

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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## A COMPARATIVE ANALYSIS OF CONSUMER BEHAVIOR TOWARDS SELECTIVE MEN COSMETICS IN URBAN AND RURAL AREAS OF NASHIK REGION

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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 Nashik region. 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 nashik region 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 17 and MEDCALC.*

### JEL CODE

M310 Marketing

### KEYWORDS

After shave lotion, Consumer behavior, Deodorants, Fairness cream, Hairgel, Men's cosmetics.

### 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.

### LITERATURE REVIEW

"It was found that there was a close link between customers' satisfaction level of visiting the store and many attributes of the store such as good customer relationship, sellers' product suggestions, and store's convenience to find the products." (Serra Inci Celebi, 2012).

"The consumer decision-making process is very complex, which is shaped by the interaction of various forces, such as culture, self perception, emotions and the emotional and psychological state and needs of the individual. As corporations seek to develop products and services that trigger purchase behavior and consumption, their focus is on understanding the driving forces behind consumer decision-making. However, on the consumer's end there is a need to understand why we buy and consume products and services as a means to address the concerns of the 'consuming society' issues that have surfaced in the recent decades." (Caroline SueLin, TAN, 2010).

"Brand, Quality, Advertising, and Store Location are the key variables of product attributes of male cosmetic concepts which affects the consumer buying behavior." (N.M. Kulkarni and Saket Bansod, 2013).

"Texture of product, promised effects, previous usage experience and suitability to skin type are the key variables of various product attributes which affects the consumer buying behavior." (Siddharth Shimpi and D. K. Sinha, 2012).

"Theory of Reasoned Action can be successfully applied to Thai male consumers, particularly in Bangkok. Further, this modified theory of reasoned action with additional construct "Self-image" appears to fit in a Thai context in terms of explaining or predicting male consumer behaviour in buying specific cosmetic products. In the aspect of normative influences, family and friends were related to self-image. Also salesperson has a positive impact on male consumers attitude towards applying skin care products." (Nuntasaree Sukato and Barry Elsey, 2009).

Study conducted by Nizar Souiden and Mariam Diagne (2009) provides insights into the attitude of men towards the purchase and consumption of cosmetic products in Canada and France. French and Canadian men are found to have different motivations. Advertising and attractiveness are identified to have a strong positive impact on men's consumption of grooming products in both countries. On the other hand, social beliefs and health concerns are reported not to have a significant impact on men's consumption of cosmetics in both countries. As for ageing, image consciousness, purchase situation and lifestyle all were found to

have a varying impact. Thus each group of consumers has different motives and drives when considering the consumption and purchase of men's grooming products.

A study conducted on cosmetics consumption among young males in the greater Helsinki region by Xin Guo (2011) indicated that Finnish young men's cosmetics purchasing behaviors are strongly influenced by cultural and personal factors. The main determinants in purchasing behaviors are hygiene functions, features and fragrance of the product, and price-quality relationship. Although the relatively higher average reflected their positive attitudes towards the purchase of cosmetics, they still maintain traditional consumption behaviors.

Fan Shean Cheng, Cheng Soon Ooi and Ding Hooi Ting (2010) studied the factors affecting consumption behavior of metrosexuals toward male grooming products and showed that there is a significant and positive relationship between metrosexuals' concern toward self-image and their consumption of male grooming products. The study also indicates that there is a significant and positive relationship between celebrity endorsements and consumption of metrosexuals toward male grooming products. The study also found that there is a significant and positive relationship between metrosexuals' susceptibility of social expectation and their consumption of male grooming products. According to the findings, perception poses a significant moderating effect on the relationship between the independent variables (self-image, social expectation and celebrity endorsement) and the dependent variable (consumption of male grooming products).

According to Liam Beauchamp and Klairong Hawa Phairor (2014) advertising has altered to mirror the changes in society and consumers react to gender roles in advertising. The study particularly examined gendered products and studied whether or not consumers are making purchase decisions depending on how they identify their own sexuality. The products that carry a gender identity require careful advertising and marketing when targeting specific markets as consumers use products to represent of themselves. Finally, although gender representations are still prevalent in advertising, they are altering to match the gender roles merging in society.

