

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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## COSMETIC CONSUMPTION PATTERN AMONG MALE COLLEGE STUDENTS: A CLUSTER ANALYTIC SEGMENTATION APPROACH

**K.G.SANKARANARAYANAN**  
**ASSOCIATE PROFESSOR**  
**NARAYAN ZANTYE COLLEGE OF COMMERCE**  
**BICHOLIM**

**NANDAKUMAR MEKOTH**  
**PROFESSOR**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**GOA UNIVERSITY**  
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### ABSTRACT

*Usage of cosmetics among young men is on the increase. Personal care product manufacturers are targeting their products, promotion and distribution increasingly to this growing market. It will be useful to segment this market and understand the behaviour of each segment with respect to consumer behaviour variables. This research work conducted among college male students by surveying a sample of 80 respondents attempted to segment the market using cluster analysis using usage and benefit variables. The analysis resulted in formation of three clusters (Medium self-directed, Heavy other-directed, and Occasional non-believers) with varying characteristics. The usage and attitude of the clusters were found to differ significantly. The first cluster had medium usage with self directed attitude and medium perception of benefits. The second cluster had heavy usage with other directed attitude and high benefit perception. The third cluster had light usage with self directed attitude and low benefit perception. The clusters were found to differ in place of residence with medium self directed and occasional non believers having higher percentage of rural students while heavy other directed had higher representation of urban students. While brand preference for body spray was found to vary by cluster brand preference for face wash, shaving cream and face cream was not varying by cluster. Other variables of interest to marketer like outlet choice, reasons for use and considerations in buying were not found to vary by cluster membership. Surprisingly enough, skin type was not varying by cluster. Interestingly, heavy other directed were the lowest spenders with average spending of Rs. 684 and medium self directed were medium spenders with Rs. 950 and occasional non believers were the highest spenders with Rs. 2221 per month. The findings are of theoretical and practical significance.*

### KEYWORDS

Men cosmetics, Usage, Attitude, Benefit perception, Profiling variables.

### INTRODUCTION

Use of cosmetics is not a recent phenomenon but it has its roots deep within the annals of history. The word cosmetic has been given this modern name lately. Though formal use of cosmetics has gained momentum relatively late, it has been in existence in some form or other for a long time. To cite an example of the long usage of cosmetic, the cosmetics depict had found its origin in the 4<sup>th</sup> century BC. India too has not remained far behind in the development and frequent usage of cosmetics. Household items like haldi, chandan, basan uptoan have been used centuries to preserve the natural beauty of skin. The cosmetics industry, which started growing in the early 1990s, is expanding exponentially. With more women and men becoming conscious of their beauty and willing to spend on their grooming, this industry has been growing at 20-25 percent the last few years. No wonder then that the shelves are stocked with a plethora of products and brands, targeted at various segments, catering to the various needs of customers. The enormous growth in this segment has not only attracted many MNCs but also provided space for many Indian companies to foray or expand their product range.

An ORG-Marg study reveals that while most FMCG products were affected by the general slowdown, this segment witnessed relatively good growth in volume and value. Not only have more people started using cosmetics, they are also willing to pay more to look and feel good. The penetration rate is higher in the skin-care segment compared to lipstick. This not only means that consumers are willing to spend the extra bit to look and feel good, but also indicates the constant up gradation from mass to premium products. Though mass products still constitute a major portion of the market, a certain segment is obviously ready to upgrade to the next category as disposable income rises, increased media exposure and the willingness to spend more on personal care, consciousness about looks, and advertisements and promotions targeting various consumer segments are some reasons for these trends in consumption and penetration. The growth trends definitely send positive signals about the industry prospects. With numerous players fighting for market share, is the industry really big enough and the growth high enough?

Though most players see huge opportunity in this industry, what would actually work wonders for the players is strong brand promotion, good distribution network, constant innovation and quality improvement, the ability to provide a variety of products and introduce affordable products without compromising on quality. Cosmetics are still seen as elitist products and may be the last thing on an average Indian consumer's mind. Though the low penetration levels for most cosmetics products suggest much potential, the market for cosmetic products may remain a niche market, accessed by a small proportion of the consumers. The cosmetic segment primarily comprises of colour cosmetics (face, eye, lip and nail care products), perfumes, talcum powder and deodorants. All this are very small segments. Talcum powder is the most popular cosmetic product in India. This market is estimated at Rs. 3.5 bn and is yet growing at 10-12 % in pa. Awareness is very 80% with a penetration of 45.4 % in urban areas and 25.2 % in rural areas.

