



A Study on the Growing Interest of Male towards Grooming Industry

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DOI: <https://doi.org/10.55248/gengpi.2023.4.33293>

ABSTRACT

As more men recognize the value of looking after their face, hands and feet, the world of personal care is becoming less dominated by women. Many services these days are designed specifically for men. There are no velvety pink cushions or floral patterns in sight in the men's lounges – just leather lounge chairs and glass of wine in a comfortable, masculine setting. Men's grooming products are in various categories, from hair care to skin care to make-up products. Changing fashion trends have created demand for men's grooming essentials such as beard wax, hair cream, skin care cosmetics, etc. Increase in disposable income and advancement in living standards have provided huge opportunities for men's grooming products.

Keywords: grooming industry, male, grooming products, evolution of grooming, cosmetics, skincare, perception, history

1. Introduction

The present world is witnessing the growing awareness towards the physical aspects among the men. This notable phenomenon is very convincing in urban cities. It is recognized by the terminology of 'metrosexual', which is a new criterion in which male tends to display themselves more. 'Metrosexual' refers to a straight man who is not so concerned with the negative boundaries of masculinity but embraces the positives. Grooming has certainly broken down the gender hurdle and men are increasingly pampering in it. Over the past few years, we've seen men become more comfortable with blurring skin imperfections.

This paper highlights the development of metrosexuals or growing interest of male in grooming industry. Many businesses have capitalized on this phenomenon by creating and delivering specialized products and services for men, such as salons that offer specific treatments just for men, the emergence of stylish and trendy barbershops, specialty magazines for men, and local and global fashion. Brands that have started targeting men as their target market to name a few.

Ancient Egyptians used natural things to care for themselves, such as bathing in milk, aloe vera plants, and scented oils. The Egyptians cared about protecting their skin from the sun; to do this, they put kohl on their faces in a similar way to how football players put black lines on their faces. Egyptians covered themselves with perfumed oil such as myrrh, marjoram, chamomile, lavender, lily, rosemary, rose and olive oil to hide their body odour.

The Romans took care to maintain overall cleanliness, unlike the Egyptians, because they built communal baths. These communal baths later became a unique place where men could share their grooming secrets. Roman men were the first to experiment with hair dyes. Their favourite colour was blond, but the colours were so harsh and harmful that most men went bald after using these colours. The Romans were clearly interested in hot water and steam and they believed in removing dirt buried under layers of skin; they also used oil-based fragrances to mix their bathing water, although they were not well aware of the treatment for their acne and used only barley flour and butter to treat it. A large amount of consumer research is being conducted to better understand and predict trends in male grooming and men's beauty products in Asia. It goes without saying that expectations are high. As per the report of Mintel's 2020 Asian Mannerism Men's grooming is considered as a ground of promise and opportunity for the brands in this section to bring about a transformation in their pattern of usage as well as marketing." The reason for changing one's mindset is that the brand's identity consists of a complex ecosystem of different design elements and various materials and platforms to express seriousness and create great contrast so that the product immediately catches the eye. Over the years, skincare has helped men find ways to reveal their nutritional essence. We find useful and clear examples of elegant simplicity. At this point, cosmetic brands need a solid identity that is not only expressed in creative designs but also in result-oriented product designs that are used to strengthen the brand.

There is a shift in men's perception of personal care, allowing men to spend money on their own personal care, promoting improved skincare health and appearance. The social media boom, which started with Facebook and selfies and evolved into Instagram, videos, and other social media channels, has given rise to the most important brand: selfie promotion to build yourself. Selfies, dating him online, and the importance of looking camera-ready on demand, require a man's skincare quality products tailored specifically to his needs.

The mindset of the people towards the grooming industry has been undergoing a roller-coaster experience, where slowly the mindset is slightly showing a positive indent. However, there is a long way to go.

1.1 Grooming Industry: A Global Perspective

Historically, Male grooming use grew at a CAGR of around 3.5% from 2016 to 2020, beginning with developed countries such as the United States, Canada, Germany, and the United Kingdom. They are responsible for a large share of the global market.

Men's grooming includes a wide range of products from hair care to skin care to shaving care. The industry has great growth potential due to its rapid development and innovation in various care solutions such as hair sprays, hair fragrances and beard waxes. In addition, maintaining basic hygiene and the cleanliness of body parts is the goal of personal hygiene. The rising awareness of beauty among men is a major factor behind the rise in the market. Korean boy bands are the biggest pop acts in the world. The Kings of K-Pop are also keen to capitalise on gendered imagery.

With carefully curated outfits, haircuts and facial products, each of her seven band members are lifestyle icons and fashion collectives.