According to Nindita Herdiyanti and Amol Titus (2013) most of the men try the non male brands. And the main reason to try the product is basically because it is available at home. Similar qualitative study findings also stated that the first brand that men's tried is the one which being used by their sisters/mothers and available at home and those non male brands that they used were already serving their skin needs. One other reason men didn't want to switch to specific male brands is because they didn't want to have an extra spending on this. So it will be beneficial for them to only buy one product which can be used by both of them.

## OBJECTIVES

1. To determine the popularity of various male cosmetics among consumers.
2. To identify the reasons behind switching.
3. To find out the effect of celebrity endorsement on the usage of male cosmetics in city and rural area.
4. To determine the average spending of urban and rural men consumers on men's cosmetics.

## METHODOLOGY

The present study is a descriptive study undertaken in Nashik City area and Rural areas (Talukas) like Chandwad, Pimpalgaon, Satana, Niphad, Lasalgaon and Yeola. The study was undertaken during October 2014 and December 2014. 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 respondents were selected purposively from the above mentioned areas. Out of the 210 respondents, 104 belonged to the city 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 according to the table 2. The data collected were analysed and hypotheses were tested using SPSS 17 and MEDCALC. The statistical tools used were frequency, percentage and chi square test. The hypothesis testing was done using chi square analysis at an  $\alpha$  of 5%. The limitation of the study is its restriction to Nashik city and nearby rural areas. Web and print media was used as secondary data.

### SAMPLE DISTRIBUTION

TABLE 1

Area	Sample proportion	Percentage
Nashik City	104	49.5
Rural	106	50.5
Total	210	100

According to Table 1. 49.5 percent respondents belonged to Nashik city while those from the rural areas were 50.5. Similarly Table 2 shows that 48.6 percent respondents were college going students while working individuals were 51.4 percent.

TABLE 2

Profession	Sample proportion	Percentage
College Students	102	48.6
Working Individuals	108	51.4
Total	210	100

## DATA ANALYSIS AND INTERPRETATION

The respondents were categorized on the basis of age, profession and their annual income, the results of which are as follows.

TABLE 3: AGE DISTRIBUTION

Age (in years )	Frequency	Percentage
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

As per table 3, 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.

TABLE 4: PROFESSION DISTRIBUTION

Profession	Frequency	Percentage
Student	102	48.6
Service	108	51.4
Total	210	100

As per table 4, 48.6 percent of the respondents participated in the study were college going students while 51.4 percent of the respondents were working executives.



**TABLE 5: INCOME DISTRIBUTION**

Annual Income ( in Lakhs )	Frequency	Percentage
Less than 1	91	43.3
1 – 2	61	29.0
2 – 3	32	15.2
3 – 4	21	10.0
More than 4	5	2.4
Total	210	100

As per table 5, 43.3 percent of the respondents participated in the study belonged to the income group of less than 1 lakh while just 10 percent belonged to the income group of 3-4 lakhs.

**TABLE 6: USAGE DISTRIBUTION**

Cosmetics								
Usage	HG	Percent users	DD	Percent users	FC	Percent users	ASL	Percent users
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

Table 6 indicates the popularity in usage of various male cosmetics among the consumers. Deodorants were found to be more famous among the 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.

**TABLE 7: 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
Influence from celebrity of other brand.	16	7.6
For a change.	64	30.5
Total	165	

In the course of data analysis it was observed that only 165 respondents have switched between various brands available in various categories. Table 7 shows various reasons behind brand switching. 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.

**TABLE 8: AVERAGE AMOUNT SPEND MONTHLY ON HAIR GEL**

			place		Total
			Nashik city	Rural	
	Rs.50-100	Count	18	38	56
		% within place	43.9%	76.0%	61.5%
	Rs.101-200	Count	13	9	22
		% within place	31.7%	18.0%	24.2%
	Rs.201-300	Count	3	1	4
		% within place	7.3%	2.0%	4.4%
	Rs.more than 300	Count	7	2	9
		% within place	17.1%	4.0%	9.9%
Total		Count	41	50	91
		% within place	100.0%	100.0%	100.0%

Table 8 shows that 76% rural hair gel users spend in the range of Rs. 50 – 100 on hair gel as against only 43.9% users in the Nashik city. While 17.1% of city users spend more than Rs. 300 on hair gel as against just 4% users in rural areas.

