

# Project on skin products



**ASSIGN  
BUSTER**

**CONSUMER BEHAVIOR IN BUYING SKIN RELATED PRODUCTS Executive**

summary This project examines how the Indian cosmetics market offers a promising prospect to the international brands like Lakme and Revlon, and how these can benefit from developing a better understanding of the consumer buying behavior of the Indian Women as regards skin care products. The cosmetics market in India is characterized by a very high volume sale of low-end skin care products. Similarly the rising middle class has generally been adding to the demand for cosmetics and upper- end toiletries.

There are various products that are yet to boom in the Indian market like hand care products, bath and shower products and toners and it is assumed that only the richer consumers can afford these products where as the average consumers are not even aware of their existence. This study tries to identify the various problems that existed and still exist in the Indian cosmetic market. It is therefore an exploratory research and quantitative techniques were used in the research.

A response survey was conducted with a planned questionnaire so as to understand the impact of factors affecting consumer behavior and purchase characteristics shown by Indian women consumers while buying cosmetic brands available in the Indian market. India was certainly an attractive goal for most of the multinational cosmetics companies. Since it was a free and fast growing economy with a large market and it did not have many competitors. It could be seen that there was a huge potential growth which was untapped.

The growth rate of the industry will take time to level out as more of the Indian cosmetics companies had a larger growth. Whereas the foreign cosmetics companies even though they had a superior quality and was attractive remained as the smaller element. A divergent growth trend has been maintained by skin care products. With the increase of disposable income most of the consumers have become brand conscious and there has been a rise in demand for these products. In the past years we have seen that the number of working women is on the increase this has led to high disposable income.

This has attracted consumer spending. Since consumers are being quality conscious and their offices and institutions demand better use of clothing and cosmetics. There has been a major change in the consumer psychographics. We see that the consumers today do not perceive personal care products as luxury items or symbol of status. This has been the reason to the global brands have penetrated in the Indian consumer market. Table of content Introduction Research objective Research methodology Theoretical Discussion Findings n observations Analysis Conclusion Recommendations Limitations

INTRODUCTION Rising beauty concerns, improving purchasing power, and increasing influence of media are propelling the Indian skin care market that has grown exceptionally in the last few years. In the Indian beauty industry, skin care has been one of the fastest growing segments. As per the estimations the market will register more than 18% CAGR during 2011-2015 as the demand for skincare products will continue to increase across India.

People in India, now give more importance to branded products. They are increasingly shifting towards more customized skin care solutions.

This report shall also discuss how the markets for face creams/lotions, talcum powder and face wash are performing in the country, and in which direction they are likely to proceed in the coming years. It also forecasts the share of skin care products in overall skin care market. Additionally, it also talks about the emerging trends like growing usage of anti-aging creams and nutria-cosmetics. Companies nowadays offer customer-centric products.

Trends In 2012, whitening continued to be the key trend; however, it was no longer restricted to females.

In addition, manufacturers started to focus on men's skin care, which is the next major area with potential. Furthermore, the skin whitening attribute in skin care products started to become stronger, with products for a light skin tone. Competitive Landscape Hindustan Unilever continued to dominate skin care with a share of 56% in 2012. The company enjoys a leading position with established brands such as Fair & Lovely and Pond's, which have enjoyed an established presence in the country for years. Prospects

Manufacturers are likely to launch innovations and new offerings focused on providing other benefits, such as brighter skin, in addition to skin whitening. Skin whitening products will continue to evolve and offer enhanced benefits over the forecast period. In addition, the launch of male-specific skin care products, including facial moisturizers, face washes and anti-agers is likely.

**RESEARCH OBJECTIVE** Research Objective The objective this research is

RESEARCH METHODOLOGY Methodology The present study has been restricted to the geographic area of Delhi and the NCR of Delhi.

The results of the survey conducted in this market may be more accurately taken to be representative of the consumer characteristics of this market only. Perhaps, when the survey is blown up to the national level, it may be prone to some skewedness of data interpretation and conclusion. However, this research will help the reader develop an understanding of the Indian cosmetic market and the buying behavior of Indian women in relation to skin care products, its increasing consumption by the urban Indian women and by teenagers too.

Sample size: 200 Sample area: NCR Delhi THEORETICAL DISCUSSION Every one wants to be beautiful. The global world we are living in sets stereotypes that become models. Models that are over represented all around us: in the magazines, on the television, in the fashion shows, in the commercials, in the streets and even at work or at school. It is a fact, everybody wants to look like the magazines' figures, men as well as women: a perfect skin and a perfect body for a perfect life. This growing concern is a gold mine for the cosmetic brands.

But how to define cosmetics? Cosmetics are substances used to enhance the beauty of the human body. It implies psychologically that you are compensating for something you do not have. Cosmetics include products such as shampoos and soaps as well as make-up, hair cares and perfumes. The women market is running since a large number of years whereas the business of selling cosmetic for men is booming since a couple of year. The

male body, before eclipsed by its female counterpart, is more and more shown off in the media, advertisement or the cinema.

Nowadays, men are more conscious of their body and the need to conform to the injunctions of youthfulness, healthiness, and thinness which make them go from “sanitarians to body aesthetics”. The development of fashion magazines for men reinforces this new concern of the men for their appearance. The explosion of the male press in general goes hand in hand with the one of consumption of beauty products for men. Thus, the men conform more and more to certain patterns of beauty and are more sensitive to the cosmetics, like products enable them to improve their appearance, to put it in scene, to dramatize it.

