CHAPTER 8

Discussion
8.0 DISCUSSION

*Vigneron and Johnson* (1999) report that people’s need for appearance and materialism was increasing and hence human being wanted to satisfy the need to look and feel good. This created a boom in the cosmetic industry across the world. In continuation to the study done by Vigneron and Johnson in 1999 the researcher’s study which has been carried till 2013 noticed that these days also people are quite conscious about their looks and hence want to use cosmeceutical products which enhance their appearance and improve their self-image. It was also noticed that people who were using cosmeceutical products feel good about them and are more confident than the others. They are ready to take up new challenges and are more open to opportunities. This consciousness and awareness of the consumers has favourably influenced the market of cosmeceutical products.

Men purchase the ideas and images that are associated with the products, to produce a desired identity and self-image (*Fiona & Elke*, 1998). As per the study done by Fiona & Elke in 1998 the current researcher’s study also have similar results. As per the study the maximum consumption of cosmeceutical products is by young males under the age group of 25 years to 30 years and this age group is also known as millennials (People born after 1982). The current study reveals that the consumption of cosmeceutical products in males is increasing and if the age group is considered then the young males under the age group of 25 years to 30 years were consuming the maximum. For male consumers the brand personality was an important factor in product preference.

In the recent years, men have become more conscious about their image than ever before, resulting in sales on male grooming products to increase by 18 percent globally between 2006 and 2011 (*Mermelstein & Felding*, 2007). In the study under consideration and the study done by Mermelstein & Felding in 2007, the consciousness of male consumers towards their look has been markedly similar. As per the researcher’s study male consumers were using anti-aging and anti-wrinkle cosmeceutical products on daily basis for removing wrinkles and for younger looking skin. The consumption of
sunscreens and fairness cream is also prevalent and its usage is maximum by the millennials. The main reason which is noted down in the study for the use of these sunscreens and fairness cream cosmeceutical products by the consumers is that they were working people and it might be their occupational requirement. The Indian advertising industry focuses occupation as one of the major reasons for using these sunscreens and fairness creams by male consumers.

Anderson and He (1998) found quality, price, brand, packaging, advertisement and sale person as influential attributes when Chinese consumers considered using cosmetics in China. As in the research done by Anderson and He in 1998 several attributes were studied and about 12 attributes were studied by the researcher under the consideration. The study includes some attributes which are considered by Anderson and He and some more attributes which are important for a cosmeceutical product. In the researcher’s study the price of the cosmeceutical product plays a vital role in the purchase followed by quality and availability of the product. The price, the quality and the availability of the cosmeceutical products are the three major attributes that were found to be important decision criterion in purchase process. It was observed in the current study that advertising is important but not very important these days and it is ranked as 7th by the consumers under the study.

Webster (2000) revealed that a female spouse has greater decision making power than her husband’s. Not only women but also men perceived the influence of self-image when using product categories in cosmetics. Skincare cosmetics have symbolic or communicative value (Coulter, Feick & Price 2002). With the study under consideration the researcher noticed that the influencers depended on the product categories. For fairness creams and sunscreens the decision was more or less dependent on the self. For anti-ageing or anti-wrinkle products the major influencers were doctors followed by advertisements at a close second. For anti-acne the major influencers were doctors, the contribution of family, friends advertisements etc., was small but the influence cannot be ruled out.
Normative influences were found to be the significant components so as to determine consumers purchasing intentions [Choo, Churg and Pysakchik (2004) and McNally (2002)]. There are few normative influences which were studied by the researchers and some of the normative influences were also studied by Choo, Churg and Pysakchik in 2004. In the researcher’s study it has been noted that upto certain extent the normative influences plays a vital role in the purchase of the cosmeceutical products by the consumers. Consumers want to use those cosmeceutical products which they feel their friend will approve. Consumers also have a perception that is they use cosmeceutical products which are used by the people from film industry the can get the complexion similar to those actors.

Packaging is the combination of science, technology, art and fashion to protect and keep the products to customers that involve with the considerations of products attribute, distribution, storage, use, sale, production, cost, public image, customers etc (Soroka, 2002). The attribute of packaging which was studied by Soroka in 2002 is also studied by the researcher but different results were obtained. In the current study the rank to the packaging comes out to be 12th that means now consumers are not much concerned about the packaging as they want their product to be effective in whatever package they are available. Although the packaging is an important criterion for the safety of the cosmeceutical products and to prevent the product from detonation by the external environment. However cosmeceutical companies try to make their product available in good and attractive package as for few consumers packaging is an important attribute.

Blanchin (2007) said customers should have enough time and sufficient income to purchase and use the product. As said by Blanchin in 2007 the researcher found that the income of the consumer plays an important role in the purchase of the cosmeceutical products as the more income group consumers have the ability to purchase a costly product when compared to the consumers of low income group. In the current researcher’s study it has been found that consumers who were having an income above 40000 rupees per month use anti-aging and anti-wrinkle cosmeceutical products whereas the consumers who were having income below 10000 purchase ant acne cosmeceutical products.
reason behind this might be that consumers having the income group below 10000 fall under the category of students and they were teenagers and were in the stage of life where acne occurs. However the consumers having income group between 30000 to 40000 rupees per month purchase sunscreens and fairness cream cosmeceutical products. This shows that the income of the consumer plays an important role in the purchase of the cosmeceutical products.

