

A Gender Based Study of the Consumption of Cosmetic Products in Surat city in 2017-18

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Abstract :

Cosmetics are substances or products used to enhance or alter the outer appearance of the body or add fragrance or modify texture to glamorize human look. This craze has gained tremendous importance in the Indian society and has recently captured the male segment too. Use of variety of organic and inorganic compounds comprise typical cosmetic products. From natural to home made, from artificial to chemically induced formulas these products are capturing the Indian society not leaving the fastest growing city, Surat untouched.

This study covers men and women of the age 16-35 years, their preference for products, their monthly spending after cosmetics and increasing trends of consumption amongst men and women. The data base was elaborate as 500 questionnaires covering 5 zones of Surat and covers both the consumer segments viz. men and women.

The study concludes by projective figures based on statistical tests and application thereby covering necessary suggestions by the researcher.

Key words: Cosmetic compounds, Consumer preference, Social desirability, Comparative

Consumption pattern

Introduction:

Cosmetics are designed for the use and application to the physical construct of the body which generally comprises of chemical compounds, some being derived from natural sources (such as coconut oil, herbs, food ingredients, etc) and some being synthetics or artificial.

The word *cosmetics* is derived from the Greek κοσμητικὴ τέχνη (*kosmetikē tekhnē*), meaning "technique of dress and ornament", from κοσμητικός (*kosmētikos*), "skilled in ordering or arranging" and that from κόσμος (*kosmos*), meaning amongst others "order" and "ornament".

A variety of organic and inorganic compounds comprise typical cosmetics. Typical organic compounds are modified natural oils and fats as well as a variety of petrochemically derived agents. Inorganic compounds are processed minerals such as iron oxides, talc and zinc oxide.

Roots of herbal cosmetic usage in ancient India:-

The ancient science of cosmetology is noted to have originated in Egypt and India but the earliest records of cosmetic substances and their application dates back to Circa 2500 and 1550 B.C to the Indus valley civilization. There is historical evidence of highly advanced ideas of self beautification and a large array of various cosmetic usages both by men and women, in age old India. Many of the consumption practices were subtly interwoven with the seasons (Sanskrit: *Rutus*) and the normal rituals of life (Sanskrit: *Dinacharyā*). Significantly, the use of cosmetics was directed not only towards developing an outwardly pleasant and attractive personality, but towards holy merit (Sanskrit: *Punya*), Longevity with good health (Sanskrit: *Aayush* and *Aarogyam*) and happiness (Sanskrit: *Anandam*). In this context, the earliest reference of a beautician is from the great epic Mahabharata, where Draupadi worked for the queen of Virāta (Northern district of India). She called herself Sairandhri (A female attendant in the women's sections of the palace). There is a reference of her carrying a Prasādhana Petikā (A vanity case containing substances to beautify, toiletries and accessories to decorate).

Today several companies and channels are used to sell cosmetic products such as drug stores, supermarkets and discount stores. However, the growing use of computers and internet enhances the online retail market. Online sales of beauty products have increased steadily since 2004, generating approximately 21.47 billion U.S. dollars in sales in the U.S. by 2015. On the global

market, make-up products accounted for approximately 18.2 percent of the total cosmetic market value.

Review of Literature

A paper titled “the effects of male age and physical appearance on evaluation of attractiveness, social desirability and resourcefulness” by Arthur Peruni, Angela Marcello and Ward Pundey²⁹ demonstrate that attractive male targets, whether younger or older, were rated similarly in social desirability to unattractive targets, moreover elderly males were seen as equally desirable as younger males. This clearly states the importance of male grooming in the society.

A research paper published by Graham Jean Ann and A. J. Jouhar⁴³ labeled “The effect of cosmetics on person perception” reported that the use of cosmetics leads to more favorable appearance by both males and females. The study further reported that the use of cosmetics leads to more favorable ratings of personality as perceived by others.

Urvashi Makkar et al.,¹⁷ in their study “Changing Attitude of consumers from Chemical to Herbal Cosmetics in India” concluded that the middle class population has a sizeable growth in disposable income. The cosmetic consumers under various income groups have preference for herbal cosmetics. At present women were exposed to a variety of cosmetic products through television advertisements, magazines, newspaper, pamphlets and window display. Information regarding the quality of the cosmetics, the special benefits and the discounts offered were provided to the cosmetic consumers through different media.

