

Changing Trends in Indian Consumerism with Reference to Male Skin Care Products

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ABSTRACT

It is a veracity about the Indian culture that it was not so open with regards to "men utilising grooming products". Since, men professed that usage of cosmetics is an arena of women, therefore they were not prophesied to use the same. However, Indian consumerism has been transformed, specifically with regards to "Male Grooming", men too are trying new beauty products. Barriers are disappearing into thin air and paradigms are transforming. Skin care is no longer a female-only arena. Urban-dubbed metrosexuals are disinterring the need for a beauty and personal care. Therefore, they are taking care of their skin and battling the signs of ageing, just like their female counterparts. They have a strong urge to exhibit youthfulness, healthiness and thinness. The endeavour of this paper was to determine that how the consumerism has affected the men's skin care urges and the rationales behind the same. The research is purely based on secondary data and extensive literature review. Core findings show that changing income patterns, accelerating disposable income in urban area, increasing discretionary spending, adoption of developed world culture and awareness about the need to "look good & feel better" are the main rationales behind the consumerism with respect to Indian men for skin care products.

KEYWORDS: Cosmetics, Consumerism, Male skin care, Metrosexual.

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