A factor analysis on *product attributes* for Consumer buying behavior of male cosmetics in Pune City

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Abstract

The present study investigates and evaluates ‘*product attribute variables*’ which affects consumer buying behaviour of male cosmetics products in Pune city. The study was conducted during January 2010 to July 2012 in Pune city. A questionnaire was developed and distributed to Pune male consumers aged 20 to 50 years by using convenience sampling technique. The total sample consists of 156 respondents. Data was analyzed by using factor analysis in SPSS version 17.0. The study provides evidence and an insight on various variables used for analysis and reveals that texture of product, promised effects, previous usage experience and suitability to skin types have given more significance by Pune men for purchasing male cosmetics products.

**Key Words:** Cosmetics, Consumer Buying Behaviour, Product Attributes, Promised Effects, Texture of Product.

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Introduction

Manufacturers and marketers need to gain a deeper understanding of consumer and shopper behaviour (going beyond traditional consumer/market research), and then work out the appropriate value proposition and delivery channels for their basket of goods and services (Businessworld Marketing Whitebook 2012-13). It is well known fact that the success of any business organization stems from company’s ability to understand and influence consumer behaviour. This study is needed to consider when designing and implementing marketing programs. Failure to understand the dynamic buyer behaviour and improper allocation and coordination of resources will lead the organization to great losses. The better marketers are at understanding consumer behaviour, the more successful they will be at influencing consumers’ purchase behaviour (Kurti Shah 2009). There are three sections of consumer behaviour that need to be addressed carefully: psychological influences, socio-cultural influences and situational influences. The marketers have to go through a number of challenges in selling products like ‘cosmetics’ as they have to be applied directly on human skins, body and other parts. There is a perceived risk of dissatisfaction in the consumers as far as its benefits are concerned. It is necessary to study the consumer buying decision process in this regard.

The core concept of marketing revolves around the decisions consumers and organizations take in buying certain products – May it be goods, services or ideas. While buying certain products, consumers become highly sensitive of their quality, expected benefits and the way of using it. Courtland L Bovee’ and John V Thill (1992) define consumer behaviour as consumer’s “all the actions involved in selecting, purchasing, using and disposing of goods and
Consumers buying behaviour is a complex phenomenon with a number of factors that affect their behaviour when they involve themselves with buying process.

According to Joel R. Evans and Barry Berman (2009), demographic, social and psychological factors affect the way final consumers make choices and can help a firm understand how people use the decision process. An affluent consumer would move through the process more quickly than a middle-income one due to less financial risk. An insecure consumer would spend more time making decisions than a secure one. Rajan Saxena (2006) calls consumer mind as the ‘black box’ which is influenced by company controlled stimulus like product, price, advertising, sales promotion, display and distribution, besides social stimulus as word of mouth and reference group. He calls it an enigma or black box which responds to the various stimuli resulting in either buying or no-buying phenomenon.

Philip Kotler and Kevin Lane Keller (2007) states a consumer’s buying behaviour is influenced by cultural, social and personal factors. According to these authors, culture, subculture and social class are particularly important influences on consumer buying behaviour. Social factors include reference groups, family and personal factors comprise of age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values. According to Philip Kotler and Keller, the buying decision process comprises of Five-Stage model involving: Problem recognition, Information search, Evaluation of alternatives, Purchase decisions and Post-purchase behaviour.

The market for male cosmetic products, although still niche in India, is growing and evolving. Male consumers are placing greater importance on looking good and the personal care aspects of improved health and wellness. Understanding male needs, attitudes and behaviors
towards grooming will open up new commercial avenues in this under-served arena. The male cosmetics market, while exhibiting strong potential, needs a markedly different approach in order to succeed compared to the mature female market, due to some substantial differences in attitudes and behaviors that exist across genders. Before a decade or so, the word ‘cosmetics’ was predominantly associated with a single gender i.e. woman. It did not mean that male never used cosmetic products. They certainly did. However, marketers coined the term ‘male cosmetics’ recently thus identifying special segment for particular products on the basis of gender differentiation. Celebrity endorsements of certain products of this category in TV ads seem to have played a greater role in spreading the concept on wider scale.

