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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

     REFERENCES

     APPENDIX/ANNEXURE

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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.

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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UNPUBLISHED DISSERTATIONS AND THESES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.

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WEBSITES

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

A FACTOR ANALYSIS ON PRODUCT ATTRIBUTES FOR CONSUMER BUYING BEHAVIOR OF MALE COSMETICS IN NAGPUR CITY

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ABSTRACT

This study is needed to consider when designing and implementing marketing programs. Failure to understand the dynamic buyer behavior and improper allocation and coordination of resources will lead the organization to great losses. The better marketers are at understanding consumer behaviour, the more successful they will be at influencing consumers" purchase behavior (Kurti Shah 2009). There are three sections of consumer behavior that need to be addressed carefully: psychological influences, socio-cultural influences and situational influences. The marketers have to go through a number of challenges in selling products like cosmetics, as they have to be applied directly on human skins, body and other parts. There is a perceived risk of dissatisfaction in the consumers as far as its benefits are concerned. It is necessary to study the consumer buying decision process in this regard. The study provides evidence and an insight on various variables used for analysis and reveals that texture of product, promised effects, previous usage experience and suitability to skin types have given more significance by Nagpur men for purchasing male cosmetics products.

KEYWORDS
Consumer Buying Behavior, Product Attributes, Promised Effects, Texture of Product.

INTRODUCTION

The core concept of marketing revolves around the decisions consumers and organizations take in buying certain products – May it be goods, services or ideas. While buying certain products, consumers become highly sensitive of their quality, expected benefits and the way of using it. Courtland L Bovee" and John V Thill (1992) define consumer behavior as consumer's "all the actions involved in selecting, purchasing, using and disposing of goods and services." Consumers buying behavior is a complex phenomenon with a number of factors that affect their behavior when they involve themselves with buying process.

According to Joel R. Evans and Barry Berman (2009), demographic, social and psychological factors affect the way final consumers make choices and can help a firm understand how people use the decision process. An affluent consumer would move through the process more quickly than a middle-income one due to less financial risk. An insecure consumer would spend more time making decisions than a secure one. Rajan Saxena (2006) calls consumer mind as the black box" which is influenced by company controlled stimulus like product, price, advertising, sales promotion, display and distribution, besides social stimulus as word of mouth and reference group. He calls it an enigma or black box which responds to the various stimuli resulting in either buying or no-buying phenomenon.

Philip Kotler and Kevin Lane Keller (2007) states a consumer's buying behavior is influenced by cultural, social and personal factors. According to these authors, culture, subculture and social class are particularly important influences on consumer buying behavior. 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 behavior.

The market for male cosmetic products, although still niche in India, is growing and evolving. Male consumers are placing greater importance on looking good and the personal care aspects of improved health and wellness. Understanding male needs, attitudes and behaviors towards grooming will open up new commercial avenues in this under-served arena. The male cosmetics market, while exhibiting strong potential, needs a markedly different approach in order to succeed compared to the mature female market, due to some substantial differences in attitudes and behaviors that exist across genders. Before a decade or so, the word cosmetics was predominantly associated with a single gender i.e. woman. It did not mean that male never used cosmetic products. They certainly did. However, marketers coined the term male cosmetics recently thus identifying special segment for particular products on the basis of gender differentiation. Celebrity endorsements of certain products of this category in TV ads seem to have played a greater role in spreading the concept on wider scale.

Undoubtedly, men are becoming more and more sensitive about skin care and grooming. Now that separate products for men are available, it is certain that men will not use the products that are used by women anymore. This also projects the scope of developing more products for men in the years to come. An extensive research at Emami implied that more than 30% of the users of fairness creams (all targeted for women at that time) were male. And this is when they thought of coming up with a revolutionary product exclusively for male skin and created a new segment of 'Male Fairness Cream 'in the Indian market. The product was very well received by the Indian consumers and in just five years time it has become an Rs 100-crore brand.

Men are rapidly converting to using products that were up till now considered the domain of women. High on the spirit of vanity, the male personal care category is growing faster than the overall category growth rates in skin creams, hair colour and even toilet soaps where such products have failed to take off in the past (Times of India, 2012).

The process of evaluating and selecting the most appropriate / suitable types and brands in male cosmetics cannot be very simple. It is because such products have been bought with a lot of expectations and there is always a risk of dissatisfaction and dissonance and sense of uncertainty. Each person must have different expectations of likely benefits from the use of the product. The researcher would like to find out those factors male consumers must be applying while selecting, purchasing and using particular brands of male cosmetics.

OBJECTIVE OF STUDY
1. To get the detailed insight of *'product attributes'* of male cosmetic concept on consumer buying behaviour.
2. To understand and select the key variables of *'product attributes'* of male cosmetic concepts which affects the consumer buying behaviour.

