A STUDY ON COSMETICS CONSUMPTION AMONG TEENAGE BOYS IN WAYANAD DISTRICT OF KERALA STATE

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ABSTRACT
The study was conducted to investigate the consumption behavior and attitudes towards cosmetics among teenage boys in wayanad district of Kerala state. The research first sought to explore how different variables influence male consumers’ cosmetics purchasing decisions. The secondary research aim was to analyze how metro sexuality was applied in wayanad. Last to seek for identifying what are the key determinants in wayanad young mens’ cosmetics purchasing behaviors. Theoretical framework sought to provide the most relevant theoretical background. In this section, a brief overview of cosmetics markets, the key concepts of the self, the relationship between cosmetics and self-concept, and core theories on consumption behavior have been discussed. This part was mainly based on the review of previous supportive studies. The empirical research was conducted using a quantitative method. The sample was limited to 15-20 aged boys who live in wayanad district of Kerala. Primary data was obtained by the usage of questionnaires, an instrument for collecting information about wayanad men’s consumption behaviors and attitudes towards cosmetics. The result indicated that men’s cosmetics purchasing behaviors are strongly influenced by cultural and personal factors. The main determinants in purchasing behaviors are hygiene functions, features and fragrance of the product, and price-quality relationship. Although the relatively higher average reflected their positive attitudes towards the purchase of cosmetics, they still maintain traditional consumption behaviors. It is crucial for marketers to develop their awareness through employing appropriate marketing communicating tools.

Keywords: Male Consumer Behavior; The Self-Concept; Male Cosmetics Market

INTRODUCTION
Everyone wants to be beautiful. The global world we are living in sets stereotypes that become models. Models that are over represented all around us: in the magazines, on the television, in the fashion shows, in the commercials, in the streets and even at work or at school. It is a fact; everybody wants to look like the magazines’ figures, men as well as women: a perfect skin and a perfect body for a perfect life. This growing concern is a gold mine for the cosmetic brands. But how to define cosmetics? Cosmetics are substances used to enhance the beauty of the human body. It implies psychologically that you are compensating for something you do not have.1 Cosmetics include products such as shampoos and soaps as well as make-up, hair cares and perfumes.2 The women market is running since a large number of years whereas the business of selling cosmetic for men is booming since a couple of year. The male body, before eclipsed by its female counterpart, is more and more shown off in the media, advertisement or the cinema. Nowadays, men are more conscious of their body and the need to conform to the injunctions of youthfulness, healthiness, and thinness which make them go from “sanitarians to body aesthetics” 3. The development of fashion magazines for men reinforces this new concern of the men for their appearance. The explosion of the male press in general
goes hand in hand with the one of consumption of beauty products for men. Thus, the men conform more and more to certain patterns of beauty and are more sensitive to the cosmetics, like products enable them to improve their appearance, to put it in scene, to dramatise it. However, although men use more and more cosmetics, it is estimated that their products are still bought at 80% by their wife. But, even if market research suggests that the women expect their companions to take care of their appearance also, some still fear that the purchase of cosmetic products call into question their virility, associating them to a female, effeminate or homosexual universe; the stereotypes seem to have the hard life! Indeed, the body, appearance, and the beauty reflect to the game of seduction and consequently with sexuality and the object or rather about the desire: women versus men. Therefore, as research remain relatively seldom when talking about cosmetics for men, it seemed important to understand what these terms mean today for the men, considering the evolution of mores and mentalities on the one hand, and of their orientation or preference for one or the other sex, on the other hand. In fact, men do not have the same “cosmetic” speech obviously as the women which explain certain failures of products due to packaging considered to be too feminine or inadequate smell. Also, it can be supposed that the heterosexuals do not have the same uses and experiences of this category of products as the homosexuals. Obviously, many differences exist between the market of cosmetics for women, and the one for men. Thus, the firms have had to adapt their marketing strategies to this new target to lead them buy their products. Those adaptations touch all the areas of the mix marketing: product, communication, place and price.

Cosmetics Markets

The cosmetics market in India Bearing a long glowing heritage of cosmetic and beauty, aesthetic makeup products is being used since olden days and nowadays it appear like a booming economy in India which would be the largest cosmetic consuming country in a next few decades. While the demand of beautifying substances are growing day by day, a large number of local as well as international manufacturers gradually extend their ranges and products in different provinces of India.