Undoubtedly, men are becoming more and more sensitive about skin care and grooming. Now that separate products for men are available, it is certain that men will not use the products that are used by women anymore. This also projects the scope of developing more products for men in the years to come. An extensive research at Emami implied that more than 30% of the users of fairness creams (all targeted for women at that time) were male. And this is when they thought of coming up with a revolutionary product exclusively for male skin and created a new segment of 'Male Fairness Cream 'in the Indian market. The product was very well received by the Indian consumers and in just five years time it has become an ‘Rs 100-crore’ brand.

Men are rapidly converting to using products that were hitherto considered the domain of women. High on the spirit of vanity, the male personal care category is growing faster than the overall category growth rates in skin creams, hair colour and even toilet soaps where such products have failed to take off in the past (Times of India, 2012).
The process of evaluating and selecting the most appropriate / suitable types and brands in male cosmetics cannot be very simple. It is because such products have been bought with a lot of expectations and there is always a risk of dissatisfaction and dissonance and sense of uncertainty. Each person must have different expectations of likely benefits from the use of the product. The researcher would like to find out those factors male consumers must be applying while selecting, purchasing and using particular brands of male cosmetics.

**Literature review**

The free dictionary website refers cosmetics as noun in two ways: Firstly, “A preparation, such as powder or skin cream, designed to beautify the body by direct application.” Secondly, “it is something superficial that is used to cover deficiency or defect.” As an adjective it refers to “Serving to beautify the body, especially the face and hair.” For cosmetic surgery, it refers to “Serving to modify or improve the appearance of a physical feature, defect or irregularity.”

According to ‘dictionary.reference’ published on websites, the word ‘cosmetic’ is a noun and includes “powder, lotion, lipstick, rouge or other preparation for beautifying the face, skin, hair, nails etc.” The second meaning in noun category is “cosmetics: superficial measures to make something appear better, more attractive or more impressive.” When used as an adjective, it refers to as the “serving to beautify; imparting or improving beauty, esp. of the face;” Second adjective meaning of cosmetics means “used or done superficially to make something look better, more attractive of more impressive.”

Dr. Nuntasaree Sujato ans Dr. Barry Elsey has examined the phenomena of male consumer behaviour in buying skin care products in “A model of male consumer behaviour in
buying skin care products in Thailand”. Fishbein and Ajzen’s theory of reasoned action model is employed as a theoretical framework and modified by adding the self-image construct. According to Dr. Nuntasaree Sujato ans Dr. Barry Elsey study, Theory of Reasoned Action can be successfully applied to Thai male consumers, particularly in Bankog. Further, this modified theory of reasoned action with additional construct “Self-image” appears to fit in a Thai context in terms of explaining or predicting male consumer behaviour in buying specific cosmetic products. In the aspect of normative influences, family and friends were related to self-image. There are some limitations as follows. Firstly, there is a national limitation. The findings of the study were confined to Bangkok metropolitan in Thailand. As a result, generalizing the results reported in this research to other countries should be done carefully. Secondly, the sampling frame was Thai male consumers aged 21 to 50 years old. With the sample, it is limited to the scope of this study with regard to reflection of other male age groups such as teenagers.

The research paper titled “Factors affecting consumption behaviour of metrosexual toward male grooming products” by Fan Shean Cheng, Cheng Soon Ooi and Ding Hooi Ting investigates the effect of self image, social expectation and celebrity endorsement on the consumption of metrosexuals toward male grooming products in Malaysia. Study also attempts to determine the moderating impacts of perceptions on the relationship between the variables and consumption behavior. However, this study only researches on the consumption of male grooming products as a whole. Therefore, the study may not be applicable to all the male grooming product categories available in the market. There are many categories of male grooming products which include aftershave, cosmetic, gel etc.
Research paper titled as “Thai Consumers’ Perception on Herbal Cosmetic Products: A Comparative Study of Thai and Imported Products” published by Rojanadilok Thanisorn, Nanagara Byaporn and Bunchapattanasakda Chanchai investigated the factors that influence perception of Thai consumers on facial herbal cosmetic products in Thailand. This study revealed that most of the interviewees were female with age between 26-30 years, casual worker, bachelor degree being the highest education and salary from 10,000 -15,000 baht ($285-430) per month. According to study, the marketing mix was the key factors influencing Thai consumers’ perception on facial herbal cosmetic products.

