CHAPTER VI

FINDINGS, SUGGESTIONS AND CONCLUSION

6.1. FINDINGS

In this chapter, the findings pertaining to the objectives already given in the introduction chapter in accordance with the systematic research work are summarized by the researcher. The findings of the analyses and interpretation are presented objective wise in order to understand it in an easy manner. In this regard, the objectives of the present study are given below:

1. To examine the socio-economic factors of male customers of cosmetics.
2. To examine brand preference of cosmetic products by male customers
3. To study the association between socio-economic factors of male customers and their brand preference of cosmetic products.
4. To identify the factors affecting the purchasing of cosmetic products by male customers.
5. To study the purchasing pattern of cosmetic products of male customers.
6. To examine the level of satisfaction of male customers towards cosmetic products.
7. To analyze influence of the factors affecting the purchasing of cosmetic products on the level of satisfaction of male customers.

6.1.1. FINDINGS PERTAINING TO OBJECTIVE ONE

The results show that about 43.40 per cent of male customers of cosmetic products belong to the age group of 31 – 40 years followed by 21 – 30 years (28.60 per cent), 15 – 20 years (12.00 per cent), 41 – 50 years (11.80 per cent) and above 50 years (4.20 per cent). It is observed that about 56.40 per cent of male customers of cosmetic products are educated up to graduation followed by post graduation (27.60 per cent), secondary education (8.80 per cent), higher secondary education (3.80 per cent) and primary education (3.40 per cent).
The results indicate that about 45.80 per cent of male customers of cosmetic products are employed in private sector followed by public sector (24.80 per cent), professionals (13.00 per cent), business (8.40 per cent) and self-employed (8.00 per cent). It is clear that about 78.00 per cent of male customers of cosmetic products are married and the rest of 22.00 per cent of male customers of cosmetic products are unmarried.

It is apparent that about 62.00 per cent of male customers of cosmetic products belong to nuclear family and the rest of 38.00 per cent of male customers of cosmetic products belong to joint family. The results reveal that about 42.00 per cent of male customers of cosmetic products have the family size of 1 – 3 members followed by 4 – 6 members (40.00 per cent) and above six members (18.00 per cent).

The results show that about 56.00 per cent of male customers of cosmetic products have the work experience of 5 – 10 years followed by 1 – 5 years (24.00 per cent), 10 – 15 years (16.00 per cent) and above 15 years (4.00 per cent). The results indicate that about 51.20 per cent of male customers of cosmetic products belong to the monthly income group of Rs. 25001 – 30000 followed by Rs. 20001 - 25000 (28.00 per cent), Rs. 15000 – 20000(12.80 per cent) and above Rs. 30000(8.00 per cent).

The results indicate that about 58.80 per cent of male customers of cosmetic products belong to the monthly family income group of above Rs. 40000 followed by Rs. 20001 - 40000 (28.40 per cent) and Rs. 15000 – 20000(12.80 per cent). It is clear that about 66.40 per cent of male customers of cosmetic products are residing in urban area followed by semi - urban area (21.60 per cent) and sub - urban area (12.00 per cent).

It is apparent that the friends are the major buying influencer of cosmetic products for 34.00 per cent of male customers of cosmetic products followed by spouse (22.00 per cent), children (14.00 per cent), self (10.80 per cent), colleagues (7.60 per cent), elders (6.80 per cent) and relatives (4.80 per cent). The results reveal that about 60.40 per cent of male customers of cosmetic products purchase chemical cosmetics and the rest of 39.60 per cent of male customers of cosmetic products purchase herbal cosmetics.
The results show that the personality conscious is the major reason for 56.40 per cent of male customers for purchasing the cosmetic products followed by beauty conscious (25.60 per cent) and health conscious (18.00 per cent).

6.1.2. FINDINGS PERTAINING TO OBJECTIVE TWO

Here the findings related to the brand preference of the male customers towards the cosmetics shampoo, hair oil, face powder and body soap were summarized.

6.1.2.1. BRAND PREFERENCE OF SHAMPOOS

The results show that about 36.00 per cent of male customers prefer All Clear brand of shampoo followed by Clinic Plus (28.00 per cent), Sun Silk (22.00 per cent), Head & Shoulder (12.00 per cent) and Pantene (2.00 per cent). It is inferred that the majority of male customers prefer All Clear brand of shampoo.

6.1.2.2. BRAND PREFERENCE OF HAIR OILS

The results show that about 38.80 per cent of male customers prefer Vvd brand of hair oil followed by Dabour Vatica (23.40 per cent), Dabur Amla (16.00 per cent), Parachute (11.40 per cent) and Ervamatin (10.40 per cent).

6.1.2.3. BRAND PREFERENCE OF FACE POWDERS

The results show that about 30.00 per cent of male customers prefer Yardly brand of face powder followed by Ponds (24.00 per cent), Cinthol (20.20 per cent), Nivea (16.00 per cent) and Axe Denim (9.80 per cent).

6.1.2.4. BRAND PREFERENCE OF BODY SOAPS

The results show that about 40.20 per cent of male customers prefer Pears brand of body soap followed by Hamam (22.20 per cent), Dove (14.40 per cent), Lux (11.80 per cent) and Rexona (11.40 per cent).

6.1.3. FINDINGS PERTAINING TO OBJECTIVE THREE

Here the findings related to the association between socio-economic factors of male customers and their brand preference of cosmetic products shampoo, hair oil, face powder and body soap were summarized.
6.1.3.1. ASSOCIATION BETWEEN SOCIO-ECONOMIC FACTORS OF MALE CUSTOMERS AND THEIR BRAND PREFERENCE OF SHAMPOOS

The Chi-Square value of 0.011 is significant at one per cent level indicating that there is a significant association between age of male customers and their brand preference of shampoo. Hence, the null hypothesis of there is no significant association between age of male customers and their brand preference of shampoo is rejected.

