CHAPTER – III
RESEARCH METHODOLOGY

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Introduction

Research, simply stated, is an attempt to arrive to answers to intellectual and practical problems through the applications of scientific methods to the knowledgeable universe. The scientific methods and procedures have been evolved and been developed to increase vastly the likelihood that a class of questions, viz., What? How? and to limited extend Why? concerning the experiential phenomena are successfully answered. Research ¹ in common parlance refers to a search for knowledge. It can also be defined as a scientific and systematic search for pertinent information on a specific topic. The Advanced Learner’s Dictionary of Current English² defined research as ‘a careful investigation or inquiry especially through search for new facts in any branch of knowledge’. The Webster’s International Dictionary defines research as ‘a careful, critical inquiry or examination in seeking facts or principle; diligent investigation in order to ascertain something’.

On the other hand Marketing Research is a systematic inquiry that provides information to guide marketing decisions³. More specifically, as expanded by the American Marketing Association (AMA), marketing research is a process of determining, acquiring, analyzing and synthesizing, and disseminating relevant marketing data, information, and insights to decision makers in ways that mobilize the organization to take appropriate marketing actions that, in turn, maximize business performance.

In orientation to the research topic, undoubtedly, men are becoming more and more sensitive about skin care and grooming. Now that separate products for men are available, it is certain that men will not use the products that are used by women anymore. This also projects the scope of developing more products for men in the years to come.


The process of evaluating and selecting the most appropriate and/or suitable types and brands in male cosmetics cannot be very simple. It is because such products have been bought with a lot of expectations and there is always a risk of dissatisfaction and dissonance and sense of uncertainty. Each person must have different expectations of likely benefits from the use of the product. The researcher would like to find out those factors male consumers must be applying while selecting, purchasing and using particular brands of male cosmetics.

The use of cosmetics may be a routine / habitual phenomenon. People may also be aware of the fact that they may not get results of all cosmetics immediately. Hence, most of them might be deciding on the budget for such expenditures while considering expenditure on other needs. There could be a number of factors restricting the amounts of budget for cosmetics based on the income of families. And still the sales of male cosmetics are increasing substantially. Thus, the researcher is interested in knowing the demographic psyche, the product beliefs, self-image, normative influences and attitude towards using cosmetics products in this regard.
3.1 Objectives of the Study

1. To get the detailed insight of attitudes and influences of male cosmetic concept in Indian society:

An attitude\textsuperscript{4} is a learned tendency to respond to a given product in a particular way. This is an important factor for marketing managers because many consumer behaviors are related to attitudes. In broad scenario consumer’s attitudes is often useful to segment markets. This also helps to design marketing mixes that align closely with the feeling in each segment. Attitudes have three components: the cognitive, the affective and the behavioral.

The cognitive component is consisting of particular beliefs or knowledge that a consumer has about something. The affective component of an attitude encompasses the consumer’s positive and negative feelings; that is, it refers to how strongly a person likes or dislikes something. Finally, the behavioral component, consist of any action a consumer takes on the basis of his or her beliefs or feelings. The behavior may take the form of buying or shunning a product, using it, recommending it to others, and so on.

Looking at the trend of male cosmetics products, it can be easily read that cosmetics are not going anywhere from the list of male’s necessities anytime soon and without appreciating the drastic change in male’s attitude. And hence the researcher is interested to get the detailed insight of attitudes and influences of male cosmetic concept in Indian society.

2. To explore the dynamics of men’s attitude towards grooming, various aspects of increasing importance behind personal appearance and its effects on male cosmetic market in Pune region:

In today’s culture, one is expected to be well-groomed not only on professional ground but also on societal ground. A well groomed person is received well by his peer group members. Society also looks up to a person whose appearance is presentable. It is always said that, ‘there are two things that are timeless: great advice and the appeal of well-groomed individual’. Studies have revealed that better-looking people earn more, so taking care of appearance is an investment in future.

Products like cosmetics are promoted to improve appearance of individuals and individuals purchase such products with lots of expectations along with high involvement in it. Hence researcher is interested to explore the dynamics of men’s attitude towards grooming, various aspects of increasing importance behind personal appearance and its effects on male cosmetic market in Pune region.
3. **To study the effect of self image on consumers while buying male cosmetics products:**

As a consumer, every individual naturally buys goods and services that fit to his or her self-concept. This self-concept consists of individual’s perceptions, beliefs and feeling about himself / herself. It encompasses both- private self (how these individuals see themselves) and public self (how others see them), as well as actual self (how they really are) and ideal self (how they would like to be).