Anjali Sharma et al.,³⁰ revealed in their study, ‘Impact of Brand Loyalty on Buying Behaviour of Women consumers for Beauty Care Products Delhi Region’ that quality and price were the two main parameters.

Neeraj Kaushik et al.,³³ conducted an analysis entitled, “A Study on consumers Buying Pattern of Cosmetic Products in South Haryana”. The study pointed out that quality and price were found to be the important criteria for buying cosmetics. Lower income group people gave more importance to price, while those of higher income group gave more importance to quality and brand name.

Priyanka Bhattarcharya³⁴ in her article, “Cosmetics Retailing in India: Obvious Excitement” stated that in India the increasing number of women in the age group of twenty two to forty five

with a high disposable income have realized the importance of looking good. They show interest in high quality skin care and color cosmetics. This segment had grabbed the attraction of the leading cosmetic market.

Prialatha et al., 35 pointed out in their study, 'A Study on Factors Influencing Rural Consumer Buying Behaviour towards Personal Care Products in Coimbatore District', that quality of personal care products and nearness to selling points were the most important facts for purchasing personal care products. The study points out that the consumers take rational decisions while purchasing personal care products.

Sinha and Singh reported (2015)², she said that, competition in the cosmetic market in India between nation land international brand, and between herbal and chemical product. The increase tendency and attraction of younger generation especially female are towards the natural products.

Rekha and Gokila, (2016)³, found that consumers are well aware with various herbal cosmetics and now no longer considered as luxury items. The perception of side effect and the chemical is the reason to switch over to herbal based cosmetics.

Rameshwari P., Mathivanan R., Jeganathan M., (2016) studied consumer buying behavior of cosmetic products in Thanjavur, Tamilnadu. Main objective of the study is to identify reasons for purchasing cosmetics and to identify factors influencing consumer buying decision for cosmetic products. Convenient sampling method was used as research method. Factor ranking method was used as statistical technique for analyzing data. In this study, it was found that though cosmetic market is dominated by female consumers, male consumers also participate in the same. The working respondents are more focused about their appearance and ready to buy high end products.

Dr. Nagananthi T., Mahalakshmi M. (2016) studied consumers' brand preference and buying behavior of cosmetic products at Coimbatore city. The main aim of study was to identify consumers brand preference towards cosmetic products and to determine the relationship of brand factors with demographic data. Primary data were collected from 200 samples through convenience sampling. Chi square test and one way ANOVA were used for data analysis. They found that personal care is one of the most important reasons for purchasing cosmetics.

Himalaya herbals were the most important brand among consumers. Demographic factors influence consumer to purchase the cosmetics.

Research Methodology

The study covers Surat city from where data were collected from five zones namely-Athwalines which covers citylight and vesu area , Varachha, central , katargam and Adajan areas to make the study logical. The population was approached through a structured detailed questionnaire base. Five hundred respondents were approached through questionnaires. The questionnaire comprised of 30 qualitative and quantitative questions to extract maximum information. Through random stratified sampling technique 250 men and 250 females were approached to get a balanced view. Under the umbrella of research the team conducted pilot study, made relevant changes and also approached the audience by conducting focused and personal interviews.

The data thereby collected was analyzed, interpreted and then used to develop graphs and charts. Hypothesis was formatted and results were derived on the basis of statistical test as Lilliefors significance correction, kruskal wallis test and pie charts to reach to conclusion. Test of normality was run to check whether the data is normally distributed. Appropriate suggestions were listed at the end of the research.

Hypothesis:

The following hypothesis was formatted:

H1- There is a significant demand for the use of beauty products by male segment in Surat city in 2018-19.

H0- There is insignificant demand for the use of beauty products by male segment in Surat city in 2018-19.

