



A STUDY ON MEN'S FASHION AND PREFERENCES ON COSMETIC INDUSTRY

Pranay K V

PGDM Student, Rajalakshmi School of Business, Chennai

Mohammad Kaif SK

PGDM Student, Rajalakshmi School of Business, Chennai

Dias Victor

PGDM Student, Rajalakshmi School of Business, Chennai

Dr. Deepika R

Assistant Professor, Rajalakshmi School of Business, Chennai

Abstract

This research study is all about how the cosmetics industry particularly involving men thrives with respect to their behavior, attitude and needs, wants and their preferences of the product they use. This study is done with the help of a survey undertaken which involved customers giving their data about their thoughts about the goods and products used and the data was recorded with the help of google forms and analyzed through pie-charts and the conclusion was determined and interpreted which indeed showed that preferred a set of products from a list which showed their loyalty and trust towards that brand.

Key words: Cosmetics, Mens, India, Brand.

Introduction

Today, the world cosmetic industry faces a huge demand and challenges in providing assured quality of cosmetic products. Now a day's men are under the impact of personal variables I e, self-image, consciousness, ageing effects, physical attractiveness. The purchasing power and fashion consciousness of the consumers were considered to be the driving force of cosmetic industry. According to a Nielsen study on the Indian male grooming segment, there is a rising aspiration among Indian men to look better groomed, which has led to the Indian men's grooming market's rapid growth of more than 34%

The Indian industry for male cosmetics is still in its early stages and has enormous possibility for cosmetics companies that want to sell to males in the upcoming years. The market is not yet established, but it will undoubtedly aid early entrants in achieving high levels of product acceptance among male consumers. Many cosmetics companies have an opportunity to build and plan their strategies to draw in and target male consumers in the next years at the early stages of the Indian market. This situation will undoubtedly be advantageous to the businesses who enter the market first in terms of male consumers' acceptance of their products. A double-digit rise in the industry is anticipated in the upcoming years due to male consumers' changing lifestyles and rising expenditure. When it comes to personal care goods, people used to not spend a lot of money. Yet in the modern era, they are not only willing to spend more money on cosmetic items, but they are also searching for a decent and reputable brand for the exact item.

The growing demand for personal care products is mostly due to modern media and advertising. Although people in semi-urban and rural locations are also searching for a good brand for a certain product, those in metro areas tend to be more brand concerned. It takes time for a brand to become popular among a specific group of customers, and it has been discovered in most surveys that the majority of consumer products are comprised of cosmetic or beauty products; no single individual is denied the ability to consume such products.

The cosmetic manufacturing companies spend sizeable amount of money and time to analyze the different demographic and psychographic characteristics of Indian population. Even now, industries like Fast Moving Consumer Goods (FMCG) that formerly only focused on conventional goods like deodorant etc. are increasingly attempting to entice male consumers. The businesses have expanded their reach to include specialty lotions and bleaches for the skin. According to Euromonitor, the market segment for deodorants, which includes companies like HUL, Godrej, and Nivea among many smaller brands, experienced the fastest rise at 46%. Technology, globalization, and rising purchasing power have all contributed to consumers' heightened awareness of hygiene and beauty in recent years, which is the main driver behind the cosmetics industry's explosive growth. The cosmetic manufacturing businesses invest a significant amount of time and money in researching the various demographic and psychographic traits of the Indian people in light of the cosmetic market's enormous potential. The research problem for this study is how men's cosmetics industry relates to issues pertaining to their brand loyalty and usage of cosmetics and accessories products and which brand is popular among the men's domain irrespective of any purpose. The objective of the research is to examine men's cosmetic products and accessories. And measure the satisfaction of men in the purchase and use of cosmetics and to examine dynamics about the brand metrics.

Literature Review

It is important to note that prior research on grooming category has mostly focused on female grooming. Even though a study by Woodroffe-Burton (1998) noted a lacuna in research on male grooming products fifteen years ago, it is surprising that current research on male shopping behavior, especially on grooming products lacks in-depth research in identifying the variables that inform, guide, and impart male consumers' use of cosmetics. Along this vein, this current study extends research on male grooming, and examines potential insights into male shopping behavior (online and offline) and their views on cosmetics.

Men and women are known to process information differently when it comes to selection and consumption of products (Coley and Burgess, 2003). “Overview and trends in male grooming Journal article by Elsner (2012) says, in 2011 men have spent more cash on men’s specific toiletries and now men are paying high effort to looking good, develop self-confidence, to be more attractive and more youthful.

