

## **AN EMPIRICAL STUDY ON SHAVING CREAM SELECTION BEHAVIOUR IN SILIGURI SUBDIVISION OF DARJEELING**

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**ABSTRACT:** Since Indian men are becoming more grooming conscious brands that hitherto being associated with women only are now nearly tripping over & tuning themselves to cater to the specific personal care needs of men to have a metro-sexual look of which, shaving plays a vital cue. This paper attempts to analyse the buying intention and attitudinal preference while buying a particular brand of shaving cream in the growing market of Siliguri city of North Bengal using Fishbein's Model. Next in later half of the paper, two sample Z-test is adopted to identify whether employment status of male does have any influence in selecting shaving cream brands with respect to some major purchasing variables as identified from Fishbein's Model.

**Keywords** - Attitude measurement, Fishbein's Model, Grooming, Metro-sexual outlook, Z test (for two samples)

### **1. INTRODUCTION**

Now beauty & grooming are not at all confined with women since men have started realizing the importance of caring one's face as an individual's most prized asset. More and more Indian men are inclined to grooming regimen in order to be presentable with a metrosexual identity, which is the latest passé in India. With the growing concern over personal care, they purposefully use creams, lotions, face scrubs, shower gels and so on as parts of daily grooming regime alongside exercise and eating right, as needful acts of healthy living. This has made the Men's grooming industry as one of the fastest growing sectors in India. Shaving cream, being an important personal care kit item of men's daily self care contributes almost 30% of the total male personal care business in India. This paper attempts to find out the factors affecting consumer's buying behavior and attitude towards branded shaving creams among young males in Siliguri city of North Bengal with the help of Fishbein model. This study also tries to figure out whether there exist any substantial levels of association among the major variables affecting purchase of shaving cream brands with employment condition and finally succeeded to identify those factors that matter most with respect to working or non-working status in selecting shaving cream brand in Siliguri..

#### **1.1 Shaving Cream for Men & Indian Market**

Shaving creams are a category of male-oriented toiletry product that is used prior to the shaving to wet and soften the beard. The rich foam it produces helps to hold the facial hair erect for cutting. Shaving creams are basically soaps composed of sodium and potassium stearate, mixed with water and glycerol to give a creamy texture. As per Indian Standards, there are two types of shaving creams: Type 1 – lather and Type 2 – brushless. Study reveals that men of this millennium are becoming more conscious of their looks, appearance and need to be well-groomed in their workplace as well as in society, since ill-groomed men are perceived as shoddy and irresponsible. Usually males select a shaving cream based on their requirements and skin type. This cream actually lubricates a male face to minimize his effort while gliding the razor and makes the skin glowing after a shave through its rich nourishing and moisturizing properties. It is important to look good and tidy while at work, since it creates a good impression. The cream should give smooth shave with perfectly moisturized skin

afterwards and does not cause any kinds of rashes or irritation and breakouts and bumps. A good shaving cream contains high amount of glycerin which will ensure optimum moisturizing and will protect your skin from becoming irritated or flaky.

The Men's grooming industry being the fastest growing markets in India, the market has witnessed a host of shaving creams. Presently the top Shaving Cream Brands in India is Gillette by Procter & Gamble which is known for providing a smooth shave along with a host of other benefits. Increasing disposable income and desire to remain competitive & youthful in the workforce have enabled the men's grooming and personal care market in India to outpace Indian personal care market at large for growth. Penetration in urban market is about 65% compared to only 55 in rural areas. As per Nielson's study in 2014, nearly 81% of Indian men use cream only but not gel/foam for shaving. Skin care is a fast developing subsector of the men's cosmetics market, mainly attributed to a rising concern over aging. Men above 45 are realizing that they need to work [until] quite late in life and maintaining a professional appearance will be an advantage. An ASSOCHAM study shows more and more men are looking for separate sets of bathing and essential care products that include bath and shower gels, face wash, and deodorants. According to a recent study by Indian industry body ASSOCHAM (Association of Chambers of Commerce), Indian men spend approximately \$100 more than women in personal care products. This newfound male grooming consciousness is also driven by reality TV, demand for male models in prominent fashion shows, and beauty pageants exclusively for men apart from changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment.

## **2. OBJECTIVE(S) OF THE STUDY**

- (a) To ascertain male's attitudinal preference towards different brands of shaving cream available in Siliguri using Fishbein's Attitude Model with Focus Group discussion and identifying the top three brands.
- (b) To identify existence of any significant association/relationship of top four shaving-cream brand selection variables with the employment condition of men on shaving-cream buying decision making at Siliguri using two sample Z – test upon two focus groups.