Purchases and possessions of cosmetics products are more central to self-concept than others because they become extension of individuals. Marketers of cosmetics products that contribute to self-image need to assess the self-concepts (especially the social and ideal self-concept) of their target customers and develop brand image that maintain or enhance those self-images. Hence researcher is interested to study the effect of self image on consumers while buying male cosmetics products.
4. **To understand the impact of normative influence on consumers of male cosmetics:**

There is a primary human need to belong to social groups. Evolution has taught us that survival and prosperity is more likely if we live and work together. However, to live together, we need to agree on common beliefs, values, attitudes and behaviors that reduce in-group threats act for well being and hence occasionally people behave in a way just to gain approval from others, even if they do not necessarily believe in what they are doing. This is normative social influence – influence resulting in the desire to gain approval or avoid disapproval. Online ‘Businessdictionary’\(^5\) has defined normative influence as a power exerted on an individual by a reference group to conform to the group’s or generally accepted norms of behaviour.

The cosmetic products have more impact on consumer’s external appearance and in a way; these consumers try to seek approval from the groups they belong to directly or indirectly. These groups consist of family members, friends, peer group members, opinion leaders, etc. Hence, researcher is interested in understanding the impact of normative influence on consumers using male cosmetics products.

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3.2 Hypotheses

A hypothesis is a possible answer to a research question. It is usually considered as the principal mechanism in research. The main function of hypothesis is to suggest new experiments and observations. According to Webster\(^6\) a hypothesis is ‘a proposition, condition or principle which is assumed, perhaps without belief, in order to draw out its logical consequences and by this method to test its accord with facts which are known or may be determined’.

Goode and Hatt\(^7\) have defined hypothesis as ‘a proposition which can be put to test to determine validity’. A hypothesis\(^8\) ‘is testable if other deduction can be made from it which, in turn, can be confirmed or disproved by observation’. As P. Saravanavel\(^9\) in his book ‘Research Methodology’ describes, when a researcher observes known facts and takes up a problem for analysis, he first start somewhere and this point of start is the ‘hypothesis’.

In view of the above cited discussions and also the underlined objectives of the study, the researcher decided to test the following hypotheses.

\(H_1\): Self-image positively affects attitude towards using male cosmetics products.

\(H_2\): Normative influence positively affects beliefs in product attributes.

\(H_3\): Normative influence positively affects self-image for male cosmetics products.

\(H_4\): Attitude towards using male cosmetics products and belief in product attributes positively affects the purchase intention.

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3.3 Research Design

The research design is a blue-print/master plan of all the methods and procedures or conceptual structure within which research is conducted. It constitute for the collection, measurement and analysis of data. ‘A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure’.

3.3.1 Type of Research Design:

The researcher has adopted descriptive research design for the present research purpose. Descriptive research describes the present status of people, attitudes, and progress. Descriptive research design takes a “what is” approach. It involves collecting quantitative information, describes categories of qualitative information, involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data. Descriptive research design uses description as a tool to organize data into patterns that emerge during analysis and often uses visual aids such as graphs and charts to aid the reader.

3.3.2 Type of data sources:

The researcher has used both primary data sources and secondary data sources to collect the information.

a. Primary data: For the purpose of primary data, the researcher has developed ‘structured, un-disguised questionnaire’ as a research instrument. The present questionnaire is consisting of dichotomous, multiple choice and likert-type scale questions. This questionnaire comprises of nominal, ordinal, interval and ratio scale. In order to make the questionnaire effective and to ensure quality to the replies received, the researcher has paid attention to the question-sequence in preparing the questionnaire. Moreover, researcher had prepared a draft questionnaire on the foundation of preliminary interviews, expert opinions and literature review. Then the draft questionnaire was tested through pilot survey to find out relevancy of the questions, understanding of the questions by the respondents, willingness of the respondents to share the

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information, ease and time taken by the respondents for completion of the questionnaire, likely range of responses, etc.

b. **Secondary Data:** However, researcher has collected the secondary data through Print media like books, magazines, Research Articles on Google Scholar, Wiley On-line and such other internet websites, related company literatures and online reports of various research organizations, etc.

