

Values-Lifestyles and Personal Care Products

D. Rabindranath Solomon

Research Scholar, Department of Commerce and Business Management, Rayalaseema University, Kurnool with Registration Number PP: Com. 40

Abstract: *This paper examines in some depth the influences of values and Lifestyles on the emergence of the metrosexual male and customer decision making on the male consumer behavior in purchasing personal Care Products in Hyderabad and Secunderabad in India. The present study is a sample study based on empirical data. The study is carried out by applying a focus group and survey method. Data for the study was collected from male visitors of different super markets, malls and specialty stores from twin cities of Hyderabad & Secunderabad. The primary data was collected from 1062 male respondents: Out of these 1062 responses, only 916 were considered for the purpose of analysis as these were complete and usable in all respects. This study has classified male consumers on the Psychographic segmentation to find out the reasonable impacts of values and Lifestyle in purchase decision of personal care products and the relationship between variables and consumer behaviors. A questionnaire was developed and distributed to men who are in the age range between 15-45 years old and living in Hyderabad and Secunderabad. The total sample consists of 916 respondents. Further, the returned questionnaires were analyzed by using SPSS version 22.0. The results of the study indicated that the numbers of 'men who use Personal care products' and 'who do not use' is not so much different. Most of male customers who are using personal care products reveal that, the main reasons behind their using personal care products are for improving skin, personal care, attractiveness and self confident orderly. As a result, principally men's personal care products purchasing obtain the effects of the interaction between their personal demographics and attitude, the emergence of metrosexual and marketing mix (especially quality and attribute of products, price, product's ingredient, product brand and package of products). In contrast with men who do not use skin care products, there are two main reasons behind. Firstly products are not necessary in their point of view. Secondly this kind of products is expensive and lavish.*

Keywords: *Metrosexual, men's personal care product, self-esteem, masculinity, men's beauty care consumption, buying decision process, marketing mix*

I. Introduction

Due to the dynamic growth in Income levels among the consumers, the spending on non-essential items has increased over the years. Consumers are spending a lot on making themselves look and feel good. Personal Grooming is no longer the domain of the elite few or film stars or those in the beauty business. It has reached the doorstep of the common man. In this scenario the metrosexual male is not left far behind. A new awakening aroused among the male consumers of the personal care products and they have become a major market waiting to be tapped.

Companies dealing with personal care products are waking-up to the new challenge of producing products which are male centric and not viewed as women centric. They want to cash this new trend that is catching up and are leaving no stone unturned to claim their share of the pie.

Due to the wide range of products on offer, it is essential to tailor make the products to appeal to males in a unique way. Creating uniqueness is particularly important and thus the USP of the products may be born.

The effect of personality on Personal Care Product consumption or preference has a major role to play. If the male personality or psychology has a window and companies had an opportunity into that window, the way they devise their products to satisfy those psychological urges which they get to see is what sets them apart.

II. Value and Life Styles

Psychographic Segmentation

Segmentation based on personality or lifestyle characteristics is referred to as psychographic segmentation. Consumers have a certain self-image and this describes their personality. People could be classified based on their personality traits as ambitious, confident, aggressive, impulsive, modern, conservative, gregarious, loners, extrovert or introvert, etc. F. Hansen (1998) has done research on segmenting the motorcycles market on the basis of personality of the users portraying macho image, independence and impulsiveness. Some producers of liquor, cigarettes and apparel etc. segment the market on the basis of personality and self-image. Often marketers are not concerned about measuring how many people have certain

personality characteristics as they assume that a substantial number of consumers in the market either have the characteristic or want to have it.