The influencer appeal of BTS Boys is phenomenal across Asia. In 2020, the International Business Times published an article titled "12 Best Korean Beauty Skin Care Products Utilized by BTS Members". Perhaps, the most interesting aspect of the rise of the men's beauty market in Asia is the innovation or the change of regional brands. Today, Korean and Japanese men's grooming products are popular with consumers in the Southeast Asian market as well as China. Meanwhile, brands in conservative or prudent markets such as Indonesia, have started using male and transgender models to promote their genderless facial skincare and makeup lines.

The men's grooming industry is arguably more petite than the women's skincare and grooming industry, but we expect this gap to narrow over time. The industry is characterised by stereotypes that inhibit progress. The marketing, packaging, and branding of the men's "grooming" range have led to male consumers being marginalised by their feminine side, as men remain unhappy that products are labelled as "beauty ranges." You need to balance design and advertising to avoid being ripped off. a name or a thin and delicate bottle.

This is a perception issue, to the extent that industry giants whose names are associated with women's cosmetics face resistance when accepting men's products. It draws players into the field, allowing for different products and further segmentation. MĒNAJI has responded to the men's desire to be always ready by creating ClearShave, a waterless gel that can be used anytime, anywhere. First launched in concealer tailored for men's oily skin, the colour gamut has been expanded to accommodate a wider demographic and reconfigured to include only VEGAN ingredients.

Men's skincare is the fastest growing business ever, making men look appealing and self-assurance. With today's changing demographics, these products are in high demand among a wide range of customer segments. Overall, sales of men's grooming products are expected to grow at a healthy CAGR of 8% over the next decade.

1.2 Grooming Industry: An Indian Perspective

In the age of selfies, video calls and photo-based social media, the desire to look good has vanished or limited to special occasions. In fact, men, women, children, and the elderly are equal in the dynamics of this social joke, and as a result, the Indian beauty industry is growing in scope and breadth.

The present world is witnessing that the beauty segment has been redefined, and the concepts and ideas that guided business strategy yesterday may no longer be relevant. Raise awareness of the beauty of the desire to look attractive at a much younger age than previous generations forces brands and products aimed at women under the age of 18 to reach a wider market. This presents an opportunity and a need for responsible marketing. On the other end of the spectrum, the market age cap is also growing. With the idea that 30 is the new 20 and 40 is the new 30, personal care is no longer confined to consumers aged 18–35, and anti-aging is for older generations who crave a timeless look. It may not be a mantra.

Some of the clichés often said about the beauty industry are no longer true. A conversation about beauty develops. Men's grooming is on the rise, with sales more than doubling his use of facial cleansing products in India between 2009 and 2017, while he increased the use by 60–65 times. The data confirms that. An analysis of the motivations behind the surge in adoption of men's grooming products reveals two key drivers. It's not about attracting women; it's about gaining confidence and gaining an edge over other men in career growth.

The Indian men's grooming market is worth over Rs. 500 crore and is growing rapidly. This is because Indian men want to get good reviews from their bosses at work and climb the career ladder. In urban India, men are becoming increasingly aware of the latest trends and concerns regarding their appearance. With rising disposable income, they are willing to spend a lot of money on care products. This is a marked change from the days when men used beauty products on women and followed a simple, minimal grooming routine for her because there were no better substitutes for women.

Over the past decade, the demand for men's grooming products has led companies to sell products other than men's shaving gels, razors, and deodorants. It has been observed that the market includes shampoos and fairness creams which is customized to the male needs. There has been a high need for beard balms and shampoos. Further, there has been observed that male are buying more cleansers and creams than the past

decade. The popular FMCG firms in India, such as Hindustan Unilever, L'Oreal, Nivea, and Marico, are turning a profit as more and more Indian men become more conscious of their hair, beards, etc. Additionally, men's grooming start-ups have boomed in the past year.

In March 2017, Mumbai-based Mariko acquired a 45% stake in Baird, a brand of beard and hair oil, that already sells the men's set His Wet His Hair Gel. In September 2017, the Italian brand DEPOT—The Male Tools & Co., with a presence in over 20 countries, entered the Indian market. In addition, rising urban middle-class populations and improved distribution channels in Tier II and Tier III cities are expected to drive market growth through 2020. DEPOT currently dominates the markets of Maharashtra, Delhi, and Karnataka, and will soon enter other states. Depot also collaborates with all major salons in India. DEPOT aims to generate ₹ 3.5 billion in revenue in its first year of operation, with 50% year-over-year growth over three years. Then, in December 2017, Emami entered the online men's grooming market by acquiring a 30% stake in The Man Company, his e-store that sells luxury men's grooming products.

In propagating this important trend, it was social media influencers who unveiled the concept, proving that men also need beauty and cosmetic defences. From basic skincare routines and simple grooming journeys to massive multi-step makeovers, male beauty influencers turn ordinary men into beauty enthusiasts. I'm opening a way Athletes and Bollywood celebrities have also played a key role in stimulating the men's beauty industry, encouraging men to put a little more effort and time into their grooming practices.

