

A Study on Consumer Aspirations of Women Grooming Products in India

Mayukha Kt, Sruthi Mohan, Thammineni Medhara Lokesh, Prajith M
Dr. Mahesh Chandra Joshi

*Associate professor Faculty of Mittal School of Business Lovely Professional University
Master of business administration (mba) mittal school of business lovely professional university Phagwara,
Punjab*

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I. INTRODUCTION

Grooming refers to the things that people do keep themselves clean and make their face, hair and skin look nice. Grooming plays a major role in maintaining a high self-esteem and self-confidence. It does this by influencing your appearance, which in turn affects the way you rear yourself. When your hair looks neat and beautiful and your gel manicure is still intact, you can observe how your confidence will rise. Personal grooming refers to an art which helps individuals to clean and maintain their body parts. Personal grooming does not mean applying loads of makeup and wearing expensive clothes. It refers to cleaning and maintaining each and every body part for a pleasing appearance. Grooming is typically defined as activities that include caring for one's appearance and well-being. It is the art of maintaining parts of the body like the face, hair, nails, skin and so on. Humans are not only species that practice grooming most animals have their methods of grooming. Grooming is important for everyone but for women it is crucial. Grooming for women includes a wide range of activities like making the hair, wearing clean beautiful clothes, putting on makeup and getting a manicure or pedicure at the best nail salon. Cosmetics are a category of health and beauty products that are used to care for the face and body, or used to accentuate or change a person's appearance. Though cosmetics are commonly thought of as only makeup used to alter a person's appearance, cosmetics can also refer to a number of products used to care for the skin and the body, as well as those used to add fragrance to it. There are a large number of cosmetics available under these various categories, each designed for different purposes and featuring different characteristics. Cosmetics are constituted from a mixture of chemical compounds derived from either natural sources or synthetically created ones.[1] Cosmetics designed

for skin care can be used to cleanse, exfoliate and protect the skin, as well as replenishing it, through the use of cleansers, toners, serums, moisturizers, and balms; cosmetics designed for more general personal care, such as shampoo and body wash, can be used to cleanse the body; cosmetics designed to enhance one's appearance (makeup) can be used to conceal blemishes, enhance one's natural features (such as the eyebrows and eyelashes), add color to a person's face and, in the case of more extreme forms of makeup used for performances, fashion shows and people in costume, can be used to change the appearance of the face entirely to resemble a different person, creature or object. Cosmetics can also be designed to add fragrance to the body. Leading brands of beauty care products in India includes Olay, Proactive, Neutrogena, Estee Lauder Companies, Lotus Herbals, L'Oréal, Nivea, Avon etc. and leading brands in world includes VERSED. Versed Hydration Station Booster With Hyaluronic Acid target.com., SKINCEUTICALS. SkinCeuticals C E Ferulic dermatore.com, HERBIVORE, OLEHENRIKSEN, DRUNK ELEPHANT, OLAY REGENERIST, SK-II, CLINIQUE. India female grooming market stood at \$ 152 million in 2018 and is projected to grow at a CAGR of over 26% to surpass \$ 623 million by 2024. India male grooming market stood at \$ 643 million in 2018 and is projected to grow at a CAGR of over 11% to cross \$ 1.2 billion by 2024. The global cosmetic market size is \$246B with \$19B coming from the men's category and \$227B from the women's category. The growth rate of the global cosmetics market stands currently at 4%. For men's cosmetics, the growth rate is 5.49% while for women's cosmetics, the growth rate is 4%. Based on the L'Oréal market report, the global cosmetics market size is \$246B (€205B), with a growth rate of 4%. For men's cosmetics, their share of the market is \$19B with a calculated growth rate of 5.49%. Triangulating the women's