According to Dr. Vinith Kumar Nair and Dr. Prakash Pillai R research paper “A Study on Purchase Pattern of Cosmetics among Consumers in Kerala” male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop of their convenience. It is also observed that male consumers buy all their cosmetic items from one shop. Male consumers tend to spend more on cosmetics i.e. Rs. 301 - 500 per month when compared to females and that is mainly due to the demand for men’s hair care, deodorants, razors and blades.

Ilevbare Femi’s study investigates “Influence of gender differences on shopping orientation of consumers in Ibadan Metropolis”. The outcome of his study has shown that ethnicity was not responsible in deciding consumers shopping orientations and gender was not found to have a significant influence on consumers shopping orientation in Ibadan metropolis. The fact that the study was limited to Ibadan metropolis was also a handicap, though; Ibadan appears to be a commercial and heterogeneous city in Nigeria.
Paper titled “Consuming Constructions: A Critique of Dove’s Campaign for Real Beauty” by Lauren Dye focuses on promotional strategies on product promises which influences buying behaviour with special reference to Dove’s campaign in the United States. Researcher argues that the message of Dove’s Campaign for Real Beauty is not only contradicted by its product-line, but that Dove exploits women’s desire for such an inclusive message. The appeal of the campaign works to create a deep brand loyalty that covers up its own inherent flaw: that Dove itself upholds the beauty myths and expectations it claims to aim to reverse, expectations that are both consuming and consumed.

“Of Senses and Men’s Cosmetics: Sensory Branding in Men’s Cosmetics in Japan” by Caroline S.L. Tan delves into the application of Sensory & Emotional Branding in Japanese Men’s cosmetics following the growing metrosexual market segment. The study reflected that consumerism can develop from popular and traditional culture. The findings indicated that both sensory and emotional branding strategies were not fully exploited by the brands which would mean that there is plenty of room for corporations and brands to work on and develop strategies to fully capture the market fueling the disturbing growth of consumerism and commercialism.

As stated by Pascal Huguet in his research paper ‘Is “What Has Been Cared For” Necessarily Good? Further Evidence for the Negative Impact of Cosmetics Use on Impression Formation’ to cosmetics provides evidence that facial makeup can have negative effects on perceived personality, especially for young targets. As such, they run against Graham and Jouhar’s (1981) hypothesis of a cosmetic stereotype that would be necessarily positive. Second, and more consistent with these authors’ perspective, they reveal that cosmetic effects can be direct or independent of physical attractiveness.
Research paper titled “Research of Female Consumer Behavior in Cosmetics Market: Case Study of Female Consumers in Hsinchu Area Taiwan” by Chang-Tzu Chiang and Wan-Chen Yu states that the rapidly changing social situation in the latter part of the 20th century, such as revolutionary movement for women’s equal rights, significantly affects the women consumer behaviors as well as improves their social status. The awakening of female consumer’s consciousness during the recent years leads to alteration of consumer behavior, and influences the women’s usual conception for pursuing fashion and cosmetics application, in fact, the makeup practice has already been regarded as a social politeness and necessary requirement for interpersonal activities. The limitation of the study is that this research is only limited to female consumers however male are also consumers for the cosmetics products and male might be going through the same practices what female must be going through.

Nicolas Gueguen and Celine Jacob stated in the paper titled “Enhanced female attractiveness with use of cosmetics and male tipping behaviour in restaurants” that the makeup conditions were associated with a significant increase in the tipping behaviour of male customers. It was also found that the effect of make on tipping behaviour was mediated by the perception of the physical attractiveness of the waitress, but only when considering male customers. Thus the study has found that cosmetics improve female facial attractiveness.

Paper titled “the effects of male age and physical appearance on evaluation of attractiveness, social desirability and resourcefulness” by Arthur Peruni 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. Ascriptions of resourcefulness to male targets were affected by the age of the female judge,
rather than by male target. Young compared to elderly, judges also perceived the male targets to be “younger looking”. This clearly states the importance of male grooming in the society.