According to Nielsen's report *The Man in the Mirror*, the men's grooming market in urban India is estimated at 5,000 crores. The 2019 value recorded in his double-digit increase of 12.3% compared to 2018. Market research firm Mintel has found that the average Indian man spends about 16 minutes on personal hygiene, his 14 minutes on his hair and his 12 minutes on his face. The male beauty industry is evolving rapidly, and social media plays a big role here. For Sana Dhanani, founder of The White Door India, Instagram is a key platform for promoting the services of Hollywood's most popular salon, Biologique Recherche. They often upload videos of their treatments to her IGTV.

Although the male grooming industry in India is still in its debut, it has huge growth potential and all the building blocks to become a mainstream industry. Grooming is the way people take care of their body and appearance. Practices considered personal hygiene include bathing, dressing, applying makeup, removing hair, and caring for teeth and skin. A personal care routine determines how a person thinks about themselves and how others perceive them. The increased use of social media platforms such as Facebook, Instagram and YouTube exposes men to global fashion trends, which contributes to the increase in demand for men's grooming products. During the lockdown, sales of hair care products such as beard oils, hair gels, face washes, deodorants, perfumes and electronic trimmers increased.

The content of men's grooming start-ups has shifted from looking attractive and attracting the opposite sex to feeling confident and looking. Men are becoming more and more educated about skin care, the effectiveness of products and applications. A category that was not even considered an entity has become a multi-million-dollar market. Growing awareness about the harmful effects of UV rays and pollution has also driven the growth of the men's grooming and beauty industry. Men's grooming leads to herbal and natural ingredients with products that harness the power of herbal medicine.

Celebrity and influencer endorsements help with brand awareness and investing in memorable content helps with brand recall, social circles have come to dominate as an influential power. Brands focus on community building and storytelling to convert customers into brand advocates. Today, brands are responding with male-focused and gender-neutral lines such as unisex shampoos and conditioners, moisturizers, serums and hair masks. Manscaping has become a commonly used term and refers to the removal or trimming of male body hair for cosmetic purposes. Men go for depilatory creams or sprays made just for them. The trend is to use products integrated with natural ingredients such as charcoal, aloe vera and turmeric.

Facial care has always dominated men's skin care. As more men grow beards, the segment is rapidly expanding to include products that groom and tame facial hair, including beard oils and much more. Demand for grooming products, such as beard grooming and hair grooming, has recently boomed as men have become more conscious of their appearance. Men in their thirties are not only looking for cleansers and moisturizers, but also serums and anti-aging products. The shelves in virtual and physical stores are now full of men's grooming products. The male beauty industry is clearly booming.

2. Review of Literature

To have a better understanding of the topic the researchers have undergone a brief review of literatures which highlighted the growing significance of male grooming industry. These reviews have helped us to identify the factors which has an impact on the buying pattern of the grooming products by the male segment.

It has been observed through various literatures that there are different attributes which are considered during the decision-making process of the male towards the buying of grooming products which are classified below:

2.1 Self-image

Male consumers use gender-based beauty products to enhance self-esteem. Motivated consumers are convinced of self-image products (Grubb & Grathwohl, 1967 & Sirgy, 1982). One purpose of male consumers' use of beauty products is to reproduce individuals' disparate self-image (Kellner, 2003). The literature shows that male consumers purchase products through ideas and images to develop a self-image (Sturrock & Pioch, 1998) and related to their personality (Hansen, & Kanuk, 2008). Self-image projective products provide consumers with representational and practical benefits (Seitz & Johar, 1993). The literature also shows that opposite sexes perceive information differently in the process of product consumption (Coley & Burgess, 2003). To enhance the self-image of male consumers and convey this through symbolic meaning, the use of such products understood the

centrality of men (Grubb & Grathwohl, 1967). The purpose of consumption of body care products by male consumers is the development of self-identity (Sturrock & Pioch, 1998). Self-image acts as a stimulus for the consumption of cosmetics and is used as a tool to enhance self-concept and image (Souiden&Diagne, 2009). How men personally view their own skin in a mirror depends on their imagination of what others might look like. The formation of self-esteem is affected by the social environment and communication with others. (Cooley, 1902). His Cooley ideas for understanding identity formation that contradicts accepted notions of gender performance are still appreciated (Ritzer, 2005). The "mirror self" (Cooley, 1902) can be used as a useful metaphor for how men refer to the use of facial care products. It came to the fore during the pandemic. This is because the practice of using platforms like Zoom and MS Teams for professional and social purposes forces us to turn our faces to the screens to face them on an almost daily basis. Therefore, self-confidence plays a major role in male consumers' purchase of beauty products.

