
A STUDY OF MALE CONSUMPTION PATTERN OF COSMETIC PRODUCTS IN AURANGABAD CITY, MAHARASHTRA

Dr. Pooja Deshmukh

Associate Professor, MBA, MGM Institute of Management, Aurangabad, Maharashtra India

ABSTRACT

This study was carried out to examine consumption behavior of males and their attitudes towards cosmetics in Aurangabad. This research focuses on the different age groups of the males as well as their decision making process for purchasing the cosmetic products. The target sample was 50 males in Aurangabad. This study may also help various cosmetic companies to formulate their strategies for marketing the cosmetic products. Primary data was obtained through questionnaire. The results were analyzed through SPSS version 16.

Keywords: Cosmetic Market, Female Consumption Behavior, Consumption Pattern, Spending Pattern.

INTRODUCTION

In today's modern and equal societies, beauty is no longer only meant for women. As numerous studies indicated, the shifting sex-roles, the global trend of metro sexuality, the influence of media and various marketing stimuli, to a large degree, have inspired men to adapt themselves to new lifestyles and attitudes. It is an incontestable fact that men have presented their increasing demands for higher living standard, well being, and healthiness. Meanwhile, physical attractiveness is essential to everyone since it always plays an essential role in enhancing self-confidence level and in effectively tracking careers. An increasing number of men become more aware about how they could be in line with their ideal appearances. In this context, with the aim of enhancing and maintaining desirable looks, men tend to be no longer hesitating to strategically opt and utilize cosmetics. This rising attention is the keystone of the worldwide phenomenal boom of men's grooming market.

According to Mr Sanjay Singal, marketing head, beauty care at Dabur India Ltd, nowadays the other sectors like Fast Moving Consumer Goods (FMCG) are increasingly trying to attract male consumers which were earlier just focusing on traditional products like deodorant etc. The

companies have extended their presence to specialized skin creams and bleaches also. The market segment of deodorants—a category that has players such as HUL, Godrej, Nivea among many other smaller brands— clocked a 46% growth.

What is Cosmetics?

The word „Cosmetics“ is known to human race since ages. At the same time, desire to look good and attractive for every individual also can be identified as the psychological need having been given the upper place in hierarchy for ages. However, it will be relevant to understand the exact meaning of the word „cosmetic“ from various sources at the outset. According to dictionary published on websites, the word „cosmetic“ is a noun and includes “powder, lotion, lipstick, rouge or other preparation for beautifying the face, skin, hair, nails etc.” The second meaning in noun category is “cosmetics: superficial measures to make something appear better, more attractive or more impressive.”

OBJECTIVES OF THE STUDY

- To identify the most potential target group for cosmetics.
- To determine for what purpose males are using the cosmetic products.
- To find out the importance of physical appearance in the mind cosmetic consumers.
- To examine the monthly income and the spending pattern of purchase of cosmetic product.

LITERATURE REVIEW

According to MarketResearch.com (2009), by the year 2014 this segment is supposed to reach \$84.9 Billion. From the last few years the skin care segment recorded an inspiring growth. Due to rise in awareness for personal grooming, the skincare market is further expected to register strong CAGR of nearly 19% during 2010- 2013, as per our research report “Indian Cosmetic Sector Analysis (2009-2012)”. According to Euromonitor’s report (2008) Asian market found out to be the biggest emerging market.

The Asia Pacific market’s value is up to more than US\$70 billion which is the second highest after the Western European market (Nair and Pillai, 2007). Talking about the market, Didier Villanueva, MD, L’Oreal India, says, “The Indian middle class is growing rapidly and so is its demand for the best quality products. Today they want to use the international brands whether they are mass market or premium” (Bhattacharya, 2007). Western Europe and Australia which spend a combine \$ 7.7 billion on wrinkle reducing facial creams in 2007, according to Euromonitor Internationals new 2008 cosmetic and toiletries database. Cosmeceutical is the fastest growing segment of the natural personal care industry with worldwide annual sales over \$ 14 billion.