However, although men use more and more cosmetics, it is estimated that their products are still bought at 80% by their wife. But, even if market research suggests that the women expect their companions to take care of their appearance also, some still fear that the purchase of skin care products call into question their virility, associating them to a female, effeminate or homosexual universe; the stereotypes seem to have the hard life! Indeed, the body, appearance, and the beauty reflect to the game of seduction and consequently with sexuality and the object or rather about the desire: women versus men.

Therefore, as research remain relatively seldom when talking about cosmetics for men, it seemed important to understand what these terms mean today for the men, considering the evolution of mores and mentalities on the one hand, and of their orientation or preference for one or the other

sex, on the other hand. In fact, men do not have the same “cosmetic” speech obviously as the women (Solomon and al. 1998), which explains certain failures of products due to packaging considered to be too feminine or inadequate smell.

Also, it can be supposed that the heterosexuals do not have the same uses and experiences of this category of products as the homosexuals. Obviously, many differences exist between the market of cosmetics for women, and the one for men. Thus, the firms have had to adapt their marketing strategies to this new target to lead them buy their products. In the market of hygiene and beauty for men, and especially in the cosmetics, the offer has been ignored by the cosmetics brand for a long time. In fact, until the end of the 1990s, beauty products for men/women were almost non-existent on the market.

They did not have a special space the stores and the men strictly used products in a utilitarian aspect. This market has interested just a few brands because it was considered as a niche. Only the group L’Oreal had the courage to launch itself in this segment in 1985 with Biotherm Homme. This brand is considered like a pioneer in the men’s’ cosmetics. In fact, Biotherm was almost alone for more than 15 years, and it is the first one which dares to proclaim that men also need to take care of themselves, to clean their skin, combining the pleasure and the wellness by using creams, lotions, even anti-wrinkle creams.

In the 90s, Nickel, an exclusive brand for men, launched an offensive by creating masculine beauty institutes. Then, in 1996, it launched its own line

for men only. In fact, thanks to the success of its institutes, the brand noticed a real capacity and opportunity in this market. This new brand bound to men only knew how to enter in this market, thanks to its concept composed by different offers: one on the products, and the other one on the performance of services. But, the real revolution occurred in 2001 with the arrival of Vichy for men and Clarins in 2002.

A lot of brands begin to be seriously interested in this growing segment and real competition appears. A new potential is detected by the big cosmetologist firms. It is important to consider the cosmetics' world in two distinct parts; the market for the men and the one for the women. Even if there are not big distinctions between the products, those two markets are quite different. In fact, the men have not the same demand concerning the product. That is why the offer cannot be the same for both.

The ideal product for most men must have some properties and qualities such as being invisible, fast, pleasant to put, easy to use, without smells and with an efficient result. Thus, men are not searching for a feminine product, otherwise, they will continue to use their wife's ones. They really look for a product adapted to them and to their needs and wants. Moreover, the demand is different from the women: They (the women) like to use make up, take care of their body and their face by putting moisturizing cream on it... Men have not already surpassed the taboos of the society, and, moreover, they do not like to "spread" cream on their body.

That is why they will be more attracted by products for shaving, for hairs. But this current demand will probably change in the next years. The strength



of Nickel was to propose from the beginning a technique and know-how studied specially for men. For instance, in his institutes, the technique for depilation was specially adapted for them. Moreover, in order to stay in “ a masculine tonality”, the brand gave names with a masculine connotation that do not make the men “ guilty”, such as “ torse de boxeur” (boxer chest) or “ jambes de cyclistes” (biker legs).

As it was said before, the market of cosmetics, at the beginning, interested just a few brands and also, few men. Initially, this world is attributed to women only. In fact, cosmetology is synonymous of seduction, beauty, healthiness, or pleasure. Those words represent what the women are looking for when it comes to cosmetics. But, finally, the market of men cosmetics takes off after years of waiting thanks to different changes: mentalities of the new masculine generation, appearance of “ metrosexual”, social liberalization of homosexual, and the fact that men want to stay young.

The relationship between men and skin care products has changed and nowadays, they admit the fact that they also look for pleasure and wellness by using cosmetics. Bit by bit, firms pass over some barriers that men did not think they could transcend: make the men taking care of their skin, then, make them epilating and after, everything follows and continues to change. Make-up, Spa centres, beauty institutes, anti-wrinkles cream, hair cares... “ Their interest for their appearance expresses in their point: thus, they are 64, 6% to take care of their skin, 73, 8% to attach importance to their hair, and 31, 8% like trying novelties.

In addition, 38, 7% states they devote time to take care of themselves. Those figures are clearly higher for the men under than 25 years old and decrease gradually with the age". All begins in 1985 when Biotherm launched Biotherm Homme, a line specially dedicated to men use. But, the market really took off in 2001 with the appearance of many brands interested in that specific market such as Nivea for Men, Klorane, Vichy Homme, Nickel, Phytomer, Clarins Men. Many lines and brands still appear on this market. It is in constant growth since its apparition and above all since 2001.

This market is bound to be successful for both top-of-range and mass distribution. The advantages of this market are real since it is accessible and opened on the growth. In fact, forecasts are optimistic but the results are above the foretold success. For instance, Clarins Men reached 170% of its objectives in 2002 by the fact that the average number of products bought by the men is higher than the women's one. According to Christian Courtin from Clarins, men buy " well beyond their forecast, (...) men buy on average 4 products, against only two for women.

Another example is Biotherm Homme, the pioneer: its line counts 45 products. Between 1997 and 2002, this brand knew a growth of more than 250%. It is true that the purchase from the men reaches unhoped-for proportions, but a demand without attracting cannot be a balanced market. This is why many brands of hygiene-beauty specialized in the female market launch a reserved range for the men in order to benefit from a market less encumbered, of a stronger growth, evolution of mentalities and to create a place in this market before being lagging behind.