2.2 Aging effect

Few studies have focused on the effects of aging on men's cosmetic purchase intentions (Halliwell & Dittmar, 2003). Male consumers who prefer to look youthful use care products for age issues and a youthful appearance. Satisfies the desire to maintain appearance (FuatFirat, Dholakia, & Venkatesh, 1995; Schouten, 1991). Literature indicates that younger consumers are more interested in purchasing beauty and personal care products than older consumers (Sarpila&Räsänen, 2011). Previous studies have shown that aging is an important factor associated with men's use of personal care products. Young men are more interested in their youth and use cosmetics to maintain their youth.

2.3 Physical attractiveness

Physical attractiveness means physical beauty tempered by physical appearance. Notable features such as appearance, height, and body contours are included. (Soen & Diagne, 2009). Beauty is the key to personal success. According to the literature, women are interested in maintaining relationships with handsome men. It is believed that good-looking people are more likely to succeed. Research also shows that personality is a key factor influencing brand and product purchases (Mulyanegara, Tsarenko & Anderson, 2009). One of his purposes for male consumers to consume personal care products is self-creation (Schouten, 1991). Literature indicates that male clients are interested in modifying their bodies to construct their identities (Gill, Henwood & McLean, 2005). Many studies have shown that peer societies attach great importance to body and physical appearance (Gill et al., 2005; Turner, 2008). The literature also shows that wages and career development in the labor market are influenced by prospects, body type and weight (Härkönen, 2007; Sarlio-Lähteenkorva, Silventoinen & Lahelma, 2004). Therefore, companies prefer physically attractive individuals (Andreoni & Petrie, 2008; Mulford, Orbell, Shatto, & Stockard, 1998). Furthermore, individuals who value personal hygiene are more likely to be socially accepted (Souiden&Diagne, 2009; Sturrock & Pioch, 1998). Male consumers are bullied by fashion and aesthetics, using grooming products for body modification and fashionable appearance (Featherstone, 2007).

2.4 Health care

Health concerns have led male consumers to purchase cosmetics to prevent many health problems (Sturrock & Pioch, 1998). Skin care is the core product in the men's grooming category. His 63% of Chinese male consumers use skin care products (HKTDC, 2016). In cosmetics, personal care products have important implications for opinion leadership and early acceptance (Myers & Robertson, 1972). Literature indicates that many customers use personal care products to psychologically imply their concern for hygiene, health and beauty. Consumption of personal care products by male consumers is increasing due to health awareness (Souiden&Diagne, 2009). Therefore, male consumers' health concerns are a major factor in the consumption of personal care products.

2.5 Social beliefs

Male consumers are using cosmetics to challenge the current societal desire to be beautiful (Nickel, 2004). Social environment plays an important role in choosing the specific products to consume (Souiden&Diagne, 2009). Caroline (2005) states that consumers use cosmetics because of the authority of their social friends and work environment (Saurabh, 2008). People live and act in the support of their cultural environment. The role of fragmented identity construction is therefore the most important determinant of consumption, especially in postmodern world scenarios (Kellner, 2003). Culture reflects individual behaviour and influences consumer behaviour as people purchase products to meet culturally influenced needs (Weber & Capitant de Villebonne, 2002). Differences between social beliefs and product lifestyles derive from interaction theory, which influences lifestyles (Quarantelli & Cooper, 1966).

2.6 Lifestyle

Literature suggests that people in urban areas have higher incomes, more time to focus on their appearance and lifestyle, and more time to work on their feminine side (Brune, 2004; Donna, 2004; Donoghue, 2005). To become modern, consumers, like women, are interested in changing their perspectives (FuatFirat et al., 1995). Lifestyle determinants, i. H. Social class, values, and personality greatly influence individual behavior related to product consumption (Coley & Burgess, 2003). An individual's dynamic information and social power primarily attracts consumption of products that show that person's social image and lifestyle.

2.7 Purchase situation

In a cross-cultural environment, marketing strategies must be developed taking into account different buying behaviors and decision-making processes (Weber & Capitant de Villebonne, 2002). Carrington, Neville, and Whitwell (2010) argue that the presence of a positive situational context facilitates translating plans into action. Consumers buy brands because of their efficient and representative importance. A brand's perceived image and the consumer's self-image are internally linked to the creation of a brand's image. Consumers are influenced by store displays and promotions to make purchases (Coley & Burgess, 2003).

3. OBJECTIVES

The crux of this study is to know the male grooming industry and the growing interest towards it. To attain the main objective, this study highlights some objectives that are to be known:

- To analyse the evolution of male perception towards grooming industry
- To analyse the interest of male towards grooming industry
- To understand the perception of male towards grooming industry

4. RESEARCH METHODOLOGY

This is an exploratory research design which is used to analyse the objectives framed for this study. For the fulfilment of the study, researchers have used a combination of primary and secondary sources. The secondary data has been collected from various sources ranging from various research papers, syndicate researches, internet articles and blogs. While the primary data was collected with the help of a structured questionnaire. This questionnaire was in the google doc format and was circulated to various male respondents. As our study was confined to understand the growing behavioural perception of the male towards the grooming products, our inclusion criteria was "Male". Hence, for this study, the researchers have used the Judgemental sampling method. A total of 60 responses were collected. Among which the incomplete responses were excluded and for the analyses of the study a total of 50 responses were considered. The collected data have been further analysed through descriptive statistics.