cosmetic market size based on the difference between global and men's cosmetics data, the amount is calculated to be at \$227B. The women's cosmetics market is expected to grow at 4%. Various global cosmetics reports show that the global cosmetic market size is \$246B, with the men's category having a share of \$19B, while the remaining \$227B is for the women's category. Meanwhile, the global cosmetics market current growth is estimated to be at 4%. Roughly allocating this growth percent for each category, various reports show that for men's cosmetics, the growth rate is 5.49% and for women's cosmetics, the growth rate is 4%. The Indian female grooming market stood at \$152 million in 2018 and is projected to grow at a CAGR of over 26% to surpass \$623 million by 2024. The Indian male grooming market stood at \$643 million in 2018 and is projected to grow at a CAGR of over 11% to cross \$1.2 billion by 2024. Anticipated growth in the market can be attributed to rising urbanization, increasing disposable income of middle class population, changing preferences of Indian consumers for professional products and growth of professional beauty & wellness market. Moreover, innovation in products offerings, enhanced shopping experience on e-commerce websites, increasing demand for professional products among consumers and innovative branding and marketing, promotional strategies are further expected to propel the demand for personal grooming products in India over the next five years. Some of the major players operating in the Indian personal grooming market are: Phillips India Limited, Panasonic India Private Limited, Vega Industries Pvt. Ltd., Gillette India Limited, Havells India Limited, Syska LED Lights Private Limited, Wahl India Grooming Products Private Limited, Gryphon Appliances Limited, Syska Led Lights Pvt Ltd., Nova Marketing, SSIZ International Products, NOVA Marketing, etc. The country's cosmetics and cosmeceutical market is expected to register annual growth of 25 percent touching USD 20 billion by 2025, according to industry experts here. The Indian cosmeceutical and cosmetics industry has an overall market standing of USD 6.5 billion from a global market of USD 274 billion. It is expected to grow to USD 20 billion by 2015 at a compounded rate of 25 per cent. The rising awareness of beauty products, increasing premium on personal grooming, changes in consumption patterns and lifestyles and improved purchasing power among women are expected to boost the industry. Consumer Aspirations theory focuses on the consequences of divergence between aspired goals or wants concerning outcomes and the current state

of an individual's well-being. The theory underlines the fact that consumers make relative, comparative judgements, drawing comparisons with their environment, with the past, or with the past, or with their expectations they set their aspirations employing that comparative judgement. Since outcomes are evaluated by their deviation from these goals, consumers can quickly be dissatisfied and frustrated if the level of aspirations is not fulfilled. The identity of the aspirational consumer is defined by their infatuation with shopping, their commitment for responsible consumption and their loyalty to brands that work in the best interest of society. Aspirational consumers strive for more in life they enjoy pushing themselves to learn new skills and tend to be career-oriented and opportunistic. These consumers are on the lookout for brands that can help them become more successful people. At the individual level, the negative relationship between hedonism, social power values and consumer well-being supports the assertions of consumer aspirations theory and indicates that high aspirations might lead to unfulfilled ambitions. Previous Customer Experience, Customer Communications, Reviews and Word of Mouth, Previous Experience with Other Companies, Communicate Clearly and Honestly, Cultivate Loyalty, Monitor Your Market and Beyond, Be Expert etc are the factors influencing consumer aspirations.

II. REVIEW OF LITERATURE

P.L Kanaga and K Chelladurai(2020) has studied 'effect of buying behaviour of working women in Coimbatore city by impulse ' by using the technique of exploratory research and came to know that subsequently, it is apparent that working women in Tamil Nadu preferred shopping more than in coimbare.

R Rajasekaran and K.S Banu (2020) 'perception of cosmetic brands among female consumers' using exploratory research method and found that there is concern about the impression of respondents towards cosmetic brands. The market receives a strong response from female customers and the level of recognition also rises, suggesting that the trend in the market is optimistic and overwhelming.

Raja Narayana and Sandhir Sharma (2020) 'study of the marketing of the cosmetic product' found that the different studies on consumer preference, brand image, consumer behaviour, perception, internal and external influences, the environmental effect of behaviour and the problems of cosmetic products, and the various factors that

are correlated with the pattern of consumption of cosmetic products.

Ms. D. Gomathi (2019), studied 'Herbal Cosmetics Buying Behaviour Among Women in Coimbatore City' using a combination of exploratory and descriptive model and came to a conclusion that Herbal cosmetics are now competing with synthetic products so they need to strive to ensure quality that is similar to synthetic brands.

Dr.Rambabu Lavuri, Dr. D. Sreeramulu (2019), has studied "Personal Care Products: A Study on Women Consumer Buying Behaviour". He has done a descriptive research and his inference was that Companies should come up with new technology and best features towards the products because, consumers are attracting with more brand conscious and they are dissatisfied with the variety items offered.

Ligo Koshy (2019), has studied 'A Study On The Purchase Behaviour And Consumption Pattern Towards Face cream Among Young Male Consumers In Kerala' through descriptive research. It is found that The Indian male is increasingly trying out new cosmetic products and services and experimenting with new hairstyles and looks.