Indeed, some firms benefit from advantages before even catapulting themselves in the masculine care, because while being already present for the women, they enjoy a good reputation, therefore of a true credibility, an image of specialist and financial means the consequent ones. The arrival in force of the interest for the male world does not reach only the beauty care. The readers express a real passion for the male press, which arranges the market because, thanks to this mean of communication, it makes them known.

Whether it be Maximal, Men's Health, New look, or even Mr. Magazine, they approach each subject having attracted with the beauty. The market is booming and it will not cease evolving during these next years. The specialists predict each one their figure, but they agree on one point: this market is not only a fad, but well a new market with a strong potential which will be reinforced these next years. In a medium-term, i. e. in five years, the specialists suppose that the male market for the care will account for 15% of the market for the women.

With regard to the longer-term forecasts, L'Oreal France considers that in fifty years, the number of male user of beauty cream will amount to 50% (one in every two men), whereas nowadays, it is just 21% and in 1994, it was just 4% of men who stated they used regularly face care products. A survey of Datamonitor, made in 2006, forecasts a world growth rate of 2, 3% per year between 2005 and 2012. The specialists expect that the market of the cosmetics for men which accounts for currently hardly 3% of that of the women reaches from here 5 to 6 years 15%. These rises will be due to several and various causes.

First of all, the demand will grow thanks to the behaviour of new generations, which ones are more and more feminized and makes the taboos fall down. Moreover, the male is a particularly faithful target, therefore once convinced by the use, there will remain customer. With regard to the offer, the firms bring out new lines incessantly. The men will have only the power to choose. In some years will have a more important and more various offer. The market of men cosmetic is absolutely not the rival of the women market because it represents only the fortieth of the feminine cosmetology.

But, in spite of its modest size, this market is bound to a continuous and fast growth, which is a sizeable advantage. According to the French newspaper “le Monde”, the trends are not so optimistic for the manufacturers of cosmetics. In fact, in Europe, the market of cosmetics in general is about 59, 47 billion euros according to the European Association of the companies of hygiene beauty- perfumery (Colipa) and it presents a growth of the sales modestly positive (+ 2% in 2004, against + 3, 5% in 2003). Those sales even start to regress in Germany and France, the two biggest European markets.

If the women still buy as many hair or skin care products, the purchases of perfumes, and more generally of make-up (nail varnishes, for example) decrease. The main reason seems to be probably the price. On a world level, this sector knew a growth of 30% in 2001 and 50% in 2002. According to a study of Eurostat in 2003, the world market of cosmetics for men roughly accounts 3 billion of Euros, including approximately 700 million of euros only for the care products. Moreover, it has a growth rate of 7 to 8% per year. In comparison, the world market for the women weighs approximately 200 billion of dollars.

Increasing spending power has made the cosmetic industry one of the rapidly growing industries in India, providing significant market opportunities, particularly in mens grooming and skin care. The study, entitled “ Indian Cosmetic Sector Analysis (2009-2012)” from market researchers RNCOS, shows that affordability and rising consumer base were the main drivers behind the high cosmetic sales of around INR 356. 6bn (€5. 9bn) last year. Researchers indicate the Indian cosmetic industry is expected to remain on its growth track in coming years.

According to the study, the industry will grow at a CAGR of around 17 per cent between 2010 and 2013. India becoming more image conscious. The reason behind this growth is down to as people becoming more beauty conscious in India, due to changing lifestyles and increasing consumer awareness. This has given market players lucrative opportunities due to increased awareness about personal care and the influence of western culture, which will also drive further growth in the cosmetic market, alongside the increase in disposable income of middle class families, according to RNCOS.

The Indian cosmetics industry is growing in terms of product development and marketing. The preference of Indian consumers is changing from the ‘ merely functional’ products to more ‘ advanced and specialized’ cosmetic items. In 2005, sales of cosmetics and toiletries rose by 6% in current value terms in India. Monteiro (2003) also predicts the huge potential for cosmetics in India. The average annual spending of Indian consumers on cosmetics and toiletries in 2005 is just over US\$3.

India in cosmetics and toiletries, which saw its value share rising from 27% in 1999 to 31% in 2005 and is likely to continue to surge ahead over the forecast period. The entry of many multinationals into the Indian cosmetics and toiletries industry in 2005 has made it an extremely challenging and dynamic market. Foreign players have focused more on product innovation; re-launches and brand extensions spread across multiple price points, and enhanced product penetration by extending their distribution networks.

The leading players have streamlined their ad spend to effect savings that has allowed them revamp their pricing strategies as well as offer free gifts to retain consumers. Bri ney ( 2004a) 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 confers one with a sophisticated and upper class image.

The projected sales in 2010 at constant 2005 prices was Rs. 195. 6 billion, the main reasons being a greater ability to purchase personal grooming products among a larger base of financially independent women, frequent relevant product launches and growing beauty consciousness and awareness, especially among the younger population. Despite the huge nascent potential in India, cosmetics and toiletries is expected to grow at a relatively slow pace in constant value terms over the 2005-2010 forecast periods.

The probable reason being lackluster performance of products which have already thorough household penetration, such as bath and shower products and oral hygiene, which represent together over half of the value sales of cosmetics and toiletries in India. However the Growth was affected by low product awareness or lack of inclination to spend on cosmetics and toiletries especially in rural areas. The aggressive price competitions from local and regional players, which seized volumes with better trade margins and heavily discounted offerings, have also contributed to the same.

