

A Comparative Analysis of Male and Female Consumer Behaviour Factors for their Cosmeceutical Products Types

Abdullah Bin Junaid^{1*}, Reshma Nasreen², Mohammed Junaid Siddiqui³ and Waquar Ahmed⁴

¹Assistant Professor, Saudi Electronic University, Riyadh, Kingdom of Saudi Arabia

²Associate Professor, Department of Management, Jamia Hamdard, New Delhi, India

³Professor, Department of Medicine, Jamia Hamdard, New Delhi, India

⁴Lecturer, Saudi Electronic University, Madina, Kingdom of Saudi Arabia

Abstract

The purpose of this study was to understand the various factors that are associated with the behavioural aspects of males and females in the Indian cosmeceutical market. In this study we also tried to find out various influencing factors among males and females and what are the differences between these two with respect to their cosmeceutical product types. We also tried to find out the differences between the consumption patterns among people of different regions of India. The study was carried out in different regions of India and on an age group between 15 years to 45 years people who belong to different occupation. A standard questionnaire was implemented in the market which is same for both males and females. Questions were related to the consumption habits of the consumers for their cosmeceutical product. The data was collected from a sample of 240 people among which 120 are males and 120 are females. The results were analysed through SPSS software version 16 by applying different statistical tests.

Keywords: Cosmeceuticals; Consumption; Habits; Influence; Market

Introduction

The Indian market for cosmeceutical products is growing at a faster rate. There are two major factors which lead to the future growth of the Indian market and these are: the growth in the retail segment and having a good scope in the manufacturing. In the past few years the Indian cosmetic market has seen major changes due to the change in the perception of consumers towards the cosmeceutical products. There is an increase in the market size due to the change in the socio economic status of the Indian consumers and specially women. The higher paying jobs and an increase in the awareness of Indian women consumers towards the cosmeceutical products and to their benefits leads to the change in the mind setup of Indian women consumers and now they are ready to pay more for their cosmeceutical products. This impact of such changes is observed more in the middle class consumers. Numbers of women, especially from the middle-class population, have more disposable income leading to a change in cosmetic and skin care products consumption [1]. There is also a concern related to herbal cosmeceutical products. Now more and more consumers are moving towards the herbal cosmeceutical products because they feel that these products have no side effects when compared to synthetic products. There are several reasons for using herbal ingredients in cosmetic products as they are from natural origin user friendly and have lower cost. The cosmeceutical industry has responded these expectations by flooding the market with a diversity of products claiming to be natural [2]. There has been a dramatic growth in the sales of natural and organic personal care products in drugstores and pharmacies across the world [3]. Understanding behaviour of consumers is a key to success of herbal cosmetic business organization [4].

According to Euromonitor, 2012, the total sales in the beauty and personal care industry were roughly \$426 billion in 2011. Total global beauty sales for January-March 2012 were up 14% to \$2,278,000,000. Total Skincare sales were \$844 million, up 19%. In 2011, the US cosmetics and toiletries market surpassed pre-recession levels in sales with a 4.2% growth to exceed \$38 billion. For the top 100 companies in the cosmetic and personal care sectors, sales increased by 25.1% in 2011 [5].

Literature Review

Beautifying or decorating the body and the face is considered to be one of the widespread methods and this activity is not only limited to older people but also gaining attention of younger generation as well. Paint pigments have been found in archeological contexts over 75,000 years old, indicating that people may have decorated themselves with body paint before they covered their bodies with clothing [6]. In 2008, the YWCA USA developed a report, Beauty at Any Cost [7], which discussed the consequences of the beauty obsession on women and girls in America. This report showed that not only does this beauty obsession result in decreased levels of self-esteem, but it's also putting a dent in the pocket of many Americans. The YWCA reported that \$7 billion is spent each year on cosmetics [7]. According to Cash "the more women appeared to believe in the beautifying effect of cosmetics, the more makeup they tended to apply on a daily basis" [8-12]. This is the fact that which is important and is a point of concern for the skin care industry and the companies who are marketing the cosmetic products. This will help the market players to develop their strategies accordingly and also give an idea of consumption of cosmetic products by females [13,14]. "Cosmetics could play a significant part in increasing attractiveness because they may, in part, enhance facial symmetry" [15]. When wearing cosmetics women were also assigned greater earning potential and considered to have more prestigious jobs than when they were presented without makeup" [15]. According to the Li and Fung Research Center, the pursuit of beauty and health is no longer confined to young women only [16].