5. DATA ANALYSIS AND INTERPRETATION

5.1 DEMOGRAPHIC ANALYSIS

As our study is targeting males, 50 respondents of different age group and occupation have responded to our questionnaire. To get the proper and even results, we have asked the respondents about their age and occupation.

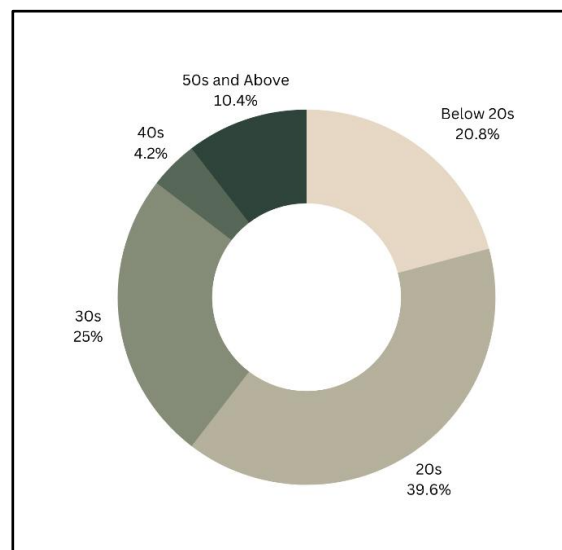


Figure1: Distribution of the respondents based on Age

Among the 50 respondents, maximum number of respondents was found in the 20s, which is 39.6%. The second-highest proportion of respondents, 25%, are in their 30s. Approximately 20.8% of males are in their 20s (or below 20s), with 4.2% in their 40s. The remaining 10.4% of respondents are in their 50s or older. We can analyse that current generation or the people in their 20s and 30s are showing interest towards grooming industry.

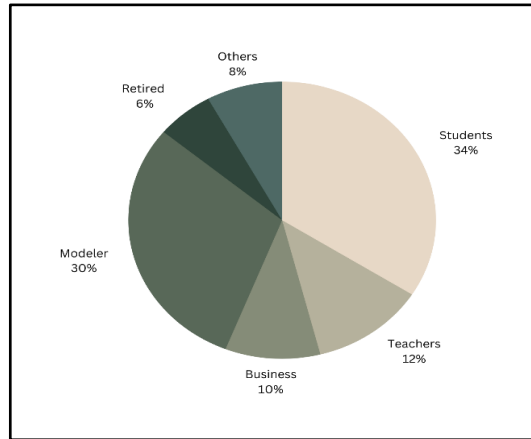


Figure 2: Distribution of the respondents based on Occupation

From the total number of respondents, 34% were students and 30% were modelers. Next, 12% and 10% are teachers and businessmen, respectively, who are in the 30s. Lastly, retired people and others are 6% and 8%, respectively, and they come under the age group of 40s and 50s and older. Hence, it can be inferred from the figure that Modelers and students, are between the ages of 20 and 30 who have shown the higher interest towards the grooming products.

In order to fulfil the objective, the researcher had utilized the descriptive statistics to have detailed understanding of the growing interest of the male towards the grooming products.

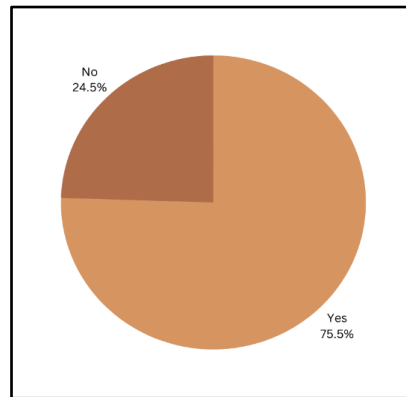


Figure 3: Usage of grooming products

As per the figure, about 75.5% said yes to the question, and about 24.5% said no to the usage of grooming products. Most of the respondents have shown a positive buying attitude towards grooming products.

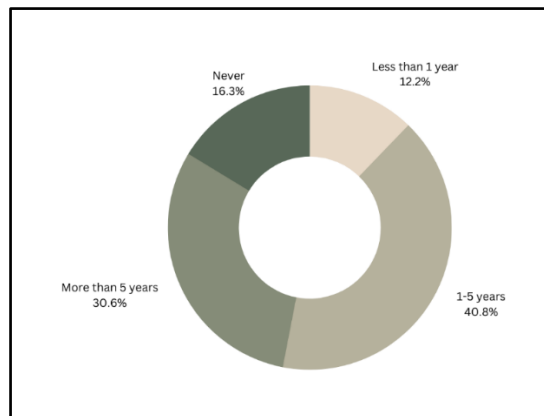


Figure 4: Duration of using the grooming products

At 40.8%, most people have been using it for 1 to 5 years. The next highest proportion is approximately 30.6% of those who have been using for more than 5 years. Following that, 16.3% do not use it, and 12.2% have been using it for less than a year.