Malhotra (2003) describes the main reasons for boom in cosmetic industry as increasing fashion and beauty consciousness coupled with rising incomes and focus on health and fitness. To complement this, beauty culture or cosmetology has emerged as a major occupational avenue with significant commercial potential. New scientific developments, techniques, products and media hype, has contributed the Indian fashion industry in generating mega revenues and this has in turn added to the growth of cosmetic industry.

Rising hygiene and beauty consciousness due to changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment and wider availability are the reasons reported by (Euromonitor International, 2006). Over recent years, India has seen increasing literacy levels, penetration of satellite television, growing urbanization and greater beauty awareness among women, which has resulted in rewarding growth opportunities to cosmetics and toiletries manufacturers. Around 44% of value sales (2005) of cosmetics & toiletries market in India are with two market leaders i. . Hindustan Lever & Colgate

Palmolive. The rest is very fragmented with hundreds of companies trying to get into the market. The presence of a large grey market and many counterfeits also enhanced this trend. There is high maturity and price competition in established mass market toiletries such as bar soap and toothpaste. Since the average Indian household continues to be highly price sensitive, these popular mass-market products will have the lion's share of cosmetics and toiletries sales. This will offer high growth prospects of the overall market over the coming years.

The cosmetics and toiletries market are also facing competition from other consumer durables (computers, mobile phones, home theatres and automobiles) as well as the housing sector. The drop in interest rates has led to a boom in housing loans and real estate purchases. Being value conscious, there is a limit to the amount that the average consumer will spend on luxury items such as fragrances. India's spending on cosmetics and toiletries is relatively small, with rural and suburban areas concentrating on basic toiletries and cosmetics.

The purchasing power of Indian consumers is increasing thereby shaping the aspirations and lifestyles of consumers, who are upgrading to good value products at affordable prices. The Cosmetic Companies have invested heavily on promoting product visibility among rural folk, which has increased the demand for bar soap, talcum powder, lipstick, tooth powder and hair oil in these areas. This has also increased the demand for essential everyday items like bath and shower products, hair care, oral hygiene and skin care.



Another strategy followed by companies to promote cosmetics in rural areas was sachets' approach. While rural India contributed to growth in volume terms, the urban population contributed 69 % of value sales in 2005 especially for sophisticated products. These high-quality added-value niche products include mascara, toners, body wash/shower gel, depilatories, sun care and deodorants, amongst others which are unaware to the rural users. Sales are almost completely generated from the urban pockets, concentrated within the key metropolitan areas of New Delhi, Chennai, Mumbai and Calcutta.

Due to Western influences, men's grooming products are used more predominantly in urban population compared to their counterparts in rural areas. Cosmetics and toiletries have witnessed a growing demand from the low and lower middle- income households. The premium labels are being used in urban areas, whereas regional and national brands in the rural areas, where close to 70% of the Indian population resides and price determines purchasing decisions. More males in India are becoming conscious about the way they look and are increasingly looking to grooming products to spruce up their physical appearance.

This newfound male grooming consciousness was encouraged by men's active participation in prominent fashion shows, such as the popular Fashion TV channel, and in beauty pageants exclusively for men especially in the forward-looking and cosmopolitan cities of Mumbai, Bangalore and New Delhi. The demand for men's hair care and deodorants has gone up and razors and blades have contributed to the men's grooming value sales. This

particular segment which is at its early stage of its development with a growth of only 6% remains a nascent niche.

Barson, (2004) suggests that men cannot simply be classified as metrosexuals or non-metrosexuals. There are other categories in between those two ends of the spectrum. Motivations and type of products purchased should be different depending upon the segment of guys targeted. Male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop of their convenience.

It is also observed that male consumers buy all their cosmetic items from one shop. BEAUTY INDUSTRIALS' STAKES In a market which is developing faster and faster, the actors are faced to the following stakes: – Making a specific cosmetic offer: Male skin has different characteristics from the ones of female skin (thickness, rhythm of ageing, sebum secretion) – Investing in R to guarantee the product, because men are looking for simple care products, quick to use, with immediate efficiency and convincing results – Getting an image of 'beauty' specialist with a wide and deep offer, most often after having initialized the market with shaving products – Organizing a proper distribution to the male target, knowing two major factors: – → Men beauty is still under taboos, what means an anonymous and discreet distribution – except for perfumes – → Woman still has a strong prescription power and realize most of the purchases The market actors Men cosmetics' market is still in a structuring phase. Nevertheless, 3 kinds of actors are

appearing: Cosmetics industry leaders These actors are the most powerful in the market.

They all have important financial and organisational ways to impose their products in the male market. They pursue a roll-over strategy close to the one used since a long time in the female market. Care universe actors Some brands benefit of a strong credibility thanks to the care market. This market has several advantages in the distribution network – pharmacies, institutes, spas – thanks to their support. Actually, these actors take advantage of the know-how and the credibility which characterize care and pharmaceutical world, and could get a determinant rank in the market.

Independent cosmetics' makers They strongly stimulate the market by adapting their offer to men, but their diffusion stay confidential. To become strong, this group needs distributors to give visibility to beauty for men through specific spaces or special concepts. Independent makers have to use particular ways and specific concepts to introduce the market because they do not have the power of the market current players. New entrants threat Cosmetics sector is a very competitive one where in which are many brakes. Indeed, companies have to think about rules, high investments' level, and scale economies.

Innovation should be a primacy objective. However, research & development and communication costs are very high, and all companies can not invest heavily. This is of course not the case of firms such as L'Oreal, Nivea and Clarins, which already have a past fame very important. Thanks to this successful past, it would be hard for new entrants to find some place in the

market. Substitute's threat Substitutes are not a real threat in cosmetics' market. Yet, men use more and more aesthetic surgery. Actually, a patient on ten is a man. Today, men better assume their beauty's envy.

