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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.

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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

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APPENDIX/ANNEXURE

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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
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**UNPUBLISHED DISSERTATIONS AND THESES**

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

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**WEBSITES**

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# A FACTOR ANALYSIS OF PRODUCT ELEMENTS FOR CONSUMER BUYING PATTERN OF MALE GROOMING PRODUCTS IN SURAT CITY

**TANVI B. BHALALA**
**ASST. PROFESSOR**
**PROF. V. B. SHAH INSTITUTE OF MANAGEMENT**
**AMROLI**


**GAUTAM DUA**
**ASST. PROFESSOR**
**PROF. V. B. SHAH INSTITUTE OF MANAGEMENT**
**AMROLI**

## ABSTRACT

*Beauty products are just not meant for females, the global market for male grooming products is about to be $33 billion by 2015 (Global Industry analysis). Celebrity sportsmen, film stars, models are some offbeat people who are fuelling the interest in men to become more conscious about appearance and habit of improving their physic allure. This behaviour has led market to expand wider and overseas. The major objective of this study is to understand purchasing behaviour of the male while buying male grooming products. The study also focus on most important influencing aspect of buying behaviour that is factors which affects the buying of male.The research study is of descriptive in nature and has used quantitative research method. A non-probabilistic convenience sampling method is employed for selecting respondents form Surat city. The sample size has been consisting of 500 respondents. The close-ended questionnaire was developed for the study. The Statistical Package for the Social Science program (SPSS) version 22 was used in this study for conducting factor analysis. The researchers have been found that Packaging, Store location, price, Brand, quality of products and Celebrity endorsement are the key variables for the male grooming products.*

## KEYWORDS

Male Grooming, Cosmetics, buying behaviour, Factor analysis, Surat.

## INTRODUCTION

Beauty products are just not meant for females, the global market for male grooming products is about to be $33 billion by 2015 (Global Industry analysis). Celebrity sportsmen, film stars, models are some offbeat people who are fuelling the interest in men to become more conscious about appearance and habit of improving their physic allure. This behaviour has led market to expand wider and overseas.

Such market serving players have identified the league of such beauty conscious brigade of males and are launching wide range of grooming products to appeal aesthetically to such males. History it was, when male grooming products were been kept under niche market now it has a lead role to play as it popularity is been seen as a rising star. Now products are not just categorize as deodorants & shaving products, but merchandise are been widen like hair care, skin care, bathing products, shower products & so on...

The Indian market of grooming products is booming, it is growing by 25% YOY basis. This stunning growth is due to many factors such as self-consciousness of men about how they look, self-image, socially acceptable, appreciated and popularity among peers. According to market analysts, a major portion of the growth is likely to come from India's three million rich adult males. Industry estimates suggested that the market size for men's personal care products is Rs 1,700 cr. Due to rapid Globalization and increase in per capita income men have started taking great care of their appearance.

Now a day's many companies coming up with a various range of male grooming products as more males are willing to try out new products that'll make them look younger or in short that'll help them to increase their self-image and confidence. A recent research poll in US shows that 73% men describe standing in front of the mirror as important whereas only 72% females think the same. India is no exception, 67% men believe that standing in front of the mirror and grooming is an important everyday task.

## LITERATURE REVIEW

Before going further, there is a need to make readers familiar with some concepts that would be used frequently in the analysis afterwards. So, the key concepts of the working area of the research are tried to clarify here. This conceptual framework consists with an origination of some fundamentals ideologies regarding this topic and analysis shortly.

Ajai et.al. (2013) have tried to identify the factors that influence customer behaviour and their buying decision making. The study tries to identify the significance of factors such as quality and attribute of products, price, product's ingredient, product brand name and package, on the buying behaviour. The study made use of primary and secondary data. A detailed questionnaire was developed and distributed to customers living in Ernakulam District, Kerala, India. The total sample consists of 200 respondents. The results of the study indicated that the main reasons behind the usage of grooming products are for improving personal care, attractiveness and there by improvement in developing self-confidence and result in status building.

Nair& Pillai (2007) have studied on purchase pattern of cosmetics among consumers in Kerala. The major variables selected for the study are age gender, income, education and occupation. A descriptive research was carried out at the second stage by applying a survey method. Data for the study were collected from cosmetic shops belonging to the three main cities in Kerala. The consumers were interviewed at the leading cosmetic shops and convenient sampling was applied to select samples. The sample size for the study is 300. The result revealed that Male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers.

