

Relevance of Grooming Products to young Indian Men



Management

KEYWORDS:grooming,masculinity,global,urban,affluent,shopping,consumers,modern,male

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ABSTRACT

The male grooming habit is rooted in changing norms of masculinity. This research explores why the male grooming segment still has plenty of room to grow in India with the emerging global markets. India has witnessed a growing desire amongst urban men to look good and fresh lately. Using this willingness to their advantage, companies have launched a plethora of products targeted at men. The male grooming category is witnessing an attitudinal change not just among the urban populace but also among affluent sections in smaller towns and rural India where consumers are adding products in this category to their shopping baskets. Inspired by their urban counterparts, these consumers are fostering a modern outlook to male grooming.

2.Introduction:

"Good grooming is integral and impeccable style is a must .If you don't look the part, no one will want to give you time or money "- Daymond John

There is a stereotype that Indian men are not supposed to care about how they look but here's a fact that male grooming industry is one of the fastest growing consumer markets in India. Fast-moving consumer goods (FMCG) companies are reaping benefits of rising consumer sophistication. Higher incomes, exposure to International trends and concerns about aging, in addition to interest in personal appearance and grooming, have spawned whole product ranges catering to diverse needs and tastes.A market that was once limited to shaving foam, deodorant and razors has made a way for dazzling array of products, spanning hair care, skin care,face care and hygiene. As a result, male grooming is one of the fastest growing sectors in India's personal care segment.

3.Literature Review:

It is important to note that prior research on grooming category has mostly focused on female grooming. Even though a study by Woodruffe-Burton (1998) noted a lacuna in research on male grooming products fifteen years ago, it is surprising that current research on male shopping behaviour, especially on grooming products lacks in-depth research in identifying the variables that inform, guide, and impart male consumers' use of cosmetics. Along this vein, this current study extends research on male grooming, and examines potential insights into male shopping behaviour (online and offline) and their views on cosmetics. Men and women are known to process information differently when it comes to selection and consumption of products (Coley and Burgess, 2003). Differences in men and women in their selection and product purchases are noteworthy. While aesthetic products appeal more to women, men are persuaded by functional products (Dittmar, Beattie and Friese 1996; Rook and Hoch, 1985).Numerous studies vouch for the differences that men and women show in consumption of material possessions (Csikszentmihalyi and Rochberg-Halton, 1981; Kamptner, 1991; Wallendorf and Arnould, 1988). While women seek emotional comfort in their ownership of material possessions, use-related, activity-related and self-expressive features of possessions are instrumental in men's relationship with products they own (Dittmar, 1989, 1991). Accordingly then, women's behaviour is perceived to be more emotionally and socially rooted than men, leading to the following logical argument: men are less susceptible to impulse purchasing and more likely to adhere to a product or brand chosen based on cognitive decision-making in product selection and choice in the past. According to a survey conducted by L'Oreal, there has been an exponential increase in men claiming to use male cosmetic products over the past decade..

4.Men's Grooming Industry- Indian Market & its Scope:

The top 10 growth markets for men's toiletries during the last five years include Brazil, China, South Korea, the U.S., Germany, India and the U.K. According to a TechSci Research report, "Indian Mens Grooming Products Market Forecast and Opportunities, 2020", the market for men's grooming in India is anticipated to witness double digit growth at a CAGR of over 17% through 2020. Growth in per capita disposable income, rising urban middle-class population and the willingness of Indian men to adopt a grooming regimen are the key factors driving growth in the market .The demand for men's grooming market has seen a rise in the last few years because of increased consciousness of their looks among the male customer. Also as more than 50% of the population is under the age group of 30, the industry has huge local market. Moreover, rising urban middle class population, and improved distribution channels in tier II and tier III cities, are also expected to stimulate growth in the market through 2020.Shaving products currently control the largest market share in terms of revenue in Indian men's grooming market. As per estimates, Indian shaving products market is expected to grow at a CAGR of 20% till 2020 and maintain its market share position even in 2020.Deodorants and anti-perspirants currently control the second largest market share in terms of revenue in Indian market. As per estimates, Indian deodorants and anti-perspirants market is also expected to grow at a CAGR of 20% till 2020 and maintain its market share position. Bath & shower, skin care and hair care products account for minor market share and they are forecasted to remain the same even in 2020.India's male grooming market to hit Rs.5000 crores by 2016.Personal and Professional image building is primary motivation for consumers. Grooming perceptions are stronger in metros than in smaller towns.The male personal grooming product market continues to experience growth, aided by a new variety of male consumers that are concerned with their outward appearance.

