



PREFERENCES TOWARDS MALE DEODORANTS CONSUMERS AND RETAILERS IN SAUDI ARABIA

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ABSTRACT

It was found that the world wide annual expenditures for cosmetics is estimated at U.S.\$18 billion, and many players in the field are competing aggressively to capture more market share. Hence, companies are interested to know about consumer's preferences towards cosmetics so as to devise strategies to win over competition. The main purpose of this research paper is to investigate the influence of preferences on cosmetics buying behavior especially men's deodorants like the factors those influence the consumer choice and to identifies the most popular deodorant brand. Also to examine the level of awareness of brands available. We have conducted research to know the factors for retailers preferences also.

Originality/value: This research paper brings out unique factors of consumer preferences towards deodorants in the Saudi Market, particularly in the Al Baha region. This research paper has reviewed suitable literature within a customized research to garner the preferences of both the consumers as well as the retailers. We have used two different questionnaires used in this market.

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INTRODUCTION

A deodorant is a substance applied to the body to prevent body odor caused by the bacterial breakdown of perspiration in armpits, feet, and other areas of the body. A subgroup of deodorants, antiperspirants, affect odor as well as prevent sweating by affecting sweat glands. Antiperspirants are typically applied to the underarms, while deodorants may also be used on feet and other areas in the form of body sprays. In the United States, the Food and Drug Administration classifies and regulates most deodorants as cosmetics, but classifies antiperspirants as over-the-counter drugs. (U.S. Food and Drug Administration). The first commercial deodorant, Mum, was introduced and patented in the late nineteenth century by an inventor in Philadelphia, Pennsylvania, whose name has been lost to history (Joey Green, 2004). The product was briefly withdrawn from the market in the U.S., but is currently available at U.S. retailers under the brand Ban (<http://www.bizjournals.com>). The modern formulation of the antiperspirant was patented by Jules Montenier on January 28, 1941. This formulation was first found in "Stopette" deodorant spray, which *Time Magazine* called "the best-selling deodorant of the early 1950s". Stopette was later eclipsed by many other brands as the 1941 patent expired. A small percentage of people are allergic to aluminum and may experience contact dermatitis when exposed to deodorants containing aluminium. (Garg *et al.*, January 2010). A 2008 study

stated that no scientific evidence supports the hypothesis that deodorants and/or antiperspirants increase the incidence of breast cancer. (Namer *et al.*, September 2008).



Figure 1. Stick antiperspirant/deodorant

Human perspiration is largely odorless until it is fermented by bacteria that thrive in hot, humid environments. The human underarm is among the most consistently warm areas on the surface of the human body, and sweat glands provide moisture, which when excreted, has a vital cooling effect. When adult armpits are washed with alkaline pH soap, the skin loses its acid mantle (pH 4.5 - 6), raising the skin pH and disrupting the skin barrier. (Kuehl, Fyfe, Shear (March 2003). As many bacteria thrive in this elevated pH environment, this makes the skin susceptible to bacterial colonization. (Stenzaly-Achtert *et al.*, May 2000). The bacteria feed on the sweat from the apocrine glands and on dead skin and hair cells, releasing trans-3-Methyl-2-hexenoic acid in their waste, which is the primary cause of body odor. (Pierce Jr *et al.*, August 1995). Underarm hair wicks the moisture away from the skin and aids in keeping the skin dry enough to prevent or diminish bacterial colonization. The hair

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is less susceptible to bacterial growth and therefore is ideal for preventing the bacterial odor (Marc Paye *et al.*, 2009).

Deodorants are classified and regulated as cosmetics by the U.S. Food and Drug Administration (FDA) and are designed to eliminate odor. Deodorants are usually alcohol-based. Alcohol initially stimulates sweating, but may also temporarily kill bacteria. Deodorants can be formulated with other, more persistent antimicrobials such as triclosan, or with metal chelant compounds that slow bacterial growth. Deodorants may contain perfume fragrances or natural essential oils intended to mask the odor of perspiration.