According to Prakash & Vinith (2007), different patterns of spending are found among different occupational groups. In the current study the researcher analysed the consumption behaviour of consumers having different occupation and in the current study it has been noticed that spending along with different spending patterns by different occupation group consumer's different category of cosmeceutical products were purchased. The consumption of anti-aging and anti-wrinkle cosmeceutical products is maximum by consumers who have their own business. The consumption of anti-acne cosmeceutical products was maximum by the consumers who were students and the consumption of sunscreens and fairness cream cosmeceutical product is most by the consumers who were on private jobs.

Jeff Falk mention in GCI magazine (2009) that, women are more emotional in terms of their product purchasing habits, whereas men are drawn to technical functional things. In the researcher's study it has been noticed that more of the females were still using the cosmeceutical products when compared to the male cosmeceutical consumption but the difference is not much. As now more and more cosmeceutical companies were promoting men cosmeceutical products and men becoming more conscious towards their look this leads to a smaller difference in the consumption of cosmeceutical products by male consumers and female consumers. About 55.8 percent of female consumers are using anti-aging and anti-wrinkle cosmeceutical products on daily basis and about 60.2 percent of female consumers are using anti-acne cosmeceutical products on daily basis and if sunscreens and fairness cream consumption is considered then about 60.6 percent of female consumers are using sunscreens and fairness cream cosmeceutical products on daily basis.
A consumer's buying behaviour is also influenced by his unique personal characteristics. For instance, youngster' consumption attitudes differ from those of elder people; re-tired people purchase differently from young married couples. These personal characteristics include a consumer's age and life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept. (Kolter, et al., 2005) consumption patterns change over time. As discussed by Kolter in 2005 the researcher also found in the current study that there are differences in the consumption pattern of cosmeceutical products by young age group consumers and old age group consumers. Young age group consumers mostly suffers from acne problems and they prefer to use anti-acne cosmeceutical products when compared to the older age group people who usually suffers from wrinkles and prefer to use anti-aging and anti-wrinkle cosmeceutical products.

Consumers aged 21 to 50 years are in their working period, earning their own income and therefore they have sufficient purchasing power to buy skin care products (Cosmetics Design, 2005). In the study under consideration, one of the aspects that is considered was similar to that considered by Cosmetic Design in 2005. It has been noticed that the young consumers who are earning money of their own have the freedom to purchase the cosmeceutical products. The purchasing power of consumers not only depends on the age group of the consumers but also on the disposable income of the consumers. It was seen that mostly young consumers between the age group of 21 years to 25 years go for anti-acne cosmeceutical products, consumers between the age group of 25 years to 35 years were going for sunscreens and fairness cream cosmeceutical products and the consumers above the age group of 35 years go for anti-aging and anti-wrinkle cosmeceutical products. Finally it can be said on the basis of the findings that increase in the age group usually leads to increase in the income of consumer and hence the purchasing power of the consumer increases.

Didier Villanueva, Managing Director of L’Oreal India, says, “The Indian middle class is growing rapidly and so is its demand for the best quality products. Today
they want to use the international brands whether they are mass market or premium.” L’Oreal India said the middle class is growing and want international good quality products but as per the researcher’s study the consumers still want products of lower price and quality comer to be the second important criterion. Not only this but also the awareness of the Indian consumers is increasing.

Antoinette (2004) and L’Oreal report (2010) said that younger generation tends to open to skin care products more than older generation. According to the study under consideration about 23.5 percent male consumers between the age of 25 years to 30 years use cosmeceutical products on daily basis whereas if we see the maximum consumption on sometimes basis we found that it is by the consumers of age group between 20 years to 25 years which is about 20.9 percent. This reveals that the young generation are more open to use cosmeceutical products when compared to the older generation.

Briney (2004) describes an interesting trend among Indian cosmetic consumers, while other global countries are taking to the traditional Indian herbal and ayurvedic applications for beauty solutions. Indian consumers are increasingly looking to international personal care brands as lifestyle enhancement products, in the belief that the association with and use of an international brand confer one with a sophisticated and upper class image. As per the study majority of the consumers want their cosmeceutical product of herbal nature. 93.6 percent of consumers feel that it is very important for sunscreens and fairness cream cosmeceutical product to be of herbal nature, about 92.6 percent of the consumers feel and want their anti-aging and anti-wrinkle cosmeceutical; product of herbal nature and about 89.3 percent of the consumers want their anti-acne cosmeceutical product should be of herbal nature. Now if we talk about the overall percentage then about 90 percent of the consumers want their cosmeceutical product to be of herbal nature.

The age remains an important factor in the way of consumption, especially in the beauty market. The younger generation is more open to cosmetics than the former one. This target (18-35 years) constitutes an interesting market for the cosmetics companies,
especially when you know that 42% of the 15-30 years want to be attractive. Television and men’s magazine seems to be the most used communication media for skin care products to reach me customers (Feng, 2008).