5.Demographics:

India, with 1,316,554,833 (1.31 billion) people is the second most populous country in the world, while China is on the top with over 1,404,793,471 (1.40 billion) people. The figures show that India represents almost 17.85% of the world's population, which means one out of six people on this planet live in India.Although, the crown of the world's most populous country is on China's head for decades, India is all set to take the numero uno position by 2030. With the population growth rate at 1.2%, India is predicted to have more than 1.53 billion people by the end of 2030.More than 50% of India's current population is below the age of 25 and over 65% below the age of 35. About 72.2% of the population lives in some 638,000 villages and the rest 27.8% in about 5,480 towns and urban agglomerations.

6.Research Objectives:

To understand the communication strategies for grooming products and its relevance to the shaping of the self image amongst young Indian men.

Table 5.1: Population in India 2016

Population of India 2016

Current Population of India in 2016	1,316,554,833 (1.31 billion) As of Feb 25, 2016
Total Male Population in India	679,868,915 (679 million)
Total No of Females in India	636,685,917 (636 million)
Sex Ratio	943 females per 1,000 males
Age structure	
0 to 25 years	50% of India's current population
Currently, there are about 51 births in India in a minute.	

(Source: India Guide)

7. Research Methodology:

7.1. Sampling Design:

The population of this study comprises of the inhabitants of a small city-Kharghar in the outskirts of Mumbai. Being an educational hub the population of this city comprises of youth from different parts of India. Since this study focuses on the youth between 20 -30 years of age residing in urban area this town provides an adequate mix of youth from different parts of India.

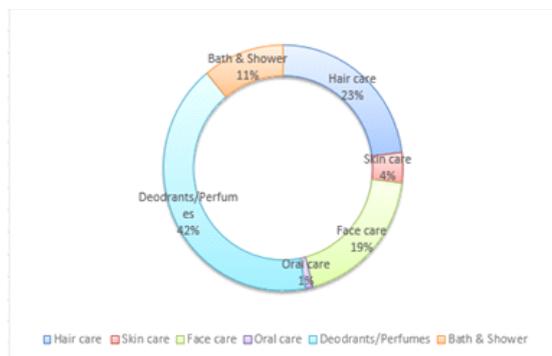
The sample size of 100 has been drawn from post graduate students(population) between the age group of 22- 30 yrs in Institutional area of Kharghar which comprises of many engineering ,management and medical colleges. Two stage sampling was conducted: non-probability sampling 1st stage (selecting ITM college from all the other colleges in the Institutional area of Kharghar) , 2nd stage (probability) i.e stratified sampling by selecting any two classes from the 10 classes at ITM College. Then randomly selecting 50 respondents from each of the 2 classes The major tool of data collection used was a questionnaire. The questionnaire consisted of 15 questions.

8. Data Interpretation and Analysis:

8.1. Top categories purchased online among men's grooming categories:

Deodorants & perfumes are mostly preferred voted by 42% of the respondents. The other categories preferred are Hair care products (23%), Face care products(19%). The least preferred categories are Bath& shower(11%), Skin care(4%) and Oral care(1%) products.