Grooming by Saudi men

Saudi men became increasingly willing to invest time and money in a daily grooming regime during the review period. Traditionally consumers had entrenched attitudes about masculinity and often frowned signs of male vanity, with such attitudes continuing among more religious and older consumers at the end of the review period. However, a well-groomed appearance is increasingly equated with affluence and career success in the country. This trend was partly linked to consumers' increasing exposure to media channels such as satellite TV and the internet, while a growing interest in celebrities such as film stars and TV stars also encouraging men to pay more attention to their appearance. A youthful and well-groomed appearance was increasingly associated with affluence and career and social success at the end of the review period.

Prospects

Growth for men's grooming will be supported by a number of factors during the forecast period. This product area will benefit from the young age of Saudi Arabia's population, with over 70% of Saudi nationals being below 30-years-old at the end of the review period. These young men are likely to prove strongly receptive to advertising by leading global brands, with a growing number adopting a regular men's grooming regime involving men's shaving, men's skin care, men's bath and shower, men's hair care and men's deodorants. These men will be keen to look well-groomed, attractive and fashionable, with these attributes increasingly being linked to affluence and success in the country.



Fig. 2.

Need of deodorants

Some guys may think their sweat doesn't stink like everyone else's, but ask their girlfriend or anyone near them in the gym and you'll probably hear a different story.

The truth is, some people do give off fewer odors than others but everybody has some sort of trace: "Body odor is determined by environmental factors, like what foods we eat, and genetics. Some people just smell stronger naturally," explains Robyn Gmyrek, M.D., director of cosmetic dermatology at Columbia University Medical Center. But it's not the actual dampness that smells. The bacterium that breaks your sweat down into organic compounds is what has that potent stench, she adds. How often you need to roll on deodorant depends on your personal moisture rate. "Men who sweat minimally and have a mild odor can get away without deodorant, while other guys need it several times a day," says Jeffrey S. Dover, M.D., associate professor of clinical dermatology at Yale University School of Medicine.

But does the funk-freshener even help? "Deodorant is effective at masking smell, but it doesn't prevent sweating," Dr. Gmyrek says. Instead, antiperspirants keep you dry, so you should apply one of each. Look for a deodorant with fragrances and antibacterial ingredients, like triclosan, Dr. Gmyrek says. In an antiperspirant, make sure it has aluminum salts: The higher the aluminum content, the more effective it protects against sweat. The best option, though, is a combination stick to fight both at once, like Gillette Clinical Odor Shield Antiperspirant and Deodorant.

This survey has been conducted on the topic "Preference towards male deodorants for consumers and retailers." The purpose of survey is to conclude which deodorant is preferred by the gents of Al Baha province of Saudi Arabia the most. All possible efforts have been given to get the correct result. the researcher have tried my level best to include all deodorants which have captured the market. Users and retailers have helped us a lot during the survey.

The main products under this research study are playboy, denim, Axe and Park Avenue.



Figure 3. Playboy deodorant

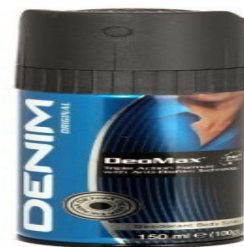


Figure 4. Denim deodorant



Figure 5. AXE deodorant



Figure 6. Park Avenue deodorant

During the survey the researcher met different grade of consumers and retailers and collected the information through the questionnaire.

Objectives

- To study the consumer perception about the male deodorants based upon cost, fragrance and quality.
- To determine the factors those influence the consumer choice.
- To identifies the most popular deodorant brand.
- To examine the level of awareness of brands available.
- To find out the most influencing factors for purchasing.
- To know about the advertisement effects on consumers.
- To know the about the satisfactory level of consumer regarding deodorants.