The color cosmetic market currently accounts for \$ 60 million of the total market, while skin care accounts approximately \$ 180 million. US demand for cosmeceuticals is projected to rise by 7.4 percent per year to \$ 8.2 billion in 2012, according to the Feedonia Group.

Hypothesis:

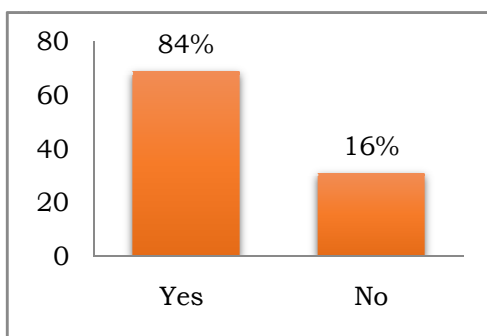
1. There is no relationship between income and monthly spending on cosmetics products.
2. Cosmetics are preferred by young males now a day

RESEARCH METHODOLOGY

In this research researcher had applied Descriptive research method. Structured Questionnaire was made as a research instrument to collect the data from the respondents of age group 25 to Above 40 years. The sample size consists of 100 respondents. Secondary data has been collected with the help of print media like, magazines, research articles and such other websites, related topic. ‘T’ test were applied to prove the hypothesis. The analysis was done through SPSS software.

DATA ANALYSIS & INTERPRETATION

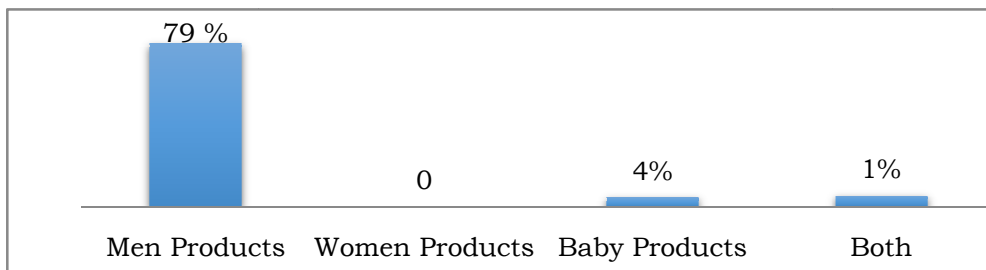
Use cosmetic product



Interpretation:

Majority people i.e. is 84% are using cosmetics.

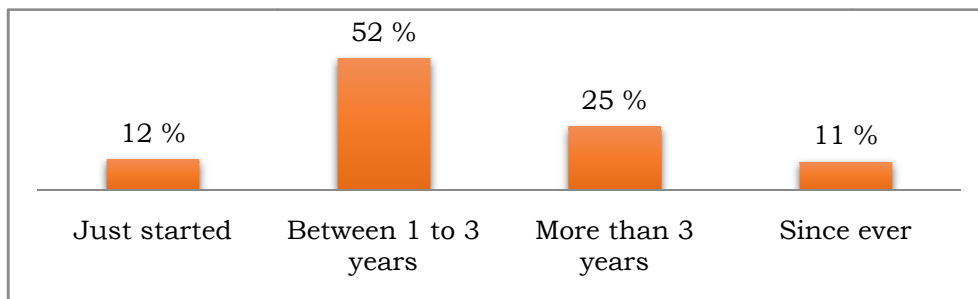
Preferred products



Interpretation:

It is seen that respondents are preferred to use male products only in sample population.

