CHAPTER – 3

Research Methodology
3.0 RESEARCH METHODOLOGY

3.1 Scope of the study

The scope of the study can be discussed under three subheads.

For marketers: since the topic of research is contemporary it will provide marketers an insight on the behaviour of consumers and influencers in the cosmeceutical market. The primary data collected across different states in northern India can become the template for strategy formulation for companies’ right from product position to product promotion.

For Researchers: Since the research is a previously unexplored market, it has potential for becoming the base for further research. Researchers would benefit not only from analytical perspective but also from secondary data collected and collated for the present research.

For Students: the learners of management would benefit from the hindsight of factors affecting the cosmeceutical industry. Grooming previously has been inherently personal to individuals and has seldom been discussed beyond the fore walls of a house. As an industry with huge potential it will definitely add to the knowledge base.

3.2 Objectives

Objectives are those which are addressed to the problem under the study. By achieving the objectives one can find out the solution of the problems. This study is divided in two types of objectives that is primary objectives and secondary objectives. The primary objectives are the broad categorization of the objectives whereas the secondary objectives are the more detailed problems under the study. The primary and the secondary objectives under the study are classified as follows.
Objectives of the study

Primary Objectives

I. To find out the role of different demographic factors in the consumption of cosmeceutical products.

1. To find out the most significant group in terms of age, income, occupation, gender and education level.
2. To determine the differences in the consumption pattern of consumers from the capitals of six different states covered under study.

II. To find out the effects of different strategies on cosmeceutical market.

3. To find out the role of different strategies such as promotions, packaging, ingredients, celebrity endorsement etc. on the sales of cosmeceutical products.
4. To determine the role of multifunctional cosmeceutical products and specific ailment focused cosmeceutical products.

III. To find out the influencing factors that leads to the purchase of cosmeceutical products.

5. To find out the influencing factors for each cosmeceutical product type.
6. To find out the importance of cosmeceutical products containing herbal ingredients.

3.3 Hypothesis

The hypothesis is said to be an unproven statement about a fact or phenomenon that is of interest of the researcher. It can be said as a temporary statement about the relationship between two or more variables as stipulated by the theoretical framework or the analytical model. One can say that the hypothesis might be an answer to the research problem. The hypotheses which have been considered by the researcher for the study are as follows based upon the following studies.
1. The study titled *A Study of Factors Affecting on Men’s Skin Care Products Purchasing, Particularly in Karlstad* was carried out by Per Skålén and Sofia Molander in Sweden in 2010.

2. The study titled *Cosmetics Consumption among Young Males* was done by Xin Guo in China in 2011.

3. The study titled *Cosmetic Usage in Malaysia: Understanding of the Major Determinants Affecting the Users* done by Norudin Mansor, Desnika Efni binti Mat Ali and Mohd Rafi Yaacob in Malaysia in 2010.

4. The study titled *A MODEL OF MALE CONSUMER BEHAVIOUR IN BUYING SKIN CARE PRODUCTS IN THAILAND* was done by Dr. Nuntasaree Sukato and Dr. Barry Elsey in Thailand in 2009.

5. The study titled *The customer behaviour in the men's cosmetics market* done by BLANCHIN Audrey, CHAREYRON Cyrielle and LEVERT Quentin in Sweden in 2008.

6. The study titled *A Study on Purchase Pattern of Cosmetics among Consumers in Kerala* done by Dr. Vinith Kumar Nair and Dr. Prakash Pillai R in Kerala in 2007.

7. The study titled *Factors Affecting Consumption Behavior Of Metrosexual Toward Male Grooming Products* done by Fan Shean Cheng, Cheng Soon Ooi and Ding Hooi Tinia in Malaysia in 2010.

The hypotheses under consideration are:

1. H Null: There is no influence of age group on the type of cosmeceutical products.
   
   \( H_{\text{Alternate}} \): There is an influence of age group on the type of cosmeceutical products.

2. H Null: There is no relationship between the cosmeceutical product consumption and gender.
$H_{Alternate}$: There is no relationship between income and monthly spending on cosmeceutical products.

$H_{Alternate}$: There is a relationship between income and monthly spending on cosmeceutical products.

$H_{Alternate}$: Cosmeceuticals are not preferred by young males these days.

$H_{Alternate}$: Cosmeceuticals are preferred by young males these days.

### 3.4. Research Design

The research is an exploratory research as it provides an insight and understanding about the consumption behaviour of cosmeceutical products by consumers. The research in cosmeceutical in India has been minimal to an extent and therefore the research explored behaviour patterns initially and endeavoured to identify parameters for detailed work. As the name suggests exploratory that means it explores and understand the problem related to the consumption of the cosmeceutical products. Here the exploratory research defines a problem more precisely and with the help of that hypothesis are developed. This research helps us to determine the key variables and the relationships for further examination.

Our exploratory research is followed by the conclusive research. Under the conclusive research it follows descriptive research as we have incorporated a questionnaire to the said area. The data obtained from this representative sample has been further subjected to quantitative analysis. The finding obtained by doing the analysis can be used as an input by the management of various cosmeceutical companies in their decision making.