Historically, being concerned about appearance was stereotypically associated with women. Now masculinities too have become embedded in appearance norms. Consequently men too are increasingly concerned about their appearance. Male skin care is one of the beauty industry's fastest-growing sectors, with more men adopting a grooming regimen, alongside exercise and eating right, as a component of healthy living." Also, a Nielsen study shows that the skin creams segment in male grooming grew at 41%—much faster than the overall skin cream category in India, which grew at 27%. Interestingly, men in India today— and especially those who fall in the age group of 18 to 25—spend more money on grooming and personal care products than women in India. Nilanjan Mukherjee, head of marketing, personal care products business, ITC Limited, comments, "The aspirations and requirements of today's young Indian men are rapidly evolving. With a surge in disposable income, men are becoming more discerning and indulgent. In an evolving trend in India, men are beginning to look at innovative grooming and personal care products created specifically for them. The segment shows immense promise and is growing faster than the overall personal care market in India." According to a recent study by Indian industry body ASSOCHAM (Association of Chambers of Commerce), Indian men spend approximately \$100 more than women in personal care products. Also, many men—an ASSOCHAM study shows 85%—prefer to buy their own grooming products, and do not rely on the women in their households to do so.

**LITERATURE REVIEW**

Modern men, it seems, are fascinated with their appearance, investing time and money in their personal appearance, through diet and lifestyle choices, fitness regimes, and the purchase of consumer goods, including clothing, accessories, and cosmetics. Between 2002 and 2006, the UK market for men's grooming products tripled to £781m (Mintel, 2007). Britain's second-largest beauty and health retailer Superdrug (2010) estimates the current male grooming market to be "worth an estimated £1.2 billion a year in the UK" (p. 1). Even in the current economic climate, analysts are forecasting a healthy 5 percent growth rate in the market (Mintel, 2010). Moreover, Superdrug (1) claims that men are now dedicating "83 minutes of every day to their personal grooming" (p. 1), some four minutes longer than the average woman's daily beautification regime. It seems then that this trend is here to stay, at least for the foreseeable future.

The change in men's self-presentation practices has seen the emergence of the term "metrosexual" (Simpson, 1994, 2002) as a label for these men. In light of such trends, we examine one of the more extreme examples of metrosexual activity—cosmetics use (Harrison, 2008). In particular, we examine the way men who use cosmetics discuss their use of such products in response to an online makeup tutorial on *YouTube*. Drawing on a selection of the 334 written posts to a makeup tutorial, we focus on the design and management of these responses, with reference to the gendered norms and identities invoked.

