



Generation Z's Trimmer Trends and Preferences: A Comprehensive Study

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Abstract

The product trimmer has become a household need in recent times as it has become an essential part of the grooming routine of an individual. We have collected real time data pertaining to generation Z to understand various variables that have an impact on the purchasing of the product trimmer. We have used various analytical tools in order to determine and come to a conclusion as to which are the variables that have a huge impact on purchasing behaviour of the product trimmer

Keywords

Trimmer, Generation Z, Analytical tools, Purchasing Behaviour

Introduction

The trimmers come under the category of grooming tools which is used to cut or trim hair for their personal requirements. These trimmers are generally very light and small as they should be held in hands and they come in different types like cord, portable with battery etc. They have different head sizes that will accurately trim for the required length. They are on the boom now leaving behind the shavers, traditional razors etc. The main reason for this is the current trend that is going on where men are interested to grow beards and shape them, they also have different styles of beards. People who are conscious about their physical appearances will use these products and there are normal people who use it on daily basis also. These trimmers are also used to cut the hair and provide different hairstyles for people. The nicks and cuts won't happen because of the new technological blades which makes it very safe to use. They are easy to maintain and can be learnt to use very easily which makes you as a person more independent where you don't have to always visit the salon for small changes.

The trimmers have created a huge market in the urban parts of the country but are yet to penetrate into the rural markets, they have to build awareness of this products in those segments also. As it is a one-time investment and is priced around Rs1500 to Rs 10000 is not that easy to influence them to purchase our product. The trimmers have made a deep dent on the shaving cream and razors market as this has become a substitute for both the products as you need not buy two products

to groom yourself but just one and if well maintained it will also last for long time and this aspect has made people choose trimmers over shaving cream and razors.

Based on the current state of the beard trimmer market, the electronic grouping, which by 2021 generated more than half of the global earnings of \$2,186.3 million, is expected to create \$4,737.3 million by 2031 and a CAGR of 8.2%. While corded trimming tools can only be utilised up to some limit away from the power source, shaving frequently presents no problems. Generally speaking, corded trimmers are more powerful than cordless ones. Corded trimmers are difficult to move and have various usage limitations as a result.



Electric Hair Clipper & Trimmer Market Trends

The rising tech sector and increasing e-commerce business, particularly in emerging economies, are driving the market's growth. Product innovation is receiving more and more emphasis from manufacturers. The growing emphasis on personalised grooming is one important factor having an impact on market expansion. Hair clippers' practicality and affordability are also projected to encourage market growth.

Additionally, it is anticipated that the industry will grow greatly as a result of large firms increasing the amount they spend in the latest technology and concentrating on enhancing the consumer online shopping experience. The energy dependence of trimmers and clippers, however, limitations their use in the case of an electricity blackout, which is anticipated to challenge rivals and restrain market expansion.

Trimmers as well as other grooming items have changed how people constantly take care of themselves. Users' confidence is increased and things are made easier because they can utilise these trimmers to achieve the necessary cutting styles while unwinding in their own homes.

Review Of Literature

It's becoming trendy to present a bearded appearance. From a psycho-socio-cultural perspective, the goal of this study was to look into the root reasons and resolve any discrepancies between the

projected superficiality and actual depths of developing facial hair (Kapoor, R., & Verma, H. V. 2021).

Its example demonstrates the need for grooming (sexual activity, hygiene, daily maintenance) as well as the areas that are typically cared for. These details contribute to a sophisticated understanding of males. It makes notice of the high correlation between personal care and sexual activity, notably oral sex, and the amount of grooming (50.5%), which relates to ageing groups (younger men groom more) (Gaither, T. W., Awad, M. A., Osterberg, E. C., Rowen, T. S., Shindel, A. W., & Breyer, B. N. 2017).

Men's self-care practises and concerns about appearance are examined in this multi-method study that concentrates on social media on sexual orientation. According to the poll's findings, high-volume users of the internet groom themselves more regularly than low-volume users. In addition, compared to heterosexual men, gay men prioritise and practise grooming more. The results highlight the need for additional research to fully understand how grooming requirements and implications change men's self-image and habits, especially in light of changing societal dynamics (Hamshaw, R. J., & Gavin, J. 2022).

Researchers examined socioeconomic and behavioural risk factors associated with injuries brought on by inappropriate pubic hair grooming in order to identify individuals at a higher risk of harm and recommend safe grooming procedures (Truesdale, M. D., Osterberg, E. C., Gaither, T. W., Awad, M. A., Elmer-DeWitt, M. A., Sutcliffe, S., ... & Breyer, B. N. 2017).

