

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

as well as in Open J-Gate, India (link of the same is duly available at Infibnet of University Grants Commission (U.G.C.))

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

www.ijrcm.org.in

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE DEVELOPMENT OF THAI HERBAL TRADITIONAL RECIPES FOR TREATMENT IN COMMUNITIES <i>DR. PATTHIRA PHON-NGAM</i>	1
2.	DO FINANCIAL VARIABLES INFLUENCE MARKET PRICE OF BANK SHARES IN BANGLADESH: A CASE STUDY ON NATIONAL BANK LTD. AND ISLAMI BANK BANGLADESH LTD. <i>MOHAMMAD ARIFUL ISLAM & M. MUZAHIDUL ISLAM</i>	5
3.	MEASURING STUDENTS' PERCEPTION TOWARDS UNIVERSITY SELECTION: AN EMPIRICAL INVESTIGATION ON MALAYSIAN POSTGRADUATE STUDENTS <i>ABDULLAH AL MAMUN SARWAR, AHASANUL HAQUE & AHMAD ZAKI HJ ISMAIL</i>	13
4.	USAGE OF RUBRICS FOR EFFECTIVE CLASSROOM EVALUATION <i>DR. MD. ABBAS ALI & DR. T. VENKAT RAM RAJ</i>	21
5.	THE IMPACT OF WORK RELATED ATTITUDES ON TASK AND CONTEXTUAL PERFORMANCE: A COMPARATIVE STUDY IN PUBLIC AND PRIVATE BANKS IN SRI LANKA <i>U.W.M.R. SAMPATH KAPPAGODA</i>	23
6.	CALL CENTRE OUTSOURCING PRACTICES ADOPTED BY MOBILE PHONE COMPANIES IN KENYA <i>LEWIS KINYUA KATHUNI & NEBAT GALO MUGENDA</i>	27
7.	EXERCISE OF CADRE COORDINATION BY WORKMEN BY VIRTUE OF PROPER TRAINING AT OPEN CAST MINES AT NORTHERN COALFIELDS LIMITED, SINGRAULI (MADHYA PRADESH) <i>ABHINAV KUMAR SHRIVASTAVA & DR. N. C. PAHARIYA</i>	35
8.	RURAL HEALTH- AN ENGINE FOR ECONOMIC DEVELOPMENT <i>SHEETAL SHARMA & DR. PAVNESH KUMAR</i>	40
9.	ORGANIZATIONAL CITIZENSHIP BEHAVIOR OF MEMBERS OF SELF HELP GROUPS AND ITS IMPACT ON GROUP PERFORMANCE <i>C.MURALIDHARAN, R.VENKATRAM & K.MANI</i>	45
10.	A COMPARATIVE STUDY TO ANALYSE THE REQUIREMENT OF AN EFFECTIVE AND VALUE-BASED HIGHER EDUCATION SYSTEM WITH REFERENCE TO INDIA <i>DR. RAMESH KUMAR</i>	49
11.	INEQUALITY AMONG STATES OF INDIA: HUMAN DEVELOPMENT ASPECT <i>SUNEEL KUMAR</i>	54
12.	A CRITICAL ANALYSIS OF HOUSING SHORTAGE IN INDIA <i>DR. MOOL CHAND & DR. RAJ PAL SINGH</i>	61
13.	BANK'S EMPLOYEES PERCEPTION ON QUALITY OF WORK LIFE AND ITS RELATION WITH JOB SATISFACTION IN MALWA REGION OF PUNJAB <i>DR. GIRISH TANEJA & LALITA KUMARI</i>	70
14.	STUDY OF CONSUMPTION PATTERN OF COSMETIC PRODUCTS AMONG YOUNG MALES IN DELHI <i>ABDULLAH BIN JUNAID & DR. RESHMA NASREEN</i>	77
15.	SELF HELP GROUP IN SOCIO ECONOMIC TRANSFORMATION WITH SPECIAL REGERENCE TO COIMBATORE <i>DR. SARAVANAKUMAR & S. MAMTA</i>	87
16.	INDUSTRIAL EXPANSION AND GLOBAL WARMING <i>DR. MANZOOR A SHAH</i>	94
17.	GLOBAL FINANCIAL CRISIS II: IMPLICATION ON INDIA (BOON OR BANE???) <i>DR. ANUPRIYA PANDEY</i>	97
18.	FACTORS THAT ENCOURAGE IMPULSE PURCHASE & IMPACT OF VISUAL MERCHANDISING ON THE PURCHASE DECISION OF WOMEN FOR BEAUTY PRODUCTS IN GUJARAT <i>MITAL THAKOR & SANDIP G PRAJAPATI</i>	101
19.	STUDY GROUPS, GROUPING CRITERIA AND THE SYNERGY IN EDUCATIONAL SYSTEM: A QUALITATIVE RESEARCH AMONG FDP PARTICIPANTS <i>SIMON JACOB C</i>	105
20.	INCOME GENERATION AND EMPOWERMENT OF DALIT WOMEN IN LUCKNOW DISTRICT <i>DR. KAUSHIKI SINGH</i>	109
21.	TESTING THE WEAK FORM EFFICIENCY IN WORLD STOCK MARKET: A CASE STUDY IN AUSTRALIA <i>DR. REKHA GUPTA</i>	118
22.	A COMPARATIVE ANALYSIS ON HOME LOANS OF PUBLIC & PRIVATE SECTOR BANKS IN INDIA <i>PUSHPA SANGWAN & KANWAR BHAN</i>	121
23.	IMPLICATIONS OF THE SHIFT IN GLOBAL ECONOMIC POWER: AN ANALYSIS <i>DR. JAYA PALIWAL</i>	126
24.	CONSUMERS' COMPLIANCE TO ADOPT ECO-FRIENDLY PRODUCTS FOR ENVIRONMENTAL SUSTAINABILITY <i>JYOTI GOGIA & NANDINI SHARMA</i>	130
25.	AN INNOVATIVE MODEL OF SOCIALWORK EDUCATION AND PRACTICE <i>M.YALADRI, DR. R. SUDHAKAR GOUD & K.NARSAIAH</i>	136
26.	EMPLOYEE EMPOWERMENT: A NEED FOR COPORATE SURVIVAL <i>DR. V. TULASI DAS, DR. P. HANUMANATHA RAO & DR. B. VENKATA RAO</i>	139
27.	HUMAN RIGHTS: AN OVERVIEW IN INDIAN FRAMEWORK <i>ZAINAB FATIMA & MOHD YASIN WANI</i>	143
28.	TERM STRUCTURE OF INTEREST RATES AND FISHER EFFECT IN INDIA: AN EMPIRICAL ANALYSIS <i>RANJAN KUMAR MOHANTY & BRAJABANDHU NAYAK</i>	149
29.	EMPLOYEE RETENTION <i>SWATI GUPTA, DR. PUNEET JAIN & DR. BHAVNA AGARWAL</i>	159
30.	SOCIO-ECONOMIC UPLIFTMENT OF GUJJAR TRIBE IN JAMMU & KASHMIR <i>SWATI GUPTA & FARHAT BANO BEG</i>	162
	REQUEST FOR FEEDBACK	167