Our aims then in this paper are twofold. Firstly, by examining a selection of men's own accounts of their use of cosmetics we aim to contribute to the emergent body of literature on "metrosexuality." The majority of studies on this phenomenon have been largely theoretical. For example, Miller (2006, 2009) studied trends in men's consumption practices in the U.S. suggesting that these had been brought about by a political-economic shift in the labour market, one in which employers have commodified the male body. Coad (2008), on the other hand, argued that the marketing of high profile sports celebrities, such as international footballer David Beckham and Olympic swimmer Ian Thorpe, are responsible for encouraging heterosexual men to "engage in practices stereotypically associated with femininity and homosexuality, such as care for appearance and the latest fashion trends" (p. 73). However, he goes one step further by arguing that "metrosexuality" challenges traditional notions of gender and sexuality. Because beautification and self-care have been conventionally associated with gay men and women, heterosexual "metrosexuality" represents a move beyond the constrictive bipolar categorizations masculine/feminine and hetero/homo. The impact of "metrosexuality" on gender and sexualities was a theme taken up by Carniel's (2009) study of "metrosexuality" and Australian soccer. She found that although men were now more image-conscious, spurred on by the consumption practices of sporting celebrities, masculinities on display were in effect hybridizations of existing masculinities. In other words: "While metrosexuality re-socializes men as consumers, it does not necessarily alter other fundamental characteristics of hegemonic masculinity" (p. 81) because existing discourses of masculinity which favour heterosexuality, strength, violence, risk taking and so on are still readily available and frequently drawn upon. Notwithstanding the insights into metrosexual phenomena offered by these studies, we know little how self-identified "metrosexuals" construct this identity for themselves. Furthermore, these studies they are largely analyst-centered sociological interpretations of the phenomenon, presenting "metrosexuality" as a predefined given. We, on the other hand, take a different stance i.e., that identity categories, such as "metrosexual," are an "emergent feature" of social interactions (Kessler & McKenna, 1978; Stokoe, 2003, 2010; West & Fenstermaker, 1993). Research Findings have indicated that physical attractiveness is associated with positive life outcomes (see Averett and Korenman 1996; Haworth-Hoepfner 2000). Blum (2003) proposed, "there's an expectation in our culture that the better you look, the more access to love and happiness you'll have" (p. 27). The value placed on physical attractiveness has become particularly evident in a consumer culture that promotes ideals of bodily perfection (Davis 2002; Featherstone 1991; Frank 2002). Not surprisingly, it has been argued that obsession with physical appearance is growing in intensity (Davis 2002; Gill, Henwood, and McLean 2005). Historically, having appearance concerns defied normative notions of masculinities (Carrigan, Connell, and Lee 1985; Connell 1995)—such concerns were stereotypically associated with women (Davis 2002). More recently, researchers have found that men too experience appearance concerns (Gill et al. 2005; Gullette 1994; Pope, Phillips, and Olivardia 2000). Yet, sociologists have yet to examine the role of hair in regards to these concerns.

Beauty-hair, clothes, skin, appearance-is a source of both concern and pride for women (Wolf 1991). Bolduc and Shapiro (2001) noted that hair, in particular, is an important and distinct aspect of appearance that plays a major role in self-perception. It is something that can be easily changed in terms of length, color, and shape to create different styles; styles which can be used to help people blend in, stand out, or even make a statement (Cash 2001). Different hair styles are associated with different moods or life events. Moreover, people do their hair daily in preparation to face their social world (Cash 2001). Thus, hair may not have a vital function but researchers have found that, particularly for women, hair is part of beauty and as such an important source of both esteem and identification (Cash 2001; Weitz 2001; Wolf 1991). Ricciardelli(2011) found in her study that hair plays a role in shaping perceptions of masculinity, appearance, and identification, which are largely intertwined. Findings are discussed in relation to consumerism and masculinities.

Historically, female images, in comparison with images of males, were more commonly sexually objectified (Bordo 1999). With the increased visibility of the male body in the media (Bordo 1999; Connell 1987; Davis 2002; Kimmel 1995), research has shown the male body has become more susceptible to media influence and increasingly objectified (Labre 2002; Tiggemann 2005). Pope et al. (2000) noted that super-male images in the media have become common-place, associating appearance with social, sexual, and financial success, such that they are now relatively unnoticed as "extraordinary." This both exposes men to idealized male images (Davis 2002; Gullette 1994 Pope et al. 2000; West 2000) and makes them more vulnerable to pressures to improve their appearance (Budgeon 2003). The argument suggested that men may gain power and prestige by having the "physically perfect" body (West 2000) and failing to meet these ideals has the potential to lead men to feel dissatisfied with their appearance and perhaps, as a result, themselves (Henwood, Gill, and McLean 1999). The rise of individualism and consumerism in affluent Western society ensures the body is no longer viewed as a biological entity. Rather it becomes a sociocultural construct—a medium of self-expression open to investment and consumption (Featherstone 1991; Shilling 1993) that is also shaped by structural dynamics that contour the conditions under which such beauty work takes place. Within consumer culture, advertisements promote an emaciated standard of beauty and often fragment the body into distinct parts, depending on the product being sold, where each part can be worked on and improved (Frank 2002). This process may result in people feeling detached from their body or objectifying their body parts as commodities. As such, how the body is presented in terms of style, dress, shape, and size—not only reflects consumer culture, it also constitutes sense of self. Not surprisingly, more men are choosing to use cosmetics, body modification practices, and indulge in fashion to increase their physical attractiveness (Atkinson 2008). Therefore, this study attempts to segment the young men cosmetic users with respect to usage, attitude and benefit perception and to identify the profiling variables among them.