Most of men do not like going to buy beauty products. That is why they borrow them to their partners, who have, moreover, an adviser role. Finally, the distributors' brands can be a threat. The market shares of these brands is growing more and more. Nevertheless, male products in supermarkets are often just shaving products and deodorants. Suppliers' power Suppliers' power seems to be light as well. Without big brands, suppliers and conditionment factories could not live. It is still important to keep good contacts with suppliers, especially those which have rare raw materials.

Customers' power

A company has always to maintain its sustainable advantage by creating original products, adapted to the market targets. It is difficult to attract man's attention since he is maybe not used to buy cosmetic products. So it is necessary to know and to analyse his needs and wants, and to succeed to satisfy him: a satisfied man is a loyal consumer for a long time. Strategies & targets Differentiation by the distribution The brand positioning depends on the chosen distribution way. Sales in specialized selling points (pharmacies, institutes, spas...) Selling in pharmacies, institutes or spas means a selective market target.

For example, Vichy or Nickel can be named: the products' prices are medium-high. The objective of this strategy is to give the consumer the message that these types of products are provided with medical care, to

emphasize on quality and safety. Sales in perfumeries In this case, the market target is more wide but still specialized. Swedish examples would be chains such as Kicks or Alhens. Clarins, Biotherm and Lancome for example use this type of distribution. The objective is to maintain a certain image, of quality and luxury, with high prices.

Sales in super stores When selling in a super store, the market target is the most wide as possible: it concerns the whole clientele. The strategy becomes by the same way a mass-marketing strategy, with aligned prices. For instance, Nivea for Men and Gillette which are present in super stores such as Coop in Sweden. Peculiarities Male distribution is different from the female one and needs a particular environment. Actually, discretion and anonymity are the most important in such a distribution, since the society' taboos are still too present.

Moreover, the place must be accessible to women, because they are still a lot to take care of this purchase for their partner. Distribution through the Internet More and more men start to buy their products via the Internet. Indeed, traditional distribution is still feminine coded. Shops are thought with the shopping notion, which is unknown by most of men. They do not want some advices from the sellers, what would annoy them. That is why they like better the free information offered on the web. Also, taboos, discretion and anonymity are some reasons of this development.

Brands positioning Nivea for Men Nivea for men is situated in the part of masculinity, relationship to himself. The Nivea man uses the products range to be clean, well-shaved and to get a beautiful skin. He is aware that men's

skin is different from the women's one, that is why he uses these specific cares. Confident in his body, urban, he is the prototype of the male social identity: good husband (he is present in many advertisements with his wife) and successful professional (he is often wearing a smoking with a business bag).

The care rites have masculine codes: hand on the chin, bare-chested in front of the mirror, spraying water on his face, speed and simplicity of the gestures and the products used. (at the contrary of the complicated beauty rites of women). Nickel Nickel is situated in a different part: it is the female negation in relation with the others. It is the brand of men who love men. They are not effeminate but show their presence, staying virile: they have a "man skin", are muscular, hairy, and sporty. Places shown by the brand in adverts never make any reference to female universe: clubs, masculine changing rooms, meetings between men.

The products range does not have any connoted feminine name. Product To begin, here is a definition of the product: "a product is anything that is offered to a market for attention, acquisition, use or consumption and that might satisfied a want or need. It includes physical object, services, persons, places, organization and ideas". The men's products cannot be the same as those offers to women. Everything should be rather different: the packaging, the container, the product's texture, smell and aspect and the vocabulary (lexical field) have to be reviewed.

Indeed, their skins are different: men have a thicker skin, tougher and so it is greasier. Thick skin and excesses of sebum are not good: the pores quickly

will dilate, to clog itself: buttons and black spots appear. The skin of the males ages differently from the women's one: the wrinkles appear later, but will be deeper. Besides, they shave. The razor's blade attacks the skin and dries it that makes it more sensitive and wrinkled. The men prefer products less scented than the ranges traditionally intended for the women. As they refuse to spend too much time in the bathroom the creams must have light textures with fast penetration.

For all these reasons, it is impossible for the female marks to launch the same product with the same components. The marks must make research on the skin of the men and decline a range specifically for them. The marks such as L'Oreal or Shiseido have already high technological laboratories which facilitate the access to men's cosmetic market. From their know-how and their reputation in the women's cosmetics, the access for the large companies is facilitated. The packaging: The packaging has above all a simple material function; its role is "to contain, to protect, facilitated transport, storage, etc.... But it is a good means to draw the attention of the consumer on the product. Packing causes also a psychological function on the purchaser. The packaging is also a way to show the public image, this is why it is important to emphasize the objectivity as well as the subjectivity of the image of the offered product. The objective side deals with offering an easy conditioning, reliable, ergonomic, recoverable or reusable, easily transportable, with a good conservation and effective protection. The subjective side granted to the conditioning of the product, relates to the psychological effect on the customer.

The consumer judges the product with his first perception in the rays. The identification of the product must jump in the eyes of the customer thanks to a colour or to a particular form or to an indication which enables to locate him the remote product. The bond between the product and the mark is also done though the packaging, it helps to emphasize the public image as well as the image of the product. Besides, certain specificities of the product conditioning will attract more or less certain types of consumer. “ The image of the products is often related to a precise kind: the skirt for the women and the costume for the men.

The same object according to its form and its colour will become rather female or rather masculine. The objects clear, small, pink, soft, will be considered to be rather female and the objects dark, large, blue, hard, rather male. ” The packaging should make forget the female side of the cosmetics and make the product more masculine, thanks to the design, the texture, the colours, the smell... all the senses are used to attract the male sex. The packaging of the skin care products for men should also make it possible for the customers to forget the shame they feel when they go to the checkout. In general, the typically male packaging is discrete, ergonomic and of dark colours to avoid the guilty feeling some purchaser can have. For instance, Clarins presents its range intended for the men using a colour, a logo and a name different from the products for women. The tone reds intended for the women are transformed into blue for the male line of goods: Clarins Men.