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, HimachalPradeshUniversity, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

UniversitySchool of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, Chanderkalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISORS

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

STUDY OF CONSUMPTION PATTERN OF COSMETIC PRODUCTS AMONG YOUNG MALES IN DELHI

ABDULLAH BIN JUNAID
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT
JAMIA HAMDARD
NEW DELHI

DR. RESHMA NASREEN
ASSOCIATE PROFESSOR
DEPARTMENT OF MANAGEMENT
JAMIA HAMDARD
NEW DELHI

ABSTRACT

The study was carried out to investigate young men consumption behaviour and attitudes towards cosmetics in Delhi. The research first sought to explore how different variables influence Delhi's male consumer cosmetic purchasing decisions. This study also examines in some depth the influences of self-esteem and customer decision making on the male consumer behavior in purchasing skin care products in Delhi. However the study also tries to identify what are the key determinants in Delhi's young men cosmetic purchasing behaviour. The empirical research was conducted using a quantitative method. The sample target was between the age group of 18 years to 34 years who live in Delhi. These "young" representatives contribute to the major chunk of millennials (Born after 1982). Thus this study would help companies to strategise effectively for this segment of the market. Primary data was obtained by the usage of questionnaires, an instrument for collecting information about the Delhi's male consumption behaviour and attitude towards skin care cosmetic products. The result indicates that the Delhi's male cosmetic consumption behaviour was strongly influenced by cultural and personal factors. The main influencing factors of male consumption behaviour are the price, celebrity endorsement, features, easiness to use the products etc.

KEYWORDS

Cosmetic market, Male consumption behaviour, Self concept, Self-esteem

1. INTRODUCTION

Today's society is a modern society in which beauty is not only meant for women. The abundant studies of this era shows the shifting sex role, the various marketing stimuli and media influence, metrosexuality as a global trend all these have stimulated men to adjust themselves to new lifestyle and attitudes. It is an unquestionable fact that men increased demands for superior living standard, healthiness and well being. However the physical attractiveness necessary to everyone as it plays an important role in enhancing the self confidence level and successfully tracking carriers. Today more of men are becoming aware about their looks and willing to improve their ideal appearance. So as to enhance and maintain their desirable looks, men tend to be no longer hesitating to opt and utilize cosmetics. This increase awareness is the keystone of the worldwide exceptional boom of men's grooming market. When we compare the Indian male cosmetic market with the women's cosmetic market we observe that the Indian male cosmetic market is a specialized niche market and it is into its growing stage, still the contest among different brands is intense due to the market's diversity and growing prospective. A considerable number of popular brands have productively built their image based on their own differential advantages. Indian men are apparently too modest to spend money in grooming products in contrast with consumers in European countries. However limited research has been done in the area of Indian men's attitudes towards grooming products and consumption behaviors. Because of the less research in the area of male buying behaviour, some cosmetic companies failed to achieve the target in the male cosmetic market. Men living in Delhi are supposed to be active, keen on fashion, and passionate about how to efficiently manage their self-images. The involvement of International firms is increasing in India that indicates the growth potential of this Indian male cosmetic market. RNOS said that Indians are more beauty conscious and their newfound awareness of cosmetic products is driving growth.

According to RNOS, within the cosmetic market the skin care and the color cosmetic segment is the fastest growing segment. These segments are expected to grow with an annual growth rate of 13 percent to 20 percent by 2012. This market is blooming and seems to be everlastingly up to the years. As said by the beauty experts that this new market is not just a fashion or a trend but it are a strong attractive market that has high potential to grow up and develop (Euromonitor, 2007). Within a short span of time beauty care experts assume that men's beauty care market will reach 15% of that of women's market (Courtin, 2003). The demand for men beauty care product may be due to new generation's behaviour that have more feminine characteristic. Due to the demand from the market for men beauty care product companies have launched new product line to reach to customer's expectation. Men customers would have more various alternatives to choose.

2. LITERATURE REVIEW**2.1 Global Scenario of Male Cosmetics Market**

Cosmetic industry is not limited to only women. The time is changing and so the thoughts. The male consumers are becoming more conscious towards their looks and hence give rise to a new industry which is the male grooming industry. As males were becoming more conscious about their looks and image in the past few years that leads to increase in sales of male grooming products by 18 percent globally between 2006 and 2011 (Mermelstein & Felding, 2007). This change is becoming a new trend and the male grooming industry is expected to blossom since consumers are increasingly adapting to western styles. The gap has shorten now a days between men and beauty care products, their demand for skin care products are revealed to fulfil their pleasure and wellness start from, cream their skin, feed the skin nutrition, antiaging treatment, body and hair cares, spa centres or even beauty institutions (Cole, 2008). Male customers have to look for the products in particular place such as perfumery, cosmetic counter and drug store (Lamb, 2008). According to Chunhapak (2008) people with different income have different selection of products. Moreover people with high income group are ready to buy expensive products. According to Blanchin (2007) the relation between men and beauty care can be seen as simple relation to his appearance. Men want to feel good so as to reach mental and physical equilibrium and thus seek to improve their self-image through skin care products and hence adapt themselves to the different roles in their lives (Aaker, 1999). Sirgy (1982) argue that consumers will be motivated by positively valued products that promote a positive self-image.

Although this market is expected to show potential growth, but still male personal care is a niche market and in comparison with women's beauty industry it is far smaller sector around the world. Mintel Group stated in 2006 that "Men's toiletries have failed to achieve the explosive growth anticipated since the late 1980s." (Mintel, 2006) Many studies concluded that male consumers are increasing and have changed their attitudes to pay more attention towards their physical. In addition, advanced products innovation, more effective promoting manners, and new product launches have contributed to a continuing growing of global male cosmetics market. The male grooming industry reached to a value of \$21.7 billion, to a total of 8% of the global cosmetics and toiletries market in

2006. The global male grooming industry in 2008 was valued at \$26 billion that accounts about 8% of the en-tire global cosmetics and toiletries market. U.S. was the largest single market for male cosmetics that has a sale of \$4.7 billion in 2008. Moreover the Western European market for men's care grow remarkably and valued at \$8.5 billion, accounting for 31% of the total market in which Unilever Group, Procter & Gamble Company, and Energizer are the players.

Global men's toiletries market, in 2009 was valued approximately \$18.1 million with a growth rate of 3.9%. (*Datamonitor, 2010*) According to *Datamonitor*, in years 2004-2009 the global men's toiletries market grew at a compound annual growth rate of 4.2%. (*Datamonitor, 2010*) In 2010, for sales of men's grooming products not all regions saw a marked increase as foretold. *According to Euromonitor*, it is forecasted that global sales of men's grooming will raise upto \$3.5 billion by 2011. (*Davies, 2007*) Moreover *Datamonitor Group* forecasts that by 2014, the male toiletries market will reach a value of \$22.1 million at global level, leading to a rise of 22% since 2009. (*Datamonitor, 2010*) the overall trend is that the global male cosmetics market is continuously growing and developing. It is important for marketers to search for men's needs and behaviors for personal care products in order to grab potential opportunities in the market and to have an upper hand in this competitive business.

