

An Analytical Study of 'Selected Factors' Influencing Consumer Buying Decision for Male Cosmetics Products in Pune Region

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Key Words:

- 1 Male Cosmetic Products
- 3 Consumer Behaviour
- 4 Feminine Characteristics.

Abstract: It is well known fact that the success of any business organization stems from company's ability to understand and influence consumer behaviour. This study is needed to consider when designing and implementing marketing programs. Failure to understand the dynamic buyer behaviour and improper allocation and coordination of resources will lead the organization to great losses. There are three sections of consumer behaviour that need to be addressed carefully psychological influences, socio-cultural influences and situational influences. The marketers have to go through a number of challenges in selling products like 'cosmetics' as they have to be applied directly on human skins, body and other parts. There is a perceived risk of dissatisfaction in the consumers as far as its benefits are concerned. It is necessary to study the consumer buying decision process in this regard.

The market for male cosmetic products, although still niche in India, is growing and evolving. Male consumers are placing greater importance on looking good and the personal care aspects of improved health and wellness. Understanding male needs, attitudes and behaviors towards grooming will open up new commercial avenues in this under-served arena. The male cosmetics market, while exhibiting strong potential, needs a markedly different approach in order to succeed compared to the mature female market, due to some substantial differences in attitudes and behaviors that exist across genders.

This study focuses on select male consumers emerging from the college-going students of age group ranging from 16 to 26 years.

Introduction :

It is well known fact that the success of any business organization stems from company's ability to understand and influence consumer behaviour. This study is needed to consider when designing and implementing marketing programs. Failure to understand the dynamic buyer behaviour and improper allocation and coordination of resources will lead the organization to great losses. There are three sections of consumer behaviour that need to be addressed carefully: psychological influences, socio-cultural influences and situational influences. The marketers have to go through a number of challenges in selling products like 'cosmetics' as they have to be applied directly on human skins, body and other parts. There is a perceived risk of dissatisfaction in the consumers as far as its benefits are concerned. It is necessary to study the consumer buying decision process in this regard.

Cosmetics are substances which are defined under the Drugs and Cosmetics Act 1940 and Rules 1945 as "Articles which are meant to be rubbed, poured, sprinkled, or sprayed on or introduced into or otherwise applied to the human body for the purpose of cleansing, beautifying, promoting attractiveness or altering the appearance."

Indian Cosmetics Industry :

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According to industry sources, the total size of the Indian retail beauty and cosmetics market is currently estimated at \$1.5 billion, with fragrance comprising the largest component. Color cosmetics account for 14%, fragrances - 21%, hair care - 19%, skin care - 17%, beauty services - 13%, herbal products - 9%, others - 7%. If the overall beauty and wellness market is considered, which includes beauty services, the market is estimated to be around \$2.68 billion. The cosmetics market in India is growing at 15-20% annually, twice as fast as that of the United States and European markets. The growth rate in the cosmetics market reflects an increasing demand for beauty care products in India. Premium global brands are gaining sales as Indian consumers gain exposure to the global media and move from functional items to the advanced and specialized cosmetic products. Even with a good growth rate, however, penetration of cosmetic and toiletries is very low in India. Current per capita expenditure on cosmetics is approximately \$11.00 as compared to \$40.00 in other Asian countries.

Indian Men Cosmetic Users :

Before a decade or so, the word 'cosmetics' was predominantly associated with a single gender i.e. women. It did not mean that males never used cosmetic products. They certainly did. However, marketers coined term 'male cosmetics' recently thus identifying special segment for particular products on the basis of gender differentiation. Undoubtedly, men are becoming more and more sensitive about skin care and grooming. The market for male cosmetic products, although still niche in India, is growing and evolving. Male consumers are placing greater importance on looking good and the personal care aspects of improved health and wellness. This newfound male grooming consciousness was

encouraged by men's active participation in prominent fashion shows, such as the popular Fashion TV channel, and in beauty pageants exclusively for men especially in the forward-looking and cosmopolitan cities of Mumbai, Bangaluru and New Delhi. This particular segment which is at its early stage of its development with a growth of only 6%, remains a nascent niche. Understanding male needs, attitudes and behaviors towards grooming will open up new commercial avenues in this under-served arena. The male cosmetics market, while exhibiting strong potential, needs a markedly different approach in order to succeed compared to the mature female market, due to some substantial differences in attitudes and behaviors that exist across genders.