Since 1991 with the liberalization along with the crowning of many Indian women at international beauty pageants, the cosmetic industry has come into the limelight in a bigger way. Subsequently there has been a change in the cosmetic consumption and this trend is fueling growth in the cosmetic sector. Indian cosmetic Industry had rapid growth in the last couple of years, growing at a CAGR of around 7.5% between 2006 and 2008. While this is due to the improving purchasing power and increasing fashion consciousness, the industry is expected to maintain the growth momentum during the period 2009-2012. In the Indian Cosmetic Industry both electronic as well as print media are playing an important role in spreading awareness about the cosmetic products and developing fashion consciousness among the Indian consumers.

Due to the development of satellite television and a number of television channels as well as the Internet in the modern day, the Indian consumers are constantly being updated about new cosmetic products, translating into the desire to purchase them. Additionally, the flourishing Indian fashion/film industry is fueling growth into the Cosmetic industry in India by making Indians to realize the importance of having good looks and appearances. Today most of the cosmetics manufacturers in India cater to the domestic market but they are gradually establishing their footholds in overseas markets. In recent years, cosmetic manufactures in India have received orders from overseas markets; for example - Indian herbal cosmetic products have a tremendous demand in the international market.

The Indian Cosmetics Industry is defined as skin care, hair care, color cosmetics, fragrances and oral care segments which stood at an estimated $2.5 billion in 2008 and is expected to grow at 7%, according to an analysis of the sector. Today herbal cosmetics industry is driving growth in the beauty business in India and is expected to grow at a rate of 7% as more people shun chemical products in favour of organic ones

The emphasis of the herbal cosmetic has been on the spectacular growth of the herbal and ayurvedic beauty products business as conveyed by beauty expert Shahnaz Husain who was the first to introduce
the concept of ayurvedic cosmetics to the world when she launched her products way back in 1970. Today, the Indian cosmetics industry has a plethora of herbal cosmetic brands like Forest Essentials, Biotique, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus and many more. The Indian cosmetics industry has emerged as one of the unique industries holding huge potential for further growth. In 2009, the cosmetics industry registered sales of INR 356.6 Billion (US$ 7.1 Billion) despite the global economic recession. Indian cosmetics Industry has mainly been driven by improved purchasing power and rising fashion consciousness of the Indian population and industry players spending readily on the promotional activities to increase consumer awareness and develop their products.

According to a new research report, the Indian Cosmetics Industry is expected to witness impressive growth rate in the near future owing to rising beauty concern of both men and women. Today the industry holds promising growth prospects for both existing and new players.

The baseline is that there has been a rise in variety of products offered by the industry players in the country. The companies have started going for rural expansion and are offering specialized products to generate revenues from all the corners of the country. Improvement and strengthening of the Indian economy in the coming years will also pave the way for the Indian cosmetics market over the forecast period and develop the Cosmetic Industry.

The Indian Cosmetic market which traditionally a stronghold of a few major Indian players like Lakme, and Ponds have seen a lot of foreign entrants to the market within the last decade. India is a very price sensitive market and the cosmetics and personal care product companies, especially the new entrants have had to work out new innovative strategies to suit Indian preferences and budgets to establish a hold on the market and establish a niche market for them According to analysis and figures given by the Confederation of Indian Industries (CII), the total Indian beauty and cosmetic market size currently stands at US$950 million and showing growth between 15-20% per annum. The overall beauty and wellness market that includes beauty services stands at about US$2,680 million, according to CII estimates.

OBJECTIVE OF THE STUDY

1. To study the demographic profile of the sample respondents.
2. To analyze the factors influencing on buying decisions.
3. To study the buying process of cosmetic products.
4. The analyze the effect of media communication on buying behaviour.

SCOPE AND SIGNIFICANCE OF THE STUDY

This paper has been made an attempt to analysis the consumption of cosmetics among teenage boys in wayanad district of kerala state. This study conducted among school and colleges both in government and private sector in Kerala. Data was collected from students, parents, teachers, beauty parlors, cosmetics shop keeper and sales force.

RESEARCH METHODOLOGY

Secondary and Primary research were used for the purpose of answering research questions. Secondary data was derived from bibliographic and internet sources. The empirical research was carried out by the author in April and May 2015 in wayanad district of Kerala. Quantitative method was used in the research. Primary data was obtained by using questionnaires as an instrument for collecting information. The sample was limited to 15-20 aged boys who live in the wayanad district the questions cover ground of respondents’ purchasing behaviors and attitudes towards cosmetics, brand choices, and different motivators on buying decisions.
Research Design

This research is descriptive in nature.