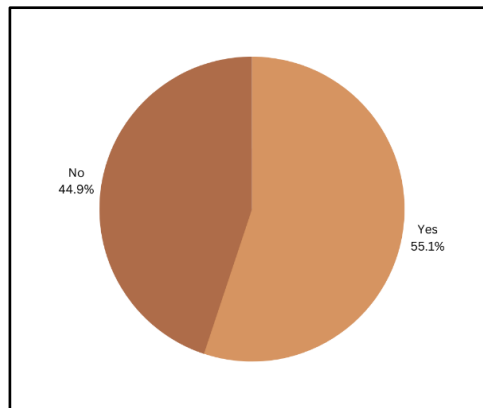


Figure 5: consideration of wearing cosmetics

According to the figure 5, 55.1%, the majority of people have been consider wearing cosmetics. Next 44.9% respondents have responded no to the question.

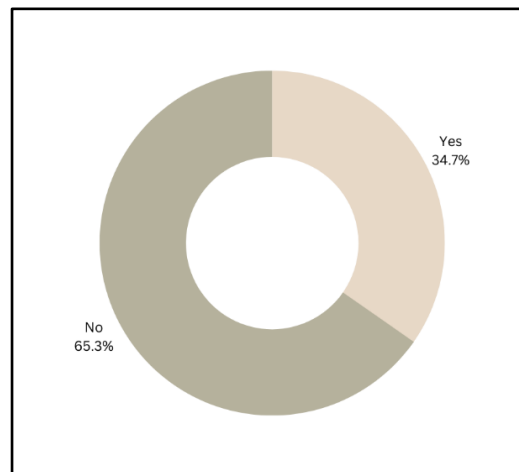


Figure 6: Acceptance of grooming products

This figure 6 shows whether grooming products are socially acceptable or not. 65.3% of people said no to the question, while 34.7% said yes to it.

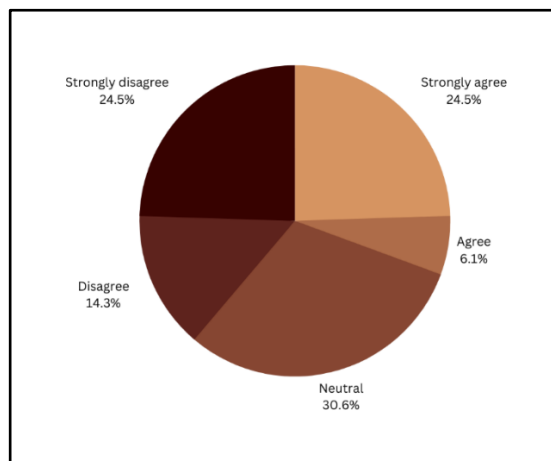


Figure 7: Men should only be limited to skincare products and not to expose to cosmetics or all grooming products

The figure 7 shows an equal percentage of agreement and disagreement, which is 24.5%. The remaining 30.6% are unconcerned about the fact. Finally, 14.3% and 6.1%, respectively, disagree with this fact.

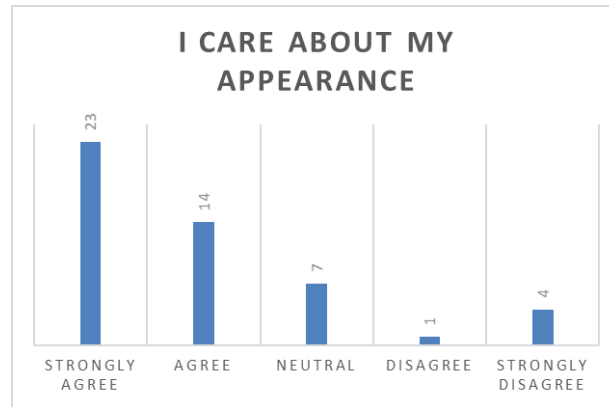


Figure:8: Caring about appearance

This figure 8 states unequivocally that approximately 23% of people strongly agree with the fact, while 14% of respondents simply agree with the fact. There are 7% who are neutral about the fact and 4% who strongly disagree with it. Finally, the 1% disagrees with the statement.



Figure: 9: Comfortable towards grooming products

This figure 9, here is a little stereotypical, with 16% strongly agreeing and 16% agreeing. The next one comes in at 13% and is neutral about the fact. Finally, 3% of respondents strongly disagree with the fact, while 1% simply disagree.