“Understanding consumer purchase behaviour in the Japanese personal grooming sector” by Caroline SueLin and TAN demonstrates that complexity involved in the consumer decision-making processes which shaped by the interaction of various forces, such as culture, self perception, emotions and the emotional and psychological state and needs of the individual. As corporations seek to develop products and services that trigger purchase behavior and consumption, their focus is on understanding the driving forces behind consumer decision-making. However, on the consumer’s end there is a need to understand why we buy and consume products and services as a means to address the concerns of the ‘consuming society’ issues that have surfaced in the recent decades.

In the study “A sex difference in facial contrast and its exaggeration by cosmetics” done by Richard Russel display typical application of cosmetics was found to increase the contrast between the eyes, lips, and the rest of the faceöprecisely the manipulation capable of making the face appear more feminine. It is extremely unlikely that this would happen by chance. Parts of the face could be lightened or darkened in many different spatial patterns, but only this particular pattern is related to how male and female faces differ. Further, there is a direction to the spatial patternöincreasing the contrast makes the face appear more feminine, but decreasing it makes the face appear more masculine.

A study done by Mert Topoyan and Zeki Atil Bulut states in the research paper tilted “packaging value of cosmetics products: an insight from the view point of consumers” that
consumers expect more sophisticated packages from known brands, consumers are willing to pay more on better packages and better packaging designs positives influence customer satisfaction.

Study conducted by Chanintorn Moungkhem and Jiraporn Surakiatpinyo states that today men are not as same as in their father’s generation. Changing in men’s behavior and environment make them consume more and more. Today, the change of men’s behavior has distorted that attitude, not only being seen as consumer but also concerning more and more on their appearance. In research, they found that men consume more on skin care products. Even though the result reveals that number of respondent who do not use skin care product is higher than number of respondent who use skin care products, the difference between these two groups are not that high. So it can be implied that men are more concerning on this trend. Especially younger generation because they are more open to skin care product than older generation. However, financial factor also plays as an important role because people who earn more money have more opportunity to access these kinds of products more than those who have less money. Moreover, it was found that occupation do not affect on their spending pattern because respondents who have the job spend the amount of money as same as respondents who are students and unemployed. And there are many reasons drive men to use skin care product but the most two important reasons are improving their skin and personal hygiene. These two reasons reveal that men are concerning on their appearance.

Objective of study

1. To get the detailed insight of ‘product attributes’ of male cosmetic concept on consumer buying behaviour.
2. To understand and select the key variables of ‘product attributes’ of male cosmetic concepts which affects the consumer buying behaviour.

Research Methodology

Research Design & Sampling design: This research study is of descriptive nature and has used the quantitative research method. A convenience sample is employed for sampling method from Pune Municipal Corporation (PMC) and Pimpri-Chinchwad Municipal Corporation (PCMC) areas and response is taken from the students, service class, business class and professionals of age group between 20 years to 50 years. Size of the universe cannot be defined because every male individual could be a respondent for this particular study. The sample size has been consisting of 156 respondents.

Design the data collection instrument and identify the right data collection method: The close-ended questionnaire was developed from standard questions of relevant literature as a research instrument. For collecting data, researcher has conducted schedule interviews with the help of developed questionnaire. However, secondary data has been collected with the help of print media like books, magazines, research articles on Google scholars and such other websites, related company literature.

Data analysis technique: The statistical Package for the Social Sciences Program (SPSS) version 17.0 was used in this study for all the statistical assessments. The data set was screened and examined for incorrect data entry, missing values, normality and outliers. In this study, descriptive statistics are first employed and then factor analysis is carried out by the researcher.