The Chi-Square value of 0.013 is significant at one per cent level indicating that there is a significant association between educational qualification of male customers and their brand preference of shampoo. Hence, the null hypothesis of there is no significant association between educational qualification of male customers and their brand preference of shampoo is rejected.

The Chi-Square value of 0.014 is significant at one per cent level indicating that there is a significant association between occupation of male customers and their brand preference of shampoo. Hence, the null hypothesis of there is no significant association between occupation of male customers and their brand preference of shampoo is rejected.

The Chi-Square value of 23.078 is significant at one per cent level indicating that there is a significant association between marital status of male customers and their brand preference of shampoo. Hence, the null hypothesis of there is no significant association between marital status of male customers and their brand preference of shampoo is rejected.

The Chi-Square value of 26.049 is significant at one per cent level indicating that there is a significant association between type of family of male customers and their brand preference of shampoo. Hence, the null hypothesis of there is no significant association between type of family of male customers and their brand preference of shampoo is rejected.

The Chi-Square value of 91.621 is significant at one per cent level indicating that there is a significant association between family size of male customers and their brand preference of shampoo. Hence, the null hypothesis of there is no significant association between family size of male customers and their brand preference of shampoo is rejected.
The Chi-Square value of 57.616 is significant at one per cent level indicating that there is a significant association between work experience of male customers and their brand preference of shampoo. Hence, the null hypothesis of there is no significant association between work experience of male customers and their brand preference of shampoo is rejected.

The Chi-Square value of 66.121 is significant at one per cent level indicating that there is a significant association between monthly income of male customers and their brand preference of shampoo. Hence, the null hypothesis of there is no significant association between monthly income of male customers and their brand preference of shampoo is rejected.

The Chi-Square value of 27.189 is significant at one per cent level indicating that there is a significant association between monthly family income of male customers and their brand preference of shampoo. Hence, the null hypothesis of there is no significant association between monthly family income of male customers and their brand preference of shampoo is rejected.

The Chi-Square value of 25.124 is significant at one per cent level indicating that there is a significant association between residential area of male customers and their brand preference of shampoo. Hence, the null hypothesis of there is no significant association between residential area of male customers and their brand preference of shampoo is rejected.

The Chi-Square value of 98.353 is significant at one per cent level indicating that there is a significant association between educational qualification of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is no significant association between educational qualification of male customers and their brand preference of hair oil is rejected.

6.1.3.2. ASSOCIATION BETWEEN SOCIO-ECONOMIC FACTORS OF MALE CUSTOMERS AND THEIR BRAND PREFERENCE OF HAIR OILS

The Chi-Square value of 53.219 is significant at one per cent level indicating that there is a significant association between age of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is no significant association between age of male customers and their brand preference of hair oil is rejected.

The Chi-Square value of 98.353 is significant at one per cent level indicating that there is a significant association between educational qualification of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is no significant association between educational qualification of male customers and their brand preference of hair oil is rejected.
The Chi-Square value of 73.579 is significant at one per cent level indicating that there is a significant association between occupation of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is no significant association between occupation of male customers and their brand preference of hair oil is rejected.

The Chi-Square value of 71.947 is significant at one per cent level indicating that there is a significant association between marital status of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is no significant association between marital status of male customers and their brand preference of hair oil is rejected.

The Chi-Square value of 78.120 is significant at one per cent level indicating that there is a significant association between type of family of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is no significant association between type of family of male customers and their brand preference of hair oil is rejected.

The Chi-Square value of 25.218 is significant at one per cent level indicating that there is a significant association between family size of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is no significant association between family size of male customers and their brand preference of hair oil is rejected.

The Chi-Square value of 69.417 is significant at one per cent level indicating that there is a significant association between work experience of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is no significant association between work experience of male customers and their brand preference of hair oil is rejected.

The Chi-Square value of 68.344 is significant at one per cent level indicating that there is a significant association between monthly income of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is no significant association between monthly income of male customers and their brand preference of hair oil is rejected.

The Chi-Square value of 47.201 is significant at one per cent level indicating that there is a significant association between monthly family income of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is
no significant association between monthly family income of male customers and their brand preference of hair oil is rejected.

The Chi-Square value of 52.569 is significant at one per cent level indicating that there is a significant association between residential area of male customers and their brand preference of hair oil. Hence, the null hypothesis of there is no significant association between residential area of male customers and their brand preference of hair oil is rejected.

6.1.3.3. ASSOCIATION BETWEEN SOCIO-ECONOMIC FACTORS OF MALE CUSTOMERS AND THEIR BRAND PREFERENCE OF FACE POWDERS

The Chi-Square value of 0.026 is significant at one per cent level indicating that there is a significant association between age of male customers and their brand preference of face powder. Hence, the null hypothesis of there is no significant association between age of male customers and their brand preference of face powder is rejected.

The Chi-Square value of 0.011 is significant at one per cent level indicating that there is a significant association between educational qualification of male customers and their brand preference of face powder. Hence, the null hypothesis of there is no significant association between educational qualification of male customers and their brand preference of face powder is rejected.

The Chi-Square value of 0.010 is significant at one per cent level indicating that there is a significant association between occupation of male customers and their brand preference of face powder. Hence, the null hypothesis of there is no significant association between occupation of male customers and their brand preference of face powder is rejected.

The Chi-Square value of 50.775 is significant at one per cent level indicating that there is a significant association between marital status of male customers and their brand preference of face powder. Hence, the null hypothesis of there is no significant association between marital status of male customers and their brand preference of face powder is rejected.
The Chi-Square value of 75.352 is significant at one per cent level indicating that there is a significant association between type of family of male customers and their brand preference of face powder. Hence, the null hypothesis of there is no significant association between type of family of male customers and their brand preference of face powder is rejected.

The Chi-Square value of 0.011 is significant at one per cent level indicating that there is a significant association between family size of male customers and their brand preference of face powder. Hence, the null hypothesis of there is no significant association between family size of male customers and their brand preference of face powder is rejected.