Research methodology

Problem : preference towards male Deodorants for consumers and retailers

Type of research : descriptive and Conclusive type of research

The study signifies the survey on Preferences towards Male Deodorants Consumers and Retailers in Saudi Arabia. The sample unit was the users of various men's deodorants of different brands included in the survey in Al Baha Region, Saudi Arabia. The sample size taken to conduct the survey was 100 consumers and 50 retailers. The collected data is primary in nature. i.e. the first hand data , as there is a better scope of getting required information and also it is in the form that we want. For the purpose of collecting data, questionnaire method was adopted. The sampling technique used by the researchers is random sampling as the size of the universe is quite large, so relatively small group of individuals from the universe is selected which is also good enough to represent the entire universe. For the purpose of measurement and scaling techniques we have used Summated Scales (or Likert-type

scales) for knowing the satisfaction level of consumers. A Likert scale (Wuensch and Karl October 4, 2005) is a psychometric scale commonly involved in research that employs questionnaires. It is the most widely used approach to scaling responses in survey research, such that the term is often used interchangeably with rating scale, or more accurately the Likert-type scale, even though the two are not synonymous. The scale is named after its inventor, psychologist (Likert and Rensis, 1932). Secondary data is collected through companies personal websites. Data collected through tv commercials is in generic form to know how various deodorants has been advertised. Data analysis technique and tools used here are bar graph and pie charts.

Conclusion

In this research we have found out the brand preferences of Saudi men using deodorants and why the retailers also having their preferences towards some particular brands of deodorants. The majority of gents in Al Baha region are using AXE deodorant and Deodorants are mostly used by the younger age group i.e. 15 to 35 years. However the young Saudi men are selecting their brand according to fragrance and brand image. Very interestingly, most of the consumers come to know about the new brands through advertisements. It was found that majority of the dealers take dealership according to demand and profit margins. The limitations of this research study are Few people doesn't have the time to fill up or answer the Questionnaire and People were also not giving the exact information like, their monthly income, age as this society of more conservative in nature. It was observed that a few people were not responding as what we expect from them and they were reacting for the survey is conducted for false purpose. We therefore, recommend the future researchers to conduct research in more developed cities like Jeddah and Riyadh in Saudi Arabia to gain reasonably realistic insights on the customer preferences in this area of research.

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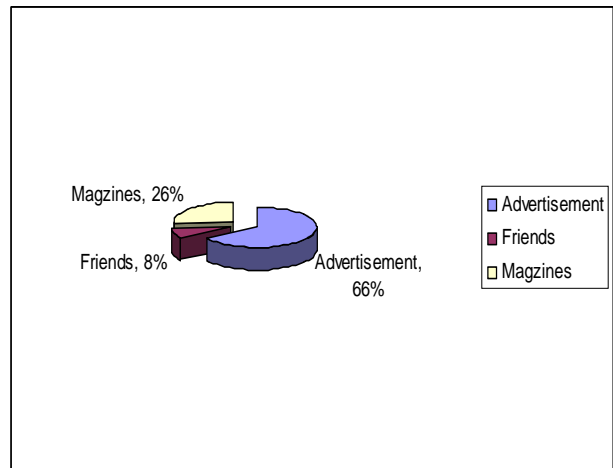
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<http://www.euromonitor.com/mens-grooming-in-saudi-arabia/report>
<http://www.menshealth.com/health/do-you-need-deodorant#>.



Interpretation: The above graph showing that most of the respondent comes to know through Advertisement i.e. 66%, second most comes to know through magazines and the others comes to know through Friends.

