



## **A study on factors influencing male on choosing beautification products with special reference in erode**

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### **ABSTRACT:**

This paper focuses on the factors influencing male in choosing beautification products. The beautification product is one of the flourishing industries in erode. Like the women, now-a day, beautification is becoming a major concern for male also. The current study aims at exploring the customer groups, services and selection of beautification product in erode. Other purposes of this study are to understand the customers' demographic profile, service consumption and spending pattern, assess the importance of different attributes that the customer consider while choosing beautification products and reveal the final factors that are important for selecting a beautification products. The cosmetics industry is dominated by the female products but there is a rapid growth in the cosmetic industry of males. I looked in to the effect of factors on males to choose beautification products. Results showed that only one factor "kind of product" has positive and significant influence on males.

Finally, I have given my opinion about the findings, limitations and proposed a future research.

### **I.INTRODUCTION:**

"There is nothing so lovely as to be beautiful"- Madame de Sevigne (1626-1696), French Writer. Traditionally, beautification has always been seen as a woman's trait in India But as globalization amplified, men also became conscious about their beauty and look, mainly due to the change in socio-cultural facets, tastes and preferences regarding fashion. Thus visiting the beauty salons is now a running trend for men to ensure fashionable status Beautification refers to all of the produce to care for and clean the human body and make it more Beautiful. The main goal of such products is to maintain the body in a good condition, protect it from the effects of the environment and aging process, change the appearance and make the body smell Nicer. The rising beauty concerns among both men are propelling the Indian cosmetics industry, which has witnessed a strong growth in the last few years. The country's cosmetic sector has, in fact, emerged as one of the markets holding immense growth potential. New product launches catering to consumers 'growing requirements will fuel growth in the industry, for which the future outlook seems exceptionally bright. Like any other service industry, customer satisfaction and loyalty can be secured through high quality services in the beauty care industry. And high quality service can

be ensured through identifying the customer groups and their characteristics, customers' preferences, and requirements. Once the customer characteristics are known, the service quality can be ensured in terms of customers' priorities.

#### **OBJECTIVE:**

- ✓ To assess the importance of different attributes that the consumer consider while choosing a beautification products.

#### **SCOPE:**

- To study helps to find out how much time they were spending pattern and services for male beauty care.
- the study helps to find out the importance of different attributes like price, advertisement, reference, that the customer consider while choosing beautification products.
- To study helps to how brand influence the customer and plays a major role in cosmetics industries

#### **LIMITATIONS OF THE STUDY:**

- This research and its results are only applicable to the respondents of erode, and are not
- Applicable to any other places. It is not generalized, the results are subject to change according to the
- Perception and opinion of the respondents, and some of the respondents were reluctant to give Responses

#### **LITERATURE REVIEW:**

According to these author physical beauty of a human being can be defined as deeply pleasurable experience of someone else's or one's own body. The importance of beauty and the reason people are so attracted to it is based on their desire for order in their lives. This desire for order is one of the most basic human needs that are difficult to resist (Young 2011).

People perceive physically attractive people as smarter, more successful, more sociable, more dominant, sexually warmer, mentally healthier and higher in self-esteem than their physically unattractive counterparts and,

sexually warmer, mentally healthier and higher in self-esteem than their physically unattractive People perceive physically attractive people as smarter, more successful, more sociable, more dominate counterparts (Jackson, Hunter & Hodge 1995, Feingold 1992).

A beauty salon or beauty parlor is an establishment dealing with cosmetic treatments for men and women. Beauty salons provide generalized services related to skin health, facial aesthetic, foot care, aromatherapy, (i.e., massage, facial, manicure, pedicure, waxing, etc.) - even meditation, oxygen therapy, mud baths, and innumerable other services (Schwer & Danes vary 2000).

### **RESEARCH METHODOLOGY**

The pattern in which a reach is carried out to arrive at a conclusion or to a final new relationship which a particular framework is called research methodology.

#### **DESCRIPTIVE RESEARCH**

It is a Fact finding investigation which is aimed at describing the characteristics of Individual, Situation or a Group (or) Describing the state of affairs as it exists at present.

#### **SAMPLING DESIGN**

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame.

#### **NON-PROBABILITY SAMPLING**

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected

#### **CONVENIENCE SAMPLING**

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

#### **SAMPLE SIZE**

The Sample size is 100.

### **DATA COLLECTION**

#### **PRIMARY DATA**

These are data which are collected for the first time directly by the Researcher for the Specify study undertaken by him. In this research primary data are collected directly from the Respondent by using

**X. TABLE.1 DEMOGRAIC PROFILE RESPONDENTS**

**SECONDARY DATA**

These are data which are already collected and used by someone preciously. In this research

**STATISTICAL TOOL**

- Henry Garrett Ranking
- Simple Percentage Method

**HENRY GARRETT RANKING :**

Garrett’s ranking technique to find out the most significant factor which influences the respondent, Garrett’s ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

Present position =  $100 (R_{ij} - 0.5) / N_j$   
 Where  $R_{ij}$  = Rank given for the  $i$ th variable by  $j$ th respondents  
 $N_j$  = Number of variable ranked by  $j$ th respondents.