The Chi-Square value of 0.013 is significant at one per cent level indicating that there is a significant association between work experience of male customers and their brand preference of face powder. Hence, the null hypothesis of there is no significant association between work experience of male customers and their brand preference of face powder is rejected.

The Chi-Square value of 0.010 is significant at one per cent level indicating that there is a significant association between monthly income of male customers and their brand preference of face powder. Hence, the null hypothesis of there is no significant association between monthly income of male customers and their brand preference of face powder is rejected.

The Chi-Square value of 52.235 is significant at one per cent level indicating that there is a significant association between monthly family income of male customers and their brand preference of face powder. Hence, the null hypothesis of there is no significant association between monthly family income of male customers and their brand preference of face powder is rejected.

The Chi-Square value of 63.732 is significant at one per cent level indicating that there is a significant association between residential area of male customers and their brand preference of face powder. Hence, the null hypothesis of there is no significant association between residential area of male customers and their brand preference of face powder is rejected.
6.1.3.4. ASSOCIATION BETWEEN SOCIO-ECONOMIC FACTORS OF MALE CUSTOMERS AND THEIR BRAND PREFERENCE OF BODY SOAPS

The Chi-Square value of 0.011 is significant at one per cent level indicating that there is a significant association between age of male customers and their brand preference of body soap. Hence, the null hypothesis of there is no significant association between age of male customers and their brand preference of body soap is rejected.

The Chi-Square value of 0.015 is significant at one per cent level indicating that there is a significant association between educational qualification of male customers and their brand preference of body soap. Hence, the null hypothesis of there is no significant association between educational qualification of male customers and their brand preference of body soap is rejected.

The Chi-Square value of 0.012 is significant at one per cent level indicating that there is a significant association between occupation of male customers and their brand preference of body soap. Hence, the null hypothesis of there is no significant association between occupation of male customers and their brand preference of body soap is rejected.

The Chi-Square value of 36.523 is significant at one per cent level indicating that there is a significant association between marital status of male customers and their brand preference of body soap. Hence, the null hypothesis of there is no significant association between marital status of male customers and their brand preference of body soap is rejected.

The Chi-Square value of 62.563 is significant at one per cent level indicating that there is a significant association between type of family of male customers and their brand preference of body soap. Hence, the null hypothesis of there is no significant association between type of family of male customers and their brand preference of body soap is rejected.

The Chi-Square value of 0.013 is significant at one per cent level indicating that there is a significant association between family size of male customers and their brand preference of body soap. Hence, the null hypothesis of there is no significant association between family size of male customers and their brand preference of body soap is rejected.
The Chi-Square value of 0.014 is significant at one per cent level indicating that there is a significant association between work experience of male customers and their brand preference of body soap. Hence, the null hypothesis of there is no significant association between work experience of male customers and their brand preference of body soap is rejected.

The Chi-Square value of 0.012 is significant at one per cent level indicating that there is a significant association between monthly income of male customers and their brand preference of body soap. Hence, the null hypothesis of there is no significant association between monthly income of male customers and their brand preference of body soap is rejected.

The Chi-Square value of 45.721 is significant at one per cent level indicating that there is a significant association between monthly family income of male customers and their brand preference of body soap. Hence, the null hypothesis of there is no significant association between monthly family income of male customers and their brand preference of body soap is rejected.

The Chi-Square value of 46.712 is significant at one per cent level indicating that there is a significant association between residential area of male customers and their brand preference of body soap. Hence, the null hypothesis of there is no significant association between residential area of male customers and their brand preference of body soap is rejected.

6.1.4. FINDINGS PERTAINING TO OBJECTIVE FOUR

Here the findings related to the factors affecting the purchasing of cosmetic products by male customers towards shampoo, hair oil, face powder and body soap were summarized.

6.1.4.1. FACTORS AFFECTING THE PURCHASING OF SHAMPOOS

The exploratory factor analysis shows that there are five independent groups which are extracted accounting for a total of 79.37 per cent of variations on 20 attributes. The each of the five factors contributes to 21.52 per cent, 19.02 per cent, 17.10 per cent, 12.68 per cent and 9.02 per cent respectively. It is found that Healthiness, Value, Safety, Easiness and Familiarity are the five factors that affecting the purchasing of shampoo brands by the male customers.
6.1.4.2. FACTORS AFFECTING THE PURCHASING OF HAIR OILS

The exploratory factor analysis indicates that there are five independent groups which are extracted accounting for a total of 78.56 per cent of variations on 16 attributes. The each of the five factors contributes to 19.78 per cent, 18.50 per cent, 15.91 per cent, 13.72 per cent and 10.65 per cent respectively. It is found that Value, Easiness, Suitability, Quality and Familiarity are the five factors that affecting the purchasing of hair oil brands by the male customers.

6.1.4.3. FACTORS AFFECTING THE PURCHASING OF FACE POWDERS

The exploratory factor analysis shows that there are six independent groups which are extracted accounting for a total of 68.30 per cent of variations on 14 attributes. The each of the six factors contributes to 12.24 per cent, 12.18 per cent, 11.94 per cent, 10.85 per cent, 10.75 per cent and 10.34 per cent respectively. It is found that Value, Suitability, Quality, Fragrance, Attractiveness and Familiarity are the five factors that affecting purchasing of face powder brands by male customers.

6.1.4.4. FACTORS AFFECTING THE PURCHASING OF BODY SOAPS

The exploratory factor analysis shows that there are five independent groups which are extracted accounting for a total of 69.97 per cent of variations on 16 attributes. The each of the five factors contributes to 18.82 per cent, 15.89 per cent, 13.74 per cent, 11.92 per cent and 9.60 per cent respectively. It is found that Value, Attractiveness, Suitability, Healthiness and Familiarity are the five factors that affecting purchasing of body soap brands by the male customers.

6.1.5. FINDINGS PERTAINING TO OBJECTIVE FIVE

Here the findings related to the purchasing pattern of male customers towards cosmetics shampoo, hair oil, face powder and body soap were summarized.

