Research Article

A Study on Personal Care Products Usage Among Male Consumers in Chennai City

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ABSTRACT

There has been a pivotal shift in male pampering culture during the last decade. Men's toiletries used to consist of shampoo, deodorant, shaving cream and not much else. But from middle-class homes now brim with moisturizers, facial cleansers, eye serums, bronzers, concealers, anti-agers and even mud masks—all designed specifically for men. Based on current trends, it is only a matter of time before a full portfolio of men's makeup becomes part of daily ablutions, too. A key occurrence happened in 2013 when, for the first time, men spent more cash on male-specific toiletries than on shaving products. Sales of skin care, in particular, boomed. And there will be no going back now. More and more men, it seems, are putting higher stock in looking good. It's about self-confidence as much as anything else, and the desire to feel more attractive, more successful, and, increasingly, more youthful. For similar reasons, men also are spending more on apparel and fashion accessories.

Keywords: Personal Care Products, Skin Care Products, men's skin care product, self-esteem, masculinity, men's beauty care consumption, buying decision process, marketing mix.

INTRODUCTION

Personal care products are consumer oriented and profit kitting business in India, and they deal with modern and latest requirements of the people of the country. The companies are mainly manufacturing products related to personal hygiene and beautification of men because of using the personal the personal products as equalizing to counterpart[1]. In recent years India has witnessed a remarkable growth in personal care product industry due to higher awareness on hygiene, increasing income level and mass media support.[2] In a 2007 survey, market research firm The Nielsen Company found that 84% of Indians felt greater pressure to look better than the generation before them; 30% conceded they are spending more and more on beauty products and treatments; 36% invested monthly on hair care and 21% get a facial done every month[4]. In order to keep the beauty appearance, men's grooming tools have become the largest benefits of keeping up appearances "men's grooming tools are among the largest growth drives in the overall personal care industry and product categories like men's facial skin care continue to grow at a fast pace." by the NPD group[4]. Shikha Shah in his article quoted that man is expecting a good perfume to maintain beauty and appearance due to cultural and social expectation of our society. As a valuable grooming tip for men, they must buy especially for men such as good deodorants, perfumes and mouth fresheners[5]. It was the Kolkata-based Industries that first defined the men's beauty segment, with its Fair And Handsome cream, launched in 2004. The men's fairness segment is now worth about Rs 100 crore, and it has a 65% market share. Research showed that an Indian male spends an average of about 20 minutes in front of the mirror every morning compared to 18 minutes spent by a female," says Aditya Agarwal, Director (Marketing), "Compared to women's skin, men's skin is three times more exposed to the sun's UV rays, pollution and stress," he says[6]. Therefore, there is a need for a study to find out why do men use and what do influence them to buy.

Theoretical Reviews of Personal Care Products

Product is any goods launched to a market for awareness, acquisition, utilizing or consumption and it suppose to be able to satisfy the need or demand. Products can be in terms of physical matter, services, people, places, association, institution and thoughts" (Borden, 1964). According to Draelos and Thaman (2006), Skin care product should provide the maintenance and treatment against the hygienic of the skin under optimal conditions of sanitation and comfort, or attending to someone or something. Relating to this study, skin care products include facial foam, cleanser, toner, day or night cream, moisturizing cream, eye cream, anti wrinkle & other anti aging, sun block and tanning cream. Generally shaving products are accounted as skin care product for men, but it seems to be common and logic for male customers to buy and use those kinds of products. Consequently the term 'products' in this study refer to skin care products, excluding shaving products. The overall of this market looks so shiny, accessible, and profitable and opened for the growth. The forecasts are optimistic and the results are successfully over expected. For instance, by the fact of MarketResearch.com (2007) stated the average of Clarins's products sales consumed by men is higher that the women's one. Clarins Men reached 170% of its objectives in 2002. According to Christian Courtin (2003) from Clarins, men's purchasing amount is higher than what the company aimed, she stated that men purchase for 4 items by average comparing to 2 items by average of women purchasing. One more case was from the first

enter of Biotherm Homme, that launched approximately 45 product items at that time and made Biotherm become well known, well-recognized and grew up dramatically about 250% minimum during 1997-2002 (Casafree.com, 2007) The consumption volume can prove that men's purchasing achieved over the expectation. Even men have strong demand and purchasing power but it could not be a good balanced market for men without attracting or motivating. The communication media is very powerful to influent on men readers by men's press. It can emphasize men to concern and know themselves towards their implicit desire. Whether it could be Maximal, Men's Health, New look, or even Mr. Magazine, and so, they draw in mind toward having attracted with the beauty (Feng, 2008). Due to the baby booming trends in men perspective, many companies capture this point as a main key target for products, not only adult who prefer good looking and pay attention on anti-aging products but younger men are also seen as bright opportunity in men's grooming segment, particularly in skin care sector.