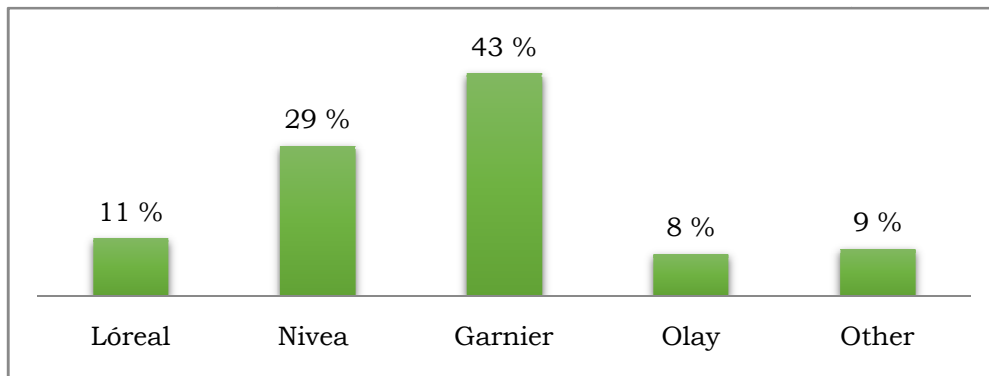
Using the cosmetic product since



Interpretation:

It shows that maximum people are using since between 1 to 3 years

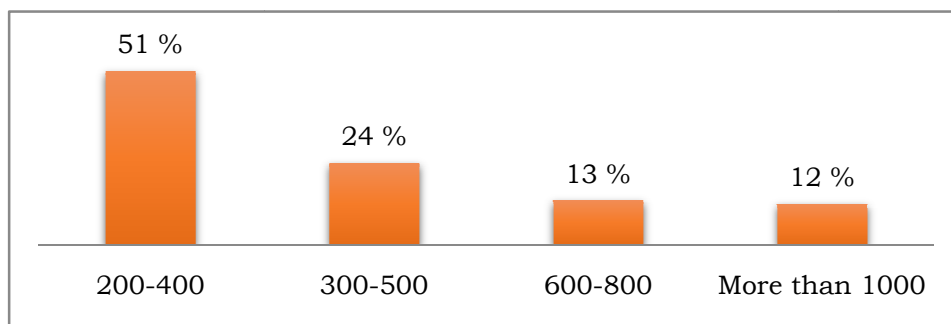
Best brand



Interpretation:

It shows that most of the people are using **Garnier**; hence **Garnier** is the best brand for them.

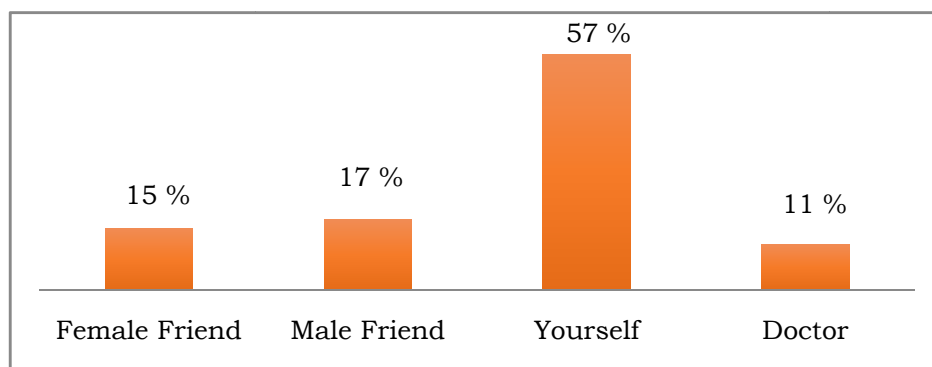
Spending each month



Interpretation:

People are spending every month Rs. 200 to Rs. 400 on the cosmetic products.