## **3. MATERIALS AND METHODS**

### **3.1 Research Methodology**

- (i) Approach: Descriptive through Focus Group Discussion using questionnaire for primary data collection.
- (ii) Sample Size: Survey of nearly 150 young males of 18 to 28 age group selected randomly & categorized into 2 Focus groups one for Students & other for Working personnel.
- (iii) Sampling Unit: Male Working Professional, Male non-working Students of College and adjacent University
- (iv) Study Area: All the 47 wards of Siliguri Municipal Corporation situated in sub-himalayan northern part of West Bengal.
- (v) Statistical Tools Used: Descriptive statistics, Chi-square, factor analysis
- (vi) Scaling Used: Five point Likert Scale
- (vii) Study Time & Duration: March to May (Summer) & October – December (Winter) total 6 months

3.1.1 Determination of male's attitudinal preference towards different brands of shaving cream in Siliguri:-.

Fishbein's Attitude Model: It is a multi-attribute attitude measuring model used to analyse the reason & preference of human-attitude towards any specific object. This model says that people form attitude towards objects on the basis of their beliefs (perceptions and knowledge) about these objects.

$$A_0 = \sum_{i=1}^n b_i e_i^{\dagger}$$

Where  $A_0$  = the person's overall attitude towards the object.

$b_i$  = the strength customer's belief that the object is related to attitude  $i$ .

$e_i$  = customer's evaluation or intensity of feelings towards attribute  $i$ .

$n$  = the number of relevant beliefs for the customer.

3.1.2 For, Focus Group discussion, two following focus groups are made –

(a) **Focus Group I:** Non-working Students from Colleges & Universities (62)

(b) **Focus Group II:** Working Professionals (88) inclusive of Private, PSU employees & Businessmen

3.1.3 Shaving Cream Brands Available in Siliguri for study

(a) Gillette, (b) Park Avenue, (c) Godrej, (d) Dettol, (e) VI-John,

(f) Old Spice, (g) Palmolive, (h) Wild Stone, (i) SuperMax, (j) Axe Denim

**Table No 1: Attribute for measuring Attitudinal Preference upon Brand of Shaving Cream**

Sl No	Factors governing Attitude of young male (18-28 yrs) towards Shaving cream brands	No of respondents	% of respondents
1	Smoothness of shave & Lathering ability	49	32
2	Relaxing Post application feel & Antiseptic effect	27	18
3	Value for Your Money & Offers/Discounts	13	9
4	Mood-emulsifying ability	9	6
5	Aesthetic value (Colour, Fragrance, Foam/Gel, Packaging)	40	27
6	Skin-friendliness & after shave glow	12	8
	Total	150	100

**Table No 2: Likert scale used to evaluate each characteristic of shaving cream**

Extremely Good	Good	Neither Good nor Bad	Poor	Extremely Poor
+ 2	+ 1	0	- 1	- 2

The consumer provides the following responses, which represent  $e_i$  (an evaluation of the attribute as being good or bad)

**Table No 3: Evaluative Rating Score assignment to various Selection factors for shaving cream**

Attribute	Rating Score
Smoothness of shave & Lathering ability	+2
Relaxing Post application feel & Antiseptic effect	+2
Value for Your Money & Offers/Discounts	+1
Mood-emulsifying ability	+1
Aesthetic value(Colour, Fragrance, Foam/Gel, Packaging)	+2
Skin-friendliness & after shave glow	+1

**Table No 4: Likert scale displaying how likely different brands of shaving cream possesses the characteristic**

Extremely Likely	Likely	Indifferent to assess	Unlikely	Extremely Unlikely
+ 2	+ 1	0	- 1	- 2

**Table No 5: The consumer provides the following responses, which represent  $b_i$  (an evaluation of the attribute as being likely or unlikely)**