Lifestyle

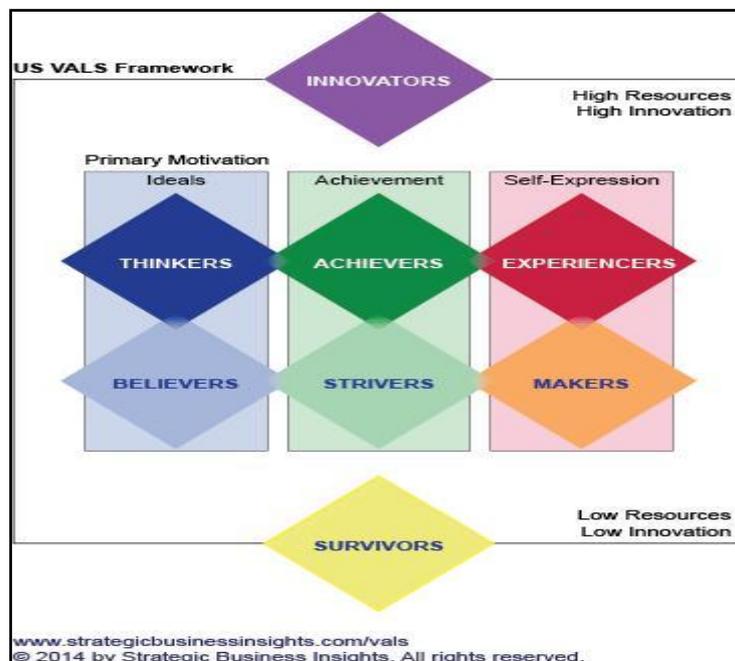
Lifestyle is an indicator of how people live and spend their time and money. What people do in their spare time is often a good indicator of their lifestyle. John L. Lastovicka (1987), along with others identified two lifestyle segments that were most likely to drink and drive: good-timers and problem kids. It was found that good timers are partygoers, macho and high on sensation seeking. Problem kids frequently display troublesome behaviours. Further, according to Morris B.Halbrook (1993), people who have an affinity for nostalgia or the desire for old things, also represent a lifestyle segment and can be a key market for old movies, antiques and books. Surfing on the Internet has also created a new type of lifestyle. Another study by Rebecca Piirto (1990), of fashion consumers found six major groups: yester years (older consumers), power purchasers (married households with college degree), fashion foregoers, social ‘Strivers’, dutiful (highly practical) and progressive patrons (high-income/quality buyers).

Consumer lifestyle has important implications for market segmentation, communication and new product ideas. In few research studies carried out by various authors for day care centers, it was found that household cleaning services, foods ready for microwave oven, tiffin services or fast foods appealed more to consumers whose lifestyle demands convenience and saving time such as dual-career couples or working women.

The VALS (Values and Lifestyles)

Stanford Research Institute (SRI) developed a popular approach to psychographics segmentation called VALS (Values and Lifestyles). This approach segmented consumers according to other values and lifestyles in USA. Researchers faced some problems with this method and SRI developed the second VALS programme in 1978 and significant changes were introduced whenever required to the tool. VALS puts less emphasis on activities and interests and more on psychological drives to consumer behavior. To measure this, respondents are given statements with which they are required to state a degree of agreement or disagreement. SRI has identified three basic motivations. They are

- ‘Ideals’ (Principle)
- Achievement (Achievers)
- Self-expression (‘Self Expressers’)



Based on the concepts of basic motivations and resources, the typology breaks consumers into eight groups. **Ideals (principle):** Two categories of consumers are classified on the basis of basic motivation - ‘Thinkers’ and ‘Believers’. These individuals are guided in their choices by their beliefs and principles and not by feelings, desires and events. These types of individuals are motivated basically by ideals.

Thinkers

'Thinkers' are motivated by ideals. They are mature, satisfied, comfortable, and reflective people who value order, knowledge, and responsibility. They tend to be well educated and actively seek out information in the decision-making process. They are well-informed about global and national events and are alert to opportunities to broaden their knowledge. 'Thinkers' have a moderate respect for the status quo institutions of authority and social decorum, but are open to new ideas.

Believers

Like 'Thinkers', 'Believers' are motivated by ideals. They are conservative, conventional people with concrete beliefs based on traditional, established codes: family, religion, community, and the nation. Many 'Believers' express moral codes those are deeply rooted and literally interpreted. They follow established routines, organized in large part around home, family, community, and social or religious organizations to which they belong. As consumers, 'Believers' are predictable; they choose familiar products and established brands.