Sample design is determined before data is collected. Random sampling method is used to collect the data from the population. The study is designed as a descriptive one on survey method. Simple random sampling method is used to collect data. Data are collected directly from the given population and collects opinions from students, teachers, parent and sales force.

Population and Sample

Population comprises of students, parents, teachers and sales force in wayanad, Kerala. The students included from government, aided, self-finance and private institutions in Kerala state. The study was conducted during the period from January 2015 to May 2015.

Tools for Analysis

The statistical tool used for the purpose of the analysis of this study is simple percentage technique and ranking techniques. After the collection of data through the questionnaire, editing was done carefully. Based on the responses of the samples, tables were prepared. The data collected were analyzed and interpreted with the help of tables & figures.

Tools for Data Analysis

Data was analyzed by using simple statistical tools like tables, bar diagrams and pie diagrams.

Sources of Data

The study is based on both primary data & secondary data. The primary data has been collected by using a questionnaire and the secondary data has been collected from books, magazines and the internet.

Sample Selected For the Study

A total of 100 respondents from sulthan bathery, kalpetta and manandavady cities were selected for the study. Convenience sampling method has been followed for collecting the response from the respondents.

Area of the Study

The study area is limited to wayanad district, Kerala. It is identified as one of the fast developing city in India with high per capita income.

LIMITATION OF THE STUDY

First, due to the time and limitation, the research was only focused on teenage boys who live in wayanad district of Kerala state. Although the target group may be considered as the most representative one, accuracy of the results might be influenced to examine men’s cosmetics consumption as a whole.

ANALYSIS AND INTERPRETATION

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Frequency</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Daily</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Weekly</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>3</td>
<td>Monthly</td>
<td>61</td>
<td>61</td>
</tr>
<tr>
<td>4</td>
<td>Yearly</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Festivals</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
Above table indicates 28% of the respondents preferred ayurvedic products, 14% of the respondents preferred chemical based products and 58% of the respondents preferred both type of products. It means that today’s consumers are changing their attitude towards more healthier & natural cosmetic products as a whole.

Table 3. Preferred Factors While Purchasing Cosmetics

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Factors</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand Name</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Quality</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>3</td>
<td>Price</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Other</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Above table shows that 85% of the respondents give preference to quality of product, 10% of the respondents consider brand name, 3% of the respondents consider price of the product & 2% of the respondents consider other factors.

Table 4. Source of Information for respondents

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Source</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Magazines/Newspapers</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>2</td>
<td>Beautician</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Friends</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Relatives</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>Doctor</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>6</td>
<td>Commercial Media</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>7</td>
<td>Other</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

The above table indicates that 23% of the respondents collected information from commercial media & internet, 20% of respondents from friends, 19% of respondents from magazines & newspapers, 12% of respondents from beauticians & relatives.

Thus various sources used by respondents for information collection before purchase.

**FINDINGS**

- It has been observed that even though the cosmetic market is dominated by female consumers, male consumers are coming at par with them.
- The working respondents were found more conscious of their appearance and ready to buy high priced products.
- Majority of the respondents preferred to purchase products from the shop that provide quality products with variety at reasonable price.
Majority of the respondents preferred to purchase cosmetic products from permanent stores, private bazaars & medical shops as they feel it is easily available and products are of good quality.

Quality was found as a most important factor for purchase of cosmetics by the respondents than price.

Most of the respondents are interested to recommend the product of others.

Television has found more impact on consumer and widely used for receiving information about the product. The use of internet by students and highly education consumers are also emerging as important factor.

It has been observed that in purchase decision, inspite of the impact of friends, family members, beauticians and others, the actual decision to buy was taken by the respondents on their own.

SUGGESTIONS

- A company should market exclusive cosmetic products for male consumers.
- A marketer should built up a prompt distribution channel to avoid the problem of non – availability of products.
- A proper communication should be created with doctor’’s, beauticians and should be involved in advertisement to make them more attractive, affective and reliable.
- Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.

CONCLUSION

The modern market is highly competitive in nature. The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix. While purchase of cosmetic product, the consumers are found more quality conscious preferred to purchase ayurvedic products, they wait for the brand during non-availability, become emerging as important source of information and inspite of impact of other factors, the actual brand decision is taken by themselves.

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