### 3.4.1. Population Definition

The population that is covered under the study consists of consumers that use and consume cosmeceutical products in their day today life. The respondents from which the data is collected are from six different cities of northern India. The cities that are...
covered under the study are Delhi, NCR (Faridabad and Gurgaon), Lucknow, Shimla, Chandigarh and Dehradun. These six cities are from the Northern part of India and are capital of six north Indian states of India. The age group of the respondents varies from 15 years to above 40 years and are divided into six groups with an interval of five years. The response is collected from the consumers which are both male and females. Among the other demographic characteristics of respondents which are considered under the study is the different qualification of the respondents and the different occupation groups of the respondents which is an important criterion to know more about the cosmeceutical product consumption.

3.4.2 Sample and Sampling Technique

A sample is a subgroup of the elements of the population selected for participation in the study. The sampling technique which is used to carry out the research is quota sampling technique. The quota sampling technique is used to collect the responses from the respondents of six different cities of Northern India. As per the research the Northern Indian Region consists of various states in which six states are covered under the study and these six states are considered to be as quota and further the sampling is done on the basis of judgement or convenience with in these six states as per the definition of quota sampling technique.

3.4.3 Sample Size

Total sample collected is 720. A total of 120 sample size has been collected from each of the six cities. Since a sampling frame was not available, the sample size was determined from previous studies, which have been cited below:

In the study titled “A Model Of Male Consumer Behaviour In Buying Skin Care Products In Thailand” and carried out by Sukato in 2000 in Thailand the questionnaire were subjected to 900 consumers and 422 completed questionnaires were returned and then were analysed by using different analytical techniques. In the study, the target group was Thai male consumers aged 21 to 50 years who regularly purchased skin care cosmetics for their own consumption in Thailand.
According to Nair, 2007 with the study titled “A Study on Purchase Pattern of Cosmetics among Consumers in Kerala”, the consumers were interviewed at the leading cosmetic shops and convenient sampling was applied to select samples. The sample size for the study is 300.

I the research study with title “Research of Female Consumer Behavior in Cosmetics Market Case Study of Female Consumers in Hsinchu Area Taiwan” carried out in Taiwan by Chiang in 2010 Totally 550 questionnaires were released and 390 copies are effective among the retrieved ones. Study on female consumers in Taiwan.

The research which is carried out in sweden with title “A Study of Factors Affecting on Men’s Skin Care Products Purchasing, Particularly in Karlstad, Sweden” by Molander in 2010, A questionnaire was developed and distributed to men who are in the age range between 15-45 years old and living in Karlstad, Sweden. The total sample consists of 94 respondents.

As per the research carried out by Audrey in 2010 titled “The costumer behaviour in men’s cosmetic market”, students form Halmstad University, Swedish ones and Erasmus ones, among which most of them coming from Western Europe (Germany, Austria, Spain, France, Sweden...) and who were between 18 and 25 years old were interviewed. It has been decided to administrate 110 questionnaires in total in order to have a good representation.

In the study with title “An Evaluation Of Current Techniques In Cosmetic Advertising And An Assessment Of Their Effectiveness on The Contemporary Consumer” done by Oakley in 2009 approximately 1,000 people would have been sampled, however the difficulty in finding that many participants meant that the sampling frame for this questionnaire was one hundred people.
Figure: 3.1

Source: Stayresindia.com

Figure: 3.2
3.4.4. Research Tool

3.4.4.1. Interviews

Face to face interview where conducted with the respondents while getting the questionnaires filled. There are various queries that are originated during the filling of questionnaires which are handled in proper way so as to make everything clear to respondents.

3.4.4.2. Observations

Few observations were also made during the collection of data from the six cities. The observations are made while the respondent is filling the questionnaire. The observations were noted down and have been discussed in the concluding chapter.

3.4.4.3. Questionnaire

The questionnaire has been used as a tool of this research for collecting the data from the consumers who have been using the cosmeceutical products and belong to different cities of northern India. The questionnaire consists of 77 (seventy seven) questions. The questions are on the ranking scale and on five point Likert scale.

3.4.5. Data collection approach

3.4.5.1 Nature of Data

Primary data: Data that is obtained as a result of first hand information collected from research. This is the original data.

Secondary data: secondary data that is already available and published. It could be internal and external source of data.

- Internal source: which originates from the specific field or area where research is carried out e.g. publish broachers, official reports etc.
- External source: This originates outside the field of study like books, periodicals, journals, newspapers and the Internet.
3.5. Limitations of the study

a. The study has been carried out only in the northern region of India.

b. As India is a country with different climatic conditions so this study cannot be generalized to whole of India.

c. The population of the six different states under the study is different although the data which is collected is from equal number of respondents from all the six cities of the six different Northern Indian states.

d. By virtue of the topic under discussion (usage of cosmeceuticals) inherent hesitation could lead to respondent bias.

3.6 Reliability and validity of questionnaire.

The internal consistency of the questionnaire was measured through Cronbach's Alpha which is 0.650. The construct validity was measured through piloting the questionnaire. One set of questions was given to skin specialist and the other to 120 respondents of Delhi, Lucknow and Jaipur. The questionnaire was normalized after the analysis from the above mentioned responses.