Attribute	Gillette	Park Avenue	Palmolive	Godrej	Axe Denim	VI-John	Old Spice	Wild Stone	Dettol	SuperMax
Smoothness of shave & Lathering ability	+2 (78)	+2 (56)	+2 (68.7)	+1 (52.3)	+2 (76.7)	+2 (54)	+1 (59)	+1 (58)	+2 (86)	+1 (76)
Relaxing Post application feel & Antiseptic effect	+1 (61.1)	+2 (78.3)	+1 (50.9)	+1 (70.6)	+1 (79)	+1 (76)	0 (93)	+2 (62)	+2 (68)	+1 (86)
Value for Your Money & Offers/Discounts	+2 (53)	+1 (79.4)	0 (76.6)	+1 (63)	0 (79)	+2 (72)	0 (58)	+1 (53.5)	+1 (58)	+1 (54.1)
Mood-emulsifying ability	+2 (57)	+2 (89)	+1 (86)	+1 (76)	+1 (66.1)	0 (69)	-1 (74)	+2 (87.2)	-1 (84.5)	0 (58.6)
Aesthetic value (Colour, Fragrance, Foam/Gel, Packaging)	+1 (73)	+2 (50.9)	+1 (49.87)	+2 (58.2)	+2 (67.9)	+2 (51)	0 (81.)	+2 (76.8)	-1 (59.3)	-1 (78)
Skin-friendliness & after shave glow	+2 (86)	+1 (76)	0 (93.6)	+1 (75.9)	0 (79)	-1 (57)	+1 (73.2)	+2 (90.4)	+1 (80.7)	+1 (83.2)

**Table No 6: Total Score attained by 10 shaving cream brands using Fishbein's Attitude measuring formula stated above <sup>†</sup> in all six parameters:-**

Attribute	Gillette	Park Avenue	Palmolive	Godrej	Axe Denim	VI-John	Old Spice	Wild Stone	Dettol	SuperMax
Smoothness of shave & Lathering ability	4	4	4	2	4	4	2	2	4	2
Relaxing Post application feel & Antiseptic effect	2	4	2	2	2	2	0	4	4	2
Value for Your Money & Offers/Discounts	2	1	0	1	0	2	0	1	1	1
Mood-emulsifying ability	2	2	1	1	1	0	-1	2	-1	0
Aesthetic value (Colour, Fragrance, Foam/Gel, Packaging)	2	4	2	4	4	4	0	4	-2	-2
Skin-friendliness & after shave glow	2	1	0	1	0	-1	1	2	1	1
Total Score	+14	+16	+9	+10	+11	+10	+2	+15	+7	+4
Ranking as per Attitudinal preference	3 <sup>rd</sup>	1 <sup>st</sup>	6 <sup>th</sup>	5 <sup>th</sup>	4 <sup>th</sup>	5 <sup>th</sup>	9 <sup>th</sup>	2 <sup>nd</sup>	7 <sup>th</sup>	8 <sup>th</sup>

### 3.1.4 Result & Discussion

As per Table 6 above, Park Avenue has topped [+16] in Attitudinal Preference Ranking list followed by Wild Stone [+15], Gillette [+14], Axe Denim [+11] in top four and SuperMax in last [+4] according to Fishbein's Attitude model.

3.2 Two Sample Z – test to identify existence of any significant association/relationship of top four shaving-cream brand selection variables with the employment condition:-

In order to ascertain whether there exists any relationship of top four shaving-cream brand selection variables with employment condition (working or non-working student) of men at Siliguri on buying decision making, two sample Z tests are carried out at 95% confidence interval whose findings are tabulated below in Table No 5 & 6:-

#### 3.2.1 Research Hypothesis

Null Hypothesis ( $H_{01}$ ): There is no significant difference of opinion among male non-working students & working professionals with respect to Smoothness of shave & Lathering ability in deciding shaving cream brand.

Alternate Hypothesis ( $H_{11}$ ): There exists significant difference of opinion among male non-working students & working professionals with respect to Smoothness of shave & Lathering ability in deciding shaving cream brand.

Null Hypothesis ( $H_{02}$ ): There is no significant difference of opinion among male non-working students & working professionals with respect to Value for Money & Offer/Discounts in deciding shaving cream brand.

Alternate Hypothesis ( $H_{12}$ ): There exists significant difference of opinion among male non-working students & working professionals with respect to Value for Money & Offer/Discounts in deciding shaving cream brand.

Null Hypothesis ( $H_{03}$ ): There is no significant difference of opinion among male non-working students & working professionals with respect to Aesthetic value (Colour, Fragrance, Foam/Gel, Packaging in deciding shaving cream brand.

Alternate Hypothesis ( $H_{13}$ ): There exists significant difference of opinion among male non-working students & working professionals with respect to Aesthetic value (Colour, Fragrance, Foam/Gel, Packaging in deciding shaving cream brand.

Null Hypothesis ( $H_{04}$ ): There is no significant difference of opinion among male non-working students & working professionals with respect to Relaxing Post application feeling & Antiseptic effect in deciding shaving cream brand.