Pune has been seeing a very strong economic growth for almost 10 years creating the potential for a sustained boom in consumer spending in the decades to come. Second, the demographic profile is turning extremely favorable towards sustaining growth in economic activity and in consumption. Manufacturing is already seeing signs of a renewed boom in investment in diverse industries including defenses. The services sector is also moving beyond IT. The largest growth in the coming years will be in a host of new services including retail, healthcare, leisure and recreation, education and coaching, construction and other real estate, grooming and well-being, and travel and hospitality. With the growing class of businesses and employment, Pune is attracting a large number of youths in the region across the country. The increasing urge in grooming the youths has been creating a lot of opportunities for male cosmetic market.

Literature Review :

According to the study conducted by Dr. Vinith Kumar Nair and Dr. Prakash Pillai R male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop of their convenience. It is also observed that male consumers buy all their cosmetic items from one shop.

As Fan Shean Cheng, Cheng Soon Ooi and Ding Hooi Ting have observed that there is a significant and positive relationship between males concern towards self-image and their consumption of male grooming products.

As per observed by 'emmeplus' India's consumer elite continues to buy the more expensive international brands, offering top of the range high-tech beauty products, and it is this sector of society that is tipped to drive market growth. An 'emmeplus' report suggests that the Indian market is becoming increasingly sophisticated, with increasing consumer interest in skin care products particularly anti-aging and skin whitening formulations.

Study conducted by Chanintorn Mounghem and Jiraporn Surakiatpinyo states that today men are not as same as in their father's generation. Changing in men's behavior and environment make them consume more and more. Today, the change of men's behavior has distorted that attitude, not only being seen as consumer but also concerning more and more on their appearance. In research, they found that men consume more on skin care products. Even though the result reveals that number of

respondent who do not use skin care product is higher than number of respondent who use skin care products, the difference between these two groups are not that high. So it can be implied that men are more concerning on this trend. Especially younger generation because they are more open to skin care product than older generation. However, financial factor also plays as an important role because people who earn more money have more opportunity to access these kinds of products more than those who have less money. Moreover, it was found that occupation do not affect on their spending pattern because respondents who have the job spend the amount of money as same as respondents who are students and unemployed. And there are many reasons drive men to use skin care product but the most two important reasons are improving their skin and personal hygiene. These two reasons reveal that men are concerning on their appearance.

Objectives of The Research :

- 1.To get the detailed insight of attitudes and influences of male cosmetic concept in Indian society.
- 2.To explore the dynamics of men's attitude towards grooming, various aspects of increasing importance behind personal appearance and its effects on male cosmetic market in Pune region.

Scope of The Study :

This study attempts to focus on select male consumers emerging from the college-going students of age group ranging from 16 to 26 years. The major variables selected for the study are price, brand, quality, ingredient, promotion & advertising, packaging, store location.

Hypothesis :

- H1:** Indian men use cosmetics for personal hygiene reason.
H2: Price of the cosmetics products affects buying behaviour.

Research Plan :

To provide a systematic, planned approach the researcher has adopted following research plan of inquiry for a research problem and ensures that all aspects of the research project are consistent with each other.

Research Design: Descriptive Research

Data Source: Primary data and Secondary data

Research Instrument: Questionnaire.

Secondary Data Source: Print media like books, magazines, Research Articles on Google Scholar and such other internet websites, related company literatures.

Sample Plan :

The researcher has adopted following sample plan for obtaining sample from a give population.

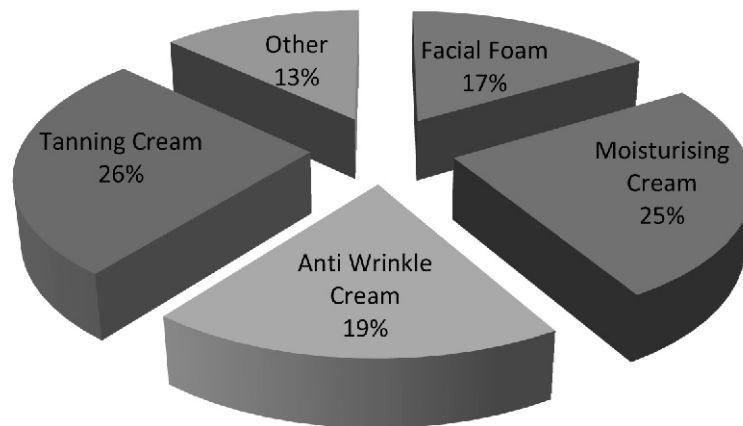
Sampling Design: Convenient Sampling

Sample Size: 50

Sample Location: Pune city

Sample Unit: College-going Students

Figure 1 : Consumption of Cosmetic Products



Source: Primary Data

Primary Data Analysis :

