

A FACTOR ANALYSIS ON ATTITUDE CHARACTERISTICS OF CONSUMER BUYING BEHAVIOUR FOR MALE COSMETICS PRODUCTS IN PUNE CITY

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ABSTRACT

The present study investigates and evaluates 'attitude characteristics' which affects consumer buying behaviour of male cosmetics products in Pune city. A questionnaire was developed and distributed to Pune male consumers aged 20 to 50 years by using convenience sampling technique. The total sample consists of 156 respondents. Data was analyzed by using factor analysis in SPSS version 17.0. The study provides evidence and an insight on various variables used for analysis and reveals that self-esteem, anxiety, self presentation and conformity have given more significance by Pune men for purchasing male cosmetics products.

KEYWORDS: Anxiety, Consumer Buying Behaviour, Cosmetics, Self-presentation, self-esteem.

INTRODUCTION

It is well known fact that the success of any business organization stems from company's ability to understand and influence consumer behaviour. This study is needed to consider when designing and implementing marketing programs. Failure to understand the dynamic buyer behaviour and improper allocation and coordination of resources will lead the organization to great losses. There are three sections of consumer behaviour 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.

Cosmetics are substances which are defined under the Drugs and Cosmetics Act 1940 and Rules 1945 as "Articles which are meant to be rubbed, poured, sprinkled, or sprayed on or introduced into or otherwise applied to the human body for the purpose of cleansing, beautifying, promoting attractiveness or altering the appearance."

Indian cosmetics industry:

According to industry sources, the total size of the Indian retail beauty and cosmetics market is currently estimated at \$1.5 billion, with fragrance comprising the largest component. Color cosmetics account for 14%, fragrances - 21%, hair care - 19%, skin care - 17%, beauty services - 13%, herbal products - 9%, others - 7%. If the overall beauty and wellness market is considered, which includes beauty services, the market is estimated to be around \$2.68 billion. The cosmetics market in India is growing at 15-20% annually, twice as fast as that of the United States and European markets. The growth rate in the cosmetics market reflects an increasing demand for beauty care products in India. Premium global brands are gaining sales as Indian consumers gain exposure to the global media and move from functional items to the advanced and specialized cosmetic products. Even with a good growth rate, however, penetration of cosmetic and toiletries is very low in India. Current per capita expenditure on cosmetics is approximately \$11.00 as compared to \$40.00 in other Asian countries.

Indian men cosmetic users:

Before a decade or so, the word 'cosmetics' was predominantly associated with a single gender i.e. women. It did not mean that males never used cosmetic products. They certainly did. However, marketers coined term 'male cosmetics' recently thus identifying special segment for particular products on the basis of gender differentiation. Undoubtedly, men are becoming more and more sensitive about skin care and grooming. 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. This newfound male grooming consciousness was encouraged by men's active participation in prominent fashion shows, such as the popular Fashion TV channel, and in beauty pageants exclusively for men especially in the forward-looking and cosmopolitan cities of Mumbai, Bangaluru and New Delhi. This particular segment which is at its early stage of its development with a growth of only 6%, remains a nascent niche. 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. Pune has been seeing a very strong economic growth for almost 10 years creating the potential for a sustained boom in consumer spending in the decades to come. Second, the demographic profile is turning extremely favorable towards sustaining growth in economic activity and in consumption. Manufacturing is already seeing signs of a renewed boom in investment in diverse industries including defenses. The services sector is also moving beyond IT. The largest growth in the coming years will be in a host of new services including retail, healthcare, leisure and recreation, education and coaching, construction and other real estate, grooming and well-being, and travel and hospitality. With the growing class of businesses and employment, Pune is attracting a large number of youths in the region across the country. The increasing urge in grooming the youths has been creating a lot of opportunities for male cosmetic market.

Literature Review

The word 'Cosmetics' is known to human race since ages. At the same time, desire to look good and attractive for every individual also can be identified as the psychological need having been given the upper place in hierarchy for ages. However, it will be relevant to understand the exact meaning of the word 'cosmetic' from various sources at the outset.

According to dictionary.reference published on websites, the word 'cosmetic' is a noun and includes "powder, lotion, lipstick, rouge or other preparation for beautifying the face, skin, hair, nails etc." The second meaning in noun category is "cosmetics: superficial measures to make something appear better, more attractive or more impressive." When used as an adjective, it refers to as the "serving to beautify; imparting or improving beauty, esp. of the face;" Second adjective meaning of cosmetics means "used or done superficially to make something look better, more attractive of more impressive."