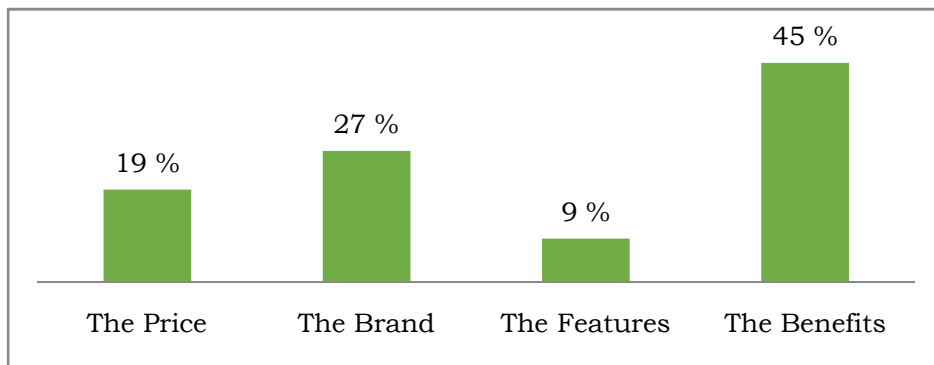
Purchasing advisor



Interpretation:

Study shows that maximum people are buying the cosmetics by their own choice.

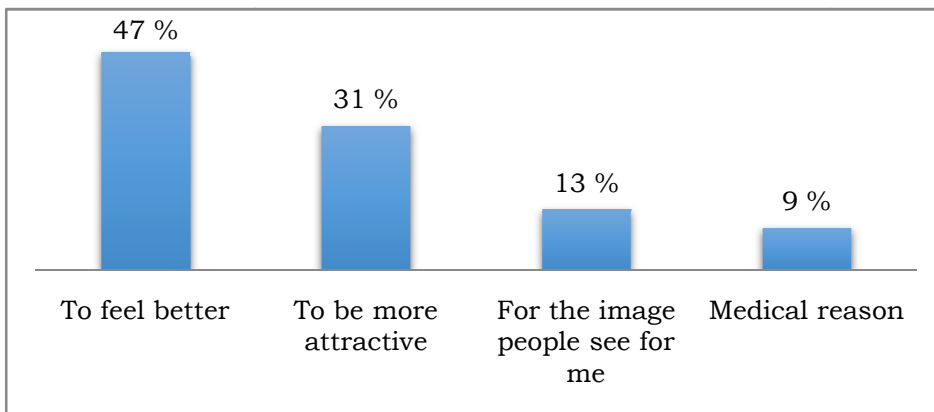
Characteristics of the products look first.



Interpretation:

Majority of them are much conscious about the benefits of the cosmetic while purchasing it.

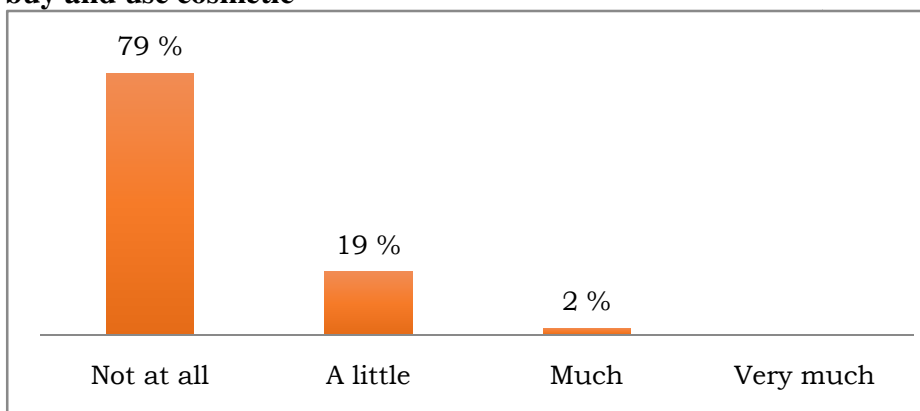
Reason for use of cosmetic



Interpretation:

Many people from the sample population are using the cosmetic product to feel better.