**CONSTRUCTS AND MEASUREMENT****USAGE**

Usage could be classified into two related factors, usage frequency and usage dependence. While usage frequency is an external, behavioural aspect, usage dependence is an internal feeling of the consumer. While usage frequency is measured as the actual usage in terms of daily versus number of times a week versus occasional wearing of cosmetics usage dependence is measured as the feeling that one cannot do without cosmetics.

**ATTITUDE**

Attitudes towards cosmetics vary for different persons depending on the social situations. Many wear cosmetics to impress others while some wear it for intrinsically perceived benefits. Persons who wear cosmetics in social situations to impress others is considered to be other directed while those who are not are considered to be self directed. This attitude has been measured by four items which represent need to impress friends and classmates as well as social situations like partying and interviews. All the four items have been reverse coded.

**BENEFIT PERCEPTION**

The construct of benefit perception comprises of appearance benefits, building self confidence and positive behavioural outcomes. While appearance is an external benefit as perceived by others, confidence is internal to the person and behavioural impact is due to some positive feelings. Three items comprising the three dimensions have been included to measure the construct. Items representing the three constructs outlined above have been used as segmenting variables in the study.

**PROFILING VARIABLES**

Profiling variables are those which are other than the segmenting variables which are expected to vary from cluster to cluster. These are variables of interest to the marketer which have some influence on the marketing actions that that the marketer can take. These are generally variable which will help in targeting the



particular segment. For example the media habits of the segments could differ the knowledge of which could help the marketer to reach the segment. In this research profiling variables which have been used are place of residence classified into urban and rural, reasons for using cosmetics such as health, beauty and civility, frequency of purchase, factors influencing buying decisions such as quality, brand and offers, channels used such as departmental stores, drug stores etc., brand preference for important cosmetics used by men such as shaving cream, body spray etc.. Besides these variables skin type as well as amount spent had been included for testing differences across segments.

**METHODOLOGY**

Data have been gathered from 80 college going male students. All the students belonged to undergraduate classes of 3 different colleges of Goa state. Respondents have been selected from the muster roll using systematic random sampling. Selected students have been interviewed by trained investigators at the college premises.

Data have been collected using a pretested questionnaire. The information sought in the questionnaire included segmenting variables which are classified into usage, attitude and benefits. These variables were derived by conducting depth interviews of 15 respondents. The depth interviews revealed that there are daily users who could not do without cosmetics while there are also others who are occasional users. Some respondents revealed during the interviews that they have clearly perceived benefits like confidence and good looks due to the usage of cosmetics. Many respondents wanted to project a positive image to others with whom they interact like friends and class mates. One of the major reasons for usage was for attending parties and social occasions. Hence the study used usage, benefits and attitudes as revealed in the depth interviews as segmenting variables.

In order to arrive at the number of clusters in the final analysis hierarchical cluster analysis was performed using squared Euclidian distance with average linkage method. Perusal of the dendrogram along with the agglomeration schedule revealed three outlying cases. After removing these outlying cases again hierarchical clustering was done using the same method and examination of agglomeration schedule and dendrogram revealed existence of three clusters. In order to corroborate and proceed with further analysis K-Means cluster analysis was performed at the second stage.

Cluster analysis using K-Means clustering procedure was performed with the segmenting variables as identified in the qualitative phase. After the segmentation was done cluster memberships of cases were saved for further analysis such as for profiling the clusters and for finding association of clusters with other variables of interest to the marketer.

The profiling variables identified were place of residence classified into rural and urban, reason for usage of cosmetics such as health, beauty etc., frequency of buying, factors considered in buying, type of outlet used, type of skin of the respondent and brand preferences for important cosmetics used by male students. Chi-square test was performed to test for association between profiling variables and clusters.

**RESULTS**

The results of cluster analysis in the form of final cluster centres are given in table 1. The first cluster was found to be medium on all the variables of usage, attitude, and benefits. The second cluster consisted of heavy users of cosmetics with heavy daily usage, dependence, high concern for friends, classmates and social functions and also high on perceived benefits. The third cluster is low on usage, medium on attitude and low on benefit perception.