The free dictionary website refers cosmetics as noun in two ways: Firstly, "A preparation, such as powder or skin cream, designed to beautify the body by direct application." Secondly, "it is something superficial that is used to cover deficiency or defect." As an adjective it refers to "Serving to beautify the body, especially the face and hair." For cosmetic surgery, it refers to "Serving to modify or improve the appearance of a physical feature, defect or irregularity."

According to the FDA U.S. Food and Drug Administration under U.S. Department of Health & Human Services, 'cosmetics' are referred by their intended use, as "articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body...for cleansing, beautifying, promoting attractiveness, or altering the appearance" [FD&C Act, sec. 201(i)]. Among the products included in this definition are skin moisturizers, perfumes, lipsticks, fingernail polishes, eye and facial makeup preparations, shampoos, permanent waves, hair colors, toothpastes, and deodorants, as well as any material intended for use as a component of a cosmetic product. To identify the 'intended use,' the FDA has remarkably given certain explanation. According to it, product's intended use can be established on the basis of :- Claims stated on the product labeling, in advertising, on the Internet, or in other promotional materials: Certain claims may cause a product to be considered a drug, even if the product is marketed as if it were a cosmetic. Such claims establish the product as a drug because the intended use is to treat or prevent disease or otherwise affect the structure or functions of the human body. Some examples are claims that products will restore hair growth, reduce cellulite, treat varicose veins, or revitalize cells. Second, Consumer perception, which may be established through the product's reputation: This means asking why the consumer is buying it and what the consumer expects it to do. And third, Ingredients that may cause a product to be considered a drug because they have a well known (to the public and industry) therapeutic use: An example is fluoride in toothpaste.

According to the study conducted by Dr. Vinith Kumar Nair and Dr. Prakash Pillai R 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. They tend to buy cosmetic items from a single shop of their convenience. It is also observed that male consumers buy all their cosmetic items from one shop.

As Fan Shean Cheng, Cheng Soon Ooi and Ding Hooi Ting have observed that there is a significant and positive relationship between males concern towards self-image and their consumption of male grooming products.

As per observed by 'emmeplus' India's consumer elite continues to buy the more expensive international brands, offering top of the range high-tech beauty products, and it is this sector of society that is tipped to drive market growth. An 'emmeplus' report suggests that the Indian market is becoming increasingly sophisticated, with increasing consumer interest in skin care products particularly anti-aging and skin whitening formulations.

Study conducted by Chanintorn Mounghem and Jiraporn Surakiatpinyo states that today men are not as same as in their father's generation. Changing in men's behavior and environment make them consume more and more. Today, the change of men's behavior has distorted that attitude, not only being seen as consumer but also concerning more and more on their appearance. In research, they found that men consume more on skin care products. Even though the result reveals that number of respondent who do not use skin care product is higher than number of respondent who use skin care products, the difference between these two groups are not that high. So it can be implied that men are more concerning on this trend. Especially younger generation because they are more open to skin care product than older generation. However, financial factor also plays as an important role because people who earn more money have more opportunity to access these kinds of products more than those who have less money. Moreover, it was found that occupation do not affect on their spending pattern because respondents who have the job spend the amount of money as same as respondents who are students and unemployed. And there are many reasons drive men to use skin care product but the most two important reasons are improving their skin and personal hygiene. These two reasons reveal that men are concerning on their appearance.

In the study "A sex difference in facial contrast and its exaggeration by cosmetics" done by Richard Russel display typical application of cosmetics was found to increase the contrast between the eyes, lips, and the rest of the faceöprecisely the manipulation capable of making the face appear more feminine. It is extremely unlikely that this would happen by chance. Parts of the face could be lightened or darkened in many different spatial patterns, but only this particular pattern is related to how male and female faces differ. Further, there is a direction to the spatial patternöincreasing the contrast makes the face appear more feminine, but decreasing it makes the face appear more masculine.

A study done by Mert Topoyan and Zeki Atıl Bulut states in the research paper titled "packaging value of cosmetics products: an insight from the view point of consumers" that consumers expect more sophisticated packages from known brands, consumers are willing to pay more on better packages and better packaging designs positives influence customer satisfaction.

Objective of study

1. To get the detailed insight of 'attitude characteristics' of male cosmetic concept on consumer buying behaviour.
2. To understand and select the key variables of 'attitude characteristics' 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 Pune Municipal Corporation (PMC) and Pimpri-Chinchwad Municipal Corporation (PCMC) areas 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 156 respondents.