As males were becoming more conscious about their looks and

***Corresponding author:** Abdullah Bin Junaid, Assistant Professor, Saudi Electronic University, Riyadh, Kingdom of Saudi Arabia, Tel: 09718140586; E-mail: abjs07sid@gmail.com

Received April 23, 2015; **Accepted** May 05, 2015; **Published** May 14, 2015

Citation: Junaid AB, Nasreen R, Siddiqui MJ, Ahmed W (2015) A Comparative Analysis of Male and Female Consumer Behaviour Factors for their Cosmeceutical Products Types. J Account Mark 4: 132. doi:10.4172/2168-9601.1000132

Copyright: © 2015 Junaid AB, et al. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

image in the past few years that leads to increase in sales of male grooming products by 18 percent globally between 2006 and 2011 [17]. Male customers have to look for the products in particular place such as perfumery, cosmetic counter and drug store [18]. According to data monitor [19], in years 2004-2009 the global men's toiletries market grew at a compound annual growth rate of 4.2%. Moreover data monitor group forecasts that by 2014, the male toiletries market will reach a value of \$22.1 million at global level, leading to a rise of 22% since 2009.

Research Methodology

Data collection approach

Primary Data is collected through questionnaire, personal interview and face to face interaction.

Secondary data is collected through published material in research paper, Magazines etc.

Sample Size: 240 (120 males and 120 females)

Sampling technique used: Quota sampling

Tool used: Questionnaire.

Hypothesis

1. H_{Null} : There is no relationship between gender and Anti-Aging and Anti-Wrinkle cosmeceutical products.

$H_{Alternate}$: There is a relationship between gender and Anti-Aging and Anti-Wrinkle Cosmeceutical products.

2. H_{Null} : There is no relationship between gender and Brand Image of Cosmeceutical products.

$H_{Alternate}$: There is a relationship between gender and Brand Image of Cosmeceutical products.

3. H_{Null} : There is no relationship between gender and Multifunctional Nature of Cosmeceutical products.

$H_{Alternate}$: There is a relationship between gender and Multifunctional nature of Cosmeceutical products.

Objectives

A. To determine most preferred place of purchase of cosmeceutical product by male and female consumers.

B. To determine the consumption of cosmeceutical product type by males and females.

Data Interpretation and Findings

a. Table 1 shows the correlation between gender and cosmeceutical products. The significance level comes out to be 0.028 which is less than 0.05 at 95% confidence level. Hence we can say that there is a relationship between gender and the cosmeceutical product consumption. Therefore we will reject the null hypothesis one and accept the alternate hypothesis one.

b. Table 2 shows the importance of cosmeceutical products

| Correlation Analysis | | |
|----------------------|---------------------|-----------------------------------|
| | | Cosmeceutical Product Consumption |
| Gender | Pearson Correlation | 0.082 |
| | Significance | 0.028 |

Table 1: Correlation between Gender and Herbal Anti-Aging and Anti-Wrinkle Cosmeceutical Products.

| Herbal Cosmeceutical Product consumption (%) | | | | |
|--|----------------|-----------|---------------|-----------------|
| Gender | Very Important | Important | Not Important | Least Important |
| Male | 18.61 | 28.75 | 2.22 | 0.416 |
| Female | 15.70 | 29.58 | 4.30 | 0.416 |