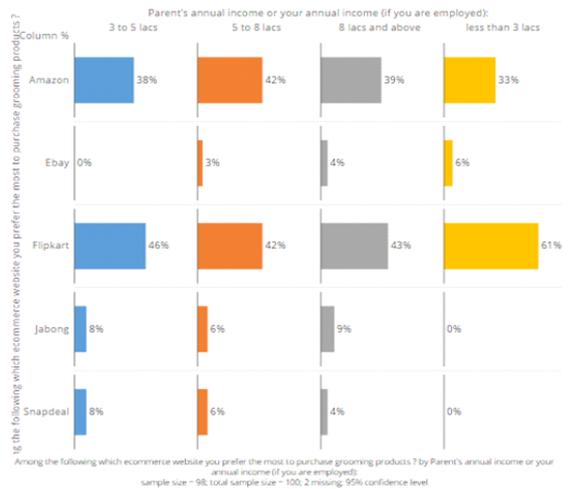
Chart 8.1: Top categories preferred among men's grooming products online



8.2. Top E-commerce players for purchasing Men's Grooming products

It is proved from the research that the Indian player Flipkart(47%) tops the chart among the consumers for not only buying electronics and apparel but also for grooming products. Also it is noted that less than 3 lakh income level people prefer Flipkart the most than any other website (61%). And next comes the US giant Amazon preferred by 39% of the respondents. The least preferred websites are Jabong(6%), Snapdeal(5%) and Ebay(3%).

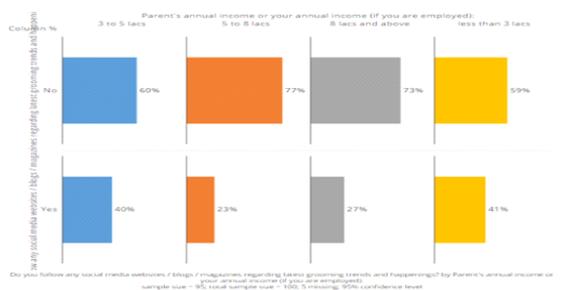
Chart 8.2. Top Ecommerce players for purchasing Grooming products



8.3. Social media / Digital media impact

It is quite interestingly found that even though more people have said they do not follow any social media websites to research about grooming products, 59% of Indian men with less than 3 lakh income level have answered favouring the question that they follow social media websites, blogs to know more about the grooming category products. And the most preferred social media page by them is MensXp, which is a social media community to explore manhood in a unique way that no other Indian publication ever has. It is the India's most trusted source of men's lifestyle content on the internet

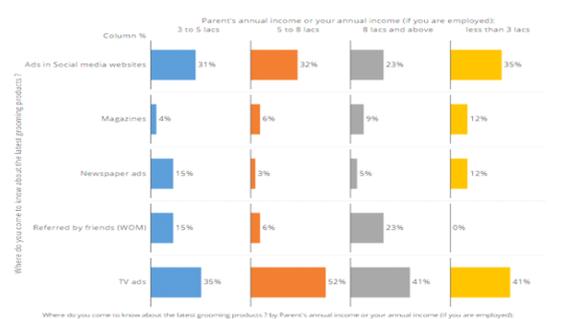
Chart 8.3. Social/Digital media impact



8.4. Media Mix & Advertising for Men's Grooming products

The people belonging to the income level 3 to 5 lakhs and 5 to 8 lakhs have told that they come to know more about the grooming products in TV ads and social media digital ads. When it comes to the income level 8 lakhs and above, TV ads reach them the most followed by WOM and social media digital ads. And the people under 3 lakhs below have told that they TV ads and social media digital ads reaches them the most. This is an evident that Indian men with income level of 3 lakhs and below are more actively and effectively using social media to gain information.

Chart 8.4: Media Mix for Men's Grooming products



8.5.Celebrity Endorsement

When it comes to celebrity endorsement, more than 40% have agreed that celebrity endorsement is required for advertising any grooming category products. Indian men have agreed to the point that they are very much concerned about their appearance and they feel that using grooming products makes them more presentable and maintain an image in the society. The celebrities who are familiar among the grooming products' endorsement are John Abraham ,Shah Rukh Khan ,Varun Dhawan ,Hrithik Roshan, Virat Kohli