Q.3 - Reasons behind your preferences-

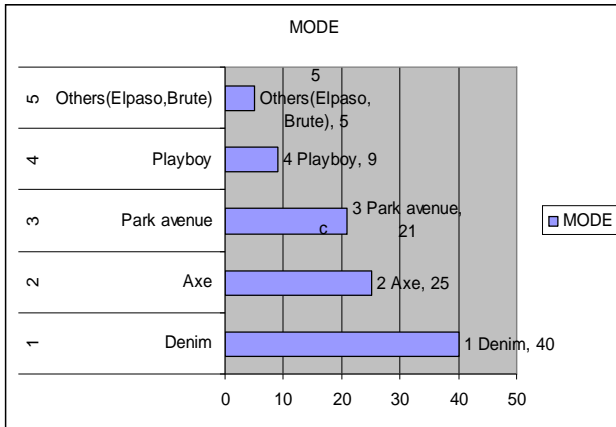
- A) Popularity b) Fragrance c) Price d) Brand Image

ANNEXURE

For customer

Q.1 – Name the deodorant brand of your preference.

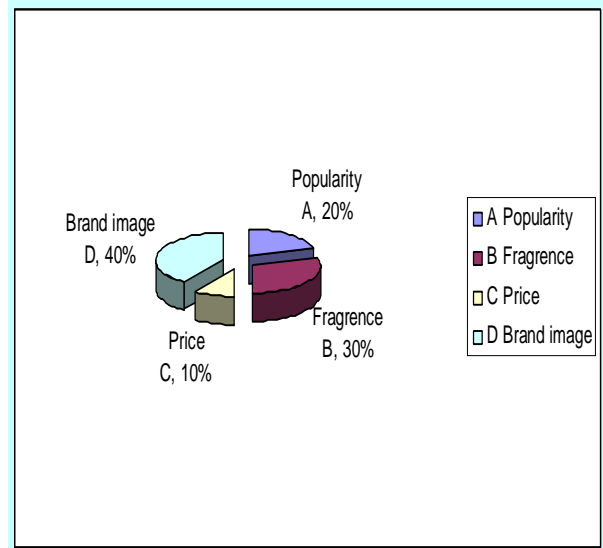
- A) Playboy b) Denim c) Axe d) Park Avenue e) Others



Interpretation: In the above graph the most users of Denim, so it comes on rank 1, then on second rank comes for Axe, third comes for Park Avenue, fourth comes Playboy and fifth comes for others i.e. Elpaso & Brute.

Q .2 – How do you come to know about the brand used by you?

- A) Advertisement b) Friends c) Magazines

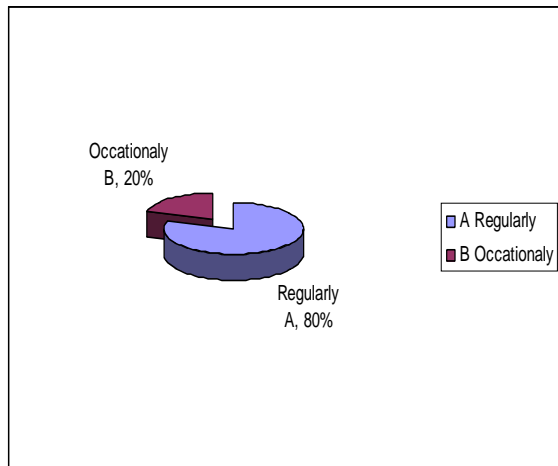


Interpretation: Most of the respondent gave reason as Brand image behind their preference and second reason comes as fragrance, third as popularity and fourth comes as a Price.

Q .4 – When do you use?

- A) Regularly b) Occasionally\Everyday

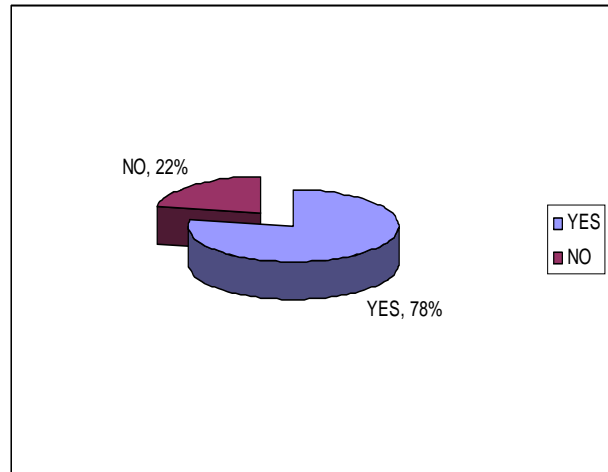
Interpretation: This survey showing that most of the users are using regularly and 20% of the user are using occasionally.