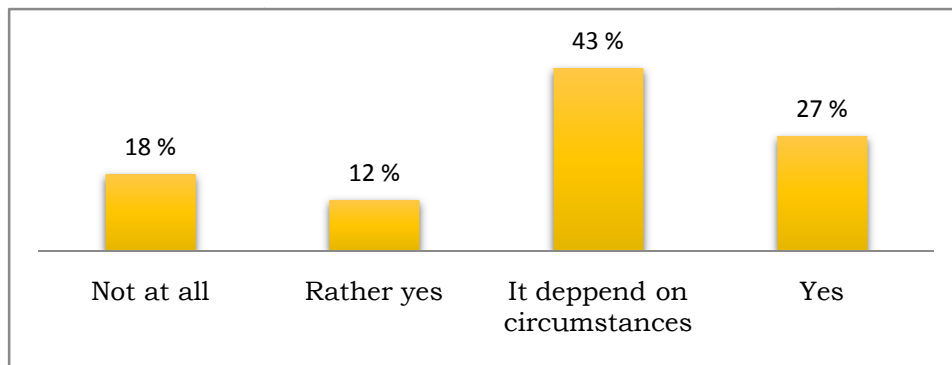
Feel guilty to buy and use cosmetic



Interpretation:

All these users are doesn't feel guilty to use the cosmetic products.

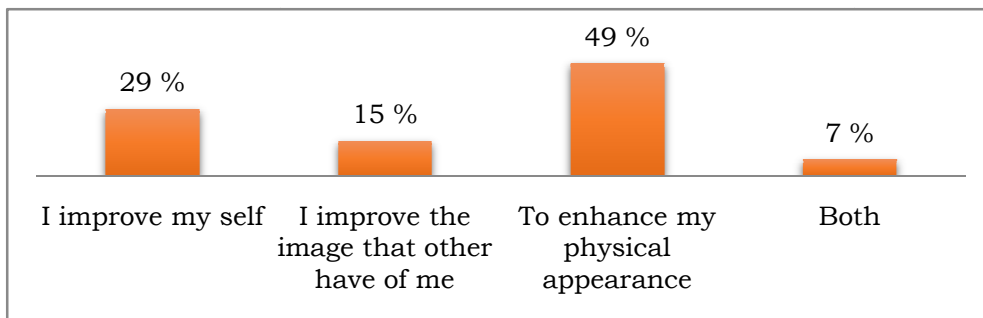
Self confidence thanks to cosmetics



Interpretation:

People feel that cosmetic makes them more confidence but it depend on the circumstances.

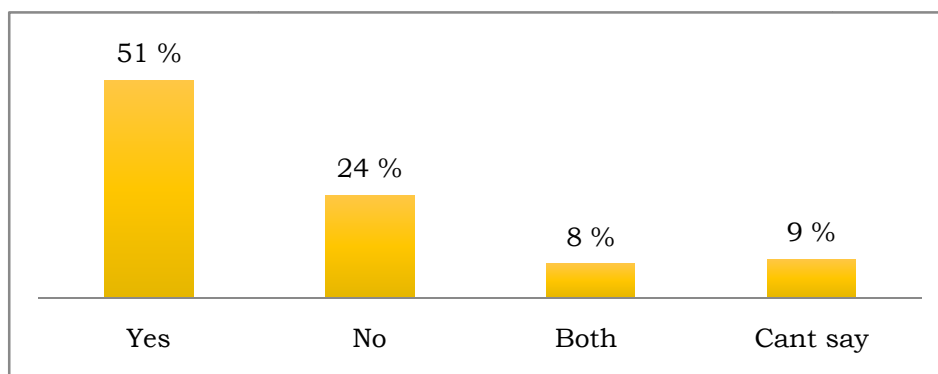
Thought behind cosmetic



Interpretation:

Most of them think that cosmetic products are beneficial to enhance their physical appearance.