The prevalence of pubic hair clipping in America and how it relates to accidents brought on by poor grooming. Males who socialise with other guys (MSM) groom more regularly than men who have sex with women (MSW), which is an unexpected discovery. The goal of this research is to compare grooming habits, mishaps, and infections among American men based on their gender roles and sexual orientation. Understanding these patterns is crucial for developing drugs that have characteristics specific to various demographic groups and treating illnesses related to grooming (Gaither, T. W., Truesdale, M., Harris, C. R., Alwaal, A., Shindel, A. W., Allen, I. E., & Breyer, B. N. 2015).

Objective

To find and understand what are the variables that plays a key role in using or purchasing a trimmer and how prominent is the product pertaining to the current generation Z.

Research Methodology

In this paper we have collected the primary data from 75 respondents belonging to generation Z to check the current trends and preferences of them on trimmers. We have conducted various analysis to understand what are the variables that are influencing the usage or purchase of the product trimmer.

Data Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.764 ^a	.584	.469	.761	2.129

ANOVA^a

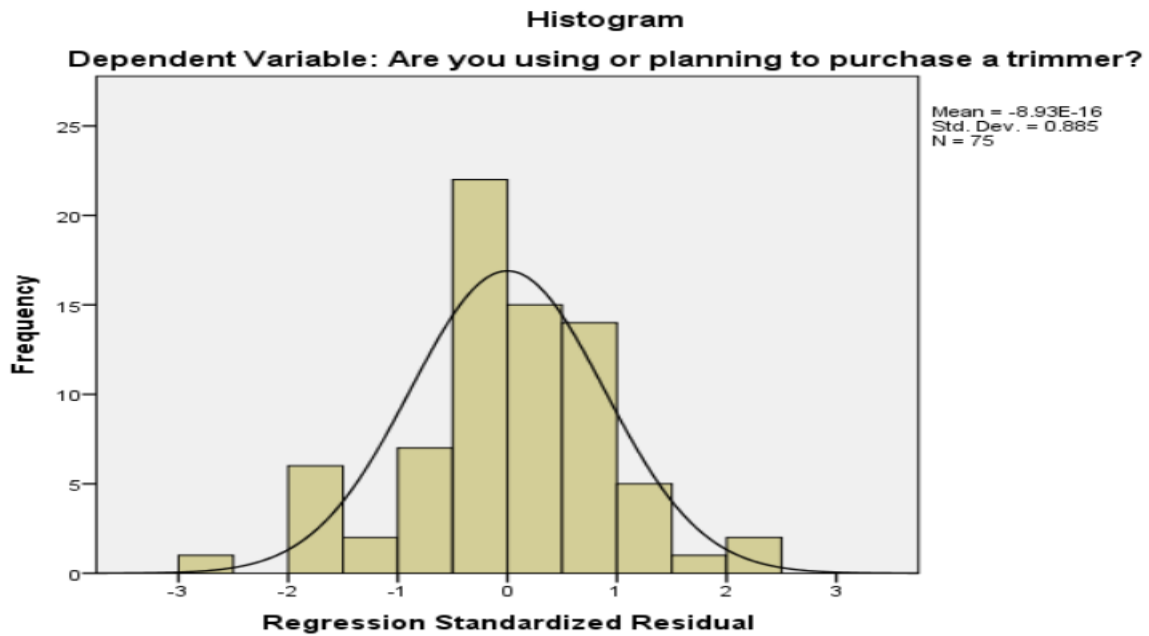
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.095	16	2.943	5.085	.000 ^b
	Residual	33.572	58	.579		
	Total	80.667	74			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.654	.546		1.198	.236
	The trimmer has safety features to prevent nicks and cuts.	.015	.166	.015	.091	.928
	The trimmer is user-friendly and easy to operate.	-.021	.163	-.021	-.130	.897
	The trimmer produces an acceptable noise level during use.	.313	.121	.328	2.595	.012
	The trimmer is easy to clean and maintain.	-.040	.147	-.041	-.271	.787
	The trimmer's price is reasonable for its features.	-.031	.172	-.029	-.183	.855
	The trimmer's design is visually appealing.	.250	.160	.242	1.562	.124
	The battery charging time is reasonable.	-.205	.124	-.220	-1.654	.104
	I feel confident using the trimmer without any concerns.	.182	.162	.161	1.129	.264
	I am satisfied with the overall battery performance.	.021	.150	.022	.142	.888
	The trimmer allows precise trimming for defined styles.	-.118	.163	-.106	-.724	.472
	The trimmer has different attachable heads for varied hair lengths and densities.	.229	.161	.217	1.418	.162
	The manufacturer provides accessible and helpful customer support.	-.184	.144	-.165	-1.278	.207
	Owning a trimmer reduce your dependence on frequent salon visits for grooming.	-.026	.149	-.028	-.176	.861
	Trimmer helps you to save time in your grooming routine	.093	.169	.082	.551	.584

Interpretation of MLR:

- The R square value that has been determined by the analysis is **0.584** which means **58.4%** of the dependent variable has be impacted or explained by the considered independent variables.
- The analysis also shows that the Durbin Watson test that has been conducted is **2.219** which is a good sign as it has to be within the range of 1.5 to 2.5
- We generally check the VIF and remove the variables that have VIF values more than 4



From the above chart we get to know that the data is normally distributed and there are no outliers and the data is fit to conduct a MLR analysis.

