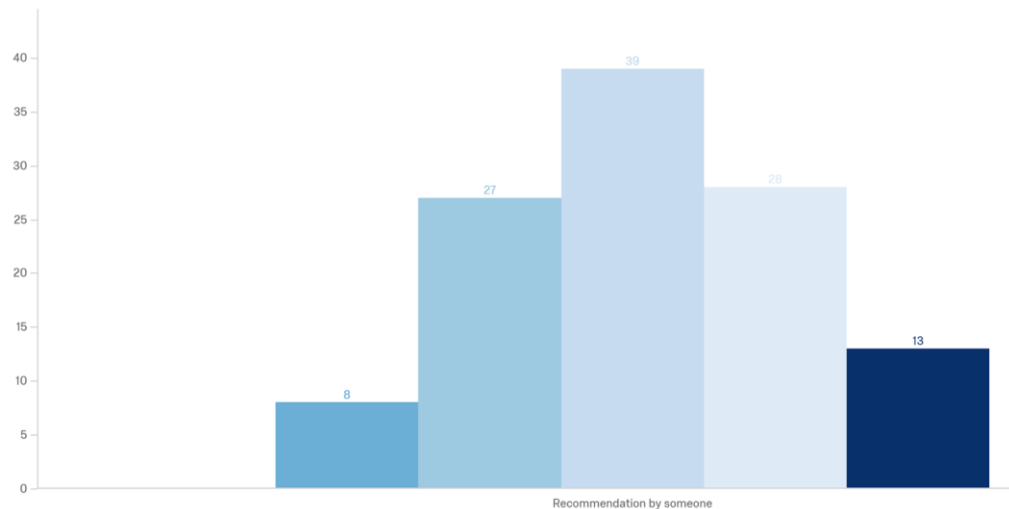
64.4% of respondents are unaware of ear-hook feature

## 2. Do People Prefer Relaxing or Multitasking?



# Findings - Test Results

## 3. Is family/friend's recommendation important?



- Not at all important
- Slightly important
- Moderately important
- Very important
- Extremely important

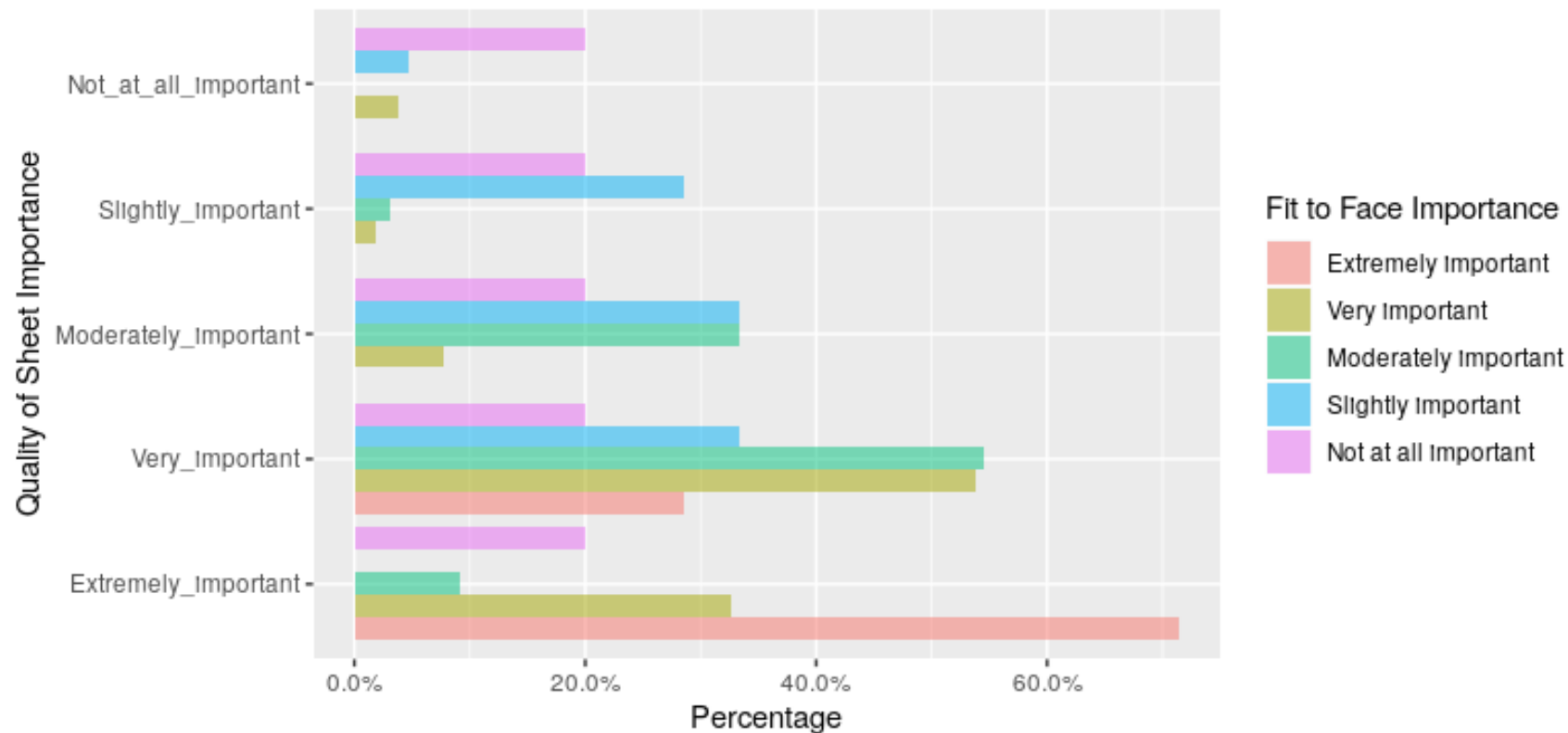
## 4. Two-Way Chi-Squared Test between serum quality & sheet quality with face fit

