



## A STUDY ON CONSUMER BEHAVIOR TOWARDS SELECTIVE MEN COSMETICS IN ERODE

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### **Abstract**

*In today's professional world where everyone is trying to establish himself as a smart individual, the first impression is created by one's external look rather than his intellectuality. Gone are the days when using cosmetics was considered feminine. Today's youth, men in particular are profusely using cosmetics. The media has played an important role in urging the men to use cosmetics and thus helped in creating a huge market for men's cosmetic. This research is an attempt to comparatively study the consumer behavior towards selective men's cosmetics in the urban and the rural areas of Erode. The cosmetics on which the study is based are Deodorants (DD), Hairgel (HG), Fairness cream (FC) and After Shave Lotion (ASL). For this purpose 210 respondents from Erode were sampled of which 104 belonged to the urban region while 106 were from rural region. The sampling method used was stratified random sampling. Different stratas were formed on the basis of age groups between 18 years to 40 years. The data collected from a structured questionnaire was analyzed using SPSS 22.0. The result found rural and urban men consumers are more influenced by celebrity endorsements.*

### **Introduction**

Right from the olden days, man as a social animal had been constantly engaged in searching for materials that will make him beautiful so as to distinguish himself from rest of his counterparts. There are many herbs and like materials including turmeric which is said to improvise the skin texture and its color. Similarly there has been a variety of ayurvedic oils that are supposed to lengthen and strengthen the hairs. As science progressed these areas of cosmetics started making a great impact on an individual's life. Science gave new formulations which has the ability to make man more beautiful and young looking. The area of cosmetics so far had been a priority sector for women. But with the marketing dynamism, firms have started manufacturing different cosmetics exclusively for men. There are many products like hairgel, fairness cream, hairoil, shaving creams, aftershaves, deodorants to name a few. These firms have been very successful in convincing men to enhance their masculinity and attract the opposite gender. This has been the only key to increased sales of cosmetics for men. A young country like India is no behind the western and Europeans in this race. Looking at the market size of India, many foreign firms plunged into for having the first mover's advantage. For attracting the youth, many firms have used different promotional methods including celebrity endorsement. Now since the companies are growing towards saturation in the metros, they are targeting the rural markets and urging the rural youth to use various male cosmetics as it is evident in the advertisement featuring the celebrity Mr. Shahrukh Khan urging the rural youth as 'pehelwanji' not to use female fairness cream but male fairness cream.

According to analysis and figures given by the Confederation of Indian Industries (CII), the total Indian beauty and cosmetic market size currently stands at US\$950 million and showing growth between 15-20% per annum. The size of Indian Cosmetics Industry globally is \$ 274 billion, while that of the Indian cosmetic industry is \$ 4.6 billion. Industry sources estimate a rapid growth rate of 20% per annum. The industry has grown at a CAGR of around 7.5% during 2002 and 2008 and trend is expected to be more favorable during 2012-2015. Good economic growth, increased purchasing power of the middle class and effective support from the electronic and print media are playing an important role in spreading awareness about various male cosmetics and developing fashion consciousness among the Indian men's cosmetic consumers.

### **Objectives of The Research**

1. To find out the effect of celebrity endorsement on the usage of male cosmetics in urban and rural area of Erode district.
2. To determine the average spending of urban and rural men consumers on men's cosmetics in the study area.

### **Research Methodology**

The present study is a descriptive study undertaken in Erode urban area and Rural areas. The study was undertaken on March and April 2018. The study is based on the data collected in the form of a structured questionnaire from 210 respondents aged between 18 years and 40 years. The statistical tools used were percentage and Anova test.

## Results And Discussion

Out of the 210 respondents, 104 belonged to the urban area while 106 to the rural area according to Table 1 while the proportion of college students and working individuals in the sample size was 102 : 108.

**Table No.1 : Sample Distribution**

Variables	Sample proportion	Percentage
<b>Area</b>		
Erode Urban	104	49.5
Erode Rural	106	50.5
<b>Total</b>	<b>210</b>	<b>100</b>
<b>Profession</b>		
College Students	102	48.6
Working Individuals	108	51.4
<b>Total</b>	<b>210</b>	<b>100</b>
<b>Age Distribution (in years)</b>		
18 to 23	81	38.6
24 to 29	66	31.4
30 to 35	50	23.8
36 to 40	13	6.2
Total	210	100
<b>Annual Income</b>		
Less than 1 lakh	91	43.3
1-2 lakhs	61	29.0
2-3 lakhs	32	15.3
Above 3 lakhs	26	12.4
Total	210	100.0

As per the above table, the proportion of respondents in the age group of 18-23 was 38.6 percent while just 6.2 percent respondents in the age group of 36-40 participated in the study. Further, while considering annual income of the respondents, 43.3 percent of the respondents participated in the study belonged to the income group of less than 1 lakh while just 12.4 percent belonged to the income group of above 3 lakhs.