RESEARCH METHODOLOGY
Research Design & Sampling design: This research study is of descriptive nature and has used the quantitative research method. A convenience sample is employed for sampling method from Nagpur Municipal Corporation (NMC) and response is taken from the students, service class, business class and

professionals of age group between 20years to 50years. Size of the universe cannot be defined because every male individual could be a respondent for this particular study. The sample size has been consisting of 312 respondents.

Data collection method: The close-ended questionnaire was developed. 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 on Google scholars and such other websites, related company literature.

Data analysis technique: The statistical Package for the Social Sciences Program (SPSS) version 17.0 was used in this study for all the statistical assessments. The data set was screened and examined for incorrect data entry, missing values, normality and outliers. In this study, descriptive statistics are first employed and then factor analysis is carried out by the researcher.

DATA ANALYSIS AND INTERPRETATION

The breakdown of the respondent's demographic characteristics is shown in *Table 1*. The majority of the respondents are below the age of 30 years (62.18%). Sixty percent of respondents are single and more than fifty percent of the respondents are of service class. Almost sixty percent of respondents reported Family's Monthly Income more than INR 30,001.

TABLE 1: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Sr. No.	Characteristics	Category	Frequency	%
1	Age	Less than 30	194	62.18
		30 to 40	102	32.69
		more than 40	16	5.13
2	Marital Status	Single	190	60.90
		Married	12222	39.10
3	Occupation	Student	144	46.20
		Service	164	52.60
		Business/Professionals	4	1.30
4	Family's Monthly Income	Less than 10,000	8	2.60
		10,000 to 20,000	20	6.40
		20,001 to 30,000	64	20.50
		30,001 to 40,000	88	28.20
		40,001 and above	132	42.3

The *Table 2* shows the table of communalities before and after. The communalities in the column labeled *Extraction* reflect the common variance in the data structure. 67.3% of the variance associated with question 1 is common, or shared, variance.

TABLE 2: COMMUNALITIES

	Initial	Extraction
Manufacturer's credibility	1.000	.673
Affordability	1.000	.511
Packaging	1.000	.840
Ingredients	1.000	.742
Product is domestic	1.000	.750
Texture of product	1.000	.758
promised effect	1.000	.611
Previous Usage Experience	1.000	.601
Suitability to skin type	1.000	.393
Innovativeness	1.000	.942
Price value for money	1.000	.942
Brand	1.000	.607
Quality	1.000	.707
Advertising	1.000	.896
Store LOcation	1.000	.900
Extraction Method: Principal Component Analysis.		

Table 3, labeled *Total Variance Explained* lists the eigenvalues associated with each factor before extraction, after extraction and after rotation. Before extraction, it has identified 15 linear components within the data set. The eigenvalues associated with each factor represent the variance explained by that particular linear component and the table also dispalys the eigenvalue in terms of the percentage of variance explained (factor 1 explains 20.079% of total variance). It should be clear that the first few factors explain relatively large amounts of variance (especially factor 1) whereas subsequent factors explain only small amount of variance. The table extracts all factors with eigenvalues greater than 1, which leaves us with six factors, where 70 % of cumulative variance is displayed. In the final part of the table, the eigenvalues of the factors after rotation are displayed. Rotation has the effect of optimizing the factor structure and one consequence for these data is that the relative importance of the six factors is equalize. Before rotation, factor 1 accounted for considerably more variance than the remaining five (20.079% compared to 17.317, 11.071, 9.575, 7.504 and 6.940%), however after extraction it accounts for only 19.077% of variance (compared to 15.494, 10.746, 9.795, 8.707 and 8.667% respectively).

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TABLE 3: 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	3.012	20.079	20.079	3.012	20.079	20.079	2.862	19.077	19.077
2	2.598	17.317	37.396	2.598	17.317	37.396	2.324	15.494	34.571
3	1.661	11.071	48.468	1.661	11.071	48.468	1.612	10.746	45.318
4	1.436	9.575	58.043	1.436	9.575	58.043	1.469	9.795	55.113
5	1.126	7.504	65.547	1.126	7.504	65.547	1.306	8.707	63.820
6	1.041	6.940	72.487	1.041	6.940	72.487	1.300	8.667	72.487
7	.921	6.139	78.626						
8	.743	4.956	83.582						
9	.662	4.416	87.998						
10	.600	4.003	92.001						
11	.489	3.263	95.264						
12	.371	2.473	97.737						
13	.331	2.204	99.941						
14	.009	.059	100.000						
15	9.064E-017	6.043E-016	100.000						
Extraction Method: Principal Component Analysis.									

The scree plot is shown below with a thunderbolt indicating the point of inflextion on the curve. This curve is difficult to interpreted because the curve begin to tail off after four factors, but there is another drop after six factors before a stable plateau is reached. Therefore, it is justified to retain six factors.