Differences in men and women in their selection and product purchases are noteworthy. While aesthetic products appeal more to women, men are persuaded by functional products (Dittmar, Beattie and Friese 1996; Rook and Hoch, 1985). Numerous studies vouch for the differences that men and women show in consumption of material possessions (Csikszentmihalyi and Rochberg-Halton, 1981; Kampfner, 1991; Willendorf and Arnold, 1988).

As per studies of Dr. Vinit Kumar Nair and Dr. Prakash Pillai [6], A Study on Purchase Pattern of Cosmetics among consumers in Kerala — revealed that usually male consumers tend to buy and decide their brands on their own. They take purchasing decision independently as per individual requirement. The factor which affects the choice is quality of the product. The other factor found impacting the preference was the purchasing of cosmetics from single shop driven by convenience. The average spending on cosmetics was claimed to be between Rs. 300 and Rs. 500 by male buyers in comparison to female purchasers.

While women seek emotional comfort in their ownership of material possessions, user related, activity-related and self-expressive features of possessions are instrumental in men's relationship with products they own (Dittmar, 1989, 1991).

Anjali Sharma et al. (2013), made an attempt to explore the impact of brand loyalty on consumer buying behavior for beauty items and aspects involved while purchasing cosmetic products. The majority of respondents believe that quality is the most essential element to consider when choosing beauty products, followed by brand and price. However, a small number of women believe that packaging is the most important aspect in decision making. According to the researchers, these variables are often responsible for switching to other companies, with friends being the most powerful reference group.

Junaid, A. B., & Nasreen, R. (2012), the phenomenon of consumer behavior in the purchase of skin care goods by millennials in Delhi, common behavior displayed by both sexes in this age group, in depth. With the exception of under eye cream, the other categories can share marketing approaches.

K. G. Sankaranarayanan & Nandakumar Mekoth (2014), There was a significant difference between the clusters' usage and attitudes. This analysis resulted in the formation of three clusters with varying characteristics: medium self-directed, heavy other-directed, and occasional nonbelievers. Furthermore, brand preference for body spray varied by cluster, whereas brand preference for face wash, shaving cream, and face cream did not. Surprisingly, heavy other-directed spenders were reported to be the lowest spenders, while occasional non-believers spent the most.

Kumaravel, K., & Vikkraman, P. (2013), the study's findings show that place, product, price, and fast-moving consumer goods (FMCG) personal care products have a significant impact on consumer behavior in the

Coimbatore area of Tamil Nadu which impacts on individuals, psychology, and advertising. Consumer satisfaction levels are also influenced by factors that are both market- and product-specific.

Shimpi, S. S., & Sinha, D. K. (2010), examined and assessed the attitude traits that influence consumer purchasing behavior for male cosmetics in Pune. self-esteem, anxiety, self-presentation and conformity are given more relevance by Pune men for purchasing male cosmetics item.

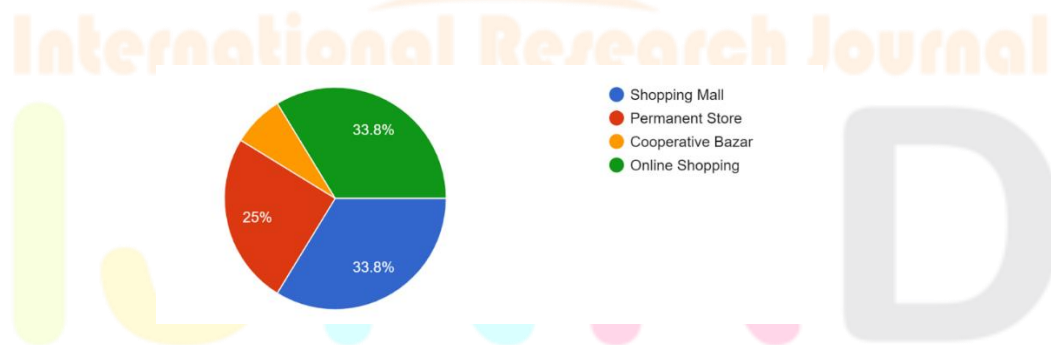
Krishnan, G. A., Koshy, L., & Mathew, J. (2013), attempts to determine the impact of elements such as product attributes, price, ingredients, brand name, and packaging on consumer purchasing behavior. According to the study's findings, using grooming products is most commonly done to increase one's appearance, personal hygiene, and self-confidence. This can also lead to status development.