M.Vijay and V.Suresh Kumar (2019) studied 'the effect of consumer decision making on the purchase of herbal products' and found that the cosmetics are no longer a field for women, self-esteem, anxiety, self-presentation, conformity are the most dominant factors influencing the purchasing behavior of male consumers for male cosmetics products.

Rambabu Lavuri and D. Sreeramulu (2019) focused on the 'study of consumer behaviour in the purchasing of personal care items. And analyzed by descriptive statics, percentages, ANOVA analysis and correlation using the SPSS 23.0 version and found that demographic factors have a significant effect on buying behaviour.

Surabhi S (2018) has studied on "Study on perfume buying behaviour of consumers in India" by using Exploratory method and arrived at an conclusion that cutting edge competition in perfume industry but innovative changes in perfume industry but innovative changes in perfume ranges can bring drastic evolution in the Indian perfume market.

Barbar Mushtaq, Faraz Ahmad (2017), conducted a study on 'A Study of Buying Behaviour of Women Grocery Consumers in Aligarh District Through Organized Retail Stores' by using the technique of exploratory and descriptive research model and came to know that

The ability to trace the patterns behind what are the traits of individual behaviour by expanding one's area of observation from individuals to groups is necessary for anyone who would be a business person, an administrator of any kind or an executive.

Dr.K. Ramprabha (2017) has studied on "Consumer shopping behaviour and role of women in shopping" by using both Exploratory and Descriptive methods and arrived at an conclusion that purchasing process of women is of more significant to marketing practitioners than their consumption process.

Vandana Gupta (2017) has studied on "Analysis of consumer perception of fairness cream in Delhi and NCR" by using both exploratory and descriptive methods. Fairness creams contribute a considerable portion of revenue for FMCG companies in India. As majority of Indians are concerned about their skin tones and complexion, the fairness creams enjoy a good market growth. Change in lifestyle and rise of consumerisms has also led to the surge demand for fairness creams in India. Another factor attributing growth is awareness of fairness creams in rural area and increase male spending on such products.

Prof.Nilesh Aute, Dr.Anand Deshmukh, Prof. Amol Khandagale (2015) has studied on "Consumer buying behaviour towards cosmetic products" using descriptive method and has arrived at a conclusion that most of the people remain loyal to their cosmetic products, They don't change their cosmetic brand. Most of the people take quality as a most important factor to purchase cosmetic product and packaging as a least important factor for purchasing cosmetic product.

Vandana Sabharwal and et.al(2014) studied on 'the factors that influence women's decision to buy a cosmetic product' in three cities Hisar, Bhiwani, and Fathimabad and arrived at a conclusion that price, naturalness, and health for the skin type are other factors that influence the purchasing of skin care products.

A Mahesh, Dr. G.D Dinesh (2014) has studied on "Critical analysis of women buying behaviour regarding facial skincare products" using descriptive methods and arrived at a conclusion that the case company could increase loyal clientele of repeat customers, continuous profits which help in making the case company a successful long lasting brand with augmented popularity.

M.D. Lavanya(2014) has studied on "A study on factors influencing purchase behaviour of skin care products among working women in Madurai" by using descriptive research method and

arrived at a conclusion that the difference in gender is related to price and the result shows that there is a significant relationship between gender and price with cosmetic product purchasing behaviour.

Parmar Vishnu, Ahmed Rizwan, Raheem (2013) has studied on "Factors influencing impulsive buying behaviour" using descriptive method and arrived at a conclusion that consumer's impulse buying behaviour for FMCG's products is favourable in Pakistan. Consumers are more likely to buy impulsively when they see free product and price discounts offers by a store.

Sapna Sood (2013), 'Consumer Behaviour And Perception Of Women Towards 'Lakme' was the study conducted through exploratory research in which it was understood that whatever be the age group or whatever be the variables considered like age, occupation, income etc. lakme has a clear edge over the other products in the market.

Madasu Bhaskara Rao, Ch Lakshmi Hymavathi, M Mallika Rao (2005), conducted a study on 'Factors Affecting Female Consumer's Online Buying Behaviour' using exploratory and descriptive research and inferred that factors like ease of use & convenience, security, utility, time effectiveness outbound logistics and feedback as the determinants of female shopper buying behaviour online.

