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## A STUDY OF CHANGING PERSPECTIVE OF MEN TOWARDS BEAUTY CARE

Dileep Kumar Singh<sup>1</sup> and Dr. Avinash M. Sahurkar<sup>2</sup>

<sup>1</sup>Asstt. Professor , RAICIT, Wardha.

<sup>2</sup>Supervisor , Associate Professor , Lok Mahavidyalaya, Wardha.

### Abstract:

*From the ancient time till today, we can trace countless descriptions of beauty and beauty care practices in the poems, novel and arts. Augmented globalization has made men conscious about their beauty and look. Factors like change in socio-cultural facets, tastes and preferences regarding fashion have also made men conscious about beauty. Thus visiting the beauty salons is now a running trend for men to ensure fashionable status.*

### KEY WORDS:

Co-operatives, Agriculture credit, NPAs.

### INTRODUCTION

Men grooming has migrated from the barber's chair and become the fastest growth point for hair and beauty salons. With rise in income and standard of living, people are becoming more and more beauty conscious. This change has not been confined to women only; rather a drastic change has been witnessed in men as well.

The intention behind visiting a salon is no longer confined to haircut and shave rather it is growing into something more. In the current scenario beauty care service is not luxury rather it has become need of the time.

The study intends to reveal the priority of men towards beauty and will also evaluate parameters considered by them. The study will understand reason behind regular visit to a spa / salon by men. The study will also try to understand the amount they are willing to spend on various services.

The research would make an attempt to know the intention behind visiting salon/spa such as skills of service provider, relaxation, status consciousness, personal hygiene, variety of services, etc.

### RATIONALE OF THE STUDY

Indian men are finally coming out of the closet when it comes to having an everyday grooming regime. They are no longer shy of using creams, lotions, face scrub, shower gels and so on meant for male skin. Grooming is no longer a quick shave, slapping on some aftershave and heading out of the door, it is growing into something more. Considering the male needs, attitudes and behaviour towards grooming, it has led to opening up new commercial avenues in this untouched arena. The male oriented services need a clearly different approach in order to succeed as compared to the female market, due to some substantial differences in attitude and behaviour that exist across genders.

The rising importance of beauty care strongly raised the question on quality service issues for beauty parlours. As beauty care is a type of personal service, ensuring service quality is challenging yet unavoidable need for the customers. It has been apparent that, when customers' perceptions of service

quality are positive, the behavioural intentions are positive, which reinforce their relationship with the business unit.

On the other hand, when service-quality assessments are negative, the customers' behavioural intentions are unfavourable.

The study aims to highlight the services being preferred by men of various income groups. The study also tries to find the amount men want to spend on such services.

The finding of the research would be presenting the factors considered by respondents while selecting a saloon/beauty care centre.

### **OBJECTIVES OF THE STUDY**

- To study the preference of beauty care services availed by men.
- To study amount of income spent by men on beauty care.
- To understand the reason behind visiting beauty care centres.

### **BASIS OF SAMPLING**

The study has been carried with s with the help of convenience sampling technique with sample size of 100 people from Nagpur. The perspective and need for grooming and beauty changes with age.

### **SERVICES PREFERRED BY MEN IN A BEAUTY SALON**

Preference for various services offered by beauty care /salon to the respondent was obtained. The services included were Haircut, Shave, Head Massage, Hair Spa, Hair colouring, Hair Straightening, Hair Smoothing, Beard Shaping, Moustache Shaping, Foot Massage, Full body Massage, Manicure, Pedicure, Waxing, Hair Dying, Facial and Neck/Back Massage were presented before respondents so as to find out their priority and frequency of usage.

### **REASONS FOR VISITING SALON/BEAUTY CARE CENTRE**

Five reasons were put forward to the respondents to study their view points and they were Relaxation, Personal Hygiene, Enjoying leisure and Status consciousness. The factors that were considered for survey were time, Quality of service, Offers, Skills of service provider, Ambience, Timing, Hospitality, Brand Image and Variety of services.

### **RESPONDENT'S PROFILE**

The questionnaire was distributed among residents of Nagpur.