2.2 The Indian Scenario of Cosmetic Market

In the last couple of decades the Indian cosmetics industry has seen a rapid growth. The cosmetic and beauty products range has widen tremendously in the Indian market since last couple of years. The manufacturers of the beauty care products in India has also faced a great demand of cosmetic products that falls under low or middle priced beauty care products since the demand in India is always for economically priced products. Currently cosmetics business market analysis predict that many international companies are now outsourcing cosmetics to India and hence the cosmetics market in India is growing at 15-20% annually which is twice as fast as that of the U. S. and European markets. The cosmetics market growth rate reflects increase in demand for beauty care products in India (*Alexander, 2010*). The modern, urban Indian women are increasingly becoming more conscious about their looks and life style, with great stress on lightening of skin. The skin care cosmetic products have shown a solid growth in the last few years, in which more than half the market is comprising skin lightening creams.

According to the latest Euromonitor report on the Indian cosmetics and toiletries market, the color cosmetics market stands at \$113.4 million and skin care at \$346.9 million (*Emerging Markets: A New Spin, 2007*). The Japanese are the Largest Asian buyers of cosmetics products, but the growth rate is reaching to a stable level. China, accounts for the second largest country in Asia Pacific that is witnessing an increased demand because of improving lifestyles and increase disposable income of the population. The South Korean cosmetic market is growing at a faster rate. The younger populace is looking for general skin care and hair care products while the older generation has more specific needs for their cosmetics products according to *Lovejeet Alexander. Antoinette (2004) and L'Oreal report (2010)* said that younger generation tend to open to skin care products more than older generation. Brand is the word which is considered to be the most important element in this competitive market and it differentiate the company from other reputed companies brand (*Clifton, 2004*). *Amanda (2004)* revealed that men between age group from 18 to 24 were driving appeal spending and are spending more and more on appearance products. *Briney (2004)* describes an interesting trend among Indian cosmetic consumers, while other global countries are taking to the traditional Indian herbal and ayurvedic applications for beauty solutions. Indian consumers are more and more looking to international brands of cosmetic products as lifestyle improving products, in the belief that using international make them feel much better and make them feel to be a part of upper class group.

2.3 The Indian Male Cosmetics Market

Indian market had few dedicated products to offer men. Soon after Khan's commercial, Emami Group entered the men's fairness cream market. Market talk was that a noticeable proportion of sales of Fair & Lovely, a women's cream, were from men. Emami decided to push the opportunity. In 2005, Emami created history by launching Fair and Handsome, a fairness cream for men, which still dominates the space with close to 70% market share. The company calls this brand the world's No. 1 fairness cream. The company achieved sales of \$13 million in 2008-09. In 2007, Hindustan Unilever launched Fair & Lovely Menz Active but it could not gather much share. Over the past year, multinationals such as Beiersdorf (*Nivea for Men*) and L'Oréal (*Garnier PowerLight*) launched a series of products for men's skin care. The market was soon offering male fairness creams, hair care products beyond dyes, scrubs and face washes. Today, the male grooming segment in personal care is ready for its next round of product expansions and additions. Now, as the segment evolves, there is a queue of Bollywood actors including Shahid Kapoor and John Abraham who are endorsing male grooming products. The men's personal care segment is estimated at over \$200 million, with Gillette having the largest market share. In the personal care category, skin care products are the most popular, offering significant room for growth. In India, fairness creams dominate the space with more than a 45% share, followed by moisturizers at 22%. Now, the market seems to be looking beyond fairness creams. Emami is poised to expand its Fair and Handsome brand to include products such as shaving cream and foam. In five years, Fair and Handsome has become a Rs.100 crore brand, growing at 45% per annum and contributing 15% to Emami's revenues. "The trend is shifting toward the mainstream and there are other brands entering the segment with extensive product launches in the fairness category, along with a number of product extensions," says Harsh Vardhan Agarwal, director, Emami. Hindustan Unilever is currently advertising Fair & Lovely MAX Fairness for Men. It has also extended its Vaseline brand to the men's grooming segment with the introduction of the Vaseline for Men skin care range, including fairness creams, face wash, body lotions and body washes.

The popularity of fairness products saw Garnier launch its men's grooming range, PowerLight, in May 2009. *According to a recent study by Hindustan Unilever*, men in India's southern states are most enthusiastic users of skin whitening creams and consume the most of the fairness products, although the love for fair skin is spread evenly all across the country. "Inspired by the changing grooming behavior of Indian men, in May 2009 we entered the men's grooming market with Garnier Men. Within three months, Garnier Men became the number two player in the men's skin care market, which is currently less than five percent of the total skin care market but growing fast. Within that, fairness comprises 85 percent, cleansing 10 percent, and body, sun care and hydration 1 percent each. The potential lies in converting male users of women's skin care products to products developed specifically for them," says Dinesh Dayal, chief operating officer, L'Oréal India. The Indian cosmetics market, which was traditionally a stronghold of a few major players like Lakme and Pond's, has seen a lot of foreign entrants to the market within the last two decades.

2.4 The Self Concept

According to Purkey (1988) self concept can be defined as "the totality of a complex, organized, and dynamic system of learned beliefs, attitudes and opinions that each per-son holds to be true about his or her personal existence." (*Purkey, 1988*) The self concept summarizes the beliefs a person holds about his own attributes and how he evaluates the self on these qualities. (*Solomon, 2009*) It is a multi-dimensional conception with regard to a person's perception of "self" related to numerous traits including academics (and non-academics), gender roles and sexuality, racial identity, and many others. (*Burns, 1979*) Thereby in daily life consumers' attitudes towards themselves are reflected by their self-concepts. Kolter presented that the basic self concept premise refers to a person's possessions contribute to and reflect his identities. Hence in order to understand consumer behavior, marketers are supposed to firstly understand the relationship between consumer self concept and possessions. Many purchasing decisions will be influenced by those attitudes. (*Kolter, et al., 2005*) Numerous psychologists and sociologists have made essential contributions to the research of self concept theory.

Vigneron and Johnson (1999) report that people's need for appearance and materialism was increasing and hence human being wanted to satisfy the need to look and feel good. This created a boom in the cosmetic industry across the world. Customer behaviour is an ongoing process when individual or group select, purchase, use or dispose of products, services, idea and experiences to satisfy needs and desire (*Askegaard, 1999*). *Askegaard (1999)* noted that people do not buy the products to play in our lives go well beyond the task it performs. Men purchase the ideas and images that are associated with the products, to produce a desired identity and self-image (*Fiona & Elke, 1998*). *Kellner (1992)* proposes that the various meaning associated with the products are used to mitate the "fragmented self-image of individuals who want to display and experience situational images felt to be appropriate at a particular time".