Interpretation: The above graph showing that 10% respondents purchase once in 15 days, 80% purchase once in a month and 10% takes more than one month in purchasing 1 bottle of deodorants.

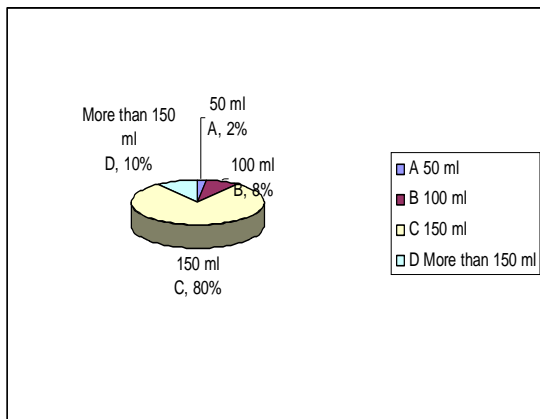
Q .9- Sales promotion of other brand may change your preference.

- A) Yes b. No



Q .5- Capacity of the bottle you generally use.

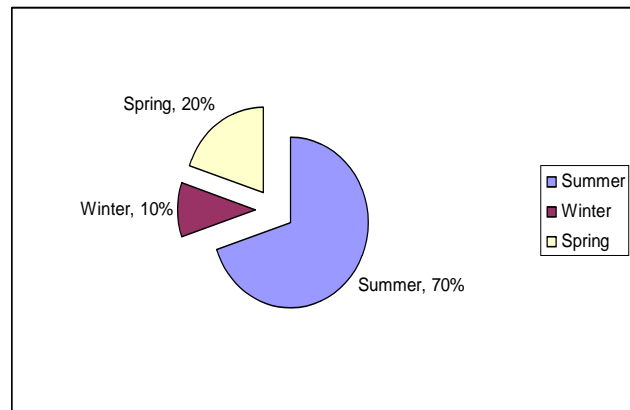
- A) 50 ml b) 100 ml c) 150 ml d) More than 150 ml



Interpretation: When the question comes about sales promotion schemes 78% says that they may change and 22% says that they will not change their preference.

Q .8 – In which season you generally use?

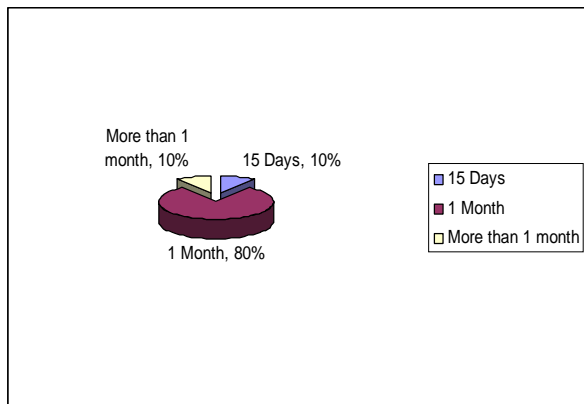
- A) Summer b) Winter c) Spring



Interpretation: The above graph showing that 80% of the user are using 150 ml bottle, 8% are using 100 ml bottle, 2% are using 50 ml bottle, and 10% are using 150 ml bottle.

Q. 6- How frequently do you purchase deodorants?

- A) 15days b) 1months c) More than 1 month



Interpretation: The above graph showing that 70% are using deodorants in summer, 20% are using in spring and 10% are using in winter.