FACTOR ANALYSIS:

As we have too many variables, we have conducted a factor analysis to group the variables and determine them into factors which will contain the variables and then we have conducted the MLR taking factors as independent variables.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.888
Bartlett's Test of Sphericity	Approx. Chi-Square	819.708
	df	120
	Sig.	.000

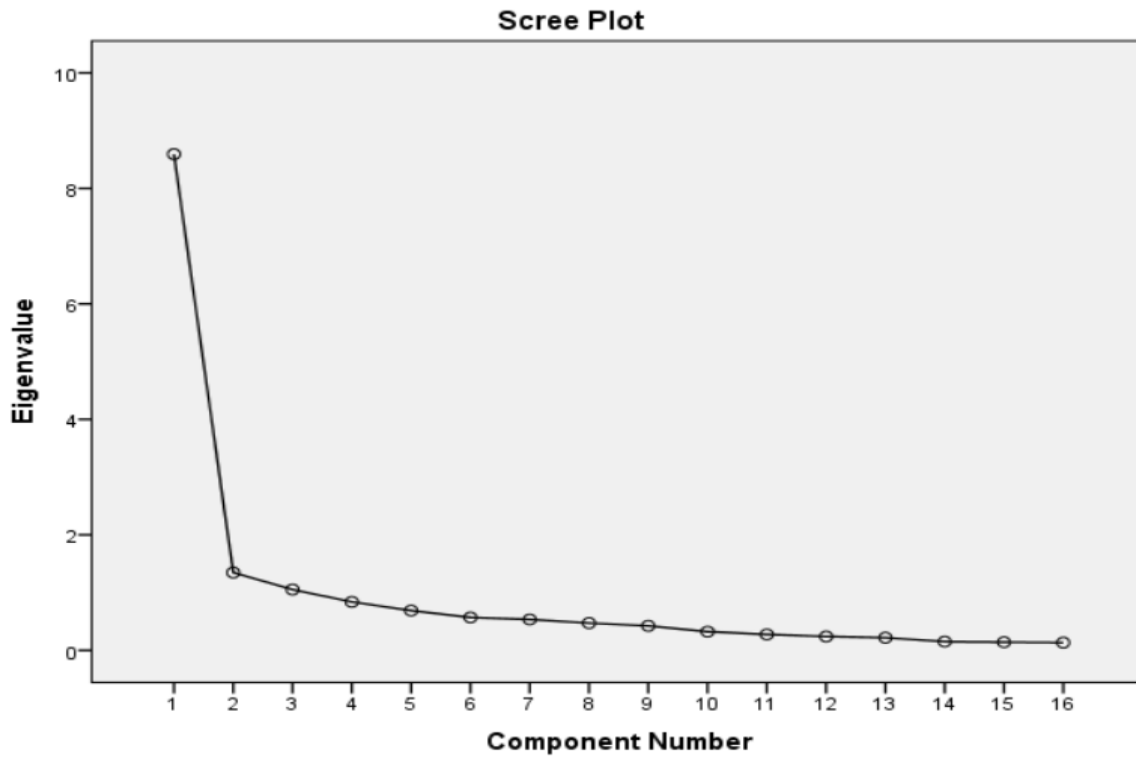
Communalities

	Initial	Extraction
The trimmer has safety features to prevent nicks and cuts.	1.000	.705
The trimmer is user-friendly and easy to operate.	1.000	.736
The trimmer produces an acceptable noise level during use.	1.000	.681
The trimmer is easy to clean and maintain.	1.000	.679
The trimmer's price is reasonable for its features.	1.000	.776
The trimmer's design is visually appealing.	1.000	.700
The battery charging time is reasonable.	1.000	.508
I feel confident using the trimmer without any concerns.	1.000	.642
I am satisfied with the overall battery performance.	1.000	.719
The trimmer allows precise trimming for defined styles.	1.000	.592
The trimmer has different attachable heads for varied hair lengths and densities.	1.000	.579
The manufacturer provides accessible and helpful customer support.	1.000	.742
Owning a trimmer reduce your dependence on frequent salon visits for grooming.	1.000	.757
Trimmer helps you to save time in your grooming routine	1.000	.751

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.593	53.706	53.706	8.593	53.706	53.706	4.490	28.061	28.061
2	1.347	8.416	62.122	1.347	8.416	62.122	3.522	22.013	50.075
3	1.052	6.577	68.699	1.052	6.577	68.699	2.980	18.624	68.699
4	.838	5.240	73.939						
5	.689	4.304	78.244						
6	.569	3.558	81.801						
7	.534	3.340	85.142						
8	.471	2.945	88.087						
9	.424	2.652	90.739						
10	.323	2.022	92.761						
11	.275	1.719	94.480						
12	.240	1.498	95.978						
13	.218	1.364	97.342						
14	.151	.944	98.286						
15	.141	.884	99.169						
16	.133	.831	100.000						

Extraction Method: Principal Component Analysis.