6.1.5.1. PURCHASING PATTERN OF SHAMPOOS

The results show that about 65.60 per cent of male customers of cosmetic products purchase shampoo monthly followed by fortnightly (17.40 per cent), weekly (12.60 per cent) and daily (4.40 per cent). The Chi-Square value of 34.734 is
significant at one per cent level indicating that there is a significant association between shampoo brands and frequency of purchase by male customers. Hence, the null hypothesis of there is no significant association between shampoo brands and frequency of purchase by male customers is rejected.

The results indicate that about 42.00 per cent of male customers of cosmetic products are using shampoo for the period of more than five years followed by 3 – 5 Years (34.00 per cent) and 1 - 3 years (24.00 per cent). The Chi-Square value of 1.128 is significant at one per cent level indicating that there is a significant association between shampoo brands and period of using by male customers. Therefore, the null hypothesis of there is no significant association between shampoo brands and period of using by male customers is rejected.

6.1.5.2. PURCHASING PATTERN OF HAIR OILS

The results show that about 65.60 per cent of male customers of cosmetic products purchase hair oil monthly followed by fortnightly (24.00 per cent), quarterly (6.40 per cent) and weekly (4.00 per cent). The Chi-Square value of 27.328 is significant at one per cent level indicating that there is a significant association between hair oil brands and frequency of purchase by male customers. Hence, the null hypothesis of there is no significant association between hair oil brands and frequency of purchase by male customers is rejected.

The results indicate that about 42.00 per cent of male customers of cosmetic products are using hair oil for the period of 3 – 5 Years followed by1 - 3 years (36.00 per cent) and more than five years (22.00 per cent). The Chi-Square value of 1.186 is significant at one per cent level indicating that there is a significant association between hair oil brands and period of using by male customers. Therefore, the null hypothesis of there is no significant association between hair oil brands and period of using by male customers is rejected.

6.1.5.3. PURCHASING PATTERN OF FACE POWDERS

The results show that about 66.80 per cent of male customers of cosmetic products purchase face powder monthly followed by fortnightly (22.80 per cent), quarterly (6.00 per cent) and weekly (4.40 per cent). The Chi-Square value of 34.824 is significant at one per cent level indicating that there is a significant association
between face powder brands and frequency of purchase by male customers. Hence, the null hypothesis of there is no significant association between face powder brands and frequency of purchase by male customers is rejected.

The results indicate that about 44.00 per cent of male customers of cosmetic products are using face powder for the period of more than five years followed by 3 – 5 years (30.00 per cent) and 1 - 3 years (26.00 per cent). The Chi-Square value of 1.164 is significant at one per cent level indicating that there is a significant association between face powder brands and period of using by male customers. Therefore, the null hypothesis of there is no significant association between face powder brands and period of using by male customers is rejected.

6.1.5.4. PURCHASING PATTERN OF BODY SOAPS

The results show that about 64.20 per cent of male customers of cosmetic products purchase body soap monthly followed by fortnightly (23.60 per cent), quarterly (7.00 per cent) and weekly (5.20 per cent). The Chi-Square value of 35.172 is significant at one per cent level indicating that there is a significant association between body soap brands and frequency of purchase by male customers. Hence, the null hypothesis of there is no significant association between body soap brands and frequency of purchase by male customers is rejected.

The results indicate that about 51.40 per cent of male customers of cosmetic products are using body soap for the period of more than five years followed by 3 – 5 years (27.20 per cent) and 1 - 3 years (21.40 per cent). The Chi-Square value of 1.618 is significant at one per cent level indicating that there is a significant association between body soap brands and period of using by male customers. Therefore, the null hypothesis of there is no significant association between body soap brands and period of using by male customers is rejected.

6.1.6. FINDINGS PERTAINING TO OBJECTIVE SIX

Here the findings related to the satisfaction level of male customers towards cosmetics shampoo, hair oil, face powder and body soap were summarized. The relationship between the factors affecting the purchasing of cosmetics and the satisfaction is calculated by applying coefficient of correlation method. The male customer’s satisfaction level is also identified with their socio-economic factors.
6.1.6.1.1. Relationship between Factors Affecting Purchasing of Shampoos and their Satisfaction about Features of Cosmetic Brands

The results show that the correlation co-efficient between healthiness and satisfaction about features of cosmetic brands is 0.48, which is moderately and positively associated with each other at one per cent level of significance.

The value and satisfaction about features of cosmetic brands is moderately and positively correlated with each other with the value of 0.43, significant at one per cent level of significance.

The results indicate that the correlation co-efficient between safety and satisfaction about features of cosmetic brands is 0.46, which is moderately and positively associated with each other at one per cent level of significance.

The easiness and satisfaction about features of cosmetic brands is moderately and positively correlated with each other with the value of 0.42, significant at one per cent level of significance.

The results reveal that the correlation co-efficient between familiarity and satisfaction about features of cosmetic brands is 0.41, which is moderately and positively associated with each other at one per cent level of significance.

It shows that there is a significant relationship between factors affecting purchasing of shampoo brands and their satisfaction about features of cosmetic brands. Hence, the null hypothesis of there is no significant relationship between factors affecting purchasing of shampoo brands and their satisfaction about features of cosmetic brands is rejected.

6.1.6.1.2. Socio-Economic Factors of Male Customers and their Satisfaction about Features of Shampoos

The results show that about 64.00 per cent of male customers are satisfied with features of shampoo brands followed by highly satisfied (20.20 per cent) and moderately satisfied (15.80 per cent).

The F-value of 5.860 is significant at one per cent level indicating that there is a significant difference between age of male customers and their satisfaction about features of shampoo brands. Hence, the null hypothesis of there is no significant difference between age of male customers and their satisfaction about features of shampoo brands is rejected.
The F-value of 5.673 is significant at one per cent level indicating that there is a significant difference between educational qualification of male customers and their satisfaction about features of shampoo brands. Hence, the null hypothesis of there is no significant difference between educational qualification of male customers and their satisfaction about features of shampoo brands is rejected.