Data analysis and Interpretation
The breakdown of the respondent’s demographic characteristics is shown in Table 1. The majority of the respondents are below the age of 30 years (62.18%). Sixty percent of respondents are single and more than fifty percent of the respondents are of service class. Almost sixty percent of respondents reported ‘Family’s Monthly Income’ more than INR 30,001.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Characteristics</th>
<th>Category</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age</td>
<td>Less than 30</td>
<td>97</td>
<td>62.18</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30 to 40</td>
<td>51</td>
<td>32.69</td>
</tr>
<tr>
<td></td>
<td></td>
<td>more than 40</td>
<td>8</td>
<td>5.13</td>
</tr>
<tr>
<td>2</td>
<td>Marital Status</td>
<td>Single</td>
<td>95</td>
<td>60.90</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Married</td>
<td>61</td>
<td>39.10</td>
</tr>
<tr>
<td>3</td>
<td>Occupation</td>
<td>Student</td>
<td>72</td>
<td>46.20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Service</td>
<td>82</td>
<td>52.60</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Business/Professionals</td>
<td>2</td>
<td>1.30</td>
</tr>
<tr>
<td>4</td>
<td>Family's Monthly Income</td>
<td>Less than 10,000</td>
<td>4</td>
<td>2.60</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10,000 to 20,000</td>
<td>10</td>
<td>6.40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20,001 to 30,000</td>
<td>32</td>
<td>20.50</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30,001 to 40,000</td>
<td>44</td>
<td>28.20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>40,001 and above</td>
<td>66</td>
<td>42.3</td>
</tr>
</tbody>
</table>

The Table 2 shows the table of communalities before and after. The communalities in the column labelled Extraction reflect the common variance in the data structure. 63.7% of the variance associated with question 1 is common, or shared, variance.

<table>
<thead>
<tr>
<th></th>
<th>Initial</th>
<th>Extraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer's credibility</td>
<td>1.000</td>
<td>.637</td>
</tr>
<tr>
<td>Affordability</td>
<td>1.000</td>
<td>.412</td>
</tr>
<tr>
<td>Packaging</td>
<td>1.000</td>
<td>.665</td>
</tr>
<tr>
<td>Ingredients</td>
<td>1.000</td>
<td>.789</td>
</tr>
</tbody>
</table>
Extraction Method: Principal Component Analysis.

Table 3, labeled Total Variance Explained lists the eigenvalues associated with each factor before extraction, after extraction and after rotation. Before extraction, it has identified 15 linear components within the data set. The eigenvalues associated with each factor represent the variance explained by that particular linear component and the table also displays the eigenvalue in terms of the percentage of variance explained (factor 1 explains 26.349% of total variance). It should be clear that the first few factors explain relatively large amounts of variance (especially factor 1) whereas subsequent factors explain only small amount of variance. The table extracts all factors with eigenvalues greater than 1, which leaves us with six factors, where 70% of cumulative variance is displayed. In the final part of the table, the eigenvalues of the factors after rotation are displayed. Rotation has the effect of optimizing the factor structure and one consequence for these data is that the relative importance of the six factors is equalize. Before rotation, factor 1 accounted for considerably more variance than the remaining five (26.349% compared to 10.9, 9.5, 8.6, 7.9 and 6.7%), however after extraction it accounts for only 17.575% of variance (compared to 14.3, 10.9, 10.7, 9.2 and 7.4% respectively).
### Table 3: Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
<td>Cumulative %</td>
</tr>
<tr>
<td>1</td>
<td>3.952</td>
<td>26.349</td>
<td>26.349</td>
</tr>
<tr>
<td>2</td>
<td>1.640</td>
<td>10.932</td>
<td>37.281</td>
</tr>
<tr>
<td>3</td>
<td>1.433</td>
<td>9.553</td>
<td>46.834</td>
</tr>
<tr>
<td>4</td>
<td>1.304</td>
<td>8.694</td>
<td>55.528</td>
</tr>
<tr>
<td>5</td>
<td>1.199</td>
<td>7.997</td>
<td>63.525</td>
</tr>
<tr>
<td>6</td>
<td>1.016</td>
<td>6.771</td>
<td>70.296</td>
</tr>
<tr>
<td>7</td>
<td>.958</td>
<td>6.384</td>
<td>76.680</td>
</tr>
<tr>
<td>8</td>
<td>.735</td>
<td>4.900</td>
<td>81.581</td>
</tr>
<tr>
<td>9</td>
<td>.592</td>
<td>3.949</td>
<td>85.530</td>
</tr>
<tr>
<td>10</td>
<td>.538</td>
<td>3.588</td>
<td>89.118</td>
</tr>
<tr>
<td>11</td>
<td>.467</td>
<td>3.116</td>
<td>92.234</td>
</tr>
<tr>
<td>12</td>
<td>.360</td>
<td>2.401</td>
<td>94.635</td>
</tr>
<tr>
<td>13</td>
<td>.329</td>
<td>2.192</td>
<td>96.827</td>
</tr>
<tr>
<td>14</td>
<td>.252</td>
<td>1.682</td>
<td>98.509</td>
</tr>
<tr>
<td>15</td>
<td>.224</td>
<td>1.491</td>
<td>100.000</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