Achievement

Individuals are heavily influenced by actions, approval and opinions of others. Under this type of motivation, apart from with 'Innovators' (attractive because they have abundant resources and they exhibit all three primary motivations in varying degrees) the other three types are 'Achievers', 'Strivers' and 'Survivors'.

Innovators

'Innovators' are successful, sophisticated, take-charge people with high self-esteem. This segment is small in size compared to other seven but may be the most attractive because they have abundant resources and they exhibit all three primary motivations in varying degrees. They are change leaders and are the most receptive to new ideas and technologies. 'Innovators' are very active consumers, and their purchases reflect cultivated tastes for upscale, niche products and services. Image is important to 'Innovators', not as an evidence of status or power but as an expression of their taste, independence, and personality. 'Innovators' are among the established and emerging leaders in business and government, yet they continue to seek challenges. Their lives are characterized by variety. Their possessions and recreation reflects a cultivated taste for the finer things in life.

Achievers

Motivated by the desire for achievement, this type of individuals make choices based on a desire to enhance their position or to facilitate their move to another group's membership for which they aspire. 'Achievers' have goal-oriented lifestyles and a deep commitment to career and family. Their social lives reflect this focus and are structured around family, their place of worship, and work. 'Achievers' live conventional lives, are politically conservative, respect authority and status quo. They value consensus, predictability, and stability over risk, intimacy, and self-discovery. With many wants and needs, 'Achievers' are active in the consumer marketplace. Image is important to 'Achievers'; they favor established, prestige products and services that demonstrate success to their peers. Because of their busy lives, they are often interested in a variety of time-saving devices.

Strivers

'Strivers' are trendy and fun loving because they are motivated by achievement, 'Strivers' are concerned about opinions and approval of others. Money defines success for 'Strivers', who do not have enough of it to meet their desires. They favor stylish products that emulate the purchases of people with greater material wealth. Many see themselves as having a job rather than a career, and a lack of skill and focus often prevents them from moving ahead. 'Strivers' are active consumers because shopping is both a social activity and an opportunity to demonstrate to their peers their ability to buy. As consumers, they are as impulsive as their financial circumstances will allow.

Survivors:

'Survivors' live narrowly focused lives. With few resources with which to cope, they often believe that the world is changing too quickly. They are comfortable with the familiar and are primarily concerned with safety and security. Because they must focus on meeting needs rather than fulfilling desires, 'Survivors' do not show a strong primary motivation. 'Survivors' are cautious consumers. They represent a very modest market for most products and services. They are loyal to favorite brands, especially if they can purchase them at a discount. **Self Expression (Action):** These individuals desire physical and social activity, variety and risk taking. The types that could be included are 'Experiencers' and 'Makers'.

Experiencers

‘Experiencers’ are motivated by self-expression. As young, enthusiastic, and impulsive consumers, ‘Experiencers’ quickly become enthusiastic about new possibilities but are equally quick to cool. They seek variety and excitement, savoring the new, the offbeat, and the risky. Their energy finds an outlet in exercise, sports, outdoor recreation, and social activities. ‘Experiencers’ are avid consumers and spend a comparatively high proportion of their income on fashion, entertainment, and socializing. Their purchases reflect the emphasis they place on looking good and having "cool" stuff.

Makers

Like ‘Experiencers’, ‘Makers’ are motivated by self-expression. They express themselves and experience the world by working on it – building a house, raising children, fixing a car, or canning vegetables – and have enough skill and energy to carry out their projects successfully. ‘Makers’ are practical people who have constructive skills and value self-sufficiency. They live within a traditional context of family, practical work, and physical recreation and have little interest in what lies outside that context. ‘Makers’ are suspicious of new ideas and large institutions such as big business. They are respectful of government authority and organized labor, but resentful of government intrusion on individual rights. They are unimpressed by material possessions other than those with a practical or functional purpose. Because they prefer value to luxury, they buy basic products.