Many companies as Unilever, the maker of Axe, and Gillette, the maker of Tag, are paying attention on the younger men by playing a marketing strategy between image of brand and gender distinction. Their ad campaigns are noticeably alike, are straightforward motivate men to use the products in order to be irresistible in women aspect.

Objectives

1. To know the personal profile of male PCP consumers.

2. To know the underlying dominant dimensions of their PCP usage purposes (PCP UP), purchase Considerations, influencers of PCP advertisement and emphasis factors of PCP advertisement.

3. To know the influence of personal profiles on PCP UP.

Research Methodology

The researcher collected the Data with the help of a well-structured questionnaire from 500 male respondents of Chennai city using convenient sampling. The PCP purchase considerations and opinion towards advertisement and emphasis factors of PCP advertisements variables were measured using 5 point Likert scale. To check the reliability of scale, cornbach's alpha reliability co-efficient was used. The value being 0.778, scale is more consistent and highly reliable.

Questionnaire Design

The questionnaire has been divided into 5 sections:

Section I deals with personal profiles of the respondents such as age, educational level, occupational level, nature of family, monthly family income, mode of transport, monthly expenditure on PCP product and daily distance travelled.

Section II deals with questions on (PCP UP) PCP usage purpose variables of pleasing appearance, improvement of complexion, improvement of handsomeness, attraction of opposite gender, improvement of social status, parlor/doctor recommendation and celebrity influence.

Section III deals with questions on PCP purchase consideration variables.

Section IV deals with questions on opinion about advertisement variables

Section V deals with the emphasis factors in PCP advertisement variables

Statistical Tools Used

The data collected were subjected to Percentage analysis, Descriptive analysis, Factor analysis, and Regression Analysis using SPSS Version 17.

Table 1 indicates that Majority of the respondents are Employed(73.4%), Earning monthly family income of Less than Rs.20000 (56.2%),belonging to nuclear families(63.8%) and sizeable section of the them use two wheeler as their mode of transport, have self-employment and are higher educated.

Table 2 reports that the average monthly expenditure on PCP Product is around Rs.1953.50 and average daily distance travelled by the PCP respondents is 17.28kms.

The table 3 shows that PCP Usage Purpose (PCP UP) Variables with their communality values ranging from 0.305 to 0.718 have goodness of fit for factorization. KMO-MSA value of 0.717 and chi-square value of 417.466 with df of 28 and P-value of 0.000 reveal that factor analysis can be applied for factorization of 8PCP UP variables. Two dominant independent PCP UP factors explaining 43.639% of total variance have been extracted out of 8 PCP UP Variables. Of them the most dominant factor is Social Acceptance Factor (SAF) followed by Recommendation Factor (RF), in the order of their dominance.

The table 4 reports that PCP Purchase Consideration Variables with their communality values ranging from 0.306 to 0.638 have goodness of fit for factorization. KMO-MSA value of 0.662and chi-square value of 475.910 with df of 45 and P-value of 0.000 reveal that factor analysis can be applied for factorization of 10 PCP PC variables. Three dominant independent PCP PC factors explaining 48.589% of total variance have been extracted out of 10PCP PC Variables. Of them the most dominant factor is Product emphasis Factor (PEF) followed by Influencer Factor (IF), and Packing Factor (PF), in the order of their dominance.

The table 5 indicates that PCP advertisement factors with their communality values ranging from 0.415 to 0.647, have goodness of fit for factorization. KMO-MSA value of 0.685 and chi-square value of 492.501 with df of 91 and P-value of 0.000 reveal that factor analysis can be applied

for factorization of 14 PCP AF variables. Five dominant independent PCP AF factors explaining 49.589% of total variance have been extracted out of 14 PCP A Variables. Of them the most dominant factor is Negative impact Factor (NIF) followed by Motivation Factor (MF), and Empowerment Factor (EF), and Exhibit Factor (EBF), and Entertainment Factor (EF) in the order of their dominance.