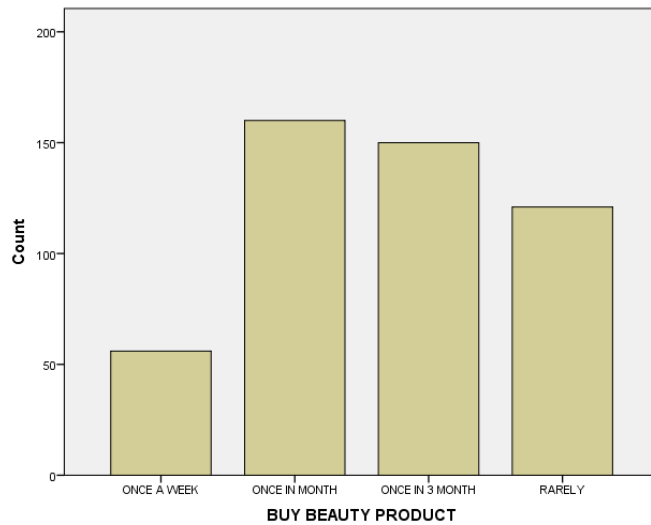
H2- There is an increase in the consumption of male beauty products along with female consumers.

H0- There is no increase in the consumption of male beauty products along with female consumers

H3- There is a significant relationship between health hygiene and beautification.

H0- There is insignificant relationship between health hygiene and beautification.

Data Analysis:



From the graph we can say that most people buy beauty products once in a month. There is significant use of beauty products amidst both genders. Regular consumption is seen.

Reason for visit to a saloon

Ranks			
	GENDER	N	Mean Rank
HAIRCUT	MALE	230	283.51
	FEMALE	257	208.64
	Total	487	
BEAUTYTREATMET	MALE	230	217.82
	FEMALE	257	267.43
	Total	487	
COSMETICTREATMENTS	MALE	230	233.41
	FEMALE	257	253.48
	Total	487	
MAINTENACE	MALE	230	238.03
	FEMALE	257	249.35
	Total	487	
LUXURY	MALE	230	247.50
	FEMALE	257	240.87
	Total	487	
TIMEPASS	MALE	230	242.68
	FEMALE	257	245.18
	Total	487	

Test Statistics^{a,b}

	HAIRCUT	BEAUTYTREA TMET	COSMETICTR EATMENTS	MAINTENACE	LUXURY	TIMEPASS
Chi-Square	46.128	35.901	12.015	2.206	1.603	.709
df	1	1	1	1	1	1
Asymp. Sig.	.000	.000	.001	.137	.206	.400

a. Kruskal Wallis Test

b. Grouping Variable: GENDER

Using krushkal wallis test , we can see that gender wise, most of the people visit salon for haircut .

Physical fitness is a part of beautification for both genders.

Ranks

	FITNESS TRAINING	N	Mean Rank
ATHOME	YES	333	225.42
	NO	153	282.85
	Total	486	
YOGA	YES	333	235.28
	NO	152	259.91
	Total	485	
GYM	YES	333	265.54
	NO	153	195.53
	Total	486	
AEROBICS	YES	332	247.99
	NO	153	232.17
	Total	485	
ZUMBA	YES	333	247.74
	NO	153	234.26
	Total	486	

Test Statistics^{a,b}

	ATHOME	YOGA	GYM	AEROBICS	ZUMBA
Chi-Square	27.389	6.715	38.287	8.178	5.928
df	1	1	1	1	1
Asymp. Sig.	.000	.010	.000	.004	.015

a. Kruskal Wallis Test

b. Grouping Variable: FITNESS TRAINING

From the krushkal wallis test , most of the people are interested in fitness training at the GYM.

Preference for specific brand amidst consumers in Surat city.

Ranks

	GENDER	N	Mean Rank
LAKME	MALE	230	222.76
	FEMALE	257	263.01
	Total	487	
PONDS	MALE	230	251.11
	FEMALE	257	237.64
	Total	487	
LOREAL	MALE	230	250.08
	FEMALE	256	237.59
	Total	486	
MAYBELLINE	MALE	230	234.94
	FEMALE	257	252.11
	Total	487	
FACES	MALE	230	254.82
	FEMALE	257	234.32
	Total	487	
COLORBAR	MALE	230	244.59
	FEMALE	257	243.47
	Total	487	

Test Statistics^{a,b}

	LAKME	PONDS	LOREAL	MAYBELLINE	FACES	COLORBAR
Chi-Square	19.433	2.308	1.455	6.314	10.449	.064
df	1	1	1	1	1	1
Asymp. Sig.	.000	.129	.228	.012	.001	.800

a. Kruskal Wallis Test

b. Grouping Variable: GENDER

Gender wise, people's favourite brand for cosmetics is Lakme.