The F-value of 5.739 is significant at one per cent level indicating that there is a significant difference between occupation of male customers and their satisfaction about features of shampoo brands. Hence, the null hypothesis of there is no significant difference between occupation of male customers and their satisfaction about features of shampoo brands is rejected.

The F-value of 8.075 is significant at one per cent level indicating that there is a significant difference between marital status of male customers and their satisfaction about features of shampoo brands. Hence, the null hypothesis of there is no significant difference between marital status of male customers and their satisfaction about features of shampoo brands is rejected.

The F-value of 7.831 is significant at one per cent level indicating that there is a significant difference between type of family of male customers and their satisfaction about features of shampoo brands. Hence, the null hypothesis of there is no significant difference between type of family of male customers and their satisfaction about features of shampoo brands is rejected.

The F-value of 5.994 is significant at one per cent level indicating that there is a significant difference between family size of male customers and their satisfaction about features of shampoo brands. Hence, the null hypothesis of there is no significant difference between family size of male customers and their satisfaction about features of shampoo brands is rejected.

The F-value of 4.134 is significant at one per cent level indicating that there is a significant difference between work experience of male customers and their satisfaction about features of shampoo brands. Hence, the null hypothesis of there is no significant difference between work experience of male customers and their satisfaction about features of shampoo brands is rejected.

The F-value of 4.174 is significant at one per cent level indicating that there is a significant difference between monthly income of male customers and their satisfaction about features of shampoo brands. Hence, the null hypothesis of there is...
no significant difference between monthly income of male customers and their satisfaction about features of shampoo brands is rejected.

The F-value of 6.076 is significant at one per cent level indicating that there is a significant difference between monthly family income of male customers and their satisfaction about features of shampoo brands. Hence, the null hypothesis of there is no significant difference between monthly family income of male customers and their satisfaction about features of shampoo brands is rejected.

The F-value of 5.877 is significant at one per cent level indicating that there is a significant difference between residential area of male customers and their satisfaction about features of shampoo brands. Hence, the null hypothesis of there is no significant difference between residential area of male customers and their satisfaction about features of shampoo brands is rejected.

The Chi-Square value of 37.230 is significant at one per cent level indicating that there is a significant association between shampoo brands and level of satisfaction of male customers. Hence, the null hypothesis of there is no significant association between shampoo brands and level of satisfaction of male customers is rejected.

6.1.6.2.1. Relationship between Factors Affecting Purchasing of Hair Oils and their Satisfaction about Features of Hair Oils

The results show that the correlation co-efficient between value and satisfaction about features of hair oil brands is 0.46, which is moderately and positively associated with each other at one per cent level of significance.

The easiness and satisfaction about features of hair oil brands is moderately and positively correlated with each other with the value of 0.41, significant at one per cent level of significance.

The results indicate that the correlation co-efficient between suitability and satisfaction about features of hair oil brands is 0.44, which is moderately and positively associated with each other at one per cent level of significance.

The quality and satisfaction about features of hair oil brands is moderately and positively correlated with each other with the value of 0.40, significant at one per cent level of significance.
The results reveal that the correlation co-efficient between familiarity and satisfaction about features of cosmetic brands is 0.43, which is moderately and positively associated with each other at one per cent level of significance.

It shows that there is a significant relationship between factors affecting purchasing of hair oil brands and their satisfaction about features of cosmetic brands. Hence, the null hypothesis of there is no significant relationship between factors affecting purchasing of hair oil brands and their satisfaction about features of cosmetic brands is rejected.

6.1.6.2.2. Socio-Economic Features of Male Customers and their Satisfaction about Features of Hair Oils

The results show that about 66.00 per cent of male customers of cosmetic products are satisfied with features of hair oil brands followed by highly satisfied (18.00 per cent) and moderately satisfied (16.00 per cent).

The F- value of 6.279 is significant at one per cent level indicating that there is a significant difference between age of male customers and their satisfaction about features of hair oil brands. Hence, the null hypothesis of there is no significant difference between age of male customers and their satisfaction about features of hair oil brands is rejected.

The F- value of 7.040 is significant at one per cent level indicating that there is a significant difference between educational qualification of male customers and their satisfaction about features of hair oil brands. Hence, the null hypothesis of there is no significant difference between educational qualification of male customers and their satisfaction about features of hair oil brands is rejected.

The F- value of 6.260 is significant at one per cent level indicating that there is a significant difference between occupation of male customers and their satisfaction about features of hair oil brands. Hence, the null hypothesis of there is no significant difference between occupation of male customers and their satisfaction about features of hair oil brands is rejected.

The F- value of 8.848 is significant at one per cent level indicating that there is a significant difference between marital status of male customers and their satisfaction about features of hair oil brands. Hence, the null hypothesis of there is no significant
difference between marital status of male customers and their satisfaction about features of hair oil brands is rejected.

The F-value of 8.964 is significant at one per cent level indicating that there is a significant difference between type of family of male customers and their satisfaction about features of hair oil brands. Hence, the null hypothesis of there is no significant difference between type of family of male customers and their satisfaction about features of hair oil brands is rejected.

The F-value of 5.984 is significant at one per cent level indicating that there is a significant difference between family size of male customers and their satisfaction about features of hair oil brands. Hence, the null hypothesis of there is no significant difference between family size of male customers and their satisfaction about features of hair oil brands is rejected.

The F-value of 5.048 is significant at one per cent level indicating that there is a significant difference between work experience of male customers and their satisfaction about features of hair oil brands. Hence, the null hypothesis of there is no significant difference between work experience of male customers and their satisfaction about features of hair oil brands is rejected.

The F-value of 4.992 is significant at one per cent level indicating that there is a significant difference between monthly income of male customers and their satisfaction about features of hair oil brands. Hence, the null hypothesis of there is no significant difference between monthly income of male customers and their satisfaction about features of hair oil brands is rejected.