2.5 The Concept of Self-Esteem

The original definition of self-esteem has been given by James and he initially pointed the way with a formula to ex-plain the principle of self-esteem "as a ratio found by dividing one's successes in areas of life of importance to a given individual by the failures in them or ones „success/prentensions." (*James, 1890, quoted in Burns, 1979*). It is determined by the ratio of our actualities to our supposed potentialities; a fraction of which our pretensions are the denominator and the numerator our success." (*James, 1890, p. 64, quoted in Burns, 1979*) *According to James* it is argued that self esteem will be determined by the position people

holds in the world contingent on his success or failure. (Burns, 1979) *Coopersmith (1967)* also described self-esteem as “the evaluation that the individual makes and customarily maintains with regard to himself,” and in a nutshell it refers to “a personal judgment of worthiness that is expressed in the attitudes the individual holds.” (Coopersmith, 1967) According to Burns, Self esteem is the making of conscious appraisal refers to the essential of oneself or of aspects of oneself. A person's attitudes towards self esteem originated from being keeping with specified criterions, reward for meeting his own and others' desires for him. (Burns, 1979) Persons with high self esteem accept themselves generally whereas those with low self esteem have little acceptance of themselves, and they tend to perform imperfectly or attempt to avoid failure, embarrassment, or rejection. (Solomon, 2009) Consumer's self-esteem could be affected by marketing communications.

2.6 The Concept of Consumer Behavior

Consumer behavior is defined as “the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.” (Solomon, 2009) All exchanging issues could affect the consumer before, during, and after a purchase. A consumer refers to “a person who identifies a need or desire, makes a purchase, and then disposes of the product during the three consumption process.” (Solomon, 2009) Good business requires marketers to understand the role of consumption activities in the daily lives of consumers. (Arnould. et al., 2004)

2.7 Factors Affecting Consumer Behavior

Purchasing behavior is the result of the complex interaction of all the cultural, social, personal and psychological characteristics. These characteristics are essential for marketers to identify interested purchasers and to satisfy their needs better. In this context, to develop marketing strategies, marketers are supposed to understand many of those factors to understand consumers with unique cultural backgrounds, and needs of consumers in various markets. (Kolter. et al., 2005)

2.8 Understanding The Buyer Decision Process

Most buyers pass through a series of stages to reach a purchasing decision. According to Kolter, typically five steps are involved in consumption decision process: need recognition, information search, and evaluation of alternatives, purchase decision and post purchase behavior. This model implies that marketers should pay attention to the whole purchasing process rather than just purchase decision. Moreover as some purchase decisions are less significant, some of these steps might be skipped by a consumer. Information search is seen as the most significant part of the high-involvement decision-making process. Thus marketers are suggested to utilize a great deal of media sources and various communicating manners to serve potential consumers. (Fill, 2002)

2.9 Male consumer behavior

In a common sense, gender plays an essential role in the study of consumer behavior. Gender identity is always linked to those differences in psychological characteristics, norms, attitudes, and behaviors. (Arnould, et al., 2004) In western societies, people stereotypically linked such sex-typed characteristics as aggressive, tough, muscular, dominating, instrumental, (Burns, 1979) independent, assertive, and competitive with males. (Arnould, et al., 2004) Further, traditionally it was strongly believed that men and women think and behave in quite different ways. For instance it seems that physical attractiveness plays a significant role in creating a happier and better-adjusted man via the obtainment of many positive feedbacks and acceptance of others. (Burns, 1979) Nonetheless in women's eyes, appearance is not regarded as the most essential attribute applied in judging whether a man is attractive or not. Their ideal men are supposed to possess financial stability, emotional strength, loyalty, security, and a good sense of humor. (Tungate, 2008)

Sex role is in terms of a person's conceptualization of his own degree of masculinity or femininity. (Burns, 1979) Many studies found that men tend to achieve agentic goals while women are more likely to pursue communal goals. (Solomon, 2009) That is why male's purchasing is strongly driven by functionality and performance of products. (Tungate, 2008) In addition patterns of responses to market stimuli may be shaped by differences in sex-role orientation. (Solomon, 2009) As time goes on, evolution of sex roles occurs with continuous change of societies. In the past, people regarded males and females as producing and consuming ones respectively. Within a family, women were traditionally playing the main purchasing roles while men were expected to work hard, create values, and achieve goals. (Tungate, 2008) With the rise of feminism, women gradually obtained more opportunities to work outside. Obviously nowadays they are turning more independent due to their growing economic power. Consequently men are more involved in housework and family's purchasing. Not surprisingly as many studies proved that man also shows more feminine-associated interests in shopping and looking good. It implies that a trend towards behavior around the world might be caused by shifts in sex roles. Additionally Solomon argued that western's cultural definition of masculinity is “evolving as men try to redefine sex roles while they stay in a ‘safe zone’ of acceptable behaviors bounded by danger zones of sloppiness at one extreme and effeminate behavior at the other.” (Solomon, 2009) Further, the sex role association is diminishing for many traditional male or female-oriented products. (Schiffman, et al., 2010). In recent years, the word metrosexual, which refers to a straight and urban guy who is keen on fashion, home-design, gourmet cooking, and personal concerned products, is mostly in use of defining new types of males. (Solomon, 2008) The term was original coined by a British gay writer named Mark Simpson in 1994. (Tungate, 2008) Media and advertisements then were broadly employed by marketers in portraying an ideal metrosexual model. As a result this type of non-traditional male has at a time been the main objective for marketers to target.

In the real world today, as Enter Genevieve Flaven stated “men have entered a great period of exploration.” (Tungate, 2008) Many studies proved that males want to maintain their traditional manliness, but they also attempt to adapt themselves to new lifestyles and attitudes. Moreover according to Mintel “Today's men are far more likely to adopt a regular grooming routine consisting of shave, shower, deodorize, hair styling and fragrance than ever before.” (Tungate, 2008) It is convinced that men are more concerned about their appearances. However there are still some problems marketer's needs to consider when they create marketing strategies. First, men are found to be loyal to products and they feel averse to try new brands. So familiarity is a crucial driver when it comes to male cosmetics purchasing. (Tungate, 2008) Second, men prefer straightly doing the buying job rather than browsing in shopping malls. Besides, men prefer simply pack-aged products to complexly packaged ones. Last but not least, women's suggestions are still significant for men to select and purchase personal care products.

3. RESEARCH HYPOTHESES

Based upon the finding from various researchers, this study is under taken to associate and analyse the male cosmetic products for their relationship with different factors associated with these cosmetic products in Delhi (India). The different factors associated with usage of these products are: Usage of various skin care product, purpose of using skin care product, factors affecting purchasing pattern of skin care product and Brand of skin care product. The following hypotheses are verified:

- H_{Null}: There is no relationship between age group and brand of various skin care product.**
H_{Alternate}: There is a relationship between age group and brand of various skin care product.
- H_{Null}: There is no relationship between age group and purpose of using a skin care product.**
H_{Alternate}: There is a relationship between age group and purpose of using a skin care product.
- H_{Null}: There is no relationship between income of the person and place of buying a skin care product.**
H_{Alternate}: There is a relationship between income of a person and place of buying a skin care product.
- H_{Null}: There is a relationship between income of a person and the brand of skin care product used by a person.**
H_{Alternate}: There is a relationship between income of a person and the brand of skin care product used by a person.