The brand name and lexical field: The name of the mark has an importance on the conveyed image of the product. Indeed, the mark is primarily used to recognize a product or to differentiate it from the others.



Moreover, the mark communicates an image which joins certain values. This is why the choice of the mark's name must follow certain strategic points, for example simplicity is required for the memorizing and the pronunciation of the name; it is appropriate to add that the name must correspond to its positioning, define the product and bring a key of originality. When talking about this market, it is very important to choose the right words. For instance, a night cream called "velvety touch" for a woman would not be possible for a man.

The lexical field is primordial since after the packaging, it is the first thing the customer sees. In matter of fact, there are two main streams: staying rather traditional using a clear, simple even neutral vocabulary (what Clarins or Biotherm do) or being more aggressive as for instance Nickel: this brand play the key of humour. Indeed, the range is made up with various names concerning the language of the male universe, such as "Shortly after Festival, Good Mouth, Dirty Massage or Handles of Love", this manner of presenting these products leads to make less alarming their use.

For the marks such as Nivea, Clarins or Biotherm which have an irreproachable public image, which inspires confidence and which is synonymous with quality and know-how concerning the beauty products intended for the women, the creation of a completely different mark for the men was not really necessary. The principal task was to preserve the image of these marks but to transform them so that wiring for sound points out the male world: Nivea for Men, Clarins Men, and Biotherm Men. The line:

Product lining is the marketing strategy of offering for sale several related products. A line can comprise related products of various sizes, types, colours, qualities, or prices. The line can be divided into 5 categories: The basic: Those are basic products which meet the traditional customer needs such as shaving, after shaving... The trendy: They are exclusively built for men and follow the rule according to which men are men and the products must be totally different than those for women. This is the case for Nickel or Zirth, an American brand.

The natural: The last one in the market, those products extol the values of natural product made of seaweeds, essential oils... The elegant: Most of them are rather elegant or smart but some brands such as Clarins, Biotherm or Lancome are playing on this more than l'Oreal for instance. They are different from the basic category because the quality and the brand image is said to be higher. Those products are also more expensive. The expert: Product that is very specific for one kind of skin or on particular part of the body. The new products to reduce the body fat are in this category.

Advertising investments They express the market's dynamism. TV is the most used media for the men cosmetics sector with 59% of market share. After come magazines with 24% of market share. Communication strategies Communication for men is different following the market target. To attract the best the target, a communication campaign is necessary. Two kinds of communication can be distinguished: the media communication and the non-media communication. The first one is concerning all types of communication using one of the 6 medias which are the Internet, cinema, TV, press, billboards and radio.

All the other types of communications, such as public relations, personal sellings, direct response marketing and sales promotion are non-media communication. ? Media communication Press Thanks to the apparition of masculine press, such as Men's Health for instance, cosmetics brands make them known thanks to articles about products. But, also, a useful tool is advertising pages with free samples. This new press is an opportunity for cosmetics' makers which find among the readers new potential customers.

What is more, articles about wellbeing attract particularly readers: to a Men's Health survey, the subjects which interest the most readers are firstly health (62%), sex (53%), nutrition (32%), and finally people (15%). TV When a brand wants to sell its products in department stores, the best way to communicate is TV. For example, when Adidas wanted to launch its range Performances, it chose to use TV adverts. The Internet Internet is a new tool of communication, which allows users to obtain personalized advices about beauty and cares, such as how to recognize one's skin type, or how to choose the adapted product.

Clarins, for instance, uses the Internet to give advices to its customers. Non-media communication Sponsoring Most of brands try to appear through sports events by using sponsoring. Examples would be Gillette, during the Football World Cup, and also Nivea, introducing itself in sports' world. Sales promotion Sales promotions are developing more and more in the distribution sectors. Pierre Fabre, for example, has privileged non-media communication by using advertising on the selling place. ANALYSIS Do you use any cosmetics?

If the answer to the above is yes please tick below your most preferred brand. After doing the research it was found that L'Oreal is the most popular and preferred brand with a response of 70 respondents (18 %) followed by Revlon with and Maybeline with 63 responses each (15 %). It was then followed by Lakme and Garnier with 49 responses (12 %) each. Finally, Fair and Lovely with 42 responses (11 %) followed by Pond's with 35 responses (9%) and any other with 7 responses (2 %). ||[[pic]] Preferred brand of respondents |

Which of the following cosmetic article do you purchase? It was found that 11 percent of the total respondents surveyed used a moisturizing cream with 10 percent of them using moisturizing lotion, 11 percent using body lotion, 7 percent using Anti wrinkle products, 10 percent using lipstick, 7 percent using lip gloss, 8 percent using Mascara, 7 percent using compact powder, 4 percent using rouge, 10 percent using Eyeliner, 7 percent using Hair Coloring cream/powder, 6 percent using Blusher and 2 percent using other products.

Thus, the major consumer segments happen to be moisturizing cream, moisturizing lotion, body lotion, lipstick, and eyeliners as compared to other cosmetic products. [pic] Cosmetic article purchased by respondents How often do you use the following products? The survey showed that out of the 210 respondents 196 of the respondents reported to be using a moisturizing cream, with 161 of them using moisturizing lotion, 105 using body lotion, 91 using Anti wrinkle products, 119 using lipstick, 70 using lip gloss, 63 using Mascara, 77 using compact powder, 35 using rouge, 84 using Eyeliner, 35 using Blushers and 21 respondents using other products.