- Cannot conclude whether people value serum quality more than face fit
- However, people who value the quality of the sheet mask more also value the design of the mask more.

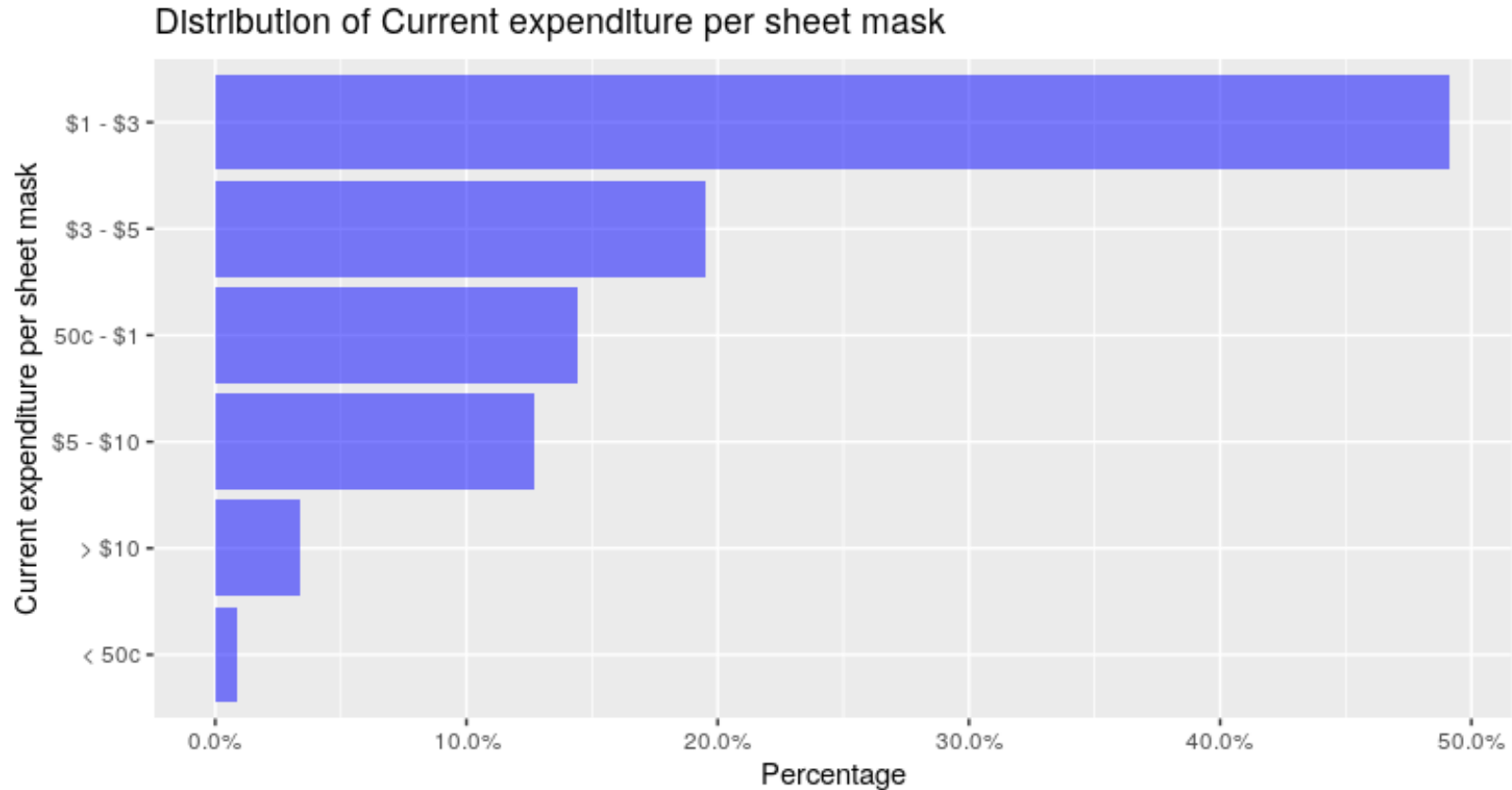


# Findings - Test Results

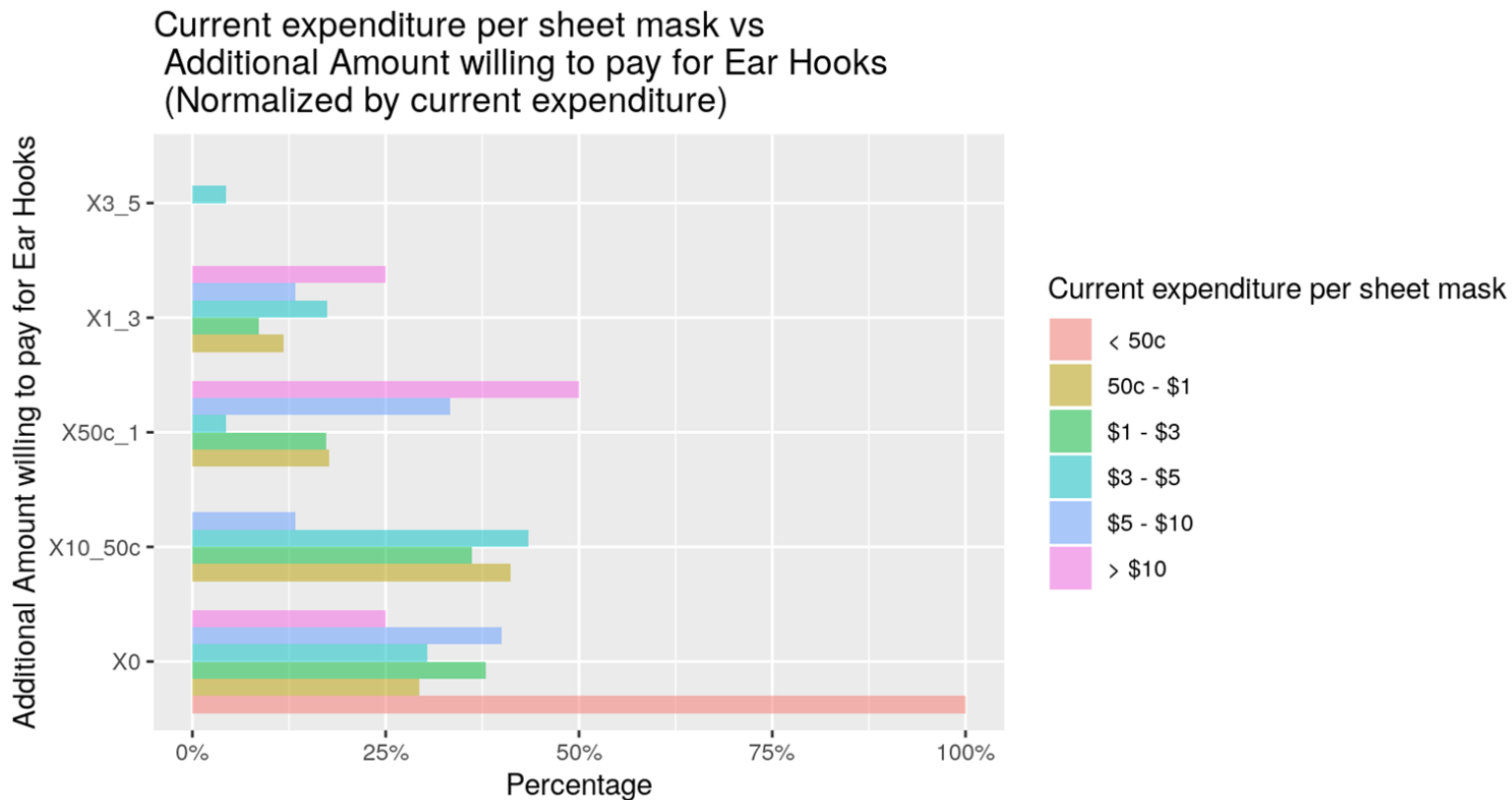
Fit to Face Importance vs Quality of sheet Importance  
(Normalized to Fit to Face Importance)