Analysis and Interpretation

Table 1: Personal Profile of the PCP Respondents

Personal Profile	Profile Groups	N	%
AGE	Upto 35 years	250	50
	Above 35 years	250	50
Educational Level	No Education	95	19
	School Education	198	39.6
	Higher Education	207	41.4
Occupation Status	Student	133	26.6
	Employed	367	73.4
Nature of employment	Student	133	26.6
	Self-employed	179	35.8
	Government Employee	63	12.6
	Private Employee	125	25.0
Monthly Family Income per month	Less than Rs.20000	281	56.2
	Between Rs.20000 – Rs.100000	183	36.6
	Above Rs. 100000	36	7.2
Nature of Family	Nuclear Family	319	63.8
	Joint Family	181	36.2
Mode of Transport	Walk	81	16.2
	Cycle	76	15.2
	Two Wheeler	181	36.2
	Auto	15	3.0
	Four Wheeler	57	11.4
	Bus/Train	90	18.0

Table 2: Descriptive Statistics of Monthly Expenditure on PCP and Daily Distance Travelled

Description	Monthly Expenditure on PCP Product (In Rs.)	Daily Distance Travelled (In Kms.)
Mean	1953.50	17.28

Factorisation of PCP Usage Purpose Variables

Table 3: PCP Usage Purpose (PCP – UP) Variables

Factor Names & Total Variance Explained	Variables	Factor Loading	MSA	Communalities	Mean	S.D
Factor 1 Social Acceptance Factor 23.842%	Improvement of Handsomeness	0.684	0.770	0.475	3.74	1.159
	Peer/Friends Acceptance	0.677	0.693	0.464	3.38	1.129
	Protection/Improvement of Complexion	0.551	0.768	0.305	3.96	0.752
	Attraction of Opposite Gender	0.541	0.738	0.328	3.51	1.195
	Pleasing Appearance	0.527	0.763	0.376	4.34	0.824
Factor 2 Recommendation Factor 19.797%	Parlous/Doctor Recommendation	0.845	0.608	0.718	3.22	1.313
	Celebrity Influence	0.611	0.692	0.449	3.09	1.335
	Improvement of social status	0.592	0.731	0.376	3.74	1.144
KMO – MSA = 0.717 Total % of Variance Explained = 43.639						
Bartlett's Test of Sphericity Chi Square value of 417.466 with df28 at P Value of 0.000						

Table 4: Factorisation of PCP Purchase Consideration (PCP – PC) Variables

Factor Names & Total Variance Explained	Variables	Factor Loading	MSA	Communalities	Mean	S.D
Factor 1 Product emphasis Factor 19.588%	Performance	0.722	0.692	0.526	4.09	0.93
	Quality	0.708	0.701	0.530	4.39	0.747
	Safety and Health	0.595	0.708	0.357	4.14	1.088
	Design and Style	0.523	0.697	0.386	3.70	1.041
	Price	0.405	0.701	0.306	4.50	0.787
Factor 2 Influencer Factor 17.240%	Peer Group/ Friends Influence	0.793	0.601	0.638	3.02	1.264
	Family & Relative Influence	0.712	0.642	0.566	2.98	1.240
Factor 3 Packing Factor 12.145%	Packing	0.672	0.568	0.483	3.68	0.988
	Advertisement	0.625	0.647	0.540	3.54	1.206
	Product Availability	0.540	0.605	0.565	3.74	1.171
KMO – MSA = 0.662 Total % of Variance Explained = 48.973						
Bartlett's Test of Sphericity Chi Square value of 475.910 with df45 at P Value of 0.000						