Preference to visit same parlour

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PREFER TO GO	.439	486	.000	.581	486	.000

a. Lilliefors Significance Correction

Ranks

	GENDER	N	Mean Rank	Sum of Ranks
PREFER TO GO	MALE	230	241.40	55522.00
	FEMALE	256	245.39	62819.00
	Total	486		

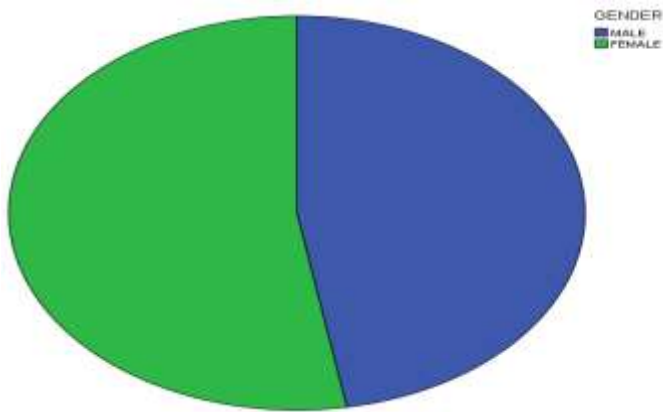
Test Statistics^a

	PREFER TO GO
Mann-Whitney U	28957.000
Wilcoxon W	55522.000
Z	-.391
Asymp. Sig. (2-tailed)	.696

a. Grouping Variable: GENDER

Here , p value is 0.696 which is greater than 0.05 , so do not reject H0
so, we conclude that people prefer to go to the same parlor.

Comparative spending on grooming



Test Statistics^a

		female - male
Z		-.972 ^b
Asymp. Sig. (2-tailed)		.331

a. Wilcoxon Signed Ranks Test

b. Based on negative ranks.

From the graph and the test we can conclude that females spend slightly more than male on grooming.

Test Statistics^{a,b}

	male	female
Chi-Square	18.080	22.549
df	4	4
Asymp. Sig.	.001	.000

a. Kruskal Wallis Test

b. Grouping Variable: AMOUNT SPEND

There is not much difference in the amount spent by male and female on grooming.

Limitations of the study:

As all researches have missing data so does our work have as few respondents have not fed in the data .The field of research covers only Surat city as it was not possible to cover all major cities of India. The samples were collected randomly from 5 zones specified by SMC assuming to cover whole of Surat city. Few responses may be manipulated by respondents due to their shy nature or sensitivity of the questions. The study could not specify the percentage difference of use of products between the two genders.

Conclusions:

On the basis of data recorded, analyzed and interpreted and use of statistical test as kruskal wallis test, the researcher has derived that.

- Most people buy beauty products once in a month
- Most of the people visit salon for haircut .
- Most of the people are interested in fitness training at the GYM
- People prefer to go to the same parlor regularly.
- People are more inclined towards branded products.
- Female spend slightly more than male on grooming.

Future scope of the study:

1. The study can be made more elaborate by covering many more areas of Surat city
2. A comparative study can be done by conducting survey in other cities of India also
3. A detailed statistical application can be used to find out the reasons for consumption of various products
4. The study can also cover emotional outlook which forces the population to consume beauty products
5. A comparative study can be conducted between youth and matured age groups pertaining to consumption pattern,

Suggestions:

Based on the conclusions derived from the hypothesis the researcher suggests there is going to be an upward trend in consumption of beauty products amidst both the genders.

Media plays a significant role in creating impact on the minds of the audience hence media should act more responsible and product manufacturers should focus on good and genuine quality of products.

The government should subsidize and promote Ayurvedic and Indian products by reducing GST thereby making foreign products costly and curtailing its sales.

The educational Institutions should prepare young entrepreneurs to set up production units using homemade products and encourage exports to promote Indianness.

One positive notable feature is that beautification includes health awareness too. Hence the audience should be encouraged not only to look good but stay healthy and fit.

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