4. LIMITATION OF THE STUDY

First, due to the time and financial limitation, the research was only focused on young men who live in Delhi. Although the target group may be considered as the most representative one, accuracy of the results might be influenced to examine Delhi's men cosmetics consumption as a whole. The target group chosen is under the age group of 18 years to 34 years.

5. RESEARCH METHODOLOGY

Secondary data was derived from bibliographic and internet sources. The empirical research was carried out by the author in December 2011 in Delhi. Quantitative method was used in the research. Primary data was obtained by using questionnaires as an instrument for collecting information about Delhi's male consumption behaviors and attitudes towards cosmetics.

5.1 Population and Sample

The sample taken was between the age group of 18 years to 34 years who are living in Delhi. A total of 200 questionnaires were collected from the respondents but 25 were found incomplete. The analysis was done on the remaining 175 completed questionnaires. The questionnaires were analyzed by applying cross tabulation and co relation analysis through SPSS software version 16.

5.2 Instrument

The instrument used was a questionnaire which consists of 12 closed descriptive questions and 1 open question. The questions cover ground of respondents' purchasing behaviors and attitudes towards cosmetics, brand choices, and different motivators on buying decisions.

6. FINDINGS

1. Table 1 and figure 1 show that among the sample covered 54.3 percent male consumers are those who are using a skin care product since last 2 to 3 years.
2. Table 2 and figure 2 show that 75.4 percent male consumers feel that physical appearance is important for them in today's world. Hence they are using a skin care product.
3. Table 3 and figure 3 indicates that 50.9 percent of the male consumers were using the skin care cosmetic product for facial care. This implies that today men also want to look fairer and handsome for that they were using these skin care cosmetic products.
4. Table 4 and figure 4 imply that among all the income group Nivea is the most preferred brand.
5. Table 5 and figure 5 also imply that Neiva's products are more famous among all the age group people.
6. Table 6 and figure 6 indicates that the purpose of using all the brands of skin care cosmetic product is facial care however most of the male consumers use products from Nivea.
7. Table 7 and figure 7 show that 69.7 percent male cosmetic consumers spent less than 1000 rupees per month on their cosmetic product. One of the major reasons for this is that the target audience covered under the study were students.
8. Table 8 and figure 8 indicates that 41.1 percent people were those who buy cosmetic product form specialized cosmetic store. This shows that male consumers were conscious about the originality of the product hence they want to buy their cosmetic product specially form the cosmetic store.
9. Table 9 and figure 9 show that 44.6 percent male consumers were those who use products made by Nivea.
10. Table 10 gives very interesting results. From here we conclude that price, packaging, brand, features, advertisement, easiness to use, availability and celebrity endorsement are the important factors which plays important role in male purchasing behaviour of a skin care cosmetic products. While smell of the product and friends recommendations were not so important. However price and easiness to use the product were two most important factors that influence the male purchasing behaviour.
11. By applying correlation analysis between age group and brand of various skin care product table 11 shows a relationship. Hence we can say that different age group people prefer different brand of skin care cosmetic product.

H_{Null 1} is rejected as; Z calculated < Z critical (α = .05)

12. By applying correlation analysis between age group and purpose of using a skin care product table 12 shows there is no relationship. Hence it can be said that purpose of using a skin care product is not affected age group.

H_{Null 2} is accepted as; Z calculated > Z critical (α = .05)

13. By applying correlation analysis between income of a person and place of buying a skin care product table 13 shows there is no relationship. Hence it can be said that the place of buying a skin care cosmetic product has no significance with the income of a person.

H_{Null 3} is accepted as; Z calculated > Z critical (α = .05)

14. By applying correlation analysis between income of a person and brand of skin care product table 14 shows there is no relationship. Hence it we can say that among the Delhi male cosmetic consumers income doesn't play any role while choosing a brand.

H_{Null 3} is accepted as; Z calculated > Z critical (α = .05)

7. CONCLUSION

In today's scenario the male cosmetic market is an emerging market. The study tries to find out various factors that influence the purchasing behaviour of a male consumer. India is one of the emerging markets in the field of male grooming industry. The study was conducted in the capital of India that is Delhi. Among the various interesting findings one major finding is that the price plays a very important role in purchasing behaviour of a male. The study was carried out since very limited research has been done in this particular field and cosmetic companies have not exact idea about the consumption behaviour of Indian males regarding cosmetic products. The findings of the study help cosmetic companies to make their strategies so as to capture the male cosmetic market segment.

8. REFERENCES

1. ADA Cosmetics, 2009, ADA Cosmetics International Continues to Strengthen its Position in Asia, viewed 17 December 2011, <http://www.ada-cosmetics.com/ada-media/presse/pl/Press-info_ADA-Formia-en.pdf>
2. Alexeyev, y 2007, Russian cosmetic and perfumery industry's analysis and strategy paradoxes of 'Kalina' OJSC, viewed 25 December 2011, <http://www.gurkov.ru/ten_theor/2007/cosmetics.pdf>
3. Ankutse, E 2011, 2011 The Year of Male's Grooming, viewed 26 December 2011, <<http://www.apetogentleman.com/brands/industry-report-male-grooming-2011/>>
4. Beauty world, 2011, The Largest International Trade Fair for Beauty Products, Hair, Fragrances and Wellbeing in the Middle East, viewed 06 December 2011, <http://www.beautyworldme.com/downloads/Beautyworld_Brochure_2011.pdf>
5. Business insights, 2004, Youth Marketing in Cosmetics and Toiletries, viewed 23 December 2011, <<http://www.globalbusinessinsights.com/content/rbcg0027m.pdf>>
6. CIFA, 2007, Cosmetic, Toiletry, and Fragrances Association of South Africa Annual Report 2007, viewed 30 December 2011, <<http://www.ctfa.co.za/medialib/Downloads/Downloads/CTFA%202007%20Annual%20Report%20A4.pdf>>
7. Datamonitor, (2010), Global Male Toiletries Market to 2014, viewed 28 December 2011, <http://www.datamonitor.com/store/Product/global_male_toiletries_market_to_2014?productid=DBC7477>
8. Datamonitor, (2010), Make-Up in Finland to 2014, viewed 17 December 2011, <http://www.datamonitor.com/store/Product/make_up_in_finland_to_2014?productid=DBC7120>
9. Datamonitor, (2010), Male Toiletries: Global Industry Guide, viewed 27 December 2011, <http://www.datamonitor.com/store/Product/male_toiletries_global_industry_guide?productid=61FA2D66-61C9-4CF9-8E80-A99A0DC60246>
10. Davies, B. (2007), Men's Grooming: Worth the Hype? GIC Magazine, viewed 23 December 2011, <www.gicmagazine.com/marketstrends/consumers/men/12307996.html>
11. Euromonitor, (2010), Future of Men's Grooming, viewed 29 December 2011, <<http://www.euromonitor.com/future-of-mens-grooming/videocast>>