Chart 8.5.a. Celebrity Endorsement

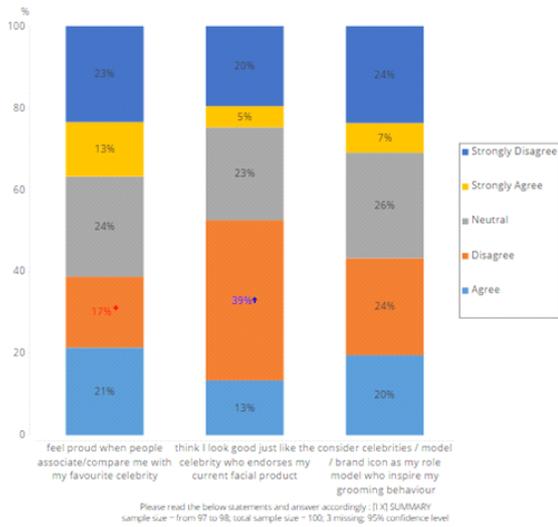
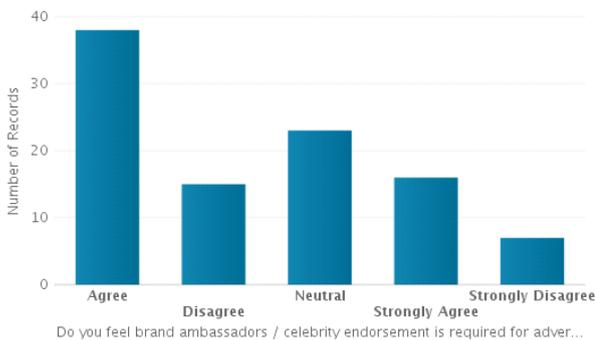


Chart 8.5.b. Brand ambassadors influence through advertisement



8.6.Self-Image:

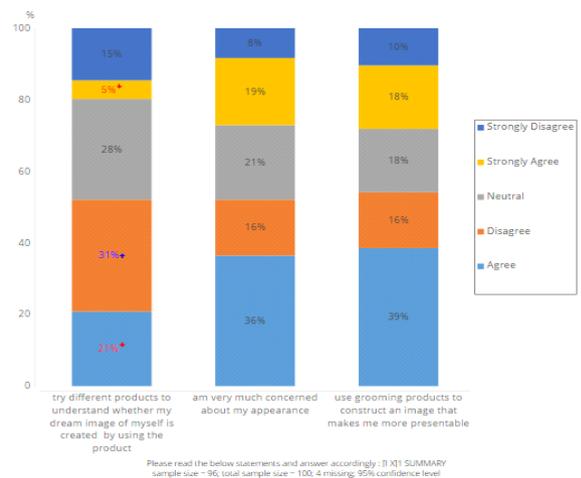
Based on the research it is found that using any grooming product makes them feel and look good just like the celebrity who endorses the same product and they also consider the brand ambassadors as their role model in their grooming life style.As the chart 8.6 shows only 24% of the respondents do not feel concerned about their appearance whereas 55% are bothered about how they look. 57% use grooming products which they feel would enhance their looks, make them more presentable and help in image building. 26% do not believe in using grooming products. The findings above shows the relevance of grooming products and the important role it plays in building the self image of the youth. The way they look is extremely important for young people and these grooming products make them have a positive self image of themselves. The interesting findings is that only 26% try different products to see if their dream image of themselves is created after using the grooming products. This means that young men are averse to change the tried and tested products that they feel look good on them.

Men are paying a lot more attention to their looks and body image these days. Men are buying more grooming products online than ever

before. Psychologists single out selfie bug and extensive social network usage for fueling this need for maintaining a perfect persona at all times.It has been revealed that in 2015 men shopped more for grooming products online than women.

This is a trend across the entire assortment in the category with grooming electronics and fairness creams being the most sought after products by men. In 2015, men bought 2.5 times more personal grooming electronics as compared to women. In fact, during the recent Snapdeal Republic Day sale (2016), men's shaving trimmer was the highest selling non- mobile electronic product. "Also, we are selling more face scrubs and body washes to men than to women," said Rahul Taneja, vice-president (category development) at Snapdeal. Not only grooming products, men are seen buying more fairness creams too."