The F-value of 5.845 is significant at one per cent level indicating that there is a significant difference between monthly family income of male customers and their satisfaction about features of hair oil brands. Hence, the null hypothesis of there is no significant difference between monthly family income of male customers and their satisfaction about features of hair oil brands is rejected.

The F-value of 5.871 is significant at one per cent level indicating that there is a significant difference between residential area of male customers and their satisfaction about features of hair oil brands. Hence, the null hypothesis of there is no significant difference between residential area of male customers and their satisfaction about features of hair oil brands is rejected.
The Chi-Square value of 43.782 is significant at one per cent level indicating that there is a significant association between hair oil brands and level of satisfaction of male customers. Hence, the null hypothesis of there is no significant association between hair oil brands and level of satisfaction of male customers is rejected.

6.1.6.3.1. Relationship between Factors Affecting Purchasing of Face Powders and their Satisfaction about Features of Face Powders

The results show that the correlation co-efficient between value and satisfaction about features of face powder brands is 0.45, which is moderately and positively associated with each other at one per cent level of significance.

The suitability and satisfaction about features of face powder brands is moderately and positively correlated with each other with the value of 0.43, significant at one per cent level of significance.

The results indicate that the correlation co-efficient between quality and satisfaction about features of face powder brands is 0.41, which is moderately and positively associated with each other at one per cent level of significance.

The fragrance and satisfaction about features of face powder brands is moderately and positively correlated with each other with the value of 0.46, significant at one per cent level of significance.

The results reveal that the correlation co-efficient between attractiveness and satisfaction about features of face powder brands is 0.42, which is moderately and positively associated with each other at one per cent level of significance.

The familiarity and satisfaction about features of face powder brands is moderately and positively correlated with each other with the value of 0.44, significant at one per cent level of significance.

It shows that there is a significant relationship between factors affecting purchasing of face powder brands by male and their satisfaction about features of face powder brands. Hence, the null hypothesis of there is no significant relationship between factors affecting purchasing of face powder brands by male and their satisfaction about features of face powder brands is rejected.
6.1.6.3.2. Socio-Economic Features of Male Customers and their Satisfaction about Features of Face Powders

The results show that about 68.00 per cent of male customers of cosmetic products are satisfied with features of face powder brands followed by highly satisfied (17.00 per cent) and moderately satisfied (15.00 per cent).

The F-value of 4.423 is significant at one per cent level indicating that there is a significant difference between age of male customers and their satisfaction about features of face powder brands. Hence, the null hypothesis of there is no significant difference between age of male customers and their satisfaction about features of face powder brands is rejected.

The F-value of 4.952 is significant at one per cent level indicating that there is a significant difference between educational qualification of male customers and their satisfaction about features of face powder brands. Hence, the null hypothesis of there is no significant difference between educational qualification of male customers and their satisfaction about features of face powder brands is rejected.

The F-value of 4.914 is significant at one per cent level indicating that there is a significant difference between occupation of male customers and their satisfaction about features of face powder brands. Hence, the null hypothesis of there is no significant difference between occupation of male customers and their satisfaction about features of face powder brands is rejected.

The F-value of 8.642 is significant at one per cent level indicating that there is a significant difference between marital status of male customers and their satisfaction about features of face powder brands. Hence, the null hypothesis of there is no significant difference between marital status of male customers and their satisfaction about features of face powder brands is rejected.

The F-value of 8.380 is significant at one per cent level indicating that there is a significant difference between type of family of male customers and their satisfaction about features of face powder brands. Hence, the null hypothesis of there is no significant difference between type of family of male customers and their satisfaction about features of face powder brands is rejected.

The F-value of 4.907 is significant at one per cent level indicating that there is a significant difference between family size of male customers and their satisfaction about features of face powder brands is rejected.

Hence, the null hypothesis of there is no significant difference between family size of male customers and their satisfaction about features of face powder brands is rejected.
about features of face powder brands. Hence, the null hypothesis of there is no significant difference between family size of male customers and their satisfaction about features of face powder brands is rejected.

The F-value of 4.124 is significant at one per cent level indicating that there is a significant difference between work experience of male customers and their satisfaction about features of face powder brands. Hence, the null hypothesis of there is no significant difference between work experience of male customers and their satisfaction about features of face powder brands is rejected.

The F-value of 4.148 is significant at one per cent level indicating that there is a significant difference between monthly income of male customers and their satisfaction about features of face powder brands. Hence, the null hypothesis of there is no significant difference between monthly income of male customers and their satisfaction about features of face powder brands is rejected.

The F-value of 5.051 is significant at one per cent level indicating that there is a significant difference between monthly family income of male customers and their satisfaction about features of face powder brands. Hence, the null hypothesis of there is no significant difference between monthly family income of male customers and their satisfaction about features of face powder brands is rejected.

The F-value of 4.890 is significant at one per cent level indicating that there is a significant difference between residential area of male customers and their satisfaction about features of face powder brands. Hence, the null hypothesis of there is no significant difference between residential area of male customers and their satisfaction about features of face powder brands is rejected.

The Chi-Square value of 42.604 is significant at one per cent level indicating that there is a significant association between face powder brands and level of satisfaction of male customers. Hence, the null hypothesis of there is no significant association between face powder brands and level of satisfaction of male customers is rejected.
6.1.6.4.1. Relationship between Factors Affecting Purchasing of Body Soaps and their Satisfaction about Features of Body Soaps

The results show that the correlation co-efficient between value and satisfaction about features of body soap brands is 0.47, which is moderately and positively associated with each other at one per cent level of significance.

The attractiveness and satisfaction about features of body soap brands is moderately and positively correlated with each other with the value of 0.45, significant at one per cent level of significance.

The results indicate that the correlation co-efficient between suitability and satisfaction about features of body soap brands is 0.44, which is moderately and positively associated with each other at one per cent level of significance.

The healthiness and satisfaction about features of body soap brands is moderately and positively correlated with each other with the value of 0.48, significant at one per cent level of significance.

The results reveal that the correlation co-efficient between familiarity and satisfaction about features of body soap brands is 0.43, which is moderately and positively associated with each other at one per cent level of significance.