12. Global Insight, (2007) A Study of the European Cosmetics Industry, viewed 27 December 2011, <http://ec.europa.eu/enterprise/newsroom/cf_getdocument.cfm?doc_id=4976>
13. Industry Report, (2011), Male grooming 2011, viewed 26 December 2011, <<http://www.apetogentleman.com/brands/industry-report-male-grooming-2011/>>
14. Itlia, 2009, The cosmetic sector of India – Profile 2009, viewed 30 December 2011, <<http://italiaindia.com/images/uploads/pdf/cosmetics-sector-2009.pdf>>
15. Jetro, 2011, Cosmetics, viewed 28 December 2011, <<http://www.jetro.go.jp/mexico/mercadeo/1Ecosme.pdf>>
16. Kirillov, A 2008, Annual State of Cosmetic and Toiletry Industry, viewed 15 December 2011, <<http://www.skininc.com/spabusines/trends/20387014.html>>
17. Kotler, P. et al. (2005), Principles of Marketing. 4th European edition. Essex, Pearson Education Limited.
18. Lennard, C. (2009), Men’s Grooming Booming. GIC Magazine, viewed 23 December 2011, <<http://www.gcimagazine.com/marketstrends/consumers/men/69565577.html>>
19. Maheshwari, S 2011, Skin Care Market Set To Shine In India, viewed 16 December 2011, <<http://www.prlog.org/11298337-skin-care-market-set-to-shine-in-india.html>>
20. Naqvi, M 2009, Skin care Industry in India, viewed 08 December 2011, <<http://www.slideshare.net/shekharpisciesian/skincare-industry-in-india>>
21. Purkey, William. W. (1988), An Overview of Self-Concept Theory for Counselors. Highlights: An ERIC/CAPS Digest, viewed 27 December 2011, <<http://www.ericdigests.org/pre-9211/self.htm>>
22. RNCOS Industry Research Solutions, 2011, Indian Cosmetic Industry Set For Tremendous Growth, viewed 22 December 2011, <http://www.rncos.com/Press_Releases/Indian-Cosmetic-Industry-Set-for-Tremendous-Growth.htm>
23. RNCOS Industry Research Solutions, 2011, Indian Cosmetic Sector Analysis 2009-2011, viewed 15 December 2011, <<http://rncos.com/Report/IM192.htm>>
24. RNCOS Industry Research Solutions, 2011, Indian Skin Care Market Set For Rapid Expansion, viewed 19 December 2011, <http://www.rncos.com/Press_Releases/Indian-Skin-Care-Market-Set-for-Rapid-Expansion.htm>
25. Teikoku Databank America, Inc., 2007, Cosmetics and Toiletries Industry, viewed 25 December 2011, <<http://www.teikoku.com/ProdSample/industry.pack.pdf>>
26. The Gallup Organization, 2005, Men’s Facial Skincare, viewed 23 December 2011, <<http://www.multisponsor.com/cat/Beauty%20and%20Personal%20Care/Personal%20Care/Mens%20Facial%20Care%2025003.PDF>>
27. Xerfi, 2011, Perfume and Cosmetics Groups in the World - Market Analysis – 2011-2016 trends – Corporate Strategies, viewed 16 December 2011, <<http://www.xerfi.fr/etudes/OXCHE08.PDF>>

TABLES

a. Duration of using a skin care cosmetic product.

Q3

	Frequency	Percent	Valid Percent
1-2 years	34	19.4	19.4
2-3 years	95	54.3	54.3
3-4 years	38	20.8	20.8
Above 4 years	10	5.7	5.7
Total	175	100.0	100.0

TABLE: 1

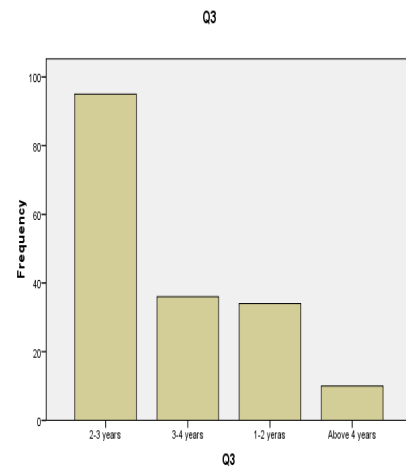


FIGURE: 1

b. Importance of physical appearance for male consumers.

Q4

	Frequency	Percent	Valid Percent
Not Important	4	2.3	2.3
Les Important	7	4.0	4.0
Important	132	75.4	75.4
Very Important	32	18.3	18.3
Total	175	100.0	100.0

TABLE: 2

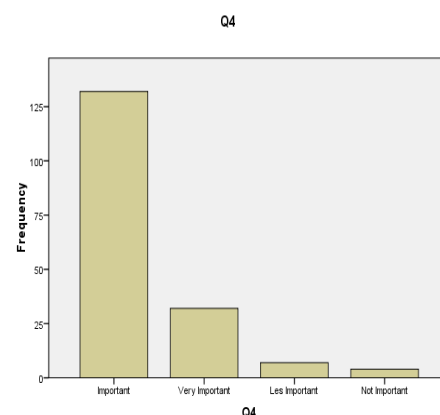


FIGURE: 2

a. Purpose of using a skin care cosmetic product.

Q5

	Frequency	Percent	Valid Percent
To feel Better	11	6.3	6.3
To look young	6	3.4	3.4
For facial care	89	50.9	50.9
Occupational requirement	28	14.9	14.9
To attract women	8	4.6	4.6
For medical purpose	16	9.1	9.1
To improve your self-image	14	8.0	8.0
For being fashionable	5	2.9	2.9
Total	175	100.0	100.0

TABLE: 3

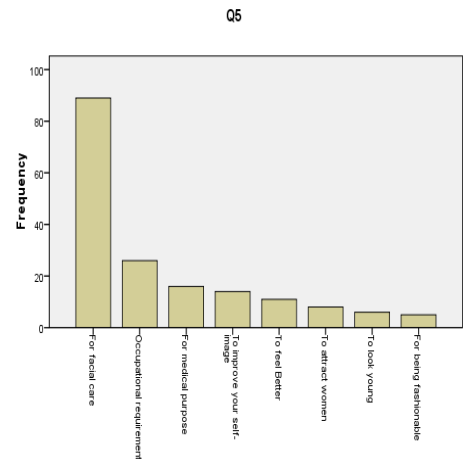


FIGURE: 3

a. Relation between brand and income of the person.