III. VALS Segmentation of Respondents

The present study analyses the consumer preferences and segments the buyer of the personal care products based on their psychographic profiles by using VALS. A VALS tool was administrated along with other questions for which data were collected and analyzed. Three segments namely; ‘Ideals’, ‘Achievers’ and ‘Self Expressers’ emerged The VALS statements identified for each of the segment; Ideals, Achievers and Self-Expressers are presented in Tables 1.1(a) to 1.1(c).

Table - 1.1(a): VALS Statements to identify Ideals

1	I follow the latest trends and fashions.
2	I dress more fashionably than others.
3	I like to dress in the latest fashions.

Table 1.1(a) reveals the VALs statements that are included under ‘Ideals’: ‘I follow the latest trends and fashions, ‘I dress more fashionably than others’, ‘I like to dress in the latest fashions. Upon analysis of the primary data it was revealed that 24.78 percent of the respondents (227) have either Strongly Agreed or Agree with these statements. These respondents had strongly disagreed or Disagreed or were neutral to the statements for Achievers and Self-Expressers, therefore among the total respondents, Ideals are 227 in number. ‘Achievers’ is the second segment that was identified. The VALS statements for ‘Achievers’ are provided in the table 1.1(b)

Table -1.1(b): VALS Statements to identify Achievers

1	I like outrageous things and people.
2	I like a lot of variety in my life.
3	I would love to spend a year or two in a foreign country.

Table 1.1(b) reveals VALs statements under ‘Achievers’ which includes: ‘I like outrageous things and people’, ‘I like a lot of variety in my life, ‘I like to dress in the latest fashions’, I would love to spend a year or two in a foreign country’.

Upon analysis of the primary data it was revealed that 48.47 percent (444) respondents have either strongly agreed or agreed with the VALS statements for Achievers. These 444 respondents had either Strongly Disagreed or Disagreed and had a neutral opinion with regard to the Statements for Ideals and Self-Expressers, hence it was concluded that among the respondents 444 are Achievers.

‘Self Expressers’ are the Final Segment that was identified in the psychographic segmentation VALS. The statements revealing this segment are provided in the table 1.1(c).

Table -1.1(c): VALS statements for Self-Expressers

1	I like buying new things.
2	I like the challenge of doing something I have never done before
3	I like to learn things even if they may never be of any use to me.

Table 1.1(c) reveals the VALS statements for ‘Self Expressers’. The VALs statements included are ‘I like buying new things, ‘I like the challenge of doing something I have never done before’, and ‘I like to learn about things even if they may never be of any use to me’

Upon analysis of the primary data it was revealed that 26.74 percent (245) respondents have either strongly agreed or agreed with the VALS statements for Self Expressers. Among the 916 respondents, these 245 respondents had either Strongly Disagreed or Disagreed or were non-committal to the statements identified for Ideals or Achievers, therefore it was concluded that among the respondents of the study 245 are Self Expressers.

VALS and Personal Care Products

The details of VALS viz., ‘Ideals’, ‘Achievers’, and ‘Self Expressers’ and their influence on the purchase decision relating personal care products brands of shaving creams, shaving blades, face creams, hair dye, and deodorants are analyzed in the sections to follow.

Table 1.2.1: VALS- Shaving Cream Brands

Presently used Shaving Cream Brand		Values and Lifestyle Classification			Total
		Ideals	Achievers	Self- Expressers	
Gillette Fusion	Frequency	9	27	9	45
	% to Row Total	20.0%	60.0%	20.0%	100.0%
Nivea	Frequency	0	18	0	18
	% to Row Total	0.0%	100.0%	0.0%	100.0%
Dettol	Frequency	9	18	9	36
	% to Row Total	25.0%	50.0%	25.0%	100.0%
Palmolive	Frequency	19	98	48	165
	% to Row Total	11.5%	59.4%	29.1%	100.0%
Old Spice	Frequency	9	65	72	146
	% to Row Total	6.2%	44.5%	49.3%	100.0%
Gillette Foam	Frequency	27	0	0	27
	% to Row Total	100.0%	0.0%	0.0%	100.0%
Denim	Frequency	10	0	17	27
	% to Row Total	37.0%	0.0%	63.0%	100.0%
Axe	Frequency	28	54	18	100
	% to Row Total	28.0%	54.0%	18.0%	100.0%
Park Avenue	Frequency	8	0	1	9
	% to Row Total	88.9%	0.0%	11.1%	100.0%
Barber Choice	Frequency	11	58	18	87
	% to Row Total	12.6%	66.7%	20.7%	100.0%
No Particular Brand	Frequency	97	106	53	256
	% to Row Total	37.9%	41.4%	20.7%	100.0%
Total	Frequency	227	444	245	916
	% to Row Total	24.8%	48.5%	26.7%	100.0%