It shows that there is a significant relationship between factors affecting purchasing of body soap brands by male and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is no significant relationship between factors affecting purchasing of body soap brands by male and their satisfaction about features of body soap brands is rejected.

6.1.6.4.2. Socio-Economic Features of Male Customers and their Satisfaction about Features of Body Soaps

The results show that about 64.00 per cent of male customers of cosmetic products are satisfied with features of body soap brands followed by highly satisfied (20.00 per cent) and moderately satisfied (16.00 per cent).

The F-value of 5.649 is significant at one per cent level indicating that there is a significant difference between age of male customers and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is no significant difference between age of male customers and their satisfaction about features of body soap brands is rejected.
The F-value of 5.360 is significant at one per cent level indicating that there is a significant difference between educational qualification of male customers and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is no significant difference between educational qualification of male customers and their satisfaction about features of body soap brands is rejected.

The F-value of 5.085 is significant at one per cent level indicating that there is a significant difference between occupation of male customers and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is no significant difference between occupation of male customers and their satisfaction about features of body soap brands is rejected.

The F-value of 8.772 is significant at one per cent level indicating that there is a significant difference between marital status of male customers and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is no significant difference between marital status of male customers and their satisfaction about features of body soap brands is rejected.

The F-value of 8.950 is significant at one per cent level indicating that there is a significant difference between type of family of male customers and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is no significant difference between type of family of male customers and their satisfaction about features of body soap brands is rejected.

The F-value of 5.083 is significant at one per cent level indicating that there is a significant difference between family size of male customers and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is no significant difference between family size of male customers and their satisfaction about features of body soap brands is rejected.

The F-value of 4.964 is significant at one per cent level indicating that there is a significant difference between work experience of male customers and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is no significant difference between work experience of male customers and their satisfaction about features of body soap brands is rejected.

The F-value of 4.979 is significant at one per cent level indicating that there is a significant difference between monthly income of male customers and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is
no significant difference between monthly income of male customers and their satisfaction about features of body soap brands is rejected.

The F-value of 5.348 is significant at one per cent level indicating that there is a significant difference between monthly family income of male customers and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is no significant difference between monthly family income of male customers and their satisfaction about features of body soap brands is rejected.

The F-value of 5.377 is significant at one per cent level indicating that there is a significant difference between residential area of male customers and their satisfaction about features of body soap brands. Hence, the null hypothesis of there is no significant difference between residential area of male customers and their satisfaction about features of body soap brands is rejected.

The Chi-Square value of 42.136 is significant at one per cent level indicating that there is a significant association between body soap brands and level of satisfaction of male customers. Hence, the null hypothesis of there is no significant association between body soap brands and level of satisfaction of male customers is rejected.

6.1.7. FINDINGS PERTAINING TO OBJECTIVE SEVEN

Here the findings related to the influence of the factors affecting the purchasing of cosmetic products shampoo, hair oil, face powder and body soap on the level of satisfaction of male customers were summarized.

6.1.7.1. Influence of Factors Affecting Purchasing of Shampoos on Satisfaction Level of Male Customers

The regression analysis indicates that the coefficient of multiple determination (R\(^2\)) is 0.68 and adjusted \(R^2\) is 0.66 indicating the regression model is moderately fit. It shows that about 66.00 per cent of variation in dependent variable (Level of Satisfaction) is explained by the independent variables (Factors Affecting Purchasing of Shampoo Brands). The F-value of 3.192 is significant at five per cent level indicating that the regression model is good fit.
The results show that healthiness, value and safety are positively influencing the level of satisfaction of shampoo brands of male customers at one per cent level, while, easiness and familiarity are positively influencing the level of satisfaction of shampoo brands of male customers at five per cent level. Hence, there is a significant influence of factors affecting the purchasing of shampoo brands on satisfaction level of male customers. Therefore, the null hypothesis of there is no significant influence of factors affecting the purchasing of shampoo brands on satisfaction level of male customers is rejected.

6.1.7.2. Influence of Factors Affecting Purchasing of Hair Oils on Satisfaction Level of Male Customers

The regression analysis indicates that the coefficient of multiple determination \( R^2 \) is 0.65 and adjusted \( R^2 \) is 0.63 indicating the regression model is moderately fit. It shows that about 64.00 per cent of variation in dependent variable (Level of Satisfaction) is explained by the independent variables (Factors Affecting Purchasing of Hair Oil Brands). The F-value of 3.985 is significant at five per cent level indicating that the regression model is good fit.

The results show that value, easiness and quality are positively influencing the level of satisfaction of hair oil brands of male customers at one per cent level, while, suitability and familiarity are positively influencing the level of satisfaction of hair oil brands of male customers at five per cent level. Hence, there is a significant influence of factors affecting purchasing of hair oil brands on satisfaction level of male customers. Therefore, the null hypothesis of there is no significant influence of factors affecting purchasing of hair oil brands on satisfaction level of male customers is rejected.

6.1.7.3. Influence of Factors Affecting Purchasing of Face Powders on Satisfaction Level of Male Customers

The regression analysis indicates that the coefficient of multiple determination \( R^2 \) is 0.72 and adjusted \( R^2 \) is 0.70 indicating the regression model is moderately fit. It shows that about 70.00 per cent of variation in dependent variable (Level of Satisfaction) is explained by the independent variables (Factors Affecting Purchasing...
of Face Powder Brands). The F-value of 5.023 is significant at five per cent level indicating that the regression model is good fit.

The results show that value, suitability, quality and familiarity are positively influencing the level of satisfaction of face powder brands of male customers at one per cent level, while, fragrance and familiarity are positively influencing the level of satisfaction of face powder brands of male customers at five per cent level. Hence, there is a significant influence of factors affecting the purchasing of face powder brands on satisfaction level of male customers. Therefore, there is no significant influence of factors affecting the purchasing of face powder brands on satisfaction level of male customers is rejected.