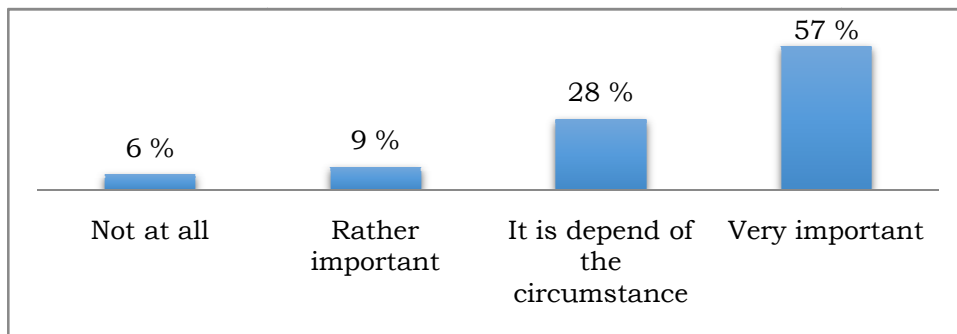
Cosmetic industry is more a women than a men area



Interpretation:

Study shows that I the cosmetic industry actually a women, majority respondent agreed that.

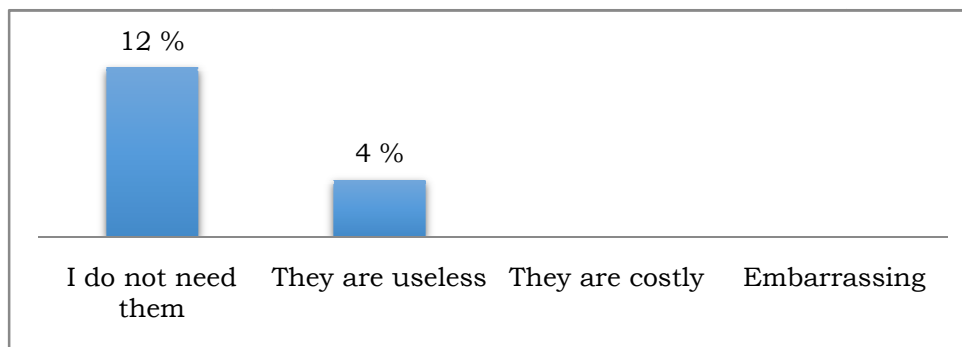
Care of yourself



Interpretation:

Study shows that self-care is very much important for the people.

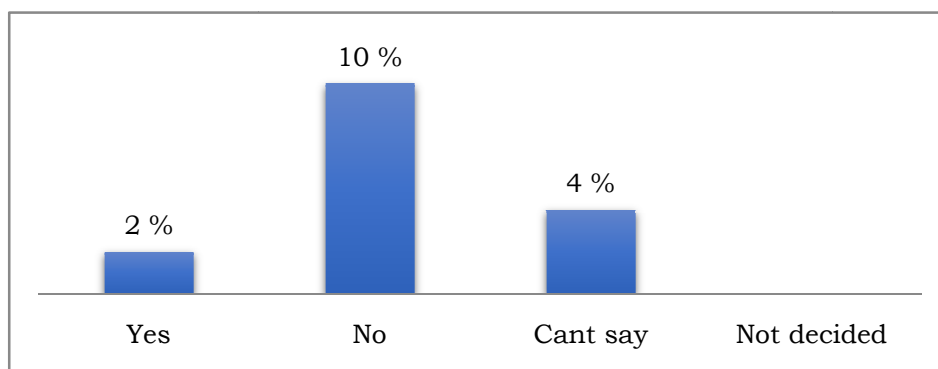
Reasons for not using cosmetics



Interpretation:

It shows that the people, who are the non users, feel that they do not need the cosmetics.

Change the mind towards cosmetic



Interpretation:

Data proved that they are not ready to change their mindset towards the cosmetic.

Statistical mode:

1. Hypothesis on consumers buying pattern of cosmetics product according to their income and spending.

Null hypothesis:-

H₀=There is no relationship between income and monthly spending on cosmetics products.

Alternative hypothesis

H₁=there is a significant relationship between income and monthly spending on consumer product

Chi- Square Test

	Value	df	Asymp. Sig (2-sided)
Pearson Chi-Square	17.113 ^a	9	.047
Likelihood Ratio	18.310	9	.032
Linear-by-Linear Association	2.094	1	.148
N of Valid Cases	84		

From the summary of chi square test indicate the value of chi test (.047) is not significant at 5% level of significant and indicate there is relationship between income and monthly spending on cosmetic product so will reject null hypothesis and select alternative hypothesis.