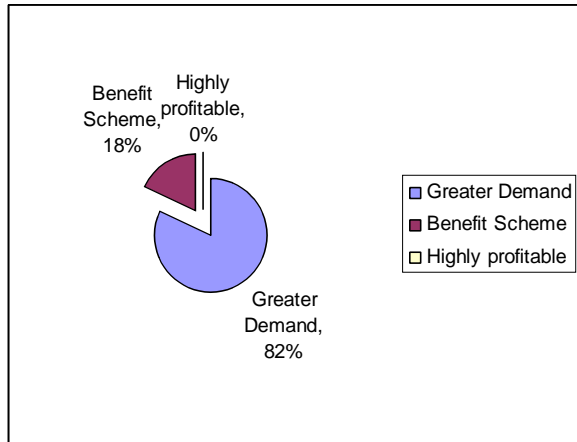
Q .7- How much you pay for deodorant in one month

- A) Rs.50-100 b) Rs.100-150 c) Above Rs.150

Interpretation: The above graph is showing the rank of deodorants according to the sale of respondents. So, on rank 1 comes Denim, 2 is given for Axe, 3 for Park Avenue, 4 for Playboy and under 5 comes others i.e. Elpaso and Brute.

Q .3 – Reasons for selling deodorants

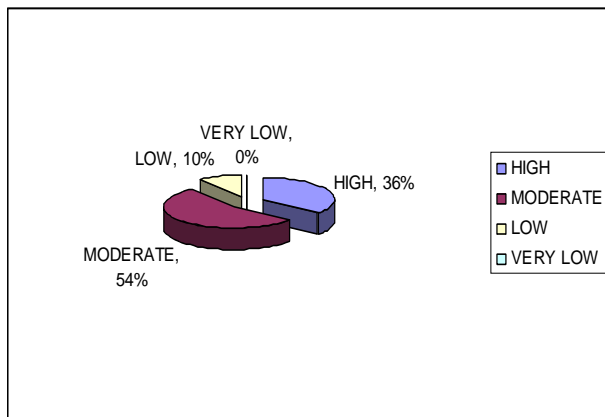
A).Greater Demand b) More benefit schemes c) Highly Profitable



Interpretation: When the reason is asked 82% says Greater Demand and 18% says Benefit Schemes.

Q .4- What is the demand of deodorants from your outlet?

A) high b)moderate c)low d)very low e)no demand

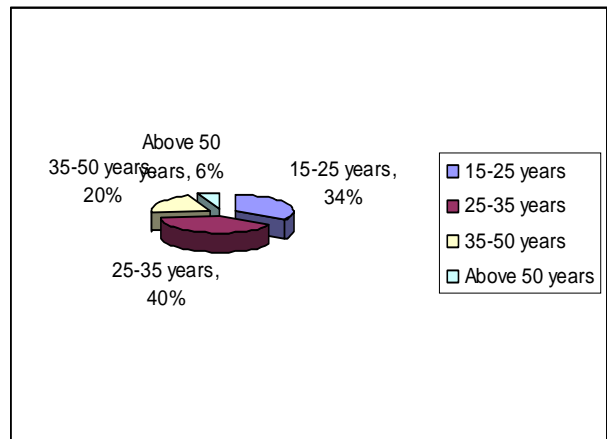


Interpretation: The graph is showing that 54% respondents says moderate sale, 36% says high sale, 10% says low sale and no one says as very low sale of deodorants from their outlet.

Q .5 – Which age group prefers deodorants most.

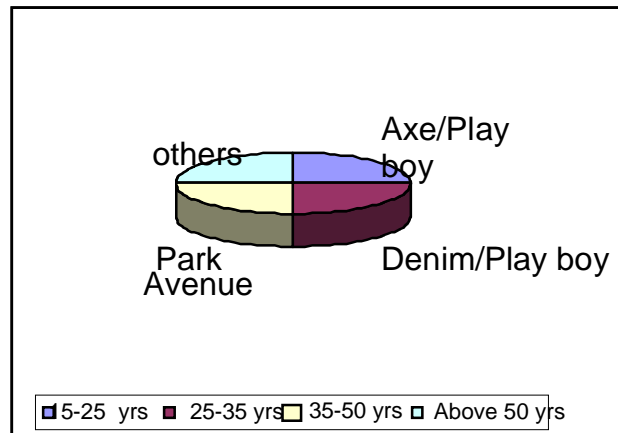
A). 15-25 yrs b). 26-30 yrs c).31-50 yrs d)Above 50 yrs

Interpretation: The above graph is showing that 40% users of age group 25-35 yrs, 34% are of age group 15-25 yrs, 20% are of age group 35-50 yrs and 6% are above 50 yrs.



