CHAPTER – V
SUMMARY OF CONCLUSIONS
After analyzing the data collected through various sources, the researcher has come to the following conclusions:

1. Cosmetics are generally referred to as “a preparation, such as powder or skin cream, designed to beautify the body by direct application.” Secondly, “it is something superficial that is used to cover deficiency or defect.” The product is useful to both male and female equally. However, the use of cosmetics by male was not very apparent and no such efforts were taken by the marketers to create a specific market of this product category for men.

2. The word cosmetics in Indian perspective have always been related with the females till recently. Inclusion of male segment in the world of cosmetics is a recent phenomenon. As compared to the female cosmetics market all over the world, male cosmetics market is still considered a niche market.

3. Even though the cosmetics related products appear to be comparatively less important and trivial, it is still attached with the external appearance of a human being. Persons are believed to look better by using various cosmetics. Looking better is now considered as the need of the society. It is directly related to the concept of social acceptance. In this sense, the place of cosmetics in the minds of the modern consumer is rising in the hierarchy of his wants.

4. People do not feel embarrassed of using cosmetics as it is perceived as the product enhancing their confidence and makes them look better. Today’s youths are living in the modern era where competition and competence have become sharp almost in all fields. Society is demanding vigorous youths in the field of employment who can deliver their best through their jobs. The entry in lucrative jobs demands not only the knowledge and skills for the posts but emphasis is also given on the external appearance of the persons applying for the said jobs.

5. Consumer is considered to be core in the entire process of buying phenomenon irrespective of the products. There are various external and internal forces that work upon him and can become instrumental in influencing his buying decisions. Marketers are always interested in knowing the behaviour of consumers in buying
process and the forces that work on them. While formulating strategies the marketers use the benefits of such influences so as to tend the consumers towards using their particular products.

6. The process of buying male cosmetics is associated with benefits that the consumer tries to seek from them. Whenever a consumer buys male cosmetics, he is expecting that the product should give the desired benefits. In other words every consumer has a self concept and he believes that the product will help him to look better and thus would increase his social value.

7. Cosmetics products are categories according to their applications on various parts of the human body. For example, skin care products are used for improving the quality of human skin. Hair care products are basically used for nourishing hair and improving its outlook. Different perfumes and deodorants are used for keeping the unpleasant body odour away. The use of all such cosmetics is freely accepted by male members in Indian society. However the selection of manufactures, specific brands, the place of purchase, the price range, etc. depends on the consumers self knowledge and also the effects of external forces like peer group, family and friends and his other social associations. The marketers’ efforts by means of promotional activities, product packaging, distribution strategies, product innovations can effectively work on the buying decisions of the consumers.

8. The manufacturing of the cosmetics all over the world is controlled by the acts and laws of the respective countries. In India, manufacturing, distribution and sale of cosmetic products are regulated by provisions under Drug and Cosmetics Act 1940. The Indian consumers are therefore assured of the minimum standards in the quality of cosmetics. As the cosmetics have to be applied on various parts of the body, observation of quality standards become pertinent for safety of use. This assurance of secured products can boost the use of male cosmetics in current generation.
9. The Indian male cosmetic market has been witnessing a sea change as many renowned multinational companies have entered into this market with a wide variety of lines of products, thereby creating opportunities for Indian male consumers to select desired male cosmetics from its basket. Indian male cosmetics market is also welcoming the products with natural ingredients.

10. The researcher has undergone and referred at appropriate places (duly acknowledged) the contents of various literature such as books, research papers, articles appeared on internet websites, news papers, dissertations, research reports published by various institutions with respect to the male cosmetics. Although sufficient study has been done on the similar topic, the researcher has specifically focus on the acceptance of the male cosmetics concept in Indian perspective. The questionnaire, the objectives, the major hypotheses and the analysis of various data has been directed towards male cosmetics concept in Indian perspective.

11. The present research study is of descriptive nature. 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 response is taken from the students, service class, business class and professionals of age group between 20 years to 50 years. The sample size has been consisting of 563 respondents across the study area. The ‘structured, un-disguised questionnaire’ was developed from standard questions of relevant literature as a research instrument. The statistical Package for the Social Sciences Program (SPSS) and AMOS 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. In this study, descriptive statistics are first employed followed by inferential statistics including Correlation, regression analysis and path analysis is applied to test the hypothesis.

12. The researcher has deliberately chosen the study area as Pune Region. There are a number of attributes of the Pune, that can resemble the Indian cities in general and metropolitans in particular. Since Pune is a city very close to Mumbai—the financial capital of India, and having a vast industrial area including IT parks of
global recognition, retail malls with variety of brands available and renowned education institutes, Pune has privilege of having a variety of Socio Economic Class (SEC). This makes the researcher as the appropriate choice to limit this study to Pune city and its outskirts.

13. The researcher has set forth four main objectives for this study

i) **To get the detailed insight of attitudes and influences of male cosmetic concept in Indian society:**
   Individual’s attitude plays a vital role in accepting or rejecting any category of products. An attitude is a learned tendency to respond to a given product in a particular way. Since consumer behaviour is related to his attitude, the researcher has attempted to establish the relationship of purchase intention with the attitude and it is found that attitude towards using male cosmetics products positively affects purchase intention. The analysis reveals the fact that Indian consumers are not only accepting the male cosmetics products but they have also shown readiness in using them in their day to day life.

ii) **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:**
   The modern society is expected to be well-groomed on professional as well as societal ground. The researcher has considered factors like anxiety, self-esteem, self-presentation, conformity, emotional stability, distinguished image between social fields and professional fields which are closely related to the personal appearance of the individuals. While analyzing the data it is found that Indian men are more inclined towards using male cosmetics notably for self presentation, self-esteem and distinguished image between professional fields.

iii) **To study the effect of self image on consumers while buying male cosmetics products:**
   To achieve the above objective the researcher has set two major hypotheses i.e. 
   $H_1$: Self-image positively affects attitude towards using male cosmetics products and 
   $H_2$: there is positive relationship between self-image and normative influence
for male cosmetics products. Respondents were asked to rate their opinion towards applying male cosmetics products reflecting their self-image on 14 variables such as ‘I see myself as – Urban fashion man’, ‘Cosmetics is not only a women area’, etc. while referring the structural model, it is proved that self-image positively affects attitude towards using male cosmetics products at the same time it is observed that there is positive relationship between self-image and normative influence for male cosmetics products.

iv) To understand the impact of normative influence on consumers of male cosmetics.

The researcher has set $H_2$ and $H_3$ which read as ‘normative influence positively affects beliefs in product attributes’ and ‘there is positive relationship between self-image and normative influence for male cosmetics products’ respectively. While referring the structural model, it is proved that ‘normative influence positively affects beliefs in product attributes’ and ‘there is positive relationship between self-image and normative influence for male cosmetics products.’