Chart 8.6. Self Image

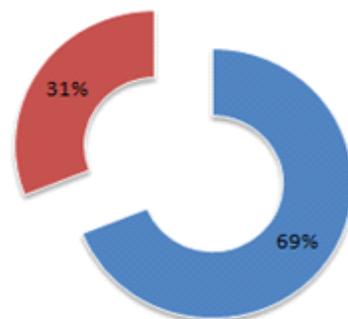


8.7.International Brand preference for Grooming products

Almost 69% of the respondents have agreed that they like using International brands for Grooming products .This is due to western culture influence and heavy advertising by the foreign brands.And the most preferred brands for Men's grooming are Garnier , Nivea , Gillette, Himalaya, L'oreal, Gatsby, Axe,Ponds

Chart 8.7:International Brand preference

■ YES ■ NO



9.Recommendations:

- Media mix for grooming products targeting youth should be planned according to the income levels . Low income groups go by social media ads and high income groups go by word-of-mouth apart from the traditional TV ads
- International brands can be brought in to India through tie ups

- as there is lot of scope in this space which is proved by the results
- In current trend, India having the largest smartphone users , the companies should use this opportunity to advertise in the digital platform with creative communication mechanisms
 - As MensXp is the only Indian website exclusive for Mens's lifestyle ,advertisements can be given to reach more online users
 - As more potential buyers are youth , TV ads can be given on youth GEC channels. The top Youth GEC channels based on BARC ratings for week 42 are Bindass.MTV,Zing,Zoom,E24. So media mix can be planned based on the data of TV viewership to make the communication more efficient

Table 9.1. Top 5 TV channels in India for Youth category

Week 42: Saturday,15th October 2016 to Friday, 21st October 2016

Youth Top 5 Channels

Rank	Channel Name	Weekly Impressions (000s) sum
		Week 42
1	Bindass	7550
2	MTV	7220
3	Zing	6990
4	Zoom	6242
5	E24	3410

All India (U+R): NCS All: 15 - 21 years Individuals. To get this data on your Twitter timeline, tweet with #BarcTweet Top 5 Youth Channels

(Source: BARC India)

10. Conclusion:

Men in current trend are giving equal importance as women to their look and appearance. 92 % of the respondents have agreed that in current trend , Men are equally passionate about their look and appearance as women. So the misconception that Indian men do not give much importance to their looks is now proved wrong. There is a huge potential for brands to tap the Men's grooming category products .Even though there are exclusive grooming products for men, there is a huge demand for mass and generic grooming products. To satisfy this great demand for men's products companies need to come up with effective communication strategies to communicate value to the consumers. Even though people prefer offline purchase mode (retails), there is a notable trend in buying online due to huge discounts and seasonal sales. Celebrity endorsement plays a major role among Indian men and is a major influencer in their purchase behaviour. As India is a country which has a huge reach of Film / TV stars and sports players, celebrities are able to lure the consumers towards the brands they endorse.

Indian men grooming industry is an emerging market with high growth potential, owing to rising disposable income, continuous development and introduction of new products in the market, growing media exposure and increasing awareness of grooming products among the male population of the country. The major factors like rise in organized retail, western cultural influence, demand for natural products ,entry of International players, penetration in Tier II & III cities, rising mergers & acquisitions have also contributed for the market's growth. Moreover there is a strong association of a positive self image in the minds of the consumers based on the grooming products that they use. The demand for men's grooming products is surging due to increasing consciousness amid Indian men to look physically appealing. Rising western influence and promotional activities featuring male icons including Bollywood actors or sportsmen are also anticipated to spur growth in the market. Grooming is no longer seen as a feminine activity even in smaller towns and in rural India. Today, more males are spending on personal hygiene and grooming needs. The village youth has expanded his buying basket to include branded face-washes, moisturizers, hair gels and fairness creams. This new found male grooming consciousness is also driven by TV reality shows, demand for male models in prominent fashion shows and beauty pageants exclusively for men. The demand thus is more in top-tier cities such

as Mumbai, Bangalore and New Delhi, as well as second rung areas with a highly style-conscious population like Chandigarh and Goa.

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