Source: primary data

Table 1.2.2 below shows the Values and Lifestyle Classification of Respondents with reference to their Purchase Decision Relating to the Brand of Shaving Blades

Table 1.2.2: VALS- Shaving Blade Brands

Presently used of Blades Brand		Values and Lifestyle Classification			Total
		Ideals	Achievers	Self-Expressers	
Gillette Victor	Frequency	9	18	1	28
	% to Row Total	32.1%	64.3%	3.6%	100.0%
Gillette Presto	Frequency	45	109	107	261
	% to Row Total	17.2%	41.8%	41.0%	100.0%
Gillette Fussion	Frequency	9	17	10	36
	% to Row Total	25.0%	47.2%	27.8%	100.0%
Gillette Mach Turbo 3	Frequency	0	18	9	27
	% to Row Total	0.0%	66.7%	33.3%	100.0%
7oclock	Frequency	10	37	16	63
	% to Row Total	15.9%	58.7%	25.4%	100.0%
Topaz	Frequency	27	47	12	86
	% to Row Total	31.4%	54.7%	14.0%	100.0%
Supermax	Frequency	8	19	1	28
	% to Row Total	28.6%	67.9%	3.6%	100.0%
Laser	Frequency	0	0	9	9
	% to Row Total	0.0%	0.0%	100.0%	100.0%
Willman	Frequency	1	15	2	18
	% to Row Total	5.6%	83.3%	11.1%	100.0%
Gallant	Frequency	9	0	0	9

	% to Row Total	100.0%	0.0%	0.0%	100.0%
Barber Choice	Frequency	11	58	20	89
	% to Row Total	12.4%	65.2%	22.5%	100.0%
Not Using	Frequency	0	0	1	1
	% to Row Total	0.0%	0.0%	100.0%	100.0%
No Particular Brand	Frequency	98	106	57	261
	% to Row Total	37.5%	40.6%	21.8%	100.0%
Total	Frequency	227	444	245	916
	% to Row Total	24.8%	48.5%	26.7%	100.0%

Source: primary data

Table 1.2.3: VALS- Face Cream Brands

Presently used Face Cream Brand		Value and Lifestyle Classification			Total
		Ideals	Achievers	Self-Expressers	
Fair Lovely	Frequency	37	56	29	122
	% to Row Total	30.3%	45.9%	23.8%	100.0%
Boroline	Frequency	8	10	0	18
	% to Row Total	44.4%	55.6%	0.0%	100.0%
Fair Lovely Mens Active	Frequency	34	37	46	117
	% to Row Total	29.1%	31.6%	39.3%	100.0%
Fair & Handsome	Frequency	40	46	44	130
	% to Row Total	30.8%	35.4%	33.8%	100.0%
Vaseline Men	Frequency	9	25	11	45
	% to Row Total	20.0%	55.6%	24.4%	100.0%
Ponds	Frequency	17	36	1	54
	% to Row Total	31.5%	66.7%	1.9%	100.0%
Lakme	Frequency	0	9	0	9
	% to Row Total	0.0%	100.0%	0.0%	100.0%
Garnier Light	Frequency	16	59	28	103
	% to Row Total	15.5%	57.3%	27.2%	100.0%
Not Using	Frequency	47	113	77	237
	% to Row Total	19.8%	47.7%	32.5%	100.0%
No Particular Brand	Frequency	19	53	9	81
	% to Row Total	23.5%	65.4%	11.1%	100.0%
Total	Frequency	227	444	245	916
	% to Row Total	24.8%	48.5%	26.7%	100.0%