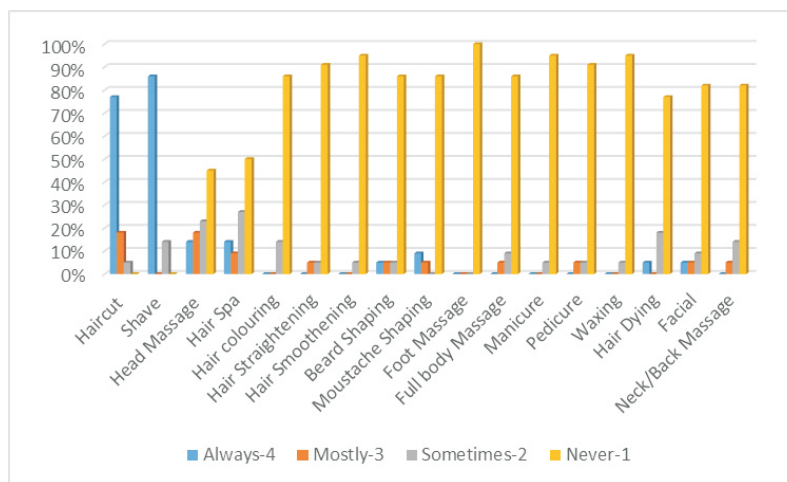
#### **Age:**

People of all age group above 18 were considered for the study.

**DATA ANALYSIS AND INTERPRETATION**

**Table 1: Preference of services available at beauty care.**

Services	Always-4	Mostly-3	Sometimes-2	Never-1
Haircut	77%	18%	5%	0%
Shave	86%	0%	14%	0%
Head Massage	14%	18%	23%	45%
Hair Spa	14%	9%	27%	50%
Hair colouring	0%	0%	14%	86%
Hair Straightening	0%	5%	5%	91%
Hair Smoothening	0%	0%	5%	95%
Beard Shaping	5%	5%	5%	86%
Moustache Shaping	9%	5%	0%	86%
Foot Massage	0%	0%	0%	100%
Full body Massage	0%	5%	9%	86%
Manicure	0%	0%	5%	95%
Pedicure	0%	5%	5%	91%
Waxing	0%	0%	5%	95%
Hair Dying	5%	0%	18%	77%
Facial	5%	5%	9%	82%
Neck/Back Massage	0%	5%	14%	82%



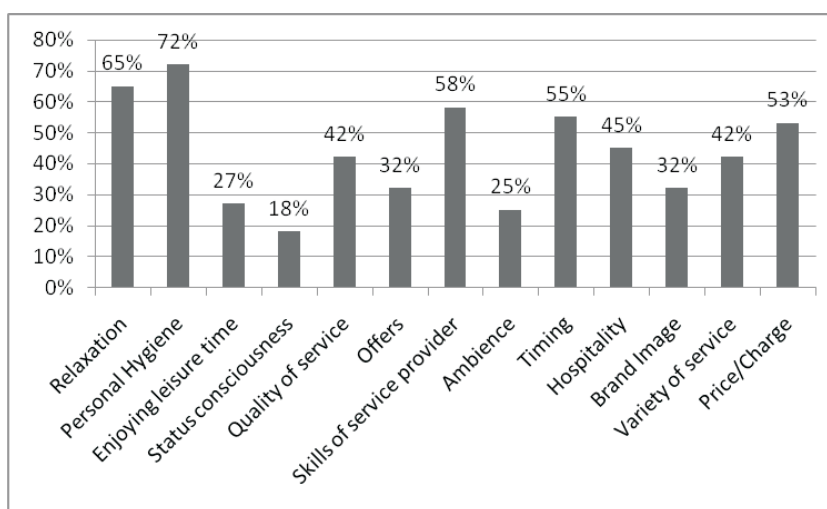
**Figure no. 1: Preference of services available at beauty care.**

**INTERPRETATION**

The table shows 86% of the people always prefer shave, 77% of people always prefer haircut, 14% of people usually go for head massage and 18% of people mostly prefer head massage and Services like foot massage, hair straitening, hair smoothening, pedicure, manicure and waxing have not preferred by more than 90% of the respondents in this category. 27% of the respondents said that they sometimes go for the hair spa facility at saloons. 100% of the respondents said they never use the foot massage facility at the saloon.