**TABLE 1: FINAL CLUSTER CENTERS**

	Cluster		
	1	2	3
Use Cosmetics Every Day	3.25	4.73	1.26
Cannot do without Cosmetics	2.50	4.27	1.70
Happy with friends without cosmetics	3.56	1.41	2.74
Happy with classmates without cosmetics	3.53	1.91	3.30
Happy in parties without cosmetics	3.91	2.41	3.22
Happy at interview without cosmetics	3.62	2.27	3.13
Cosmetics Improve appearance	3.03	3.59	1.30
Cosmetics improve confidence	2.75	4.00	1.52
Cosmetics Improve behaviour	3.47	4.05	1.35

**TABLE 2: PLACE OF RESIDENCE**

Characteristic	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Rural	21	65.6	9	40.9	18	78.3
Urban	11	34.4	13	59.1	5	21.7
Total	32		22		23	

Chi-square is 6.934 with 2 degrees of freedom and significance of 0.031

**TABLE 3: REASON FOR USING COSMETICS**

Characteristic	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Civility	4	12.5	5	22.7	2	8.7
Health	9	28.1	6	27.3	9	39.1
Beauty	16	50	5	22.7	11	47.8
Others	3	9.4	6	27.3	1	4.3
Total	32		22		23	

Chi-square is 10.086 with 6 degrees of freedom and significance of 0.121

**TABLE 4: FREQUENCY OF BUYING**

Characteristic	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Once a month	23	71.9	20	90.9	15	65.2
Twice and month	6	18.8			3	13
Thrice a month	1	3.1			2	8.7
Four times a month	2	6.2	2	9.1	3	13
	32		22		23	

Chi-square is 7.990 with 6 degrees of freedom and significance of 0.239

**TABLE 5: CONSIDERATION IN BUYING**

Characteristic	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Special offer	2	6.2			3	13
Quality	24	75	19	86.4	12	52.2
Friends' recommend	2	6.2			1	4.3
Price	1	3.1			2	8.7
Packaging					1	4.3
Brand	3	9.4	3	13.6	4	17.4
	32		22		23	

Chi-square is 11.499 with 10 degrees of freedom and significance of 0.320

**TABLE 6: CHANNELS OF BUYING**

Characteristic	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Direct Sales Outlets	2	6.2	2	9.1	2	8.7
Online shopping	4	12.5	2	9.1	3	13
Supermarkets	14	43.8	9	40.9	9	39.1
Speciality stores	10	31.2	2	9.1	2	8.7
Drug stores	1	3.1	6	27.3	6	26.1
Department Store	1	3.1	1	4.5	1	4.3
	32		22		23	

Chi-square is 11.799 with 10 degrees of freedom and significance of 0.299

**TABLE 7: TYPE OF SKIN**

Characteristic	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Normal	7	21.9	7	31.8	3	13
Sensitive	10	31.2	1	4.5	4	17.4
Combination	6	18.8	10	45.5	8	34.8
Dry	2	6.2			1	4.3
Oily	7	21.9	4	18.2	7	30.4
	32		22		23	

Chi-square is 11.862 with 8 degrees of freedom and significance of 0.157

**TABLE 8: BRAND OF FACE CREAM**

Brand	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
L'Oreal	1	3.1			3	13
Nivea	5	15.6	5	22.7	3	13
Vaseline	4	12.5	2	9.1	3	13
Fair and Handsome	13	40.6	8	36.4	10	43.5
Garnier	6	18.8	5	22.7	4	17.4
Others	3	9.4	2	9.1		
	32		22		23	

Chi-square is 7.445 with 10 degrees of freedom and significance of 0.683

**TABLE 9: BRAND OF BODY SPRAY**

Brand	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Garnier					2	8.7
Reebok	2	6.2	1	4.5	3	13
Yardley	3	9.4	2	9.1	3	13
Axe	14	43.8	13	59.1	7	30.4
Nike	1	3.1				
Playboy	4	12.5	2	9.1		
Fogg	8	25			7	30.4
Others			4	18.2	1	4.3
	Cluster 1		Cluster 2		Cluster 3	