	L'Oreal	Olay	Nivea	Axe	Garnier	Emami	Fair & Lovely	Clarins	Total
Q13 Below 10000	28	9	45	4	14	2	4	1	107
10000-20000	7	5	20	0	5	1	1	0	39
20000-30000	2	4	6	1	0	0	0	1	14
30000-40000	1	1	3	0	1	0	0	0	6
40000-50000	3	1	2	0	0	0	0	0	6
Above 50000	0	1	2	0	0	0	0	0	3
Total	41	21	78	5	20	3	5	2	175

TABLE: 4

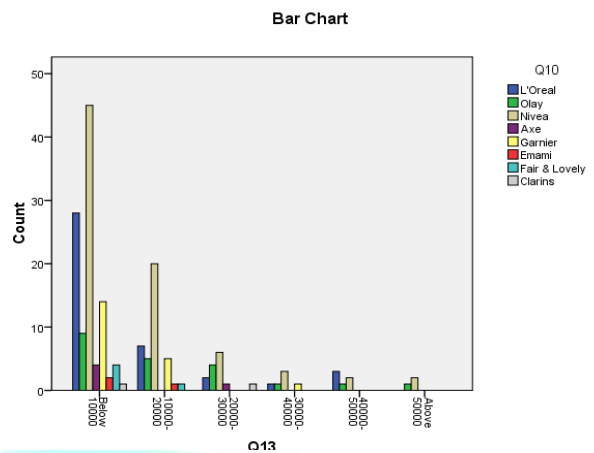


FIGURE: 4

c. Cross tabulation between age and brand of the cosmetic product.

	L'Oreal	Olay	Nivea	Axe	Garnier	Emami	Fair & Lovely	Clarins	Total
Q11 18 years to 22 years	1	1	7	0	3	1	2	1	16
22 years to 26 years	24	14	45	4	12	1	2	0	102
26 years to 30 years	7	4	18	1	3	1	1	0	35
30 years to 34 years	8	1	7	0	2	0	0	1	19
Above 34 years	1	1	1	0	0	0	0	0	3
Total	41	21	78	5	20	3	5	2	175

TABLE: 5

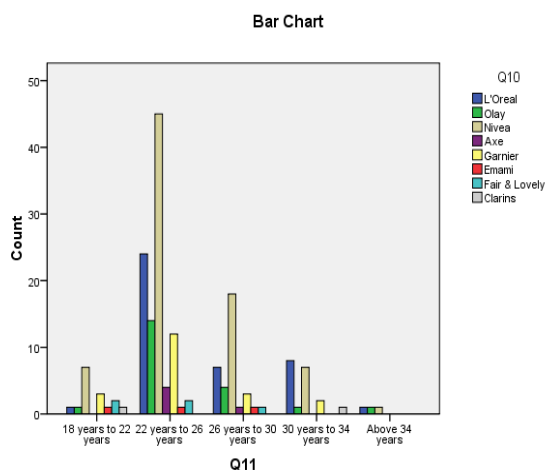


FIGURE: 5

d. Cross tabulation between brand and purpose of use of cosmetic product.

	To feel Better	To look young	For facial care	Occupational requirement	To attract women	For medical purpose	To improve your self-image	For being fashionable	Total
Q10 L'Oreal	3	1	24	7	2	2	1	1	41
Olay	1	1	11	3	1	2	2	0	21
Nivea	3	2	37	13	4	9	8	2	78
Axe	1	0	3	0	0	0	0	1	5
Garnier	3	2	10	2	0	1	2	0	20
Emami	0	0	1	0	1	0	1	0	3
Fair & Lovely	0	0	2	1	0	1	0	1	5
Clairs	0	0	1	0	0	1	0	0	2
Total	11	6	89	28	8	18	14	5	175

TABLE: 6

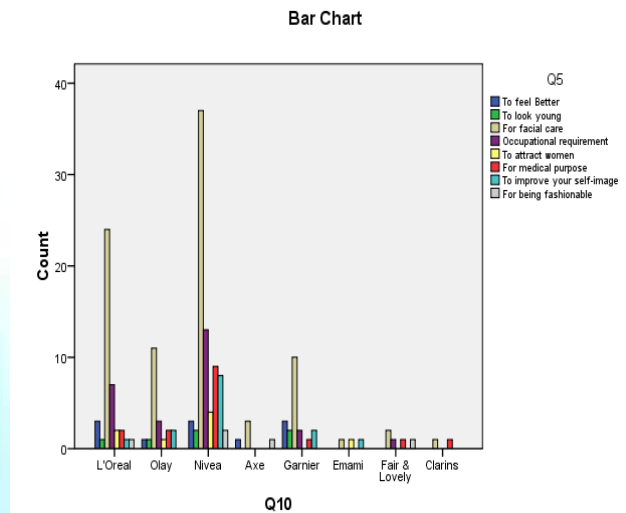


FIGURE: 6

e. Expenditure by the young males on cosmetic products.

Q6

	Frequency	Percent	Valid Percent
0-1000 rupees	122	69.7	69.7
1000-2000 rupees	37	21.1	21.1
2000-3000 rupees	13	7.4	7.4
3000-4000 rupees	3	1.7	1.7
Total	175	100.0	100.0

TABLE: 7

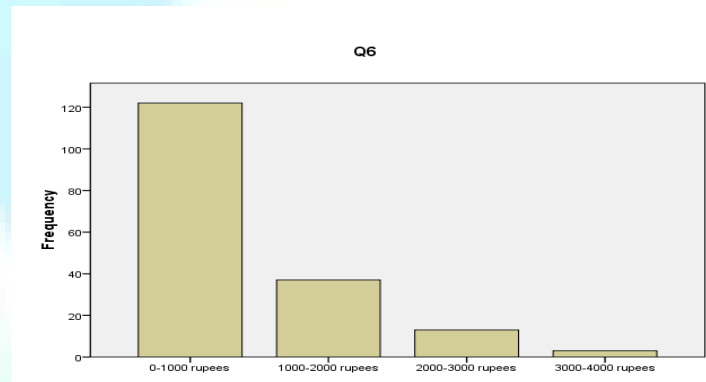


FIGURE: 7

a. Place of purchasing cosmetic product.

Q7

	Frequency	Percent	Valid Percent
Cosmetic Store	72	41.1	41.1
Departmental Store	34	19.4	19.4
Pharmacy	53	30.3	30.3
Internet	9	5.1	5.1
Others	7	4.0	4.0
Total	175	100.0	100.0

TABLE: 8

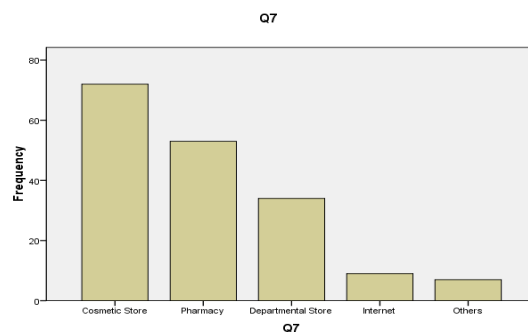


FIGURE: 8

a. Brands used by the male cosmetic consumers.