Scree Plot
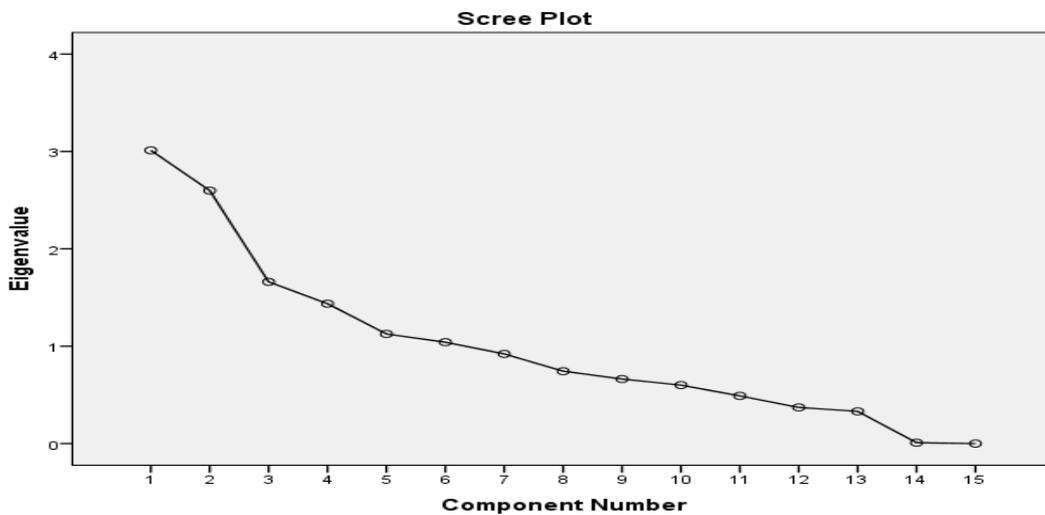
The *Table 4* labeled shows the *Component Matrix* before rotation. This matrix contains the loading of each variable onto each factor. As calculated that all loading less than 0.4 be suppressed in the output and so there are blank spaces for many of the loadings.

TABLE 4: COMPONENT MATRIX[a]						
	Component					
	1	2	3	4	5	6
Manufacturer's credibility				.752		
Affordability						
Packaging			.588			
Ingredients						
Product is domestic				.712		
Texture of product						.609
promised effect			.683			
Previous Usage Experience		.567				
Suitability to skin type						
Innovativeness		.815				
Price value for money		.815				
Brand	.608					
Quality	.700					
Advertising	.835					
Store LOcation	.841					
Extraction Method: Principal Component Analysis.						
a. 6 components extracted.						

The *Table 5* labeled *Rotated Component Matrix* contains the same information as the component matrix is calculated after rotation. Factor loadings less than 0.4 have not been displayed because researcher has asked these loading to be suppressed.

Component 1: The rotated matrix has revealed that respondents have perceived these factors to be the most important factors with the highest explained variance of 19.07%. Four out of fifteen variables load on significantly to this component, which includes Brand, Quality, Advertising, Store Location.

Component 2: The rotated matrix has revealed that respondents have perceived these factors to be the most important factors with the highest explained variance of 15.49%. Four out of fifteen variables load on significantly to this component, which includes innovativeness and Price value for Money.

Thus, component 3, 4, 5 and 6 explained the variance of 10.746, 9.795, 8.707 and 8.667% respectively. Along with these components, include manufacturer's credibility, affordability, Packaging, ingredients, Product is domestic, texture of the product, promised effects, previous usage experience and suitability to skin type.

TABLE 5: ROTATED COMPONENT MATRIX[a]

	Component					
	1	2	3	4	5	6
Manufacturer's credibility				.556		
Affordability						-.694
Packaging			.883			
Ingredients			.761			
Product is domestic				.748		
Texture of product					.857	
promised effect				.580		
Previous Usage Experience		.556			.521	
Suitability to skin type						.577
Innovativeness		.960				
Price value for money		.960				
Brand	.734					
Quality	.795					
Advertising	.907					
Store LOcation	.910					
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 11 iterations.						

FINDINGS AND CONCLUSION

The market for male cosmetic products, although still niche in India, is growing and evolving. Male consumers are placing greater importance on looking good and the personal care aspects of improved health and wellness. Understanding male needs, attitudes and behaviors towards grooming will open up new commercial avenues in this under-served arena. The male cosmetics market, while exhibiting strong potential, needs a markedly different approach in order to succeed compared to the mature female market, due to some substantial differences in attitudes and behaviors that exist across genders. This study reveals the significant product attribute variables from the consumer's point of view who are already users of male cosmetics products in Nagpur city. The researcher has discloses Brand, Quality, Advertising, Store Location are the key variables from the studied product attribute variables.

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