2. Hypothesis on consumers buying pattern of cosmetics product according to their age.

Null Hypothesis:

H₀=Cosmetics are not prefer by young males now a day.

Alternative Hypothesis:

H₁= Cosmetics are prefer by young males.

Chi- Square Test

	Value	Df	Asymp. Sig (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.381 ^a	1	.240		
Continuity Correction ^b	.797	1	.372		
Likelihood Ratio	1.343	1	.247		
Fisher's Exact Test				.268	.185
Linear-by-Linear Association	1.367	1	.242		
N of Valid Cases	100				

From the summary of chi square test indicate the value of chi test (.240) is not significant at 5% level of significant and that indicate cosmetics are prefer by young males now a day. Hence will reject null hypothesis and select alternative hypothesis.

CONCLUSION

The evidence of growing number of males in traditional female market is evident from the analysis. This study investigated the factors affecting blurring gender role in society. Hence, the analysis it can be clearly stated that there is certainly a strong bond between self image & societal expectations with respect to consumption of cosmetics by in Aurangabad. This study will help marketers to tap the upcoming trend of cosmetic consumption by the male and design strategies accordingly by considering the potential age group of 25 years. Acceptance of usage of male cosmetics has been on rise among male consumers. The rise in usage is due to enhancing social values pertaining to outwardly appearance of the male individuals. Also, this study gives an insight that perception is an important element that will influence the consumption behaviors of the males. Furthermore it has been statistically proved that there is a significant relationship between income and monthly spending on consumer product and cosmetics are prefer by young males now a days.

REFERENCES

1. Abdullah Bin Junaid* , Reshma Nasreen, Faheem Ahmed Jamia Hamdard, Article “A Study on the Purchase Behavior and Cosmetic Consumption Pattern among Young Females in Delhi and NCR”, India
2. DR. D. K. SINHA** * Assistant Professor & Siddharth shriram shimpi*; Sinhgad Institute of Business Administration & Computer Application, Lonavala, Dist. Pune,”A factor analysis on attitude characteristics of consumer buying behavior for male cosmetics products in pune city”
3. Dr. K. Tamizhjyothi “Consumer Attitude towards Cosmetic Products” IJEMR –June 2013- Vol 3 Issue 6 - Online - ISSN 2249–2585 - Print - ISSN 2249-8672
4. The Journal of Men’s Studies, vol. 6, no. 2, 1998, pp. 255-282. 9. “Marketing male cosmetics, a review of Lumene for men products success to date and ideas for improvement”
5. <http://www.theseus.fi/bitstream/handle/10024/21424/Theseusversion.pdf?sequence>
6. <http://kau.divaportal.org/smash/get/diva2:328065/FULLTEXT01.pdf> “A Study of Factors Affecting on Men’s Skin Care Products Purchasing
7. Cosmetics (<http://en.wikipedia.org/wiki/Cosmetics>)
8. Cosmetics Definition (<http://www.thefreedictionary.com/cosmetic>)
9. Cosmetics Consumption among Young Males in the Greater Helsinki Region
10. Male cosmetics is a Rs 3,800 cr business in India, The Economic Times 13th September, 2013
11. <http://retail.economictimes.indiatimes.com/news/cosmetics-and-fragrances/male-cosmetics-is-ars-3800-cr-business-in-india/22535084>.
12. Rajesh Uttam Kanthe, “Marketing Of Nutraceutical and OTC Products As FMHC Products” International Journal of Management (IJM), Volume 4, Issue 2, 2013, pp. 112 - 117, ISSN Print: 0976-6502, ISSN Online: 0976-6510.
13. Mr. T. Thilepan and Dr. K. Soundararajan, “E-Marketing For Self Help Group’s Agricultural Products In India” International Journal of Management (IJM), Volume 5, Issue 1, 2014, pp. 46 - 52, ISSN Print: 0976-6502, ISSN Online: 0976-6510.