There have been no responses for hair coloring products. Thus, the major consumption in the usage pattern of cosmetics daily happens in the use of moisturizing cream, moisturizing lotion, body lotion, anti wrinkle products, lipstick, compact powder, blushers, mascara and eyeliners. | | [[pic] | | Usage pattern of cosmetics- daily |

In the weekly usage pattern of cosmetics there were 21 responses for moisturizing lotion, 63 using body lotion, 7 using anti wrinkle products, 21 using lipstick, 56 using lipstick, 70 using mascara, 21 using compact powder, 28 using rouge, 42 using eyeliner, 22 using hair coloring cream and 21 using blusher. There were no responses for moisturizing cream since maximum respondents happen to use moisturizing cream daily. | | [[pic] | | Usage pattern of cosmetics – weekly |

The survey found out that there were 14 responses for using lipstick, 7 using mascara, 14 using eyeliner and 56 respondents using hair coloring cream which is the maximum usage. There were no responses for moisturizing cream, moisturizing lotion, body lotion, anti wrinkle product, lip gloss, compact powder, rouge, blusher and any other product as most of the respondents use it daily or weekly. [pic] | | Usage pattern of cosmetics – monthly | As for the cosmetics usage in the quarterly pattern the maximum usage is in hair coloring cream with 49 responses, compact powder and blusher with 14 responses each.

Moisturizing lotion, anti wrinkle product, lipstick, lip gloss, mascara, and rouge and eye liner with 7 responses each. The products with no responses are moisturizing cream, body lotion and the any other product category. [pic]

Usage pattern of cosmetics – Quarterly In respect to the following skin care products which is your most preferred brand? L’Oreal is the leading brands in the hair color segment with 84 responses followed by the moisturizing cream with 63, lipstick and lip gloss segment with 56 responses.

There were 42 responses each in moisturizing lotion, mascara and any other product, 35 responses each in anti wrinkle product and compact powder.

Body lotion and blusher with 28 responses followed by rouge with 21 responses and 14 for eye liner. | | [[pic]] | | Most preferred skin care products in regard to brand- L’Oreal |

Revlon leads all other brands in the Mascara and Eyeliner segment with these being its most preferred products among consumers with 84 and 70 responses. Followed by 49 responses for compact powder, 35 each for lip stick, rouge and any other product, blusher with 28, anti wrinkle and lip gloss with 21 responses, body lotion with 14 and moisturizing and hair coloring cream with 7 responses. | | [[pic]] | | Most preferred skin care products in regard to brand- Revlon | Maybelline offers four color cosmetic brands categories which cater to beautification of lips, nails, eye and the face categories.

The responses for lip gloss are 42 responses and lipstick with 28 responses which is the most preferred out of the following. 21 responses each for mascara, eyeliner and any other. | | [[pic]] Most preferred skin care products in regard to brand- Maybelline | In the survey it was found that in the brand Lakme moisturizing lotion ith 56 responses which is the newly launched product is the most demanded product followed by moisturizing cream with

49 responses. Lipsticks and eyeliners with 49 responses each the two being the most preferred products under this brand category. It is followed by compact powder with 28 responses, 21 responses for lip gloss, body lotion and blusher with 14 responses and mascara and any other with 7 responses each. There were no responses for anti wrinkle, rouge and hair coloring cream. [pic] Most preferred skin care products in regard to brand- Lakme

Garnier has a range of products present in the hair care, skin care and hair color categories. Under the Garnier brand, the most preferred products are its moisturizing creams and lotions with 49 responses each followed by body lotions, anti wrinkle creams and hair coloring products with 35 responses each. This is the main reason why there appears to be no responses provided as respects the lipstick, lip gloss, mascara, compact powder, rouge and eyeliner product categories under this brand name as Garnier does not have products in this category pic] Most preferred skin care products in regard to brand- Garnier The Fair and Lovely brand offers a range of products that include its Ayurvedic Fair and Lovely fairness cream, Fair and lovely anti marks cream, Fair and Lovely oil control fairness gel, Fair and lovely skin deep and fairness cream, and fairness soap. The most recent has been its perfect radiance category of product which offers a complete range of 12 premium skincare solutions.

The most preferred product is moisturizing product with 28 responses followed by moisturizing lotion and body lotion with 7 responses each. Fair and Lovely however does not offer products in the other product categories and therefore there are no responses in these categories. [pic] Most preferred skin care products in regard to brand- Fair and Lovely The Pond's

brand has only two products on offer in its range and these are in the skin cream and talcum powder segment.

Its skin care range includes the moisturizing cold cream, pond's body lotion and Face wash categories. The most popular products on offer under this brand are the body lotion with 42 responses followed by the moisturizing cream with 21 responses, any other with 21 responses and moisturizing lotion with 7 responses. The reason for no responses being received in respect of the other product categories is that the Pond's brand only offers the skin care range and not the color cosmetic categories. pic]Most preferred skin care products in regard to brand- Ponds Which were the first skin care products and the brand bought by you for the first time out of the following? The response graph below represents the products on offer under the L'Oreal brand and the degree of preference these command in the cosmetic market in India. The first skin care products under the brand L'Oreal bought by respondents were moisturizing cream which had the most responses. It was followed by hair coloring cream and moisturizing lotion. pic] Purchase in regard to skin care products bought for the first time by respondents under brand L'Oreal The response graph below represents the cosmetic product bought by the respondents for the first time under the brand Revlon. Eyeliner was the most purchased followed by compact powder, hair coloring cream and rouge. [pic] Purchase in regard to skin care products bought for the first time by respondents under brand Revlon The figure below represents the response of the people surveyed.