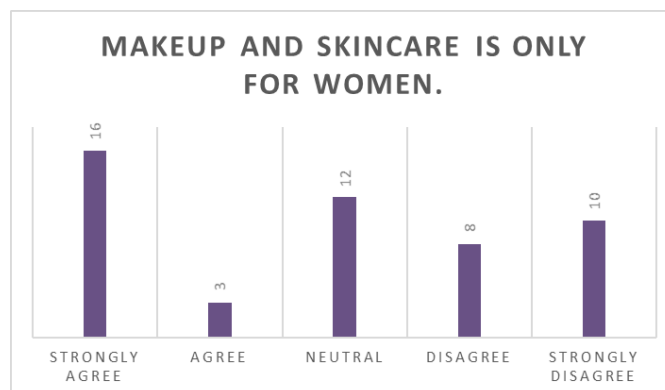


Figure: 10: Makeup and skincare is considered only to women

This figure 10, shows that about 16% of the respondents strongly agree with the fact that another 12% are neutral. The next highest number is 10% of people who strongly disagree with the fact, and there are 8% of people who just disagree. Finally, 3% of people simply agree with the statement.

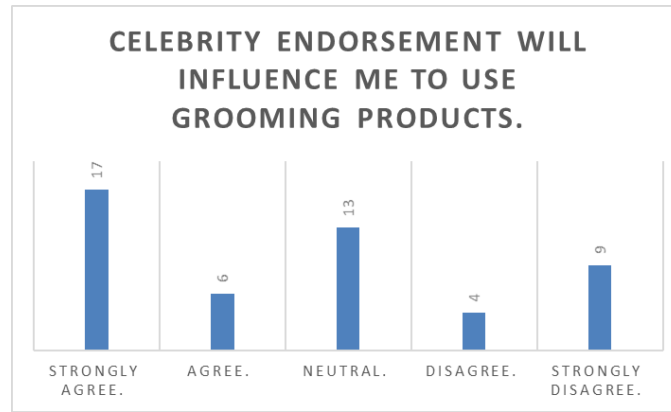


Figure: 11: Influence of celebrity endorsement to use grooming products

According to the figure 11, approximately 17% of people strongly agree with this fact, while 13% are unsure. Following that, 9% strongly disagreed with the fact, while 6% simply agreed with it. Lastly, 4% of the respondents do not agree or disagree with the celebrity endorsement.



Figure: 12: Familiarization towards skin care product

The figure 12, here shows that 19% of the people are very familiar with skin care products, and the second most popular category is somewhat familiar to about 12% of them. Next is 9.5% of respondents do not know about skin care products, while 8.5% are not very familiar with them.



Figure: 13: Familiarization towards hair care products

The figure 13, here shows that about 18% of the respondents are very familiar with hair products, while 13% are somewhat familiar with them. Next, 11% of the respondents are not very familiar, while 7% of the respondents do not know about the hair care products.



Figure: 14: Familiarization towards makeup products

This figure 14 shows about 15% of the respondents are not very familiar with the makeup products. The maximum number of respondents (14.5%) who do not know about makeup products, then we have 10% of the people who are very familiar and 9.5% of the respondents who are somewhat familiar with the makeup products.

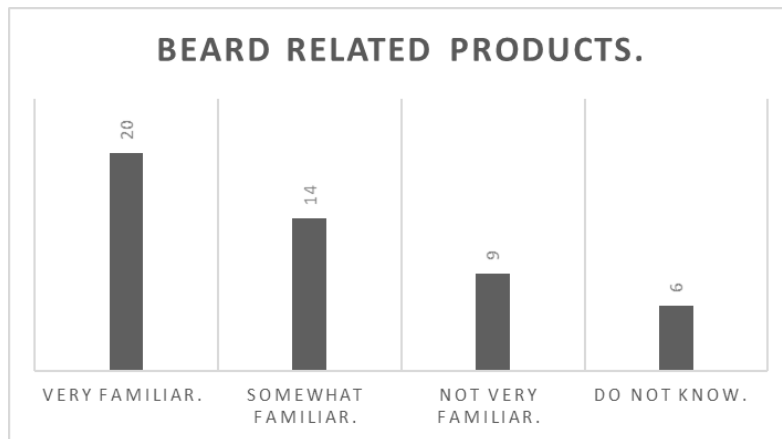


Figure:15: Familiarization towards beard related product

The figure 15 shows here that about 20% of the respondents are very familiar with beard products. While 14% are somewhat familiar with a beard product, finally, 9% of people are unfamiliar with beard products, while 6% are unaware of beard-related products.