Design the data collection instrument and identify the right data collection method: The close-ended questionnaire was developed from standard questions of relevant literature as a research instrument. 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 19.0 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	97	62.18
		30 to 40	51	32.69
		more than 40	8	5.13
2	Marital Status	Single	95	60.90
		Married	61	39.10
3	Occupation	Student	72	46.20
		Service	82	52.60
		Business/Professionals	2	1.30
4	Family's Monthly Income	Less than 10,000	4	2.60
		10,000 to 20,000	10	6.40
		20,001 to 30,000	32	20.50
		30,001 to 40,000	44	28.20
		40,001 and above	66	42.3

The Table 2 shows the table of communalities before and after. The communalities in the column labelled Extraction reflect the common variance in the data structure. 69.3% of the variance associated with question 1 is common, or shared, variance.

Table 2: Communalities

	Initial	Extraction
Feel awkward (Buying cosmetics)	1.000	.693
Feel awkward (Using cosmetics)	1.000	.227
Not a women area	1.000	.622
Afraid of being teased as feminine	1.000	.629
Urban fashion man	1.000	.732
Self-esteem	1.000	.593
Anxiety	1.000	.672
Self-presentation	1.000	.632
Conformity	1.000	.745
Emotional stability	1.000	.515
To distinguish image (Social Field)	1.000	.734
To distinguish image (Professional Field)	1.000	.826

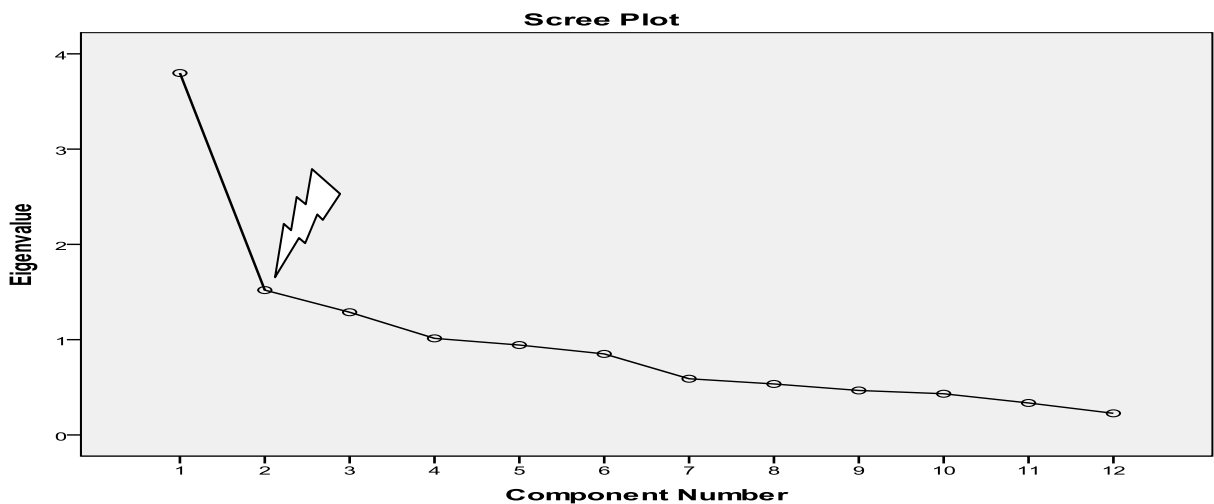
Extraction Method: Principal Component Analysis.

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 12 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 displays the eigenvalue in terms of the percentage of variance explained (factor 1 explains 31.65% 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 four factors, where 63.5 % 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 (31.65% compared to 12.66, 10.73 and 8.44), however after extraction it accounts for only 21.12% of variance (compared to 18.99, 13.78 and 9.59 respectively).

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	3.798	31.654	31.654	3.798	31.654	31.654	2.535	21.122	21.122
2	1.520	12.668	44.322	1.520	12.668	44.322	2.279	18.995	40.117
3	1.288	10.731	55.053	1.288	10.731	55.053	1.654	13.784	53.901
4	1.014	8.447	63.500	1.014	8.447	63.500	1.152	9.599	63.500
5	.943	7.862	71.362						
6	.850	7.087	78.449						
7	.590	4.915	83.363						
8	.535	4.459	87.822						
9	.467	3.890	91.712						
10	.432	3.603	95.314						
11	.336	2.796	98.110						
12	.227	1.890	100.000						

Extraction Method: Principal Component Analysis.



The scree plot is shown above with a thunderbolt indicating the point of inflexion on the curve. This curve is difficult to interpret because the curve begins to tail off after two factors, but there is another drop after four factors before a stable plateau is reached. Therefore, it is justified to retain four factors.