**Table 2 : Average Monthly Spending Amount for Hair Gel, Deodorants, Fairness Cream, After Shave Lotion**

Monthly Spending Amount	No. of Respondents	%
<b>Hair Gel</b>		
Rs.50-100	56	61.5
Rs.101-200	22	24.2
Above Rs.200	13	14.3
<b>Total</b>	<b>91</b>	<b>100.0</b>
<b>Deodorant</b>		
Rs.50-100	31	25.6
Rs.101-200	59	48.8
Above Rs.200	31	25.6
<b>Total</b>	<b>121</b>	<b>100.0</b>
<b>Fairness Cream</b>		
Rs.50-100	63	58.3
Rs.101-200	25	23.1
Above Rs.200	20	18.5
<b>Total</b>	<b>108</b>	<b>100.0</b>
<b>After Shave Lotion</b>		
Rs.50-100	63	71.6
Rs.101-200	15	17.0
Above Rs.200	10	11.4
<b>Total</b>	<b>88</b>	<b>100.0</b>

Table 2 shows that 61.5 percent of hair gel users spend in the range of Rs.50-100, 24.2 percent and 14.3 percent of hair gel users spend in the range of Rs.101-200 and above Rs.200 in a month. While 25.6 percent, 48.8 percent and 25.6 percent of Deodorant users spend in the range of Rs.50-100, Rs.101-200 and above Rs.200 respectively. In the case of Fairness cream, 58.3 percent, 23.1 percent and 18.5 percent of the respondents spend in the range of Rs.50-100, Rs.101-200 and above Rs.200 respectively. On the other hand, 71.9 percent, 16.9 percent and 11.2 percent of the after shave lotion respondents spend in the range of Rs.50-100, Rs.101-200 and above Rs.200 respectively.

**Table 3 : Usage Distribution**

Usage	HG	%	DD	%	FC	%	ASL	%
Yes	91	43.33	121	57.61	108	51.42	88	41.90
No	119	56.67	89	42.39	102	48.58	122	58.10
Total	210	100	210	100	210	100	210	100

**Note :** HG – Hairgel; DD – Deodorants; FC - Fairness cream; ASL - After Shave Lotion

Table 2 indicates the popularity in usage of various male cosmetics among the consumers. Deodorants were found to be more famous among the men consumers with the highest of 57.61 percent users followed by Fairness cream with 51.42 percent users while the lowest was found with After Shave lotion having 41.9 percent users.

In the course of data analysis it was observed that only 165 respondents have switched between various brands available in various categories. Table 3 shows various reasons behind brand switching.

**Table 3 : Switching Distribution**

Reason Behind Switching	No. of Consumers	Percent
Dissatisfaction with the present brand	25	11.9
Stronger appeal from other brand	39	18.6
Economy of a brand	21	10.0
Influence from celebrity of other brand	16	7.6
For a change	64	30.5
<b>Total</b>	<b>165</b>	<b>78.6</b>

It was analyzed that 30.5 percent of the respondents have switched between various competitors just for a change while 18.6 percent switched due to stronger appeal from other brand and just 7.6 percent of the respondents got influenced from celebrity of other brand.

### **Influence of Celebrity Endorsement**

In order to examine the relationship between location of the respondents and influence of celebrity endorsement, a hypothesis has been framed and tested by using Anova analysis.

**Null Hypothesis :** Urban and rural respondents are equally influenced by celebrity endorsement in using men cosmetics.

Variable	Mean Score	SD	'F' Ratio	'p' Value
Deodorant	4.651	0.495	9.624	0.000
Hair Gel	3.962	0.852	8.456	0.000
Fairness Cream	4.015	1.415	17.634	0.000
After Shave Lotion	4.235	2.852	12.512	0.000

From the above analysis, it is noted that the hypothesis for all the variables are rejected. So, urban and rural men consumers are equally influenced by celebrity endorsement in using deodorant, hair gel, fairness cream and after shave lotion.

### **Findings And Conclusion**

Rural men consumers are more influenced by celebrity endorsements than urban men consumers. There is significant difference between the usage of various cosmetics, Switching depends on the product category, The cosmetics find more usage among urban population than rural and Deodorants find more usage among the age group of 18-23 yrs.



It is concluded that the preferences shown by consumers to any male cosmetic category depends upon the theme of advertisement shown and in accordance to this deodorants were found to be more famous in usage among the consumers followed by Fairness cream, Hair gel and After Shave lotion. This preference to Deodorants may be attributed to the sexual appeal that this category makes in the television advertisements. Consumers of male cosmetics are more interested in tasting different brands in the same product category and for this they switch between various available brands just for a change. This switching depends on the product category. Deodorant is the most switched category of male cosmetics. Majority of the switches made by customers is just to have a different taste and try various brands. But at the same time there is a consumer class who fall prey to the strong appeal from other brand. In this case it would be very difficult to maintain brand loyalty for a particular category. The spending limit depends on the income of consumers. High income consumers spend at the upper limit and vice a versa. In such a situation it is advisable to launch economical brands in small sachets and tap the rural market.

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