Research Methodology

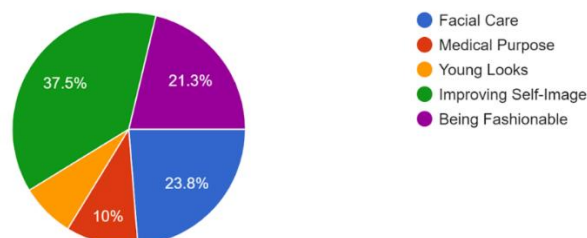
This study is descriptive in nature. This research paper is done with the help of google forms and also with physical presence circulated via E-mail to the respondents and contained responses from the male. Primary data was collected from the customers directly. This questionnaire had 88 responses of which the questions were asked from demographic, behavioral and other relating factors of the background. The questions had the 5-point Likert scale. The secondary data was taken from the journals, articles, internet. The data was analyzed with the help of pie-charts in the google forms to arrive at the conclusion.

Data Analysis and Interpretation

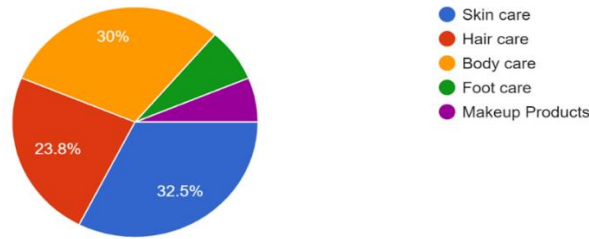
The data analysis to identify the place preference in the shopping malls. The respondents here were asked by which place they prefer to buy the products by their convenience and they responded back with majority preferred online shopping which by far is the most preferred buying area with cooperative bazar being the least preferred.



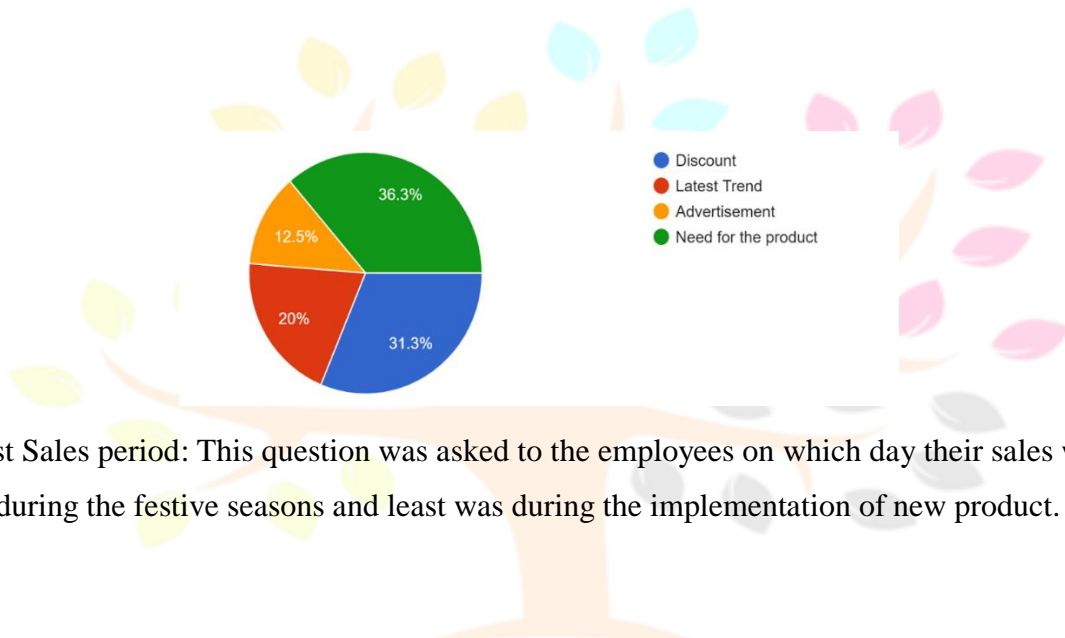
Purpose of using cosmetic items. This question was asked to know why the consumers are buying the cosmetic products and most of them said that to improve their self-image they buy the products with young looks the least.