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

	Component			
	1	2	3	4
Feel awkward (Buying cosmetics)	.514	.587		
Feel awkward (Using cosmetics)				
Not a women area	.627			
Afraid of being teased as feminine	.573			
Urban fashion man	.647		-.534	
Self-esteem	.717			
Anxiety	.570		.441	
Self-presentation	.684			
Conformity	.760			
Emotional stability	.547			
To distinguish image (Social Field)		.760		
To distinguish image (Professional Field)				.739

Extraction Method: Principal Component Analysis.
 a. 4 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 21.12%. Five out of twelve variables load on significantly to this component, which includes cosmetics is not a women area, self-esteem, anxiety, self presentation and conformity.

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 18.99%. Five out of twelve variables load on significantly to this component, which includes cosmetics is not a women area, afraid of being teased as feminine, urban fashion man, self esteem and emotional stability.

Component 3: The rotated matrix has revealed that respondents have perceived these factors to be the most important factors with the highest explained variance of 13.78%. Three out of twelve variables load on significantly to this component, which includes feel awkward while buying cosmetics, feel awkward while using cosmetics and to distinguish image on social field.

Component 4: The rotated matrix has revealed that respondents have perceived these factors to be the most important factors with the highest explained variance of 9.59%. Only one out of twelve variables loads on significantly to this component, which is to distinguish image on professional field.

Table 5: Rotated Component Matrix

	Component			
	1	2	3	4
Feel awkward (Buying cosmetics)			.721	
Feel awkward (Using cosmetics)			.441	
Not a women area	.405	.616		
Afraid of being teased as feminine		.734		
Urban fashion man		.791		
Self-esteem	.632	.437		
Anxiety	.794			
Self-presentation	.751			
Conformity	.782			
Emotional stability		.631		
To distinguish image (Social Field)			.855	
To distinguish image (Professional Field)				.875

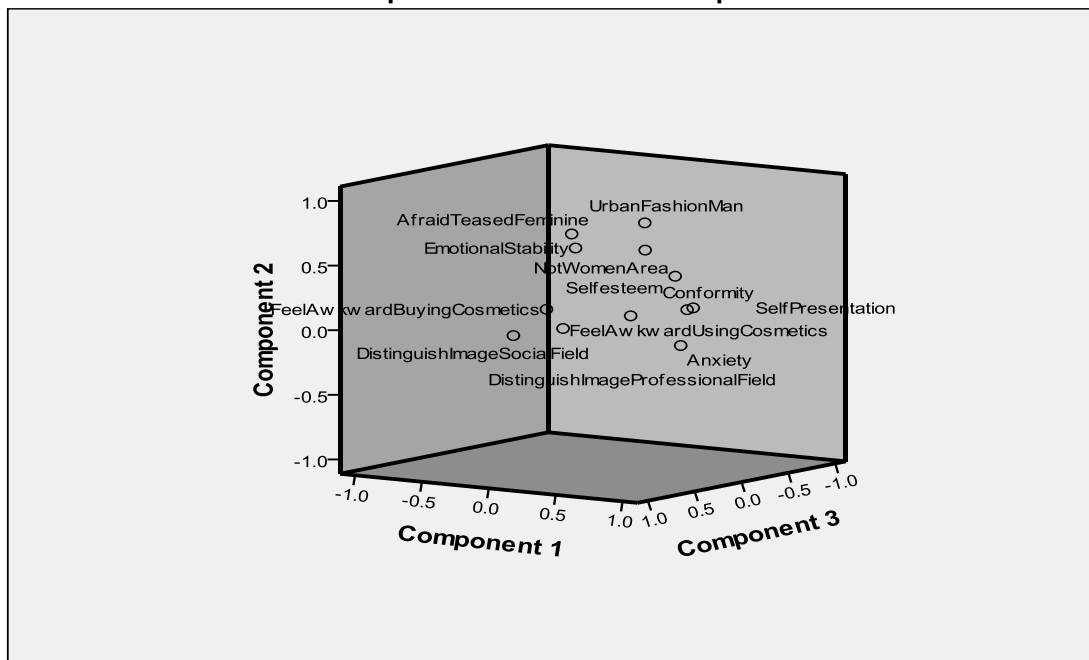
Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Following ‘Component Plot in Rotated Space’ diagram is representation of rotated component matrix.

Component Plot in Rotated Space



Findings and conclusion

Acceptance of cosmetics for frequent use has been on the rise among Indian male consumers. The process of evaluating and selecting the most appropriate or 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. Cosmetics, as specially targeted for male members in India are used for enhancing the social value in terms of outwardly appearance of the individuals. The present study shows that cosmetic is no more a women area and self-esteem, anxiety, self presentation, conformity are most dominant factors that affect the male consumer buying behaviour for male cosmetics products.

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