**Table 2: Reasons for visiting saloon/beauty care centre**

FACTORS	Less important-1,2	Neutral-3	Important-4,5
Relaxation	8%	27%	65%
Personal Hygiene	18%	10%	72%
Enjoying leisure time	23%	50%	27%
Status consciousness	53%	28%	18%
Quality of service	42%	17%	42%
Offers	43%	25%	32%
Skills of service provider	22%	20%	58%
Ambience	42%	33%	25%
Timing	8%	37%	55%
Hospitality	37%	18%	45%
Brand Image	35%	33%	32%
Variety of service	23%	35%	42%
Price/Charge	22%	25%	53%



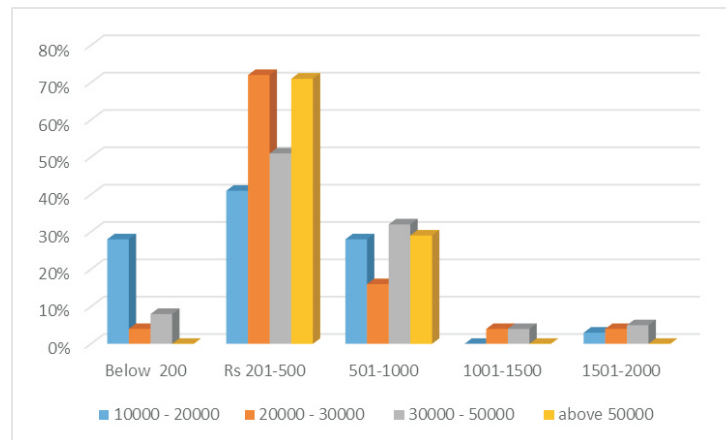
**Figure no. 2: Reasons for visiting saloon/beauty care centre**

**INTERPRETATION**

The table shows that 72% of the respondents who are earning 10000 to 20000 visit saloons and have rated personal hygiene as an important reason, 65% of the respondents consider relaxation as an important reason for visiting beauty care centre and 58% of respondents have rated skills of service provider as important. Hospitality at 18%, in the saloon was not that important for the respondents

**Table 03: Spending on the basis of Income**

Incomes	Below 200	Rs 201-500	501-1000	1001-1500	1501-2000
10000 - 20000	28%	41%	28%	0%	3%
20000 - 30000	4%	72%	16%	4%	4%
30000 - 50000	8%	51%	32%	4%	5%
above 50000	0%	71%	29%	0%	0%



**Figure no 3: Spending on the basis of Income**

### INTERPRETATION

From the above table it can be referred that spending increases with the increase in income. 40% of people who earn 10000 to 20000 spend Rs 200 to 500 and 72 % of people who earn 30000 to 50000 spend Rs 200-500. This clearly shows increase in Spending with the increase in income. However the increase in spending does not increase for slab of Rs 500 to 1000 and above.

Hence the increase in the income does not affect the spending on beauty care services after a certain level.

### CONCLUSION

The data analysis and interpretation has presented facts and figures in a much simpler form. This has been presented as follows

#### Preference of services available at beauty care

The most preferred services are hair cut, shave, hair colouring, facial, head massage, moustache shaping. High income group prefers manicure and pedicure along with these services.

#### Spending on the basis of Income

Spending of various income group respondents increases with the increase in income. 40% of people who earn 10000 to 20000 spend Rs 200 to 500 and 72 % of people who earn 30000 to 50000 spend Rs 200-500. Expenditure on saloon services of various income groups does not increase in the Spending slab of Rs 500 to 1000 and above.

Hence the increase in the income does not affect the spending on beauty care services after a certain level.

Reasons for visiting saloon/beauty care centre and factors for selection of beauty care outlets on the basis of income

It has been noted that price/charges, ambience, service timing and skills of the service provider are the important factor for selecting the beauty care outlets by customer.

### SUGGESTIONS

#### Preferred services

It has been observed that maximum respondents visit saloon/ beauty care centre for hair cut and shave for which they don't wish to pay more. Hence to win customer these services need to be given at affordable price. The other preferred services are head massage, moustache and beard shaping. Students have shown their interest in hair colouring, straitening and hair spa. These services should be availed with the object of customer satisfaction to be competitive and value for money.

**Reasons for visiting saloons/beauty care centre**

The above study shows that most of the customer visit for relaxation, enjoying leisure time and obviously hygiene. Customers have rated skills of service provider, price/charges and variety of services - as reason for selecting beauty care outlets.

As beauty care is a kind of personalised service, ensuring service quality is challenging yet unavoidable need for the customer. So the saloon owners have to consider these factors and reasons. Skilled staff should be retained for keeping long term hold of customers, leading to customer loyalty.

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