Table 5: Factorisation of Statement on PCP Advertisement (PCP – A) Variables

Factor Names & Total Variance Explained	Variables	Factor Loading	MSA	Communalities	Mean	S.D
Factor 1 Negative impact Factor 12.105%	They lead to skin care problem	0.772	0.713	0.610	3.75	0.983
	They lead to unnecessary purchase	0.740	0.689	0.579	4.13	1.110
	They encourage negative tendency	0.498	0.748	0.428	3.63	1.137
	They are false and misleading	0.567	0.738	0.415	3.54	1.200
Factor 2 Motivation Factor 11.355%	They give satisfaction to buyers	0.689	0.636	0.509	3.80	1.000
	They increase the price of the product	0.670	0.682	0.553	4.00	1.090
	They are attractive leading to purchase	0.616	0.675	0.471	3.96	0.993
Factor 3 Empowerment Factor 11.254%	They promote gender equality	0.760	0.617	0.602	3.34	1.155
	They promote gender empower	0.681	0.645	0.542	3.35	1.191
Factor 4 Exhibit Factor 9.696%	They portray real life	0.738	0.624	0.630	3.18	1.180
	They are scientifically proved	0.610	0.671	0.480	3.39	1.231
	They lead to cultural degradation	0.493	0.718	0.538	3.46	1.173
Factor 5 Entertainment Factors 9.164%	They are entertaining	0.641	0.754	0.493	3.52	1.168
	They are result in better product development	0.610	0.594	0.647	3.72	1.038

KMO – MSA = 0.685 Total % of Variance Explained = 53.575%; Bartlett's Test of Sphericity Chi Square value of 492.501 with df91 at P Value of 0.000

Table 6: Factorisation of PCP Advertisements Emphasis Variables in (AEV)

Factor Names & Total Variance Explained	Variables	Factor Loading	MSA	Communalities	Mean	S.D
Factor 1 Creativity Factor 28.786%	Creativity	0.850	0.573	0.722	3.94	1.046
	Product	0.752	0.596	0.602	4.14	0.885
Factor 2 Communication Factor 26.253%	Audio/Visual communication	0.732	0.694	0.548	3.96	1.126
	Language	0.681	0.633	0.482	4.34	0.937
	Culture	0.519	0.664	0.398	3.73	1.157
KMO – MSA = 0.615 Total % of Variance Explained = 55.638						
Bartlett's Test of Sphericity Chi Square value of 168.803 with df10 at P Value of 0.000						

Table 7: Multiple Regression Results of Influence of all Profile on PCP UP

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.650	0.423	0.411	3.70768

Table 7.1: Analysis of Variance of Influence of all Profile on the Total

Sources of Variance	Sum of Squares	Df	Mean Square	F	P – Value
Regression	4918.750	10	491.875		
Residual	6722.248	489	13.747	35.781	0.000
Total	11640.998	499			

Table 7.2: Profiles and PCP Factors significantly influencing the PCP UP

Influencing Variables/Dependent Variables	Unstandardized Coefficients		Standardized Coefficients	t Value	P – Value
	B	Std. Error	Beta		
(Constant)	5.226	1.739		3.004	0.003
Negative impact	0.495	0.060	0.299	8.188	0.000
Packing	0.485	0.089	0.203	5.446	0.000
Influencer	0.340	0.088	0.150	3.844	0.000
Income	0.866	0.303	0.113	2.860	0.004
Empowerment	0.304	0.094	0.121	3.252	0.001
Distance travel	0.039	0.013	0.125	3.089	0.002
Age groups	-1.575	0.391	-0.163	-4.137	0.000
Product emphasis	0.170	0.063	0.099	2.710	0.007
Monthly expenditure on PCP	0.000	0.000	0.104	2.298	0.022
Exhibit	0.190	0.085	0.085	2.237	0.026

The table 6 shows that PCP emphasis Factor Variables with their communality values ranging from 0.398 to 0.722, have goodness of fit for factorization. KMO-MSA value of 0.615 and chi-square value of 168.803 with df of 10 and P-value of 0.000 reveal that factor analysis can be applied for factorization of 5 PCP AEV variables. Two dominant independent PCP EFA factors (AEF) explaining 55.638% of total variance have been extracted out of 5 PCP EFA Variables. Of them the most dominant factor is Creativity factor (CF) followed by Communication Factor (CF) in the order of their dominance.

Table 7 reports that Negative impact, Packing, Influencer, Income, Empowerment, Distance travel, Product

emphasis, Monthly expenditure on PCP and Exhibit have positive and significantly influencing on PCP UP. The youth up to 35 years of age have significantly higher PCP UP.

Findings and Suggestions

1. As the respondents travel every day a long distance, are spending sizeable amount for PCPs, accept social acceptance for usage of PCPs more than recommendation, and are product conscious of performances, quality and safety while using PCP.

2. They are also of the opinion that PCP advertisements predominantly have negative impact on them rather than motivation.

3. As the youth consumers have higher PCP usage purpose it is important that PCP Advertisement should be creative and impress them about positive and health aspect of PCP usage.

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