The scree plot is shown below with a thunderbolt indicating the point of inflexion on the curve. This curve is difficult to interprete because the curve beging to tail off after four factors, but there is another drop after six factors before a stable plateau is reached. Therefor, it is justified to retain six factors.
The Table 4 labeled shows the Component Matrix before rotation. This matrix contains the loading of each variable onto each factor. As calculated that all loading less than 0.4 be suppressed in the output and so there are blank spaces for many of the loadings.

<table>
<thead>
<tr>
<th></th>
<th>Component 1</th>
<th>Component 2</th>
<th>Component 3</th>
<th>Component 4</th>
<th>Component 5</th>
<th>Component 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer's credibility</td>
<td>.499</td>
<td>.554</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affordability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.538</td>
<td></td>
</tr>
<tr>
<td>Packaging</td>
<td>.652</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ingredients</td>
<td>.543</td>
<td>.510</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product is domestic</td>
<td>.659</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texture of product</td>
<td>.714</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promised effects</td>
<td>.555</td>
<td></td>
<td>.472</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Previous usage experience</td>
<td>.668</td>
<td>-.421</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suitability to skin type</td>
<td>.747</td>
<td>-.412</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovativeness</td>
<td>.541</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price (value for money)</td>
<td></td>
<td>.634</td>
<td>.453</td>
<td></td>
<td>.559</td>
<td>.742</td>
</tr>
<tr>
<td>Brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.559</td>
<td>.742</td>
</tr>
<tr>
<td>Quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.559</td>
<td>.742</td>
</tr>
<tr>
<td>Advertising / Promotion</td>
<td></td>
<td></td>
<td></td>
<td>-.584</td>
<td>.559</td>
<td>.742</td>
</tr>
</tbody>
</table>
The Table 5 labeled Rotated Component Matrix contains the same information as the component matrix is calculated after rotation. Factor loadings less than 0.4 have not been displayed because researcher has asked these loading to be suppressed.

Component 1: The rotated matrix has revealed that respondents have perceived these factors to be the most important factors with the highest explained variance of 17.5%. Four out of fifteen variables load on significantly to this component, which includes texture of product, promised effect, previous usage experience and suitability to skin type.

Component 2: The rotated matrix has revealed that respondents have perceived these factors to be the most important factors with the highest explained variance of 14.35%. Four out of fifteen variables load on significantly to this component, which includes packaging, ingredients, product is domestic and innovativeness.

Thus, component 3, 4, 5 and 6 explained the variance of 10.9, 10.7, 9.2 and 7.4 respectively. Along with these components, include ‘packaging, advertising, store location’, ‘manufacture’s credibility, price’, ‘brand, quality’ and ‘affordability’ respectively.
| Product is domestic | .767 |
| Texture of product | .651 |
| Promised effects | .752 |
| Previous usage experience | .792 |
| Suitability to skin type | .815 |
| Innovativeness | .661 |
| Price (value for money) | .887 |
| Brand | .690 |
| Quality | .817 |
| Advertising / Promotion | .672 |
| Store location | .898 |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 8 iterations.

**Findings and Conclusion**

The market for male cosmetic products, although still niche in India, is growing and evolving. Male consumers are placing greater importance on looking good and the personal care aspects of improved health and wellness. Understanding male needs, attitudes and behaviors towards grooming will open up new commercial avenues in this under-served arena. The male cosmetics market, while exhibiting strong potential, needs a markedly different approach in order to succeed compared to the mature female market, due to some substantial differences in attitudes and behaviors that exist across genders. This study reveals the significant product attribute variables from the consumer’s point of view who are already users of male cosmetics products in Pune city. The researcher has discloses ‘texture of product, promised effects, previous usage experience and suitability to skin type’ are the key variables from the studied product attribute variables.

**Bibliography and References**