3.3.3 **Sampling Design:**

Sampling design is a definite plan for obtaining a sample from a given population. The researcher has adopted several techniques and procedures in selecting the items for the samples.

a. **Population:** As the present study is based on buying behavior for male cosmetics products in Pune region and hence every man staying in the city is a potential respondent for the existing research questionnaire and is a part of the population. So this population is consisting of all the males form different socio-economic classification with different professions, ranging from students, business class people, service men (Government and private), professionals like doctors, CA’s, lawyers, etc. and even unemployed class of people who are not studying anywhere. Thus the population is infinite.

b. **Sampling Unit:** Out of all potential respondents i.e. from population, the researcher has chosen only students, professionals, and service class and business class respondents for the study as a sampling unit and also researcher has selected the respondents of age ranging from 20 to 50 years old only from urban part of the Pune region whose family’s monthly income is more than rupees 15,000.

c. **Sampling Method:** The researcher has adopted multi-stage sampling technique for selection of sample. At the outset, the researcher has chosen cluster sampling technique by selecting electoral constituency of Pune region. Out of 21 constituencies in this region, 10 belong to rural parts where as 11 constituencies are from urban area which are as Chichwad, Pimpari, Bhosari, Vadgaon-Sheri,
Shivajinagar, Kothrud, Khadakwasala, Parvati, Hadapsar, Pune Cantonment and Kasba Peth. The total population of these areas as per Census-2011 has been recorded as 57,39,716 out of which 30,22,585 are male members. Subsequently, researcher has applied convenient sampling technique for selection of samples from these 11 clusters. To reduce the sampling error, the researcher has personally visited the different locations of these constituencies like shopping areas, IT parks, Pune Municipal Corporation and Pimpari-Chinchwad Municipal offices, entertainments locations and few educational hubs.

d. **Sample Size:** This refers to the number of items to be selected from the population to constitute a sample. As per the sample size formula ‘By Proportion’ (\(n=z^2*p*q/e^2\)), when population is infinite and at 95% confidence level and 50% precision; the sample size is 385. However, to get more detailed and qualitative output the researcher has distributed 90 questionnaires in each constituency i.e. in total 990 questionnaires. In response to that, researcher has received 563 appropriate responses, which is 57% rate of response.

3.3.4 **Reliability and validity of the measures used:**

After all responses, face validity, content validity, and pre-test of 30 respondents have conducted in order to test the reliability and validity of the research measures.

3.3.5 **Statistical tools to test the hypothesis:**

In this study, descriptive statistics is first employed and then inferential statistics including Factor Analysis, Correlation, Regression Analysis and Path Analysis (under Structural Equation Modeling) are applied to test the hypotheses. The Statistical Package for the Social Sciences Program (SPSS) version 17.0 and IBM AMOS 20 were used in this study for all the statistical assessments. The data set was screened and examined for incorrect data entry, missing values, normality and outliers.
3.4 Utility of the Study

The market for male cosmetic products, although still niche in India, is growing and evolving. Male consumers are placing greater importance on looking good and the personal care aspects of improved health and wellness. Understanding male needs, attitudes and behaviors towards grooming will open up new commercial avenues in this under-served arena. The male cosmetics market, while exhibiting strong potential, needs a markedly different approach in order to succeed compared to the mature female market, due to some substantial differences in attitudes and behaviors that exist across genders.

Before a decade or so, the word ‘cosmetics’ was predominantly associated with a single gender i.e. woman. It did not mean that male never used cosmetic products. They certainly did. However, marketers coined the term ‘male cosmetics’ recently thus identifying special segment for particular products on the basis of gender differentiation. Celebrity endorsements of certain products of this category in TV ads seem to have played a greater role in spreading the concept on wider scale. Moreover, to the authors' knowledge, there no previous research has been conducted for Indian market hence, the researcher claims that his study will help the number of beneficiaries in the process, mainly because this study has bought out the resourceful information about customers and various factors influence his buying behavior.
3.5 Summary

The present research study is of descriptive nature and has used the quantitative research method. The researcher has adopted multi-stage sampling technique for selection of sample. At the outset, the researcher has chosen cluster sampling followed by convenience sampling method to employ samples from Pune region and responses are taken from the students, service class, business class and professionals of age group between 20 years to 50 years. Size of the universe cannot be defined because every male individual is a possible respondent for this particular study. The sample size has been consisting of 563 respondents across the urban part of the region.

The ‘structured, un-disguised questionnaire’ was developed from standard questions of relevant literature as a research instrument. For collecting data, researcher has conducted schedule interviews with the help of developed questionnaire. However, secondary data has been collected with the help of print media like books, magazines, research articles on Google scholars and such other websites, related company literature. The Statistical Package for the Social Sciences Program (SPSS) version 17.0 was used in this study for all the statistical assessments. The data set was screened and examined for incorrect data entry, missing values, normality and outliers. In this study, descriptive statistics are first employed followed by inferential statistics including Factor Analysis, Correlation, Regression Analysis and Path Analysis (under Structural Equation Modeling) were applied to test the hypothesis.