Junaid & Nasreen (2012) has analysed in depth the phenomena of consumer behaviour in buying skin care products amongst millennials in Delhi. A questionnaire was developed and distributed to Delhi consumers aged 20 years to 35 years (Millennials). A total of 156 completed questionnaires were returned and analysed by using correlation analysis and chi square test in SPSS version 16. The major finding is the common behaviour exhibited by both the sexes in this age group. Except for difference in under eye cream, the other categories can have common marketing strategies.

Sukato & Elsey (2009) have examined in some depth the phenomenaof male consumer behaviour in buying skin care products in Thailand. The research question is "To what extent do beliefs in product attributes, self-image, normative influences, and attitudes toward applying skin care products, affect Thai male consumers' purchase intention and purchase behaviour in buying skin care products?" A questionnaire was developed and distributed to Thai male consumers aged 21 to 50 years in Bangkok metropolitan by using shopping mall-intercept and cluster sampling. 422 completed questionnaires were returned and then were analysed by using factor analysis, correlation, regression analysis, and path analysis in SPSS version 15.0. The results of the study confirm that beliefs, self-image, normative influences, and attitudes have impacts on purchase intention and purchase behaviour in buying skin care products among Bangkok male consumers.

It is hard to imagine Simpson knew the extent to which his term would be adopted, especially since the word did not receive much attention prior to his 2002 article on Salon.com. Simpson then described as:

"A young man with money to spend, living in or within easy reach of a metropolis – because that's where all the best shops, clubs, gyms and hairdressers are. He might be officially gay, straight, or bisexual, but this is utterly immaterial because he has clearly taken himself as his own love object and pleasure as his sexual preference." (2002, par. 7)

Yet, what the word means today is significantly different from the originator's definition. Simpson did not find it necessary to distinguish the sexual orientation.

Kotler and Keller (2007) states a consumer's buying behaviour is influenced by cultural, social and personal factors. According to these authors, culture, sub-culture and social class are particularly important influences on consumer buying behaviour. Social factors include reference groups, family and personal factors comprise of age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and life-style and values. According to Philip Kotler and Keller, the buying decision process comprises of Five-Stage model involving: Problem recognition, Information search, Evaluation of alternatives, Purchase decisions and Post-purchase behaviour.

Herdiyanti and Titus in 2013 studied the Indonesian male consumer behaviour towards grooming product (Especially Face cleanser). In their literature review they identified two contradictory statistics. One was the most growth of personal care categories comes from male segment till 2010 and contradictory to this one statistic(2011) of Maxus 3D Data was 41% of male uses female face cleanser. They also found from primary and secondary study that though 80% of males are using face cleanser but they don't give much weightage to Brand while buying it. They also mentioned that males don't go for additional spending if product is already available at their home regardless it's meant for male or how so ever. Study also have different angle such as economic aspect of consumer, occasion of using product, brand, point of purchase and influencing behaviour. Authors have also given some valuable suggestions as they have identified top 4 brands of Indonesia.

Kulkarni &Bansod in 2013 studied Indian city- Nagpur market for male grooming products. They studied product attributes for consumer behaviour. The main objective of study was to get detailed insight of 'product attributes' of male cosmetic & second was to get understanding key variables of 'product attributes' of male cosmetic concepts that affects the behaviour. They consider 312 males (20-50 years) from different job category. Study extracted 15 linear components for study; they have set-up scheduled interview with respondents and took respond in questionnaire. The result showed that out of 15 components; Brand, Quality, Advertising, Store Location were affecting most on behaviour and otherwise. The other two affecting variables were innovativeness and price value for money; these were influential but less previous four.

## OBJECTIVE OF THE STUDY

The major objective of this study is to understand purchasing behaviour of the male while buying male grooming products. The study also focus on most important influencing aspect of buying behaviour that is factors which affects the buying of male. While buying male grooming products which are the attributes become very important for male and how much spending they are making on it.

## RESEARCH METHODOLOGY

### Research Design & Sampling Design

The research study is of descriptive in nature and has used quantitative research method. A non-probabilistic convenience sampling method is employed for selecting respondents form Surat city. The response is taken from students, service employees, business men and professionals of age between 20 to 50 years. The sample size has been consisting of 500 respondents.

### Design the data collection instrument and identify the data collection method

The close-ended questionnaire was developed for the study. For collecting data, researcher has conducted schedule interviews with the help of developed questionnaire. However, secondary data has been collected with the help of print media like; books, magazines, research articles and some other websites.

### Data analysis techniques

The Statistical Package for the Social Science program (SPSS) version22 was used in this study for all the statistical assessment. The data was screened and examined for incorrect data entry, missing value, normality and outliers. In this study, factor analysis is carried out by the researchers.