The Indian beauty and cosmetics market is not just the domain of women any longer. Indian men too are increasingly taking to the use of more and more body sprays, perfumes and other cosmetics and toiletries. According to the response by male consumers, it has been observed that tanning cream ranks first i.e. to 26% followed by moisturizing cream i.e. 25%, thus taking both the categories to 51%. The remaining categories like Anti-wrinkle, Facial Foam and other product categories are consumed to 49%.

According to the analysis in Exhibit 1, male consumers do not consider themselves as individuals with feminine characteristics after using cosmetics which is generally considered as the province of women. This also indicates the acceptance of cosmetics by male consumers.

Exhibit 1 : Use of Cosmetics is Considered As The Domain of Feminine Characteristics.

	Feminine characteristics
Chi-Square	15.875 ^a
df	2
Asymp. Sig.	.001

According to the analysis in exhibit 2, the probability of the chi-square test statistics (medical reason=3.375, improving skin=7.167, anti-aging=0.125, attractiveness=5.500 and self esteem=0.125) were p=0.185, 0.067, 0.998, 0.139 and 0.998 respectively, which are greater than alpha level of significance of 0.05. However, the probability of chi-square statistics (personal hygiene=13.500) was p=0.001, which is less than the alpha level of significance of 0.05. Thus, null hypothesis states no relation for 'consumer buying behaviour and personal hygiene' is false and alternative hypothesis 'Indian men use cosmetics for personal hygiene' is accepted. Hence there is a significant relation between consumer buying behaviour influencing factors and personal hygiene.

As per the analysis in exhibit 3, the probability of the chi-square test statistics (brand=4.00, quality=4.625, ingredients=3.50, promotions=4.625) were p=0.261, 0.99, 0.174 and 0.99 respectively, which are greater than alpha level of significance of 0.05. However, the probability of chi-square statistics (price=15.875 and packaging=18.375) were p=0.001 and 0.001 respectively, which is less than the alpha level of significance of 0.05. Thus, the null hypothesis 'price of the cosmetics products does not affect the buying behavior is rejected and alternative hypothesis is accepted and shows significant relation between factors affecting consumer behavior for male cosmetics and price of the product.

Exhiit 2 : Test Statistics

H1 : Indian Men Use Cosmetics For Personal Hygiene Reason.

	Medical Reason	Personal Hygiene	Improving Skin Aging	Anti-Aging	Attractiveness	Self Esteem	Other
Chi-Square	3.375 ^a	13.500 ^a	7.167 ^b	.125 ^c	5.500 ^b	.125 ^c	15.875 ^a
df	2	2	3	4	3	4	2
Asymp. Sig.	.185	.001	.067	.998	.139	.998	.001

Exhiit 3 : Test Statistics

H2 : Price of The Cosmetics Products Affects Buying Behaviors.

	Price	Brand	Quality	Ingredients	Promotions	Packaging	Store Location
Chi-Square	15.875 ^a	4.000 ^b	4.625 ^a	3.500 ^a	4.625 ^a	18.375 ^a	4.000 ^a
df	2	3	2	2	2	2	3
Asymp. Sig.	.001	.261	.099	.174	.099	.001	.261

Conclusion :

Acceptance of cosmetics for frequent use has been on the rise among Indian male consumers. This study found that the use of cosmetics by male members is basically directed towards personal hygiene, price of the product and packaging. Social expectation is taken into consideration in consumption of male cosmetics products. This indicates that the disagreement and poor impression received from the societal members positively impact the consumption of male cosmetics products. Cosmetics, as specially targeted for male members in India are used for enhancing the social value in terms of outwardly appearance of the individuals.

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