Rotated Component Matrix^a

	Component		
	1	2	3
The trimmer has safety features to prevent nicks and cuts.	.768	.166	.296
The trimmer is user-friendly and easy to operate.	.827	.162	.160
The trimmer produces an acceptable noise level during use.	.540	.621	-.054
The trimmer is easy to clean and maintain.	.708	.213	.364
The trimmer's price is reasonable for its features.	.755	.439	.112
The trimmer's design is visually appealing.	.712	.129	.420
The battery charging time is reasonable.	.450	.487	.262
I feel confident using the trimmer without any concerns.	.504	.390	.485
I am satisfied with the overall battery performance.	.399	.325	.674
The trimmer allows precise trimming for defined styles.	.445	.549	.304
The trimmer has different attachable heads for varied hair lengths and densities.	.508	.409	.391
The manufacturer provides accessible and helpful customer support.	.316	.028	.801
Owning a trimmer reduce your dependence on frequent salon visits for grooming.	.155	.760	.395
Trimmer helps you to save time in your grooming routine	.193	.837	.112

In our output we have a KMO value of **0.888** which tells the data is good and adequate for the study, and model is also significant as it has the value less than 0.05%. This techniques analysis tells us that the KMO value is 0.888 which means that the data collected is sufficient to run the analysis. It also shows that the model is significant as the value is less than 0.05.

The variation captured by the factors are 68.69% which tell us that we have forgone 30% of the data that was explained by the variables in the process of grouping them into factors and these factors are determined by the eigenvalues.

- When we look into rotated component matrix we can see that safety, user friendly, easy, reasonable price, design, confidence, various heads which can be named as **Useability**.
- The second factor has variables like noise level, charging time, precise trimming, independent, save time which can be named as **Features**.
- The last factor has variables like satisfaction, customer support, presentable, current trends Which can named as **Satisfaction**.

After determining the factors, we then conduct MLR based on these factors as independent variable.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.660 ^a	.436	.412	.801	2.039

a. Predictors: (Constant), REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

b. Dependent Variable: Are you using or planning to purchase a trimmer?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.143	3	11.714	18.270	.000 ^b
	Residual	45.524	71	.641		
	Total	80.667	74			

a. Dependent Variable: Are you using or planning to purchase a trimmer?

b. Predictors: (Constant), REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.067	.092		43.982	.000
	REGR factor score 1 for analysis 1	.455	.093	.436	4.890	.000
	REGR factor score 2 for analysis 1	.454	.093	.435	4.877	.000
	REGR factor score 3 for analysis 1	.248	.093	.238	2.666	.009

a. Dependent Variable: Are you using or planning to purchase a trimmer?

The R square after the factor analysis is 0.436 which is 43%, it says that we have sacrificed 20% of our R square in order to reduce our variables into factors and 43% of R square is a good bargain, If the data can be processed then this model can be extrapolated to the entire population.

The Durbin Watson of the analysis is 2.039 which indicates that there is a positive auto correlation.

Findings

The analysis was conducted based on the objective, which is to understand about the variables that impact our dependent variable which is the purchasing intentions of the customers using or plan on using trimmers. We have used various techniques to try and understand and create a predictive model.

We have used multiple linear regression to find out if there is any amount of impact of independent variables on the dependent variable and from the analysis we understood that we have pretty good R square value and the model is also significant which tell us that we can use this data and extrapolate it to the whole population. We can see the equation and check which all variables have negative impact and try to improve those aspects.

We have then conducted dimension reduction technique to find out if the variables can be grouped into important factors and the analysis gave us three main factors which we named as **Useability, Features and Self Satisfaction**, and then we have performed MLR taking these factors which resulted in a decent R square but is not more than 50 so we can't directly extrapolate it to the whole population.

Conclusion

In the above paper we have briefly explained about the meaning and applications of the product trimmer and then we have seen how does the industry looks like after introduction of this product. We have also seen what is the market potential of the product and what is the way ahead for the product trimmer. We have then defined objective of the paper and then we have collected responses from people who belong to generation Z category. We have done various analysis based on the data collected and we were able to find some of the significant variables that have impact on the dependent variable. The further research can be conducted taking more independent variables into consideration to have a better model.

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