## DATA ANALYSIS & INTERPRETATION

The classification of respondents have been presented in Table: 1. The majority of respondents are of age 21 years to 30 years (41.4%). 37% respondents are graduate, 33.6% respondents are students and 27% respondents are having monthly income of Rs. 10001 to 20000. Almost 50% respondents are single. Out of 500 respondents, only 57.6% respondents have used or using male grooming products.

**TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS**

| Characteristics | Category | Frequency | % |
|---|---|---|---|
| Age | Less than 20 | 87 | 17.4 |
| | 21 to 30 | 207 | 41.4 |
| | 31 to 40 | 112 | 22.4 |
| | More than 41 | 94 | 18.8 |
| Education | Undergraduate | 48 | 9.6 |
| | Graduate | 183 | 36.6 |
| | Post graduate | 167 | 33.4 |
| | Professional | 102 | 20.4 |
| Occupation | Student | 168 | 33.6 |
| | Government Employee | 104 | 20.8 |
| | Own Business | 103 | 20.6 |
| | Others | 125 | 25 |
| Monthly Income | Less than Rs. 10,000 | 133 | 26.6 |
| | Rs. 10001 to Rs. 20000 | 135 | 27 |
| | Rs. 20001 to Rs. 30000 | 107 | 21.4 |
| | More than Rs. 30001 | 125 | 25 |
| Marital Status | Single | 252 | 50.4 |
| | Married | 248 | 49.6 |
| Categories of Respondents | Using Male Grooming products | 288 | 57.6 |
| | Not using male grooming products | 212 | 42.4 |

The following Analysis has been carried out by using response of the male who are using male grooming products. The table: 2 shows the value of KMO test of sampling adequacy and Bartlett's test of sphericity. The KMO value is 0.864 which shows that factor analysis is acceptable. Bartlett's test is significant as its p-value is less than 0.05.

**TABLE 2: KMO AND BARTLETT'S TEST**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .864 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1415.289 |
| | Df | 66 |
| | Sig. | .000 |

The table 3 shows the communalities which represents how much of the variance has been accounted by the extracted factors. For instance 69.8% variance is accounted with first variables i.e. medical reasons. Similarly the highest 75% of variance is accounted with store location.

**TABLE 3: COMMUNALITIES**

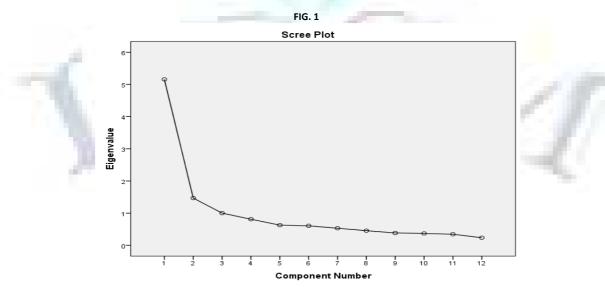| | Initial | Extraction |
|---|---|---|
| Medical reasons | 1.000 | .698 |
| Solving skin problems | 1.000 | .616 |
| Attractiveness | 1.000 | .705 |
| self-confident | 1.000 | .673 |
| Price | 1.000 | .593 |
| Brand | 1.000 | .721 |
| Quality of product | 1.000 | .645 |
| Promotion and advertising | 1.000 | .625 |
| Packaging | 1.000 | .499 |
| Store location | 1.000 | .750 |
| Yourself | 1.000 | .515 |
| Celebrity endorsement | 1.000 | .589 |
| Extraction Method: Principal Component Analysis. | | |

The table 4 shows all the factors extractable from the analysis along with their eigenvalues, the percent of variance attributable to each factor, and the cumulative variance of the factor and previous factors. Before extraction, it has identified 12 linear components within the data set. The eigenvalue represents the variance explain by the particular linear component and table also displays the eigenvalue in terms of the percentage of variance explain. Factor 1 explains 42.98% of total variance. While factor 2 explains 12.24% and factor 3 explains 8.35% of total variance.

The table extracts all factors with eigenvalues greater than 1 which gives us three factors. And these three factors explain 63.57% of cumulative variance. In the third part of the table represents the eigenvalues of the factors after rotation. Before the rotation, factors 1 accounted for (42.98%) considerably more variance than remaining two, however after rotation it accounts for only 24.71% of variance.