Q10			
	Frequency	Percent	Valid Percent
L'Oreal	41	23.4	23.4
Olay	21	12.0	12.0
Nivea	78	44.8	44.8
Axe	5	2.9	2.9
Garnier	20	11.4	11.4
Emami	3	1.7	1.7
Fair & Lovely	5	2.9	2.9
Clarins	2	1.1	1.1
Total	175	100.0	100.0

TABLE: 9

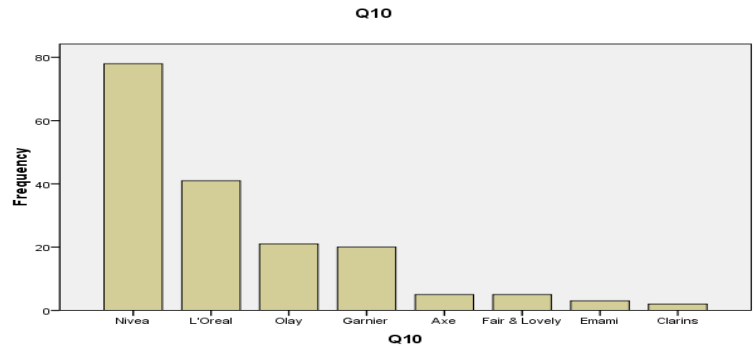


FIGURE: 9

f. Factors which young male consumers feel are important for a male cosmetic product.

	a. Price		b. Packaging product			c. Brand		d. Feature		
	e. Small of the		f. Advertisement			g. Easy to use		h. Availability		
	i. Celebrity endorsement		j. Recommended by friends							
	Percent Q8a	Percent Q8b	Percent Q8c	Percent Q8d	Percent Q8e	Percent Q8f	Percent Q8g	Percent Q8h	Percent Q8i	Percent Q8j
Not Important	4.6	6.3	2.9	1.1	5.7	4.0	2.9	3.4	3.4	14.9
Less Important	8.6	16.6	5.7	4.0	74.8	10.3	4.0	5.1	18.9	73.7
Important	26.9	69.7	66.3	73.7	10.9	71.4	33.1	69.1	58.9	8.0
Very Important	60.0	7.4	25.1	21.7	8.6	14.3	60.0	22.3	18.9	3.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE: 10

a. Correlation between age group and brand of various skin care product.

Correlations			
		Q10	Q11
Q10	Pearson Correlation	1	-.174 [*]
	Sig. (2-tailed)		.021
	N	175	175
Q11	Pearson Correlation	-.174 [*]	1
	Sig. (2-tailed)	.021	
	N	175	175

*. Correlation is significant at the 0.05 level (2-tailed).

TABLE: 11

g. Correlation between age group and purpose of using a skin care product.

Correlations			
		Q11	Q5
Q11	Pearson Correlation	1	-.096
	Sig. (2-tailed)		.208
	N	175	175
Q5	Pearson Correlation	-.096	1
	Sig. (2-tailed)	.208	
	N	175	175

TABLE: 12

h. Correlation between income of the person and place of buying a skin care product.

Correlations

		Q13	Q7
Q13	Pearson Correlation	1	.012
	Sig. (2-tailed)		.870
	N	175	175
Q7	Pearson Correlation	.012	1
	Sig. (2-tailed)	.870	
	N	175	175

TABLE: 13

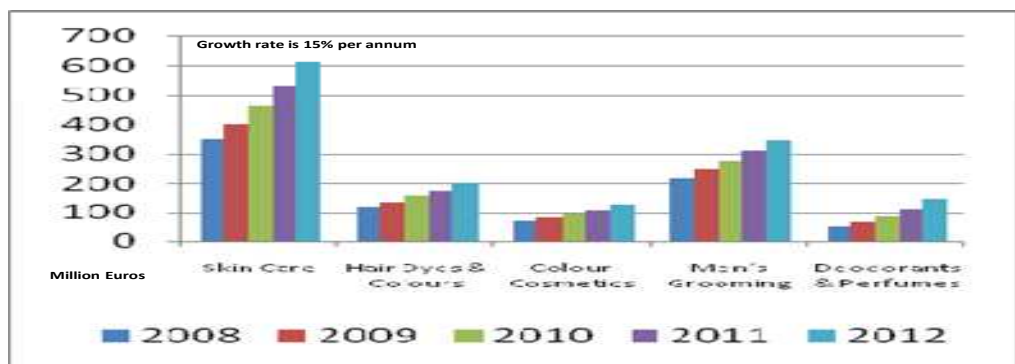
i. Correlation between income of a person and the brand of skin care product used by a person.

Correlations

		Q13	Q10
Q13	Pearson Correlation	1	-.091
	Sig. (2-tailed)		.232
	N	175	175
Q10	Pearson Correlation	-.091	1
	Sig. (2-tailed)	.232	
	N	175	175

TABLE: 14

Projected market for cosmetics in India



Source: italiaindia.com



FIGURE: 10

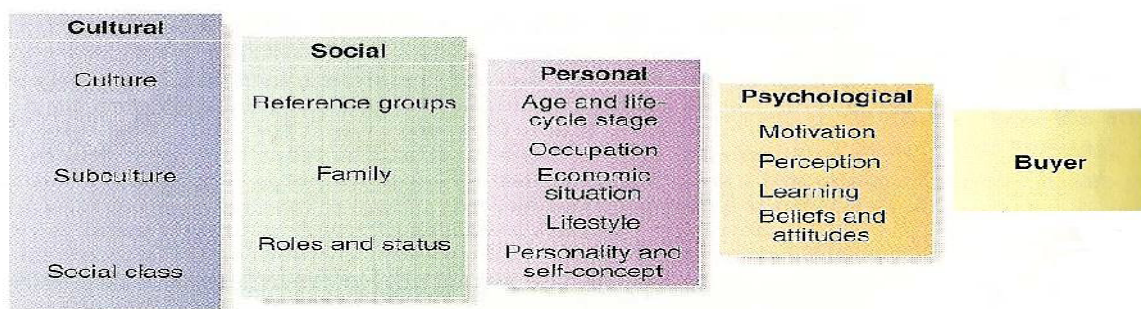


FIGURE 11: FACTORS INFLUENCING BEHAVIOR

Source: Kolter, P. et al. (2005)

Q11 vs. Q10

ANOVA

Q10		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		32.511	4	8.128	3.521	.009
Within Groups		392.426	170	2.308		
Total		424.937	174			

TABLE: 15
Q11 vs. Q9

ANOVA

Q9					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.577	4	.644	.716	.582
Within Groups	152.932	170	.900		
Total	155.509	174			

TABLE: 16
Q12 vs. Q5

ANOVA

Q5					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.667	4	2.417	.866	.486
Within Groups	474.482	170	2.791		
Total	484.149	174			

TABLE: 17
Q13 vs. Q7

ANOVA

Q7					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.858	5	1.372	1.079	.374
Within Groups	214.856	169	1.271		
Total	221.714	174			

TABLE: 18

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail info@ijrcm.org.in for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