The products purchased for the first time under the brand Maybelline were lipstick, lip gloss, mascara and eyeliner. [pic] Purchase in regard to skin care



products bought for the first time by respondents under brand Maybelline. It was found that lipstick was the cosmetic product bought by most of the respondents under the brand Lakme. It was followed by eyeliner, moisturizing lotion, lip gloss, moisturizing cream and mascara. [pic] Purchase in regard to skin care products bought for the first time by respondents under brand Lakme

It was found that anti wrinkle products was the product bought by most of the respondents followed by hair coloring cream/ powder under the brand Garnier. In fact the Garnier brand of cosmetic product is considered to be the leader in the beauty care industry in Europe. It has been present in India since year 1991 and has three product categories on offer in this country catering essentially to the Hair care, Hair color and Skin care product segments. [pic] Purchase in regard to skin care products bought for the first time by respondents under brand Garnier

The response graph represents the products on offer under the Fair and Lovely brand and the degree of preference these command in the cosmetic market in India. This brand offers only skin care products in this country as evidenced by the responses of the survey results which support this fact. [pic] Purchase in regard to skin care products bought for the first time by respondents under brand Fair and Lovely. The research showed that moisturizing cream was the product bought for the first time by the respondents under the brand Ponds. It was followed by body lotion and moisturizing cream.

This brand in India is only into skin care and talcum powder product categories and therefore there have been no responses received. As compared to the other categories of cosmetic products, namely for body lotion, moisturizing lotion and moisturizing cream segment are the most purchased and the figure below represents the products purchased for the first time under the Pond's brand. [pic] Purchase in regard to skin care products bought for the first time by respondents under brand Ponds Which of the following cosmetic brand do you currently purchase?

The relative number of the respondents comprised in these categories as were surveyed, are tabulated against the respective groups as shown below. Of the respective brands of the corresponding products the survey shows that of the respondents of 210, the cosmetics purchased by the respondents under the brand L'Oreal were very high. It was found that the currently purchased skin care products were hair coloring cream/powder (78 responses), lipstick (60 responses), moisturizing cream (58 responses) and moisturizing lotion (50 responses).

The other products were lip loss (42 responses), compact powder (35 responses), anti wrinkle products (29 responses), eyeliner (29 responses), mascara (20 responses), body lotion, rouge, blusher and others (15 responses each). | | [pic] | | Skin care products currently purchased by the respondent in regard to brand- L'Oreal |

It was found that the most purchased product currently was mascara (65 responses), lipstick (42 responses), compact powder (38 responses), lipstick and eyeliner (35 responses). The other products were anti wrinkle products

(28 responses), rouge (22 responses), hair coloring cream and blusher (10 responses) followed by moisturizing cream and body lotion (8 responses). | | [pic] | | Skin care products currently purchased by the respondent in regard to brand- Revlon | According to the survey lip gloss and lipstick was the most purchased cosmetic product currently (57 responses each).

It was followed by eyeliner (22 responses), rouge and others (21 responses), mascara (17 responses), compact powder (8 responses) and blusher (7 responses). | | [pic] | | Skin care products currently purchased by the respondent in regard to brand-Maybelline |

The survey revealed that the most popular product purchased was moisturizing lotion (49 responses), eyeliner (42 responses), and moisturizing cream (35 responses), followed by lipstick (29 responses), compact powder (28 responses), rouge (21 responses), body lotion, lip gloss and blusher (15 responses each), Mascara (9 responses) and Anti wrinkle product (8 responses). | | [pic] | | Skin care products currently purchased by the respondent in regard to brand- Lakme | It was found that moisturizing cream (58 responses) was the most purchased cosmetic product followed by anti wrinkle products (36 responses), moisturizing lotion (30 responses), body lotion (28 responses), hair coloring cream/ powder (21 responses) and others (20 responses). | | [pic] Skin care products currently purchased by the respondent in regard to brand- Garmier | According to the survey the cosmetics products currently purchased by the respondent in regard to brand Fair and Lovely are moisturizing cream ( 14 responses) and moisturizing lotion (7 responses). pic] Skin care products currently purchased by the respondent in regard to brand- Fair and Lovely It was

found that the cosmetic product currently purchased in regard to brand Pond's was body lotion (21 responses), followed by moisturizing cream (18 responses) and moisturizing lotion (7 responses). [pic] Skin care products currently purchased by the respondent in regard to brand- Pond's How did you come to know of the cosmetic product brand presently used by you?

Of the total respondents of 210 surveyed, the maximum responses was 19 percent which stated that they went for cosmetic purchase based on recommendations made by their friends followed by 18 percent stated that they were motivated purchase having seen TV commercials, while 15 percent stated that they went for cosmetic purchase based on recommendations made by their beautician at the beauty parlor, 13 percent went in for purchase having read it in magazines and 10 percent each stated that they went for cosmetic purchase based on recommendations made by their parents or sisters or colleagues or associates in offices. pic]Medium of Brand Awareness Are you fond of any particular brand in respect to the following? The brand preferred in moisturizing cream as surveyed were L'Oreal was the most preferred (63 responses), followed by Garnier (49 responses), Lakme (42 responses), Fair and Lovely (28 responses) and Pond's (10 responses). [pic] Brand preference in moisturizing cream The research showed that L'Oreal was the most preferred in moisturizing lotion (56 responses), followed by Pond's (35 responses), Lakme (28 responses), Garnier and Fair and Lovely (7 responses each).

**FINDINGS AND OBSERVATIONS** Although the total population accounts to 10.6 percent the age group over 55 years of age accounts to eight percent of the market. The age gr