**TABLE 4: 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 | 5.158 | 42.980 | 42.980 | 5.158 | 42.980 | 42.980 | 2.966 | 24.713 | 24.713 |
| 2 | 1.469 | 12.244 | 55.223 | 1.469 | 12.244 | 55.223 | 2.383 | 19.857 | 44.570 |
| 3 | 1.001 | 8.345 | 63.569 | 1.001 | 8.345 | 63.569 | 2.280 | 18.999 | 63.569 |
| 4 | .812 | 6.767 | 70.336 | | | | | | |
| 5 | .628 | 5.233 | 75.569 | | | | | | |
| 6 | .607 | 5.060 | 80.629 | | | | | | |
| 7 | .532 | 4.431 | 85.060 | | | | | | |
| 8 | .456 | 3.798 | 88.858 | | | | | | |
| 9 | .386 | 3.213 | 92.071 | | | | | | |
| 10 | .370 | 3.080 | 95.151 | | | | | | |
| 11 | .345 | 2.874 | 98.025 | | | | | | |
| 12 | .237 | 1.975 | 100.000 | | | | | | |
| Extraction Method: Principal Component Analysis. | | | | | | | | | |

The screen plot is a graph of the eigenvalues against all the factors. The graph is also useful for determining how many factors to retain. The point of interest is where the curve starts to flatten. It can be seen that the curve begins to flatten after factor 3. Thus, three factors have been retained.

**FIG. 1**



The table 5 shows component matrix before rotation. This matrix represents the loadings of each variable onto each factor extracted. The higher the absolute value of the loading, the more the factor contributes to the variable. The gap on the table represent loadings that are less than 0.5, this makes the table easier.

**TABLE 5: COMPONENT MATRIX[a]**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| Medical reasons | .651 | | |
| Solving skin problems | .619 | | |
| Attractiveness | | .743 | |
| Self-confident | .629 | .514 | |
| Price | .701 | | |
| Brand | .741 | | |
| Quality of product | .558 | | .578 |
| Promotion and advertising | .742 | | |
| Packaging | .672 | | |
| Store location | .710 | | |
| Yourself | .651 | | |
| Celebrity endorsement | .724 | | |
| Extraction Method: Principal Component Analysis. | | | |
| a. 3 components extracted. | | | |

The idea of rotation is to reduce the number factors on which the variables under investigation have high loadings. Rotation does not actually change anything but makes the interpretation of the analysis easier. The table 6 represents rotated component matrix developed after rotation and following factors (components) have been derived:

**FACTOR 1:** The rotated matrix have revealed that respondents have perceived these factors to be most important with highest explained variance of 24.71%. Four out of twelve variables load on significantly to this component. It includes Medical reasons, Packaging, Store location and Celebrity endorsement.

**FACTOR 2:** The rotated matrix have revealed that respondents have perceived these factors to be most important with explained variance of 19.86%. Four out of twelve variables load on significantly to this component. It includes Price, Brand, Quality of product and Promotion & Advertising.

**FACTOR 3:** The rotated matrix have revealed that respondents have perceived these factors to be most important with explained variance of 18.99%. Four out of twelve variables load on significantly to this component. It includes Solving skin problems, Attractiveness, Self-confident and yourself (respondent).

**TABLE 6: ROTATED COMPONENT MATRIX[a]**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| Medical reasons | .793 | | |
| Solving skin problems | | | .691 |
| Attractiveness | | | .835 |
| Self-confident | | | .723 |
| Price | | .595 | |
| Brand | | .763 | |
| Quality of product | | .784 | |
| Promotion and advertising | | .637 | |
| Packaging | .591 | | |
| Store location | .837 | | |
| Yourself | | | .547 |
| Celebrity endorsement | .663 | | |
| Extraction Method: Principal Component Analysis. | | | |
| Rotation Method: Varimax with Kaiser Normalization. | | | |
| a. Rotation converged in 5 iterations. | | | |

## CONCLUSION

History it was, when male grooming products were been kept under niche market now it has a lead role to play as it popularity is been seen as a rising star. Now products are not just categorize as deodorants & shaving products, but merchandise are been widen like hair care, skin care, bathing products, shower products & so on. The stunning growth is due to many factors such as self-consciousness of men about how they look, self-image, socially acceptable, appreciated and popularity among peers. According to market analysts, a major portion of the growth is likely to come from India's three million rich adult males. The study has been conducted to understand behaviours of the male and the study of the factors which are very important for the male while buying male grooming product. The study conducted in Surat city by including 500 respondents. The researchers have been found that Packaging, Store location, price, Brand, quality of products and Celebrity endorsement are the key variables for the male grooming products.

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