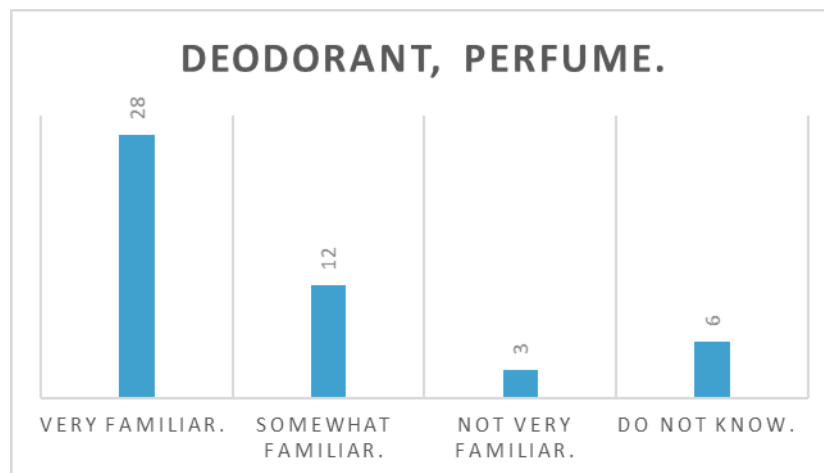


Figure: 16: Familiarization towards deodorants and perfumes

This figure 16 shows, according to the graph, approximately 28% of people are very familiar with deodorants or perfumes, while the remaining 12% are somewhat familiar with the products. Next, we have 6% who do not know about perfumes or deodorants. Finally, 3% is unfamiliar with deodorant and perfume products.

6. FINDINGS

After the analysis of the data received by the respondents from the questionnaire, the following statements are the findings that can be obtained:

- Because the study was geared toward men, the maximum number of respondents were in their 20s, and the second highest proportion of respondents were in their 30s, which gives an idea that the current generation is showing interest in the grooming industry.
- Analysis showed that the current generation includes the maximum number of students, modelers, air hosts, blooming influencers, and teachers. The highest percentage can be found among students and modelers.
- Most of the male population accepts and has been using grooming products for a long time. The time is 5 years or more than 5 years.
- Most men would like to consider using makeup, but they do not want all grooming products to be socially acceptable. It demonstrates a firm refusal to accept the use of grooming products.
- While all grooming products are considered unacceptable by men, an equal percentage strongly agree and strongly disagree with the fact that men should limit themselves to skincare and not expose themselves to cosmetics or other grooming items.
- Even though care for appearance and comfort in using grooming products have been strongly demonstrated, the mindset is that only women can use skincare and makeup items.
- Celebrity endorsements can influence them to buy or use grooming products even though they do not want to be accepted socially or openly.
- Men are more aware of or accustomed to deodorants and perfumes in the category of grooming products. Then they are more susceptible to beard-related products, skincare products, and haircare products.

7. RECOMMENDATIONS

Skincare concerns don't discriminate between men and women, so feeling ashamed to buy the products publicly shouldn't be felt by men.

A daily grooming routine helps to maintain personal hygiene while also looking and feeling younger.

One of the most important things skin care products are associated with anti-aging. With that in mind, we might have expected that older men would be more receptive to using skin care products. However, this was not confirmed by our results.

The study emphasised that older men are more sceptical about the value of skin care. Continuing to point out the traditional form of the male ideal which should not be done.

Hegemonic male ideals persist and are reflected in the way men rationalise their consumption of facial care to protect their identities. These traditional ideals are consistent with accepted rationales. It helps distract from identity fragility by clarifying product consumption in a way. Using moisturisers for functional reasons to protect against dry skin, not for cosmetic purposes. In contrast, young men should post online use of skincare products improve the appearance of their skin.

8. CONCLUSIONS

This paper was intended to examine the perception and evolution of the male grooming industry.

We argue that men's skin care usage is an "invisible" form of consumption. It is clear that some men use skin care products, but they never tell anyone about it. The most relevant theoretical idea for understanding invisible consumption is, Goffman's (1956) dramaturgy analogy, particularly the idea of 'behind the scenes' and 'mystification' as part of 'impression management'. As our results show, the use of skin care products is something the men in our study don't want others to know about, and what they don't want others to know about their skin care practices. Unlike other recent consumer trends related to improving physical beauty, such as going out, wearing makeup, getting pierced or tattooed, it doesn't matter if someone wears moisturizer or not. cannot be seen.

On the other hand, skincare is something that is "invisible". Invisible in two respects. First, it's invisible because you don't know if someone has exfoliated, toned, cleaned, or moisturized. Expecting you can transform is a sign of the times. Respondents downplayed using skin care for vanity purposes. This appeals to the heteronormative ideal that men should not be overly concerned with the beautifying element of facial care. Consumption of skin care products by men gains a competitive advantage in an increasingly ruthless environment. It can be read as part of a broader neoliberal social discourse that encourages people to see their bodies as a resource they can use to.

The Indian market for male grooming products has been gradually increasing. Males from the current generation are trying various types of grooming products to enhance their skin.

Currently, students, modelers, air hosts, actors, and many more are trying to use various male grooming products. Though there are some who are still in the position of disagreement, they are still looking forward to the evolution of it.

Grooming has certainly broken down the gender barrier, and men are increasingly pampering themselves in it, which shows the male beauty industry is clearly booming.

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