**SIMPLE PERCENTAGE METHOD:**

Percentage Analysis is the method to represent raw streams of data as a percentage (a part in 100%) for better understanding of collected data.

**FORMULA:**

$$\text{Percentage analysis} = \frac{\text{Number of respondent}}{\text{Total number of respondent}} \times 100$$

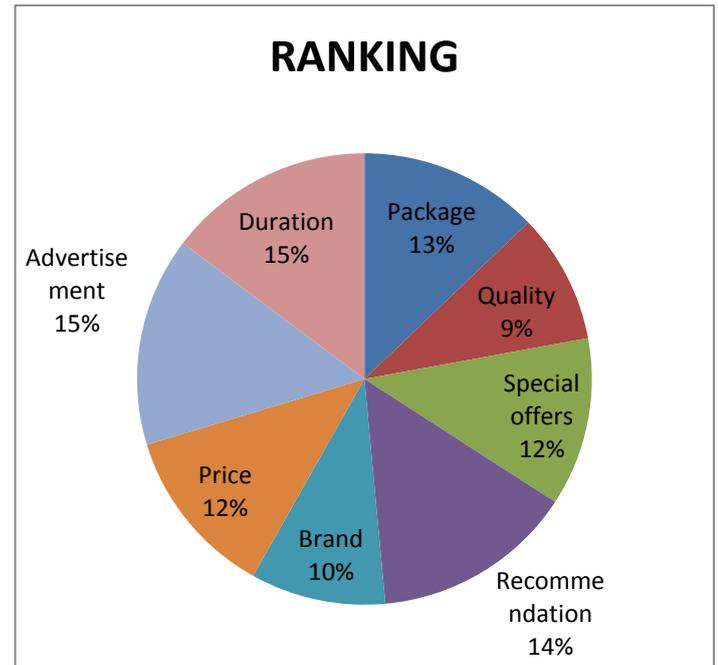
Details of the respondents		No. of respondents	percentage
Age Group	T	10	10
	15-20	15	15
	20-25	40	40
	25-30	20	20
	Above 35	15	15
	TOTAL	100	100
Occupation	employed part time	14	14
	student	56	56
	business job	5	5
	TOTAL	25	25
	TOTAL	100	100
Income	Below 10000	26	26
	10000-20000	35	35
	20000-30000	20	20
	30000-40000	10	10
	Above 40000	9	9
	TOTAL	100	100
Education	SSLC	7	7
	HSC	11	11
	UG	55	55
	PG	20	20
	others	7	7
	total	100	100
Marital status	single	76	76
	married	24	24
	total	100	100

40% of the respondents are in the 20-25

**TABLE.2**

S/N O	FACTORS	MEAN SCORE	TOTAL SCORE	RANK
1	Package	453	1812	6
2	Quality	329	2632	1
3	Special offers	427	2562	2
4	Recommendation	508	1016	7
5	Brand	340	2380	3
6	Price	430	2150	4
7	Advertisement	530	530	8
8	Duration	521	1563	5

From the above table it is evident that “package” ranked as no.1 with a total score of 2632,” Special offers” is ranked as no.2 with a total score of 2562 , “Brand” is ranked as no.3 with a total score of 2380 , “Price” is ranked as no.4 with a total score of 2150, “Duration” is ranked also no.5 with a total score of 1563, “Package is ranked as no.6 with a total score of 1812, “Recommendation” is ranked as no.7 with a total score of 1016,” Advertisement” is ranked



### FINDINGS

- ✓ 40% of the respondents are in the 20-25 years
- ✓ 56% of the respondents are in the Students
- ✓ 35% of the respondents are in the monthly income of 10000-20000.
- ✓ 55% of the respondents are in the under graduate.
- ✓ 76% of the respondents are in the single
- ✓ From the it is evident that “package” ranked as no.1 with a total score of 2632.
  - ✓ Special offers is ranked as no.2 with a total score of 2562 .
  - ✓ Brand is ranked as no.3 with a total score of 2380.

**SUGESSTION:**

- As respondents spending pattern over the beautification product is highly , it will give a good future in the beautification industry in erode district.
- If the industry concentrates more at promotional activities, they can able to attract more number of customers.

- [www.managementstudyguide.com](http://www.managementstudyguide.com)
- [www.rncos.com](http://www.rncos.com)

**CONCLUSION:**

Beautification industry is now one of the booming sectors in erode. use behaviour on beautification products among men in erode is highly influenced by friends, the Internets, magazines, beauty parlor/salon, product brand, siblings, social networking, manufacturing countries, parents, enclosed newspapers. This sector already started to contribute in the economic growth and it opened up many opportunities for business and career. Though the practice of men's beauty care was always there in a form of regular grooming like haircut and shaving, the modern concept of beautification of male

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