Source: primary data

Table 1.2.4: VALS- Hair Dye Brands

Presently used Hair Dye Brand		Values and Lifestyle Classification			Total
		Ideals	Achievers	Self-Expressers	
Godrej Nipur	Frequency	16	37	37	90
	% to Row Total	17.8%	41.1%	41.1%	100.0%
Garnier	Frequency	53	78	18	149
	% to Row Total	35.6%	52.3%	12.1%	100.0%
Indica	Frequency	0	16	11	27
	% to Row Total	0.0%	59.3%	40.7%	100.0%
Godrej Expert	Frequency	20	72	36	128
	% to Row Total	15.6%	56.3%	28.1%	100.0%
Loreal	Frequency	17	26	20	63
	% to Row Total	27.0%	41.3%	31.7%	100.0%
Home made Concotion(Henna)	Frequency	0	8	1	9
	% to Row Total	0.0%	88.9%	11.1%	100.0%
Barber Choice	Frequency	56	88	51	195
	% to Row Total	28.7%	45.1%	26.2%	100.0%
Not Using	Frequency	45	108	46	199
	% to Row Total	22.6%	54.3%	23.1%	100.0%
No Particular Brand	Frequency	20	11	25	56
	% to Row Total	35.7%	19.6%	44.6%	100.0%
Total	Frequency	227	444	245	916
	% to Row Total	24.8%	48.5%	26.7%	100.0%

Source: primary data

Table 1.2.5: VALS- Deodorant Brands

Presently used Perfume/Deodorant Brand		Values and Lifestyle Classification			Total
		Ideals	Achievers	Self- Expressers	
Jovan Musk	Frequency	8	27	2	37
	% to Row Total	21.6%	73.0%	5.4%	100.0%
Axe	Frequency	18	62	37	117
	% to Row Total	15.4%	53.0%	31.6%	100.0%
Denim	Frequency	0	48	17	65
	% to Row Total	0.0%	73.8%	26.2%	100.0%
Nivea	Frequency	0	9	0	9
	% to Row Total	0.0%	100.0%	0.0%	100.0%
Wild Stone	Frequency	18	37	10	65
	% to Row Total	27.7%	56.9%	15.4%	100.0%
Park Avenue	Frequency	10	46	18	74
	% to Row Total	13.5%	62.2%	24.3%	100.0%
Cinthol	Frequency	28	11	8	47
	% to Row Total	59.6%	23.4%	17.0%	100.0%
Dove	Frequency	8	0	1	9
	% to Row Total	88.9%	0.0%	11.1%	100.0%
Amway product	Frequency	28	18	10	56
	% to Row Total	50.0%	32.1%	17.9%	100.0%
Zatak	Frequency	0	18	0	18
	% to Row Total	0.0%	100.0%	0.0%	100.0%
Kamasutra	Frequency	43	28	56	127
	% to Row Total	33.9%	22.0%	44.1%	100.0%
Poisson	Frequency	1	9	8	18
	% to Row Total	5.6%	50.0%	44.4%	100.0%
Adidas	Frequency	0	9	0	9
	% to Row Total	0.0%	100.0%	0.0%	100.0%
Blue Lady	Frequency	9	9	0	18
	% to Row Total	50.0%	50.0%	0.0%	100.0%
Not Using	Frequency	45	73	46	164
	% to Row Total	27.4%	44.5%	28.0%	100.0%
No Particular Brand	Frequency	11	40	32	83
	% to Row Total	13.3%	48.2%	38.6%	100.0%
Total	Frequency	227	444	245	916
	% to Row Total	24.8%	48.5%	26.7%	100.0%

Source: primary data

IV. Hypotheses Testing and Results

VALS (Ideals) and Personal Care Products

In order to understand the influence of VALS (Ideals) on purchase decision relating to personal care products, it was hypothesized that ‘the purchase decision of personal care products is independent of customers’ values and lifestyle (VALS)’. Hence, for further analysis the above hypothesis is sub-divided into:

Ho: Purchase decision of shaving cream is independent of Ideals;

Ho: Purchase decision of shaving blade is independent of Ideals;

Ho: Purchase decision of face cream oil is independent of Ideals;

Ho: Purchase decision of hair dye is dependent of Ideals and

Ho: Purchase decision of deodorant is dependent of Ideals.

