

# Marketing Research

## Research Objectives

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### Organization: Neutrogena

Neutrogena is an American brand for skin care, hair care and cosmetics, headquartered in Los Angeles, California. It is part of the US-based Johnson & Johnson conglomerate. In 2018, Neutrogena was leading the acne treatment brand in the United States with a market share of 16.2%.

#### 1a. Managerial Decision Problem:

Neutrogena wants to introduce facial sheet masks with a new feature of ear hooks. Management needs to analyze the credibility of this new feature amongst its target customers. Currently, only a few companies have such sheet masks available. Also, not many popular companies are doing this in the US Market.

Competitors sheet masks-

*Sheet mask without ear hooks*



*Sheet mask with ear hooks*



Sheet masks are most often associated with Korean skincare but in recent years they have shown up in more and more American drug stores and cosmetic stores. In 2018 it was estimated that the market value of sheet masks worldwide was around 283 million U.S. dollars, a figure that is expected to nearly double by 2026. <https://www.statista.com/topics/4584/us-face-masks-market/>

## **1b. SWOT Analysis**



\*Source: <https://www.statista.com/topics/4584/us-face-masks-market/>

## **2. Marketing Research Problems to be addressed with Primary Data**

Given Neutrogena wants to assess the potential and credibility of featuring the new design of sheet masks with ear hooks, it is critical that our research report finds of whether there is a market and need for this product. Additionally, we would like to propose viable strategies for the management to take action once we are able to determine the customer preferences and market needs. Some questions that we analyze for this purpose are as follows-

1. Are people aware of the presence of facial sheet masks with ear hooks?
2. Is there a current need in the market for such a product?
3. How different are these masks from existing sheet masks?
4. Would the customers be interested in trying it out?
5. If they want it:
  - a. How much are they willing to pay for it?
  - b. Do they see it being more convenient to apply?
  - c. Would it make them more productive in terms of multitasking?
  - d. Why do they want it?
  - e. Opinion of current and potential consumers on this innovation for sheet masks.
  - f. Intention to purchase these masks.