Table 2: Crosstabulation between Gender and Herbal Anti-Aging and Anti-Wrinkle Cosmeceutical Products.

| Correlation Analysis | | |
|----------------------|---------------------|-----------------------------------|
| | | Cosmeceutical Product Consumption |
| Gender | Pearson Correlation | 0.100 |
| | Significance | 0.007 |

Table 3: Correlation between Gender and Brand image of Anti-Aging and Anti-Wrinkle Cosmeceutical Products.

| Brand Image Significance | | | | | |
|--------------------------|----------------|-------|---------|----------|-------------------|
| Gender | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| Male | 15.97 | 23.88 | 8.75 | 1.38 | 00 |
| Female | 15 | 20.41 | 10.83 | 3.19 | 0.416 |

Table 4: Crosstabulation between Gender and Brand image of Anti-Aging and Anti-Wrinkle Cosmeceutical Products.

| Correlation Analysis | | |
|----------------------|---------------------|-----------------------------------|
| | | Cosmeceutical Product Consumption |
| Gender | Pearson Correlation | 0.096 |
| | Significance | 0.010 |

Table 5: Correlation between Gender and multifunctional products within Sunscreens and Fairness Cream Cosmeceuticals.

| Multifunctional Products | | | | |
|--------------------------|----------------|-----------|---------------|-----------------|
| Gender | Very Important | Important | Not Important | Least Important |
| Male | 20.55 | 23.33 | 5.97 | 0.13 |
| Female | 16.80 | 24.16 | 8.88 | 0.13 |

Table 6: Crosstabulation between Gender and multifunctional products within Sunscreens and Fairness Cream Cosmeceuticals.

among the gender. About 47.36 percent males say that cosmeceutical products are important for them and 45.28 female says that cosmeceutical products are important for them. This figure shows that more of male consumers perceive that cosmeceutical products are important for them when compared to female consumers.

c. Table 3 shows the correlation between gender and the brand image of cosmeceutical products. The significance level comes out to be 0.007 which is less than 0.05 at 95% confidence level. Hence we can say that there is a relationship between the brand image of cosmeceutical products and the gender. Therefore we will reject our null hypothesis and accept our alternative hypothesis.

d. Table 4 shows the cross tabulation between the gender and the importance of brand image. About 39.85% males feel that brand image is important for them when they purchase cosmeceutical products where as 35.41% of females feel that brand image is important for them when they purchase cosmeceutical. The above analysis shows that for males brand image is more important when compared to females.

e. Table 5 shows the correlation between gender and the multifunctional nature of cosmeceutical products. The significance level comes out to be 0.010 which is less than 0.05 at 95% confidence level. Hence we can say that there is a relationship between the gender and the multifunctional cosmeceutical products.

f. Table 6 shows the cross tabulation between gender and

| Gender | Place of Purchase | | | |
|--------|----------------------|-------------|---------------------|----------------|
| | Cosmetic Store/Malls | Drug Stores | Departmental Stores | General Stores |
| Male | 19.58 | 10 | 12.08 | 8.33 |
| Female | 23.33 | 9.58 | 8.75 | 8.33 |

Table 7: To determine most preferred place of purchase of cosmeceutical product by male and female consumers.

| Gender | Consumption of Cosmeceutical Product Type | | |
|--------|---|---------------|--|
| | Anti-Aging and Anti-Wrinkle Products | Acne Products | Suns Cream and Fairness Cream Products |
| Male | 12.5% | 11.66% | 25.83% |
| Female | 18.75% | 9.16% | 22.08% |

Table 8: To determine the consumption of cosmeceutical product type by males and females.

the multifunctional cosmeceutical products. About 43.88 percent for males want to use cosmeceutical products which are multifunctional in nature whereas 40.96 percent of female want their cosmeceutical product to be of multifunctional in nature. The above analysis shows that more of male consumers want their cosmeceutical products to be of multifunctional in nature when compared to female consumes.