**TABLE 9: AVERAGE AMOUNT SPEND MONTHLY ON DEODORANT**

Amount Range		place		Total	
		Nashik city	Rural		
Rs.50-100	Count	8	23	31	
	% within place	16.7%	31.5%	25.6%	
Rs.101-200	Count	22	37	59	
	% within place	45.8%	50.7%	48.8%	
Rs.201-300	Count	13	7	20	
	% within place	27.1%	9.6%	16.5%	
Rs.more than 300	Count	5	6	11	
	% within place	10.4%	8.2%	9.1%	
Total		Count	48	73	121

Table 9 shows that 31.5% of rural deodorant users spend in the range of Rs. 50-100 as against 16.7% users in Nashik city. While there is no significant difference in the spending range of Rs. more than 300 between city and rural users of deodorants.

**TABLE 10: AVERAGE AMOUNT SPEND MONTHLY ON FAIRNESS CREAM**

Amount Range		place		Total
		Nashik city	Rural	
Rs.50-100	Count	21	42	63
	% within place	51.2%	62.7%	58.3%
Rs.101-200	Count	8	17	25
	% within place	19.5%	25.4%	23.1%
Rs.201-300	Count	5	5	10
	% within place	12.2%	7.5%	9.3%
Rs.more than 300	Count	7	3	10
	% within place	17.1%	4.5%	9.3%
Total	Count	41	67	108
	% within place	100.0%	100.0%	100.0%

Table 10 shows that 62.7% of fairness cream users from the rural areas spend in the range of Rs. 50-100 as against 51.2% users in Nashik city. Similarly in the spending range of Rs. 101-200 the corresponding users are 25.4% and 19.5% respectively while in the spending range of more than Rs. 300 the users are 3% and 7% respectively.

**TABLE 11: AVERAGE AMOUNT SPEND MONTHLY ON AFTER SHAVE LOTION**

Amount Range			place		Total
			Urban	Rural	
Rs.50-100	Count		19	45	64
	% within place		54.3%	83.3%	71.9%
Rs.101-200	Count		10	5	15
	% within place		28.6%	9.3%	16.9%
Rs.201-300	Count		2	4	6
	% within place		5.7%	7.4%	6.7%
Rs.more than 300	Count		4	0	4
	% within place		11.4%	.0%	4.5%
Total	Count		35	54	89
	% within place		100.0%	100.0%	100.0%

Table 11 shows that 83.3% of rural users spend in the range of Rs.50-100 on after shave lotion as against 54.3% city users per month. While there are 11.4% city users who spend more than Rs. 300 per month. There are no users in the rural areas who spend in this range.

**TABLE 12: INFLUENCE OF CELEBRITY ENDORSEMENT**

Influence of celebrity endorsement on the usage of DD		Place				Total
		Urban	%	Rural	%	
	yes	19	40	27	37	46
	No	18	37	32	44	50
	can't say	11	23	14	19	25
Total		48	100	73	100	121
Influence of celebrity endorsement on the usage of HG		Place				Total
		Urban	%	Rural	%	
	Yes	16	39	22	44	38
	No	12	29	19	38	31
	can't say	13	32	9	18	22
Total		41	100	50	100	91
Influence of celebrity endorsement on the usage of FC		Place				Total
		Urban	%	Rural	%	
	Yes	18	44	33	49	51
	No	13	32	21	31	34
	Can't say	10	24	13	20	23
Total		41	100	67	100	108
Influence of celebrity endorsement on the usage of ASL		place				Total
		Urban	%	Rural	%	
	Yes	11	31	6	11	17
	No	11	31	34	63	45
	Can't say	12	38	14	26	27
Total		34	100	54	100	89

The above table shows that 40% of the urban users agreed to be influenced by celebrity endorsement for using Deodorants as against 37% in the rural areas. 39% of the urban users agreed to be influenced by celebrity endorsement for using Hair gel as against 44% in the rural areas. 44% of the urban users agreed to be influenced by celebrity endorsement for using Fairness cream as against 49% in the rural areas. 31% of the urban users agreed to be influenced by celebrity endorsement for using After shave lotion as against 11% in the rural areas.