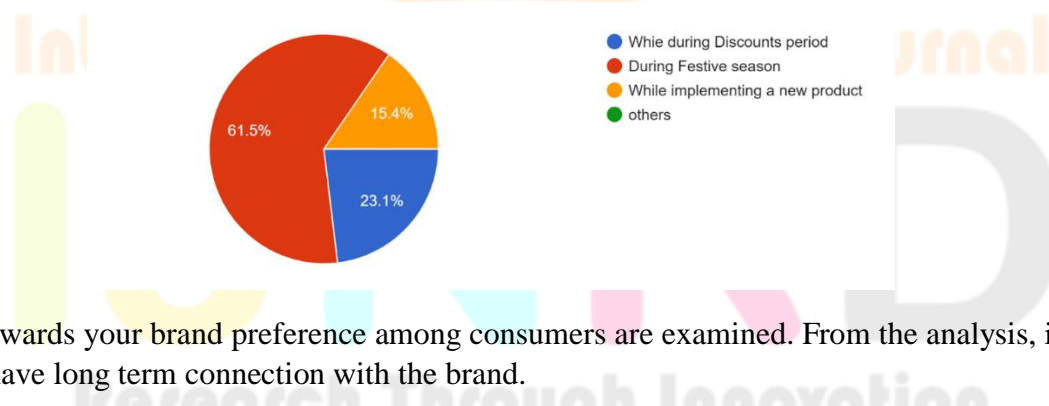
Product of daily use: This question made effect with their usage of which area of their body and the chart showed that most preferred to take of their skin and least went with hair and make up products.



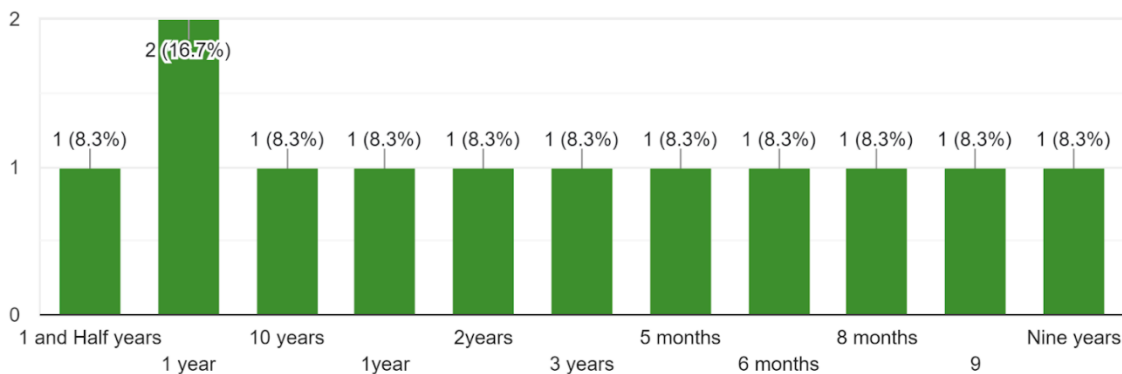
Factor towards purchasing: This question aimed to know which motivated them to buy the products and majority of the respondents went with latest trend and the least went with advertisement effect.



Highest Sales period: This question was asked to the employees on which day their sales was the highest and they said during the festive seasons and least was during the implementation of new product.



Loyalty towards your brand preference among consumers are examined. From the analysis, it shows very few people have long term connection with the brand.



Findings of the Research

The major findings related to the elements of satisfaction of consumers towards cosmetic products are: Regarding the Skin care, Hair care products, the respondents are highly satisfied with the quality of the cosmetic products of the brand Himalaya. The respondents also felt that the need for the product was the thing which motivated them to buy the product. Most of the respondents from the employee's perspective were found to be working for 1 year for their respective brands which is of the early stage to find out about their loyalty but some were working for 2 years which shows their trust and loyalty to the brand. Sales of men's skin care in south Korea was US\$565 Million in 2012. This represented nearly 21% of global sales of men's skin care, placing south Korea as the biggest market for men's skin care globally.

Interviewing women also can be a major help with the comparison be drawn on how the perceptions on the brand usage works and also a different type of process i.e., a different research method or the sampling technique can be used to get better results which can be a prolonged study to find the exact brand, product etc. There is an increasing interest in men's makeup products, such as concealers, tinted moisturizers, and eyebrow pencils. While this market is still relatively small, it is expected to grow as more men become comfortable with the idea of using makeup to enhance their appearance. Overall, the future of the men's cosmetics industry looks bright, with continued growth and innovation expected in the years ahead.

Conclusion

Hence, this study showed us that men's market is growing with majority of them using famous brands and showed their preferences and loyalty towards a certain brand which is the utmost importance of this study. This study also showed that men's fashion is almost similar to that of the women's market where most of men are also using the cosmetics to look after their body and natural persona. Thus, we can finally say that this research made us look into the metrics which involved each and every thing be it the brand, customer, employee etc. that every of them from their side gave out their reaction and data and made us look deep into the fact that the men are also involving in the cosmetic items and not avoiding it.

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