The detailed analysis of the same is presented in Table 1.3.1(a)

Table – 1.3.1(a): Ideals and Personal Care Products

Product Categories	Hypothesis	‘p’ Value	Result
Shaving Creams	Ho: Purchase decision of Shaving Cream is independent of customers’ Ideals	(0.339)	Accepted
	H1: Purchase decision of shaving Cream is dependent on customers’ Ideal		
Shaving Blades	Ho: Purchase decision of Shaving Blade is independent of customers’ Ideals	(0.233)	Accepted
	H1: Ho: Purchase decision of Shaving Blade is dependent on customers’ Ideals		
Face Cream	Ho: Purchase decision of Face Cream is independent of customers’ Ideals	(0.007)	Rejected
	H1: Purchase decision of Face Cream is dependent on customers’ Ideals		
Hair Dye	Ho: Purchase decision of Hair Dye is independent of customers’ Ideals	(0.198)	Rejected
	H1: Purchase decision of Hair Dye is dependent on customers’ Ideals		
Deodorant	Ho: Purchase decision of Deodorant is independent of customers’ Ideals	(0.721)	Accepted
	H1: Purchase decision of Deodorant is dependent on customers’ Ideals		

Source: Primary Data

An analysis of Table 1.3.1(a) reveals the influence of values and lifestyle (VALS) on purchase of personal care products in Hyderabad.

It is found that there is significant influence of 'Ideals' in the case of face cream and hair dye in Hyderabad. *Therefore, the null hypothesis is not accepted since the purchase decision of personal care products is dependent on 'Ideals'*. In other words VALS ('Ideals') influence the purchase decision of different categories of personal care products i.e., face cream and hair dye. Further, it is found that there is no significant influence of 'Ideals' in the purchase of shaving cream, shaving blades, and deodorant. *Therefore, the null hypothesis is accepted since the purchase decision of personal care products is not dependent on 'Ideals'*. In other words VALs ('Ideals') does not play an important role in influencing the purchase of categories of personal care products i.e., shaving cream, shaving blades and deodorant.

VALS (Achievers) and Personal Care Products

In order to understand the influence of VALS (Achievers) on purchase decision relating to personal care products, it was hypothesized that *'the purchase decision of personal care products is independent of customers' values and lifestyle (VALS)'*. Hence, for further analysis the above hypothesis is sub-divided into:

- Ho:** Purchase decision of shaving cream is independent of Achievers;
- Ho:** Purchase decision of shaving blade is independent of Achievers;
- Ho:** Purchase decision of face cream oil is independent of Achievers;
- Ho:** Purchase decision of hair dye is dependent of Achievers and
- Ho:** Purchase decision of deodorant is dependent of Achievers.

The detailed analysis of the same is presented in Table 1.3.1(b)

Table – 1.3.1(b): Achievers and Personal Care Products

Product Categories		Hypothesis	'p' Value	Result
Shaving Creams	Ho:	Ho: Purchase decision of Shaving Cream is independent of customers' Achievers	(0.516)	Accepted
	H1:	Purchase decision of shaving Cream is dependent on customers' Achievers		
Shaving Blades	Ho:	Ho: Purchase decision of Shaving Blade is independent of customers' Achievers	(0.000)	Rejected
	H1:	Ho: Purchase decision of Shaving Blade is dependent on customers' Achievers		
Face Cream	Ho:	Purchase decision of Face Cream is independent of customers' Achievers	(0.011)	Rejected
	H1:	Purchase decision of Face Cream is dependent on customers' Achievers		
Hair Dye	Ho:	Purchase decision of Hair Dye is independent of customers' Achievers	(0.036)	Rejected
	H1:	Purchase decision of Hair Dye is dependent on customers' Achievers		
Deodorant	Ho	Purchase decision of Deodorant is independent of customers' Achievers	(0.101)	Accepted
	H1	Purchase decision of Deodorant is dependent on customers' Achievers		

An analysis of Table 1.3.1(b) reveals the influence of values and lifestyle (VALS) Achievers on purchase of personal care products in Hyderabad.