**FINDINGS**

The above study was aimed at a comparison between the urban and the rural youth behavior towards selective male cosmetics. In connection with this some hypothesis statements were made and put to test using chi square analysis. SPSS17 and MEDCALC was used in hypothesis testing.

Following are the hypotheses and their results.

1. Rural youths are more influenced by celebrity endorsements than urban youths.
  2. There is significant difference between the usage of various cosmetics.
  3. Switching depends on the product category.
  4. The cosmetics find more usage among urban population than rural.
  5. Deodorants find more usage among the age group of 18-23 yrs.
- 1.Ho-Urban and Rural youths are equally influenced by celebrity endorsements in using male cosmetics.  
Ha-Urban and Rural youths are not equally influenced by celebrity endorsements in using male cosmetics.  
 $X_2=4.542$ , Ho is accepted since  $p=0.2083$  is more than 0.05 at 3 df.
2. Ho - There is no significant difference between the usage of various cosmetics.  
Ha - There is significant difference between the usage of various cosmetics.  
 $X_2= 13.6$ , Ho is rejected since  $p=0.0035$  is less than 0.05 at 3df.
- 3.Ho-Switching is independent of product category.  
Ha-Switching is dependent on the product category.  
 $X_2 = 6.453$ , Ho is rejected at 6df since  $p=0.0002$  which is less than 0.05.
- 4.i) Ho-There is no significant difference between usage of DD among urban & rural consumers.  
Ha-There is significant difference between usage of DD among urban & rural consumers.  
 $X_2 = 10.18$ , Ho is rejected at 1df since  $p=0.0014$  which is less than 0.05.
- ii) Ho-There is no significant difference between usage of HG among urban & rural consumers.  
Ha-There is significant difference between usage of HG among urban & rural consumers.  
 $X_2 = 0.987$ , Ho is accepted at 1df since  $p=0.3205$  which is more than 0.05.
- iii) Ho-There is no significant difference between usage of FC among urban & rural consumers.  
Ha-There is significant difference between usage of FC among urban & rural consumers.  
 $X_2 = 10.955$ , Ho is rejected at 1df since  $p=0.0009$  which is less than 0.05.
- iv) Ho-There is no significant difference between usage of ASL among urban & rural consumers.  
Ha-There is significant difference between usage of ASL among urban & rural consumers.  
 $X_2 = 6.453$ , Ho is rejected at 1df since  $p=0.0111$  which is less than 0.05.
- 5.Ho=Deodorants find equal usage among all age groups.  
Ha=Deodorants do not find equal usage among all age groups.  
Chi square  $X_2 = 1.831$  at 3 df and  $p=0.6083$ .  
Since  $p$  is more than 0.05  $H_0$  is accepted.

## LIMITATIONS

As the present study is an attempt to comparatively analyze the consumer behavior towards selective male cosmetics in the Urban and Rural areas of Nashik region, the results are limited geographically to this region and cannot be generalized. The study also restricts its discussion to only selective male cosmetics like the Deodorants, Hairgel, Fairness cream and After shave lotion. The reason behind selecting only few male cosmetics was their popularity among the consumers in both the urban and the rural regions of Nashik. The age group selected in sampling is also a limitation as the upper age limit of more than 40 was not considered for this study.

## CONCLUSION AND RECOMMENDATIONS

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 versa. In such a situation it is advisable to launch economical brands in small sachets and tap the rural market. Urbans and the rurals are equally influenced by celebrity endorsements for using male cosmetics. Companies of various male cosmetics have been very successful in attracting the rural youth for trying various brands. The rural market is very promising and assures a very huge market potential for different companies. Firms need to be very sensitive in designing adverts to tap the rural market. There is a great difference among the urban and the rural consumer ideology in selecting various cosmetics. Firms therefore need to think on different advertisement strategies to deeply penetrate the rural market.

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