Renault D.(2000); explained that consumer behaviour by way of emotions and feelings would appear to be particularly appropriate in the artistic domain. They discussed that research on cultural behaviour should be oriented towards the sensory, imaginative and emotional aspects of the personal experience.

III. RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

The research undergone was descriptive in nature based on the review of literatures considered. We have taken convenient sampling technique for sample selection. A sample size of 201 which were females from different categories of ages, profession, marital status etc where the population can be defined as all the people in the Indian subcontinent. In this study we have collected the data through google forms by circulating our questions through it and then based on the responses received we have conducted correlation analysis using excel.

3.2 OBJECTIVES

- To get an understanding of the women grooming industry
- To understand the factors affecting their buying behaviour.

- To analyse the satisfaction of the customer.

3.3 LIMITATIONS

- The sample taken is small because of lack of time, resources and other constraints
- Further tests can also be applied

IV. CONCLUSION AND FINDINGS

4.1 CONCLUSION

The modern market is highly competitive in nature. The consumer is the king in the market. The importance gained by the individual consumer within the present market compel the marketers to seem 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 get ayurvedic products, they await the brand during non-availability, become emerging as important source of information and in spite of impact of other factors, the particular brand decision is taken by themselves.

The different information or benefits derived from the in-depth study of the above mentioned information sources are as follows:

1. Consumer behaviour and perception study; it helped to understand that what actually is consumer behaviour and what are the factors that affect the buying behaviour of consumers. It also helped us to understand that how can perception have a positive and a negative impact on the buyer behaviour.
2. Cosmetic industry in India- this section helped in knowing the cosmetic isn't a replacement concept in India. People have been grooming themselves physically. The only difference is the addition of chemicals and technology to our personal grooming.
3. Competition existing within the present insurance market
4. All the marketing information sources has given a big contribution to the detailed theoretical perspective for the research i.e., about consumer behaviour a perception.
5. World Wide Web also worked as a highly important information source because it provides updated information for the research concerning various areas.

4.2 FINDINGS

1. Affordable cosmetic products must be launched, drawing but 500 rupees per month. this may attract more of young women towards it and can further increase the market share of the business.

CORRELATION ON TYPE AND AMOUNT

As per review of literature this test is conducted on data

	MONTHLY SALARY	How much do you spend on cosmetics products monthly?
MONTHLY SALARY	1	0.16
How much do you spend on cosmetics products monthly?	0.16	1

Here we have conducted correlation analysis on the monthly salary and the amount spent here we get an $r = 0.16$ from which we can say that there is no/very less significant relationship between the monthly salary and amount spend. Which can be said as there is no significant relationship in the factors affecting the buying behaviour.

2. Companies should also concentrate on the cosmetic products for the males. As today even boys are getting more concerned of the way they're looking. Companies must not limit itself to serve only the ladies, because it is ignoring an outsized chunk of looks conscious and metro sexual boys.
3. More of the saloons should be created so as to supply easy accessibility to the consumers of the services and products.
4. Website Changes;
 - Companies must advertise more about its website within the mass media so people can gain first-hand knowledge about its products at their convenience.
 - Links to other sites extolling the virtues of cosmetics must tend.
5. Companies can advertise in other beauty related sections of internet sites like vogue.com and feminaindia.com. Youth sites like mtstylecheckvindia.com, facebook.com, orkut.com, twitter.com etc also can be targeted.
6. Companies must not target people only they begin earning but much before that. to realize the 'early bird' advantage they need to organize sessions in schools and colleges giving explanations on how the manicure, pedicure, facials, massage etc. can generally help in their overall

development. . It also can cause a stronger brand commitment during this manner.

7. Leverage information technology to service large numbers of consumers efficiently and convey down overheads. Technology can complement or supplement distribution channels cost-effectively. It also can help improve customer service levels considerably.
8. Use data warehousing, management and mining to measure the profitability and potential of varied customer and merchandise segments and ensure effective cross selling.
9. Understanding the customer better will allow grooming products companies to design appropriate products, determine pricing correctly and increase profitability.
10. Ensure high levels of training and development not just for staff but for distribution organizations. Existing organizations will need to train staff for better service and adaptability, while all companies will need to train employees to deal with new products and an intensive use of information technology.
11. Build strong relationships with intermediaries such as agents. The agency force is a crucial customer interface and corporations must partner with this group to succeed in customers and serve them effectively.

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