g. Table 7 shows the cross tabulation between the gender and the place of purchase of cosmeceutical products. About 19.58 percent of males purchase their cosmeceutical products from cosmetic stores and 23.33 percent of females purchase their cosmeceutical products from cosmetic stores. This shows that for both males and females the most preferred place of purchase of cosmeceutical products is cosmetic stores. But when the purchase is compared between males and females from the cosmetic store more of females purchase their cosmeceutical products from the cosmetic stores when compared to males purchase.

h. Table 8 shows the consumption of three different categories of cosmeceutical products that is Anti-Aging and anti wrinkle cosmeceutical products, anti acne cosmeceutical products and sunscreen and fairness creams by male and female consumers. In case of Anti-Aging and Anti-Wrinkle cosmeceutical products female consumption is more that is 18.75% when compare to male consumption which is 12.5%. For anti acne cosmeceutical products male consumption is more that is 11.66% when compared to female consumption which is 9.16%. In case of sunscreens and fairness creams the consumption by males is 25.83% and by females is 22.08%. The consumption of sunscreens and fairness cream products is more by males when compared to female consumption but the difference is not much.

Conclusion

The Indian cosmeceutical Industry is considered to be one of the fastest growing industries. The reason behind that might be the increase in the disposable income of the consumers and the increase in awareness towards their looks. In our study we discussed the skin care segment and within that our focus is on three type of cosmeceutical products and these are anti-aging products anti-wrinkle products, anti acne products, suns creams and fairness cream products. In the Indian market these products are popular and are growing with a healthy growth rate because of this reason more and more foreign players

are also entering into the Indian market for this segment. Within the cosmeceutical product segment now a day is was observed that consumers preferences are going towards those cosmeceutical products which contain herbal ingredients o are made from the natural origin. Not only females but also males are concern with this segment. The study finds out some interesting results which will help marketers to develop their strategies for this particular segment and win the hearts of consumers.

References

- Bhattacharya P (2006) India's cosmetic ready for big leap. Global Cosmetic Industry 174: 42-48.
- Marcoux D (1999) Cosmetics, skin care and appearance in Teenagers. Proceeding of coetaneous Medicine and surgery Canada 18: 244-249.
- Antignac E, Nohynek G, Thomas R, Clouzeau J (2011) Safety of botanical ingredients in personal care products/cosmetics. Food and Chemical Toxicology 49: 324-341.
- Jalalkamali M, Nikbin A (2010) The effects of motivation on purchase decision. Interdisciplinary Journal of Contemporary Research in business 3: 234-245.
- Euromonitor (2012) Future of Men's Grooming.
- Jablonski NG (2006) Skin: a natural history. Berkeley: University of California Press. Russell Cosmetics 493-502.
- (2008) A YWCA report on the consequences of America's beauty obsession on women and girls.
- (2009) Cosmetic products market-Thailand
- Goudreau Jenna "Forbes top 10 Global Beauty Brands" Forbes.com.
- (2011) Industry Report. Male grooming
- Kuipers (2009) ERC Starting Grant Beauty.
- Lennard Carrie (2010) Masculine dynamism-Men's Care Growing Fast. GCI Magazine
- Perry (2015) A Cosmetic Industry Overview for Cosmetic Chemists.
- Thanisorn R, Nanagara Byaporn (2012) Thai consumers' perception on herbal cosmetic products: A Comparative Study of Thai and Imported Products 4: 35-40.
- Nash R, Fieldman G, Hussey T, Lévêque J, Pineau P, et al. (2006) Cosmetics: They influence more than caucasian female facial attractiveness. Journal of Applied Social Psychology 36: 493-504.
- Li, Fung Research Center (2005).
- Mermelstein E, Fielding M (2007) Evolution of managain. Marketing, Management 16: 6-14.
- Lamb CW, Hair JF, Mc Daniel C (2008) Essential of Marketing, Cengage, Learning, 337-338.
- Datamonitor (2010) Global Male Toiletries Market to 2014.