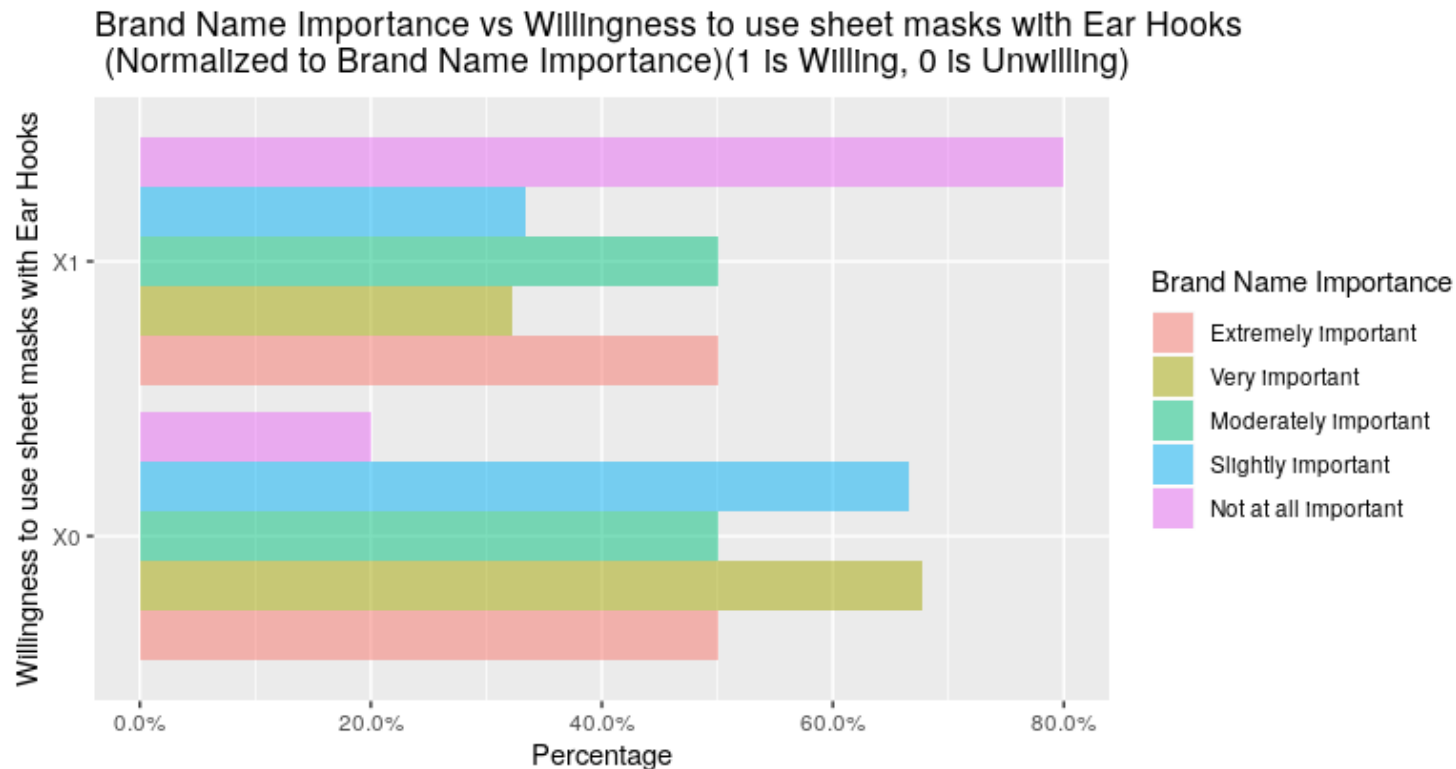
# Additional Findings : Spending Behaviour



# Additional Findings : Spending Behaviour



# Additional Findings : Brand Name Importance vs Willingness to Use Sheet Masks with Ear Hooks



# Recommendations



**Increase ear hooks awareness:** Through ad-campaigns showcasing the innovative ear hooks feature



**Design should focus on fit-to-face and quality:** Prioritise key aspects in order of importance like- serum quality, face fit



**Emphasize the functional benefits of ear hooks:** Demonstrations of the beneficial aspects to increase positive perception of this feature



**People who don't value brand name are more willing to use the ear hooks:** Provide incentives through introductory offers to attract customers



**Most sheet mask users are not willing to pay more for ear hooks:** Undertake Cost-Benefit analysis for introduction of this feature



**Address the factors for people disliking ear hooks:** Control serum around ear hooks to prevent spreading to ears and hair

Final Conclusion - Do not launch this feature

**THANK YOU!**