It is found that there is significant influence of 'Achievers' in the case of shaving blades, face cream and hair dye. *Therefore, the null hypothesis is not accepted since the purchase decision of personal care products is dependent on 'Achievers'*. In other words VALS ('Ideals') influence the purchase decision of different categories of personal care products i.e., shaving blades, face cream, and hair dye. Further, it is found that there is no significant influence of 'Achievers' in the purchase of shaving cream and deodorant. *Therefore, the null hypothesis is accepted since the purchase decision of personal care products is not dependent on 'Achievers'*. In other words VALs ('Ideals') does not play an important role in influencing the purchase of categories of personal care products i.e. shaving cream and deodorant.

VALS (Self-Expressers) and Personal Care Products.

In order to understand the association between Self Expressers and purchase decision relating to personal care products, it was hypothesized that *'the purchase decision of personal care products is independent of customers' values and lifestyle (VALS),'* Hence; for further analysis the above hypothesis is sub-divided into:

- Ho:** Purchase decision of shaving cream is independent of Self- Expressers;
- Ho:** Purchase decision of shaving blade is independent of Self- Expressers;
- Ho:** Purchase decision of face cream is independent of Self- Expressers;
- Ho:** Purchase decision of hair dye is independent of Self- Expressers and
- Ho:** Purchase decision of deodorant is independent of Self- Expressers.

The detailed analysis of the same is presented in Table 1.3.1(c)

Table – 1.3.1(c): Self Expressers and Personal Care Products

Product Categories		Hypothesis	'p' Value	Result
Shaving Creams	Ho:	Ho: Purchase decision of Shaving Cream is independent of customers' Self-Expressers	(0.937)	Accepted
	H1:	Purchase decision of shaving Cream is dependent on customers' Self-Expressers		
Shaving Blades	Ho:	Ho: Purchase decision of Shaving Blade is independent of customers' Self-Expressers	(0.452)	Accepted
	H1:	Ho: Purchase decision of Shaving Blade is dependent on customers' Self-Expressers		
Face Cream	Ho:	Purchase decision of Face Cream is independent of customers' Self-Expressers	(0.356)	Accepted
	H1:	Purchase decision of Face Cream is dependent on customers' Self-Expressers		
Hair Dye	Ho:	Purchase decision of Hair Dye is independent of customers' Self-Expressers	(0.953)	Accepted
	H1:	Purchase decision of Hair Dye is dependent on customers' Self-Expressers		
Deodorant	Ho:	Purchase decision of Deodorant is independent of customers' Self-Expressers	(0.081)	Accepted
	H1:	Purchase decision of Deodorant is dependent on customers' Self-Expressers		

Source: Primary Data

An analysis of Table 1.3.1(c) reveals the influence of values and lifestyle (VALS) on purchase of personal care products.

It is found that there is no significant influence of 'Self-Expressers in the case of shaving creams, shaving blades, face cream, hair dye and deodorants. *Therefore, the null hypothesis is accepted since the purchase decision of personal care products is independent on 'self expressers.* In other words VALS ('Ideals') does not influence the purchase decision of different categories of personal care products i.e., shaving creams, shaving blades, face cream, hair dye and deodorant.

V. Conclusion

Based on analysis, it may be concluded that three major VALS' factors are identified namely: 'Ideals', "Achiever", and 'Self Expressers'. Ideals include two categories 'Thinkers' and 'Believers'. These individuals are guided in their choices by their beliefs and principles and not by feelings, desires and events. 'Achievers' are heavily influenced by actions, approval and opinions of others. Under this type of motivation, along with 'Innovators' (attractive because they have abundant resources and they exhibit all three primary motivations in varying degrees) the other three types are 'Achievers', 'Strivers' and 'Survivors'. 'Self Expresser' desire physical and social activity, variety and risk taking. The types that are included are 'Experiencers' and 'Makers'.

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