Chi-square is 25.400 with 14 degrees of freedom and significance of 0.030

**TABLE 10: BRAND OF SHAVING CREAM**

Brand	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
VI-Jhon	2	6.2	1	4.5	6	26.1
Gillette	24	75	16	72.7	12	52.2
Fusion	1	3.1	1	4.5	3	13
Nivea	3	9.4	2	9.1	2	8.7
Others	2	6.2	2	9.1		
	32		22		23	

Chi-square is 13.094 with 8 degrees of freedom and significance of 0.218

TABLE 11: BRAND OF FACE WASH

Brand	Cluster 1		Cluster 2		Cluster 3	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Fiama Di Wills	4	12.5	1	4.5	3	13
Dove	4	12.5	2	9.1	7	30.4
Nivea	7	21.9	4	18.2	1	4.3
Gillette	11	34.4	10	45.5	10	43.5
Others	6	18.8	5	22.7	2	8.7
	32		22		23	

Chi-square is 9.351 with 8 degrees of freedom and significance of 0.314

Place of residence was found to be associated with cluster membership with a significant chi-square. Further, cluster 1 and cluster 3 had more of rural residents while cluster 2 had more of urban respondents. Another variable that was found to be significantly associated with cluster membership is brand of body spray used. The amount spent per month on cosmetics was found to vary from cluster to cluster. The average monthly expenditure on cosmetics for cluster 1, cluster 2 and cluster 3 were Rs. 950, Rs. 684 and Rs.2221 respectively. All other variables had no relation with cluster membership as indicated by insignificant chi-square values.

## DISCUSSION

Heavy users of cosmetics are more urban in characteristics. Fashion and trends are more prevalent in urban areas and also socializing opportunities are more in urban areas. Both usage frequency and usage dependence are high among heavy users. Heavy users were perceiving multiple benefits from wearing cosmetics such as physical, attitudinal and behavioural benefits. They were other directed and wanted to have social benefits from usage of cosmetics. The medium usage cluster had medium usage frequency and low usage dependence. They were more self directed than other directed in their usage and perceived medium benefits. Occasional users did not have high usage frequency nor did they have high usage dependence. They were more self directed and did not perceive usage benefits. The medium and light users were found to be predominantly rural in characteristics. The major reasons for usage by the medium and occasional users were beauty followed by health.

All the three clusters were found to be bulk buyers with most of them buying once a month and the major consideration in choice of a brand was quality for all the clusters. However the occasional nonbelievers were found to give higher consideration for brand than other clusters. The major channel for buying was found to be super markets followed by drug stores. Medium self directed had speciality stores as the second preferred channel compared to drug store in the other clusters.

The predominant face cream used was fair and handsome and there was no difference across the clusters in face cream brands. The clusters were found to differ in body spray brand usage. Although Axe was the most preferred brand for all the three clusters, usage of Fogg was more prevalent among medium and occasional users. Gillette was the most preferred shaving cream as well as face wash for all the clusters and there were no significant differences across clusters. Heavy and occasional users had more of combination skin while medium users had more of sensitive skin. Although the difference was not statistically significant it approaches significance and higher sample size can lead to significance.

Occasional non believers were spending maximum on cosmetics with a monthly average spending of Rs 2,221. This must be mainly due to their brand consciousness. It may be partly also due to the reason that occasional users resort more to external sources like beauty parlours for application of cosmetics. Heavy and medium users had an average spending of Rs 684 and Rs 950 respectively. The reason for lower spending of these clusters could be attributed to lower brand consciousness and self application.

## CONCLUSION

There are distinct segments in the young male cosmetic market with respect to usage, attitude and perceived benefits of cosmetic usage. The spending habits of these clusters were significantly different. However, their behaviour with respect to purchase and consumption such as channels, frequency, and brand preferences were not found to vary across clusters. In general it may be attributed to similar beliefs with respect to these factors. Perceptions of many of these variables are created by the marketer by positioning and communication. In general it may be concluded that in cosmetics to young men there are powerful brands which cut across all the segments and segments have similar behavioural preferences. It may also be concluded that brands have failed to have a differentiated positioning strategy in tapping the differences across segments. This also points to the fact that there exists opportunity for different brands to have differentiated strategies.

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