Alternate Hypothesis ( $H_{14}$ ): There exists significant difference of opinion among male non-working students & working professionals with respect to Relaxing Post application feeling & Antiseptic effect in deciding shaving cream brand.

**Table No 7: Two Sample Z-tests between Attribute-Variables: Value for Your Money & Offer/Discounts and Smoothness of shave & Lathering ability with Working & Non-working males**

Attribute Variable	Focus Group	N	Mean	Standard Deviation	Mean Difference	95% Confidence Interval		Z-value	p-value
						Lower Limit	Upper Limit		
Value for Money & Offer/Discounts	I (Student)	62	2.565	1.573	-0.528	-0.976	-0.080	-2.31	0.02
	II (Working Male)	88	3.093	0.640					
Smoothness of shave & Lathering ability	I (Student)	62	4.217	1.052	0.244	-0.204	0.692	1.069	0.23
	II (Working Male)	88	3.973	0.328					

**Table No 8: Two Sample Z-tests between Attribute-Variables: Aesthetic value and Relaxing Post application feeling & Antiseptic effect with Working & Non-working males.**

Attribute Variable	Focus Group	N	Mean	Standard Deviation	Mean Difference	95% Confidence Interval		Z-value	p-Value
						Lower Limit	Upper Limit		
Aesthetic value (Colour, Fragrance, Foam/Gel, Packaging)	I (Student)	62	2.750	1.365	-1.103	-1.734	-0.473	-3.43	0.001
	II (Working Male)	88	3.853	0.485					
Relaxing Post application feeling & Antiseptic effect	I (Student)	62	4.162	1.192	0.455	-0.175	1.085	1.415	0.157
	II (Working Male)	88	3.707	1.183					

3.2.2 Interpretation of results of Two Sample Z-test conducted on 2 Focus Groups

**Table No 9: Summary of Results Two Sample Z-tests for Variables (a) Aesthetic value, (b) Relaxing Post application feeling & Antiseptic effect, (c) Value for Your Money & Offer/Discounts and (d) Smoothness of shave & lathering ability with Working & Non-working males**

Sl No	Table No	P Value	For Variable	Status of Null Hypothesis	Implication
1	7	0.02 (<0.05)	Value for Money & Offer/Discounts	Rejected	There exists a significant difference of opinion among male students & male working professionals with respect to Value for Money & Offer/Discounts,
2		0.23 (>0.05)	Smoothness of shave & Lathering ability	Accepted	There is no such significant difference of opinion among male students & male working professionals with respect to Smoothness of shave & Lathering ability
3	8	0.001 (<0.05)	Aesthetic value (Colour, Fragrance, Foam/Gel, Packaging)	Rejected	There exists a significant difference of opinion among male students & male working professionals with respect to Aesthetic value (Colour, Fragrance, Foam/Gel, Packaging etc)
4		0.157 (>0.05)	Relaxing Post application feeling & Antiseptic effect	Accepted	There is no such significant difference of opinion among male students & male working professionals with respect to Relaxing Post application feeling & Antiseptic effect.

#### 4. CONCLUSION

Indian Personal care market has witnessed a growing willingness amongst urban men to look good & fresh and such willingness has opened up new commercial avenue to the companies thereby resulting launch of plethora of products targeted at men through understanding the male needs, attitudes and behavior towards grooming. This research study on Shaving Cream has analysed the buying intention behind shaving cream and attitudinal preference in selecting a particular brand of shaving cream in the growing market of Siliguri city of North Bengal. The study identified six variables governing shaving cream brand choice and these variables have been used in attitude measurement in the context of Siliguri. The result shows Gillette did not able to hold its leading position in Siliguri market as Park Avenue emerged as leader followed by Wild Stone in 2<sup>nd</sup> topper & Gillette slipped down to 3<sup>rd</sup> position. Finally the study ended with investigation on relatedness or level of association, if any among chief four shaving cream brand selection parameters with employment condition of male users of shaving cream. The two sample z-tests reveal there is no such significant difference of opinion among male students & working professionals with respect to Relaxing Post application feeling & antiseptic effect and Smoothness of shave whereas employment status matters in respect of Aesthetic value and value for Money & Offer/Discounts in selecting shaving cream brands. Thus to conclude shaving cream brands have a tough competition in respect of Aesthetic value i.e. Colour, Fragrance, Foam/Gel, Packaging and value for Money/Price since job holders differ a lot with simple students without any job in these two aspects so far as Siliguri market is concerned.

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