6.1.7.4. Influence of Factors Affecting Purchasing of Body Soaps on Satisfaction Level of Male Customers

The regression analysis indicates that the coefficient of multiple determination ($R^2$) is 0.65 and adjusted $R^2$ is 0.63 indicating the regression model is moderately fit. It shows that about 63.00 per cent of variation in dependent variable (Level of Satisfaction) is explained by the independent variables (Factors Affecting Purchase of Body Soap Brands). The F-value of 3.112 is significant at five per cent level indicating that the regression model is good fit.

The results show that value, suitability and healthiness are positively influencing the level of satisfaction of body soap brands of male customers at one per cent level, while, attractiveness and familiarity are positively influencing the level of satisfaction of body soap brands of male customers at five per cent level. Hence, there is a significant influence of factors affecting purchasing of body soap brands on satisfaction level of male customers. Therefore, the null hypothesis of there is no significant influence of factors affecting purchasing of body soap brands on satisfaction level of male customers is rejected.

6.2. SUGGESTIONS

Based on the analysis, interpretations and findings from the primary data of the study, the following suggestions are given for the enrichment of the cosmetics market in particular with male segment.
1. The friends are the major buying influencer of cosmetic products for male customers and therefore, the manufacturers should make appropriate efforts to popularize their cosmetic products and their brands among the peer groups of various prospect customer groups.

2. The personality conscious is the major reason for the majority of the male customers for purchasing the cosmetic products. Hence, attempts are made to increase the personality conscious among the male customers through various sales promotional measures and suitable advertisements.

3. Since, there is a significant association exists between socio-economic profile of male customers and brand preference of various cosmetic products, it is recommended to segment the market for cosmetic products based on the socio-economic factors and the marketing strategies should be adopted by the manufacturers based on the segmentations of the market.

4. To enhance the satisfaction of male customers, it is recommended to enhance the value, safety, easiness, attractiveness, quality, suitability, fragrance and healthiness of cosmetic products by the cosmetic manufactures through proper research and development efforts.

5. The customer service should be given more importance so that the customers will not face any difficulty on their queries regarding their preferred brands. Before purchasing the products, the customers look for the quality of the product. Considering the quality attribute, retailers have to give due importance to the existing customers so that they may not switch over to other competitors.

6. Nowadays, competing brands are becoming more appropriate, as product quality increases and brands become more consistent. Hence, the quality of the cosmetic products should be maintained and also further increased in order to meet the brand expectations of male customers.

7. The array of brands facing customers with product quality as high, product differentiations as low and customers are increasingly price sensitive in nature. It is suggested that the appropriate pricing strategy should be formulated and implemented separately for the different types of cosmetic products.
8. The similarity between competing brands and the increasing array of competing brands, combined with the increased cynicism towards advertising has resulted in customers both satisfied and loyalty to brands. Therefore, an appropriate and efficient advertisement strategy should be adopted in order to attract more customers towards specific brands of cosmetic products.

9. In markets, with little differentiation, customers can be ambivalent towards brands and as a result, they buy different brands. Hence, it is recommended that cosmetic manufactures should concentrate and create the distinct product and brand differentiation among the competing brands in a highly competitive market environment.

10. Besides, firms need to regard relationships with customers as dynamic. Therefore, the in-depth education should change as customers’ knowledge increases. Besides, the interface of website should provide an ideal forum for responding to increasing level of customers’ knowledge. This could increase the quality of customers’ education and provide useful information for different level of customers.

The overall customer's satisfaction was found to fully mediate the relationship between functional image benefits and loyalty intention. This shows that in order to maintain and build loyalty among customers, marketers must focus on efforts to improve satisfaction among its customers while at the same time strengthen their brand functional appeal strategy.

6.3. CONCLUSION

From the study, it is concluded that major segment of male customers prefer All Clear brand of shampoo. The healthiness, value, safety, easiness and familiarity are the factors affecting the purchase of shampoos by the male customers. It’s also concluded that majority of the shampoo male customers are satisfied with features of shampoo followed by highly satisfied and moderately satisfied male customers. It is concluded that major portion of male customers prefer Vvd brand of hair oil. The value, easiness, suitability, quality and familiarity are the factors affecting the purchase of hair oils by the male customers. The results indicated that majority of
male customers of hair oils are satisfied with features hair oils followed by highly satisfied and moderately satisfied.

The results concluded that considerable male customers prefer Yardly brand as their face powder. The value, suitability, quality, fragrance, attractiveness and familiarity are the factors affecting purchase of face powders by male customers. The results indicated that more than majority of male customers of face powders are satisfied with features of face powders followed by highly satisfied and moderately satisfied customers. The results regarding the body shop showed that nearing half of male customers prefer Pears brand as their body soap. The value, attractiveness, suitability, healthiness and familiarity are the factors affecting purchasing of body soaps by the male customers. The results indicated that about majority of male customers are satisfied with features of body soap followed by highly satisfied and moderately satisfied male customers.

In all the cases of shampoos, hair oils, face powders and body soaps the majority of the male customers are just satisfied with the features of the respective cosmetics. Hence, there is a lot of chance for new market players or down players with optimum qualities and reasonable price. It’s the major note to the cosmetics manufacturers in India.

6.4. SCOPE FOR FURTHER RESEARCH

1. The present study concentrated only on brand preference and satisfaction of male customers towards cosmetic products in Chennai city only. This study may be extending to the other major cities in Tamil Nadu.

2. A comparative study on brand preference and customer satisfaction of cosmetic products for chemical cosmetics and herbal cosmetics among male customers may be studied in future research work. A comparative study on brand loyalty of cosmetic products between urban customers and rural may be studied in future research work.

3. The brand switching behaviour of cosmetic products among the both male and female customers may be alone examined in future research work.
4. The future study may be carried out to compare brand preference and loyalty of colour cosmetics among the young customers. The future study may be considered to compare the brand preference and brand loyalty of cosmetic products among the various occupational groups.

5. The customers’ perception and expectation of male customers on cosmetic products may be examined as a separate study in future.