Q .6 – Brand liked by age group?

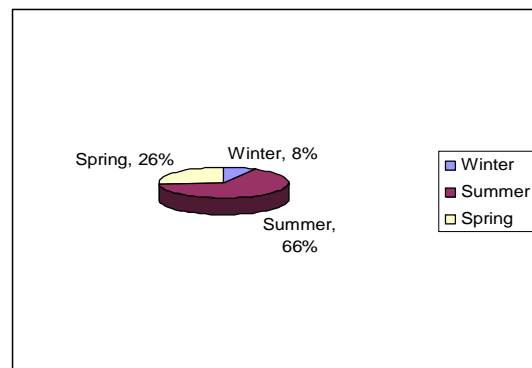
A) 15-25 yrs b).26-30 yrs c).31-50 yrs d)Above 50 yrs



Interpretation: When this question was asked the retailers were confused in answering because there was more than one brand liked by the same age group. So they says that age group of 15-25 yrs like Axe and Playboy, age group of 25-35 yrs like Denim and Playboy, age group of 35-50 yrs like Park Avenue and above 50 yrs like other brands.

Q. 7- In which season sales are maximum.

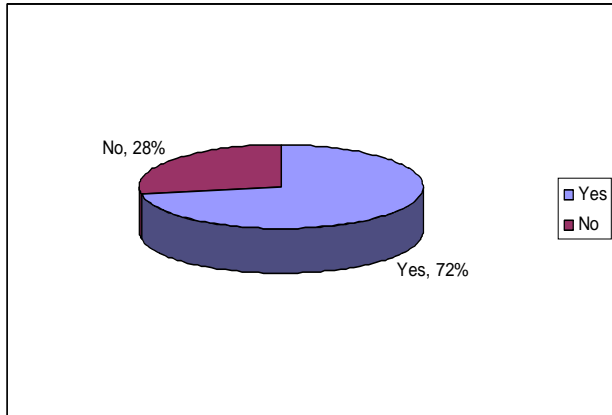
A). Winter b). Summer c). Spring



Interpretation: The above graph is showing that most of the people use deodorants in summer.

Q .8- Whether you get any increase in sale during sales promotion scheme?

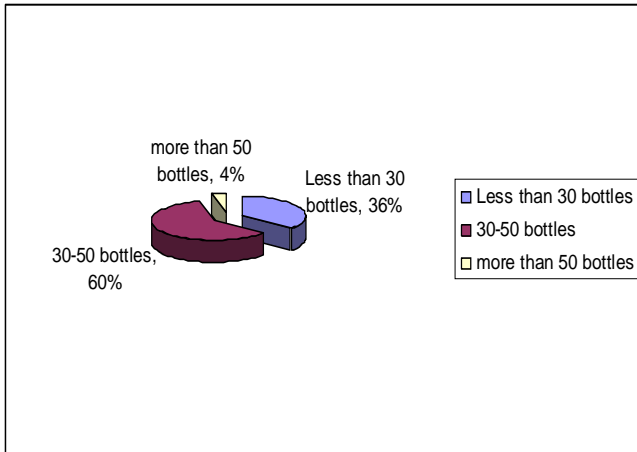
- A). Yes b). No



Interpretation: When the question was about the increase in sales during sales promotion 72% says Yes and 28% responses as No .

Q .9 – What is the average sale in a month?

- A) Less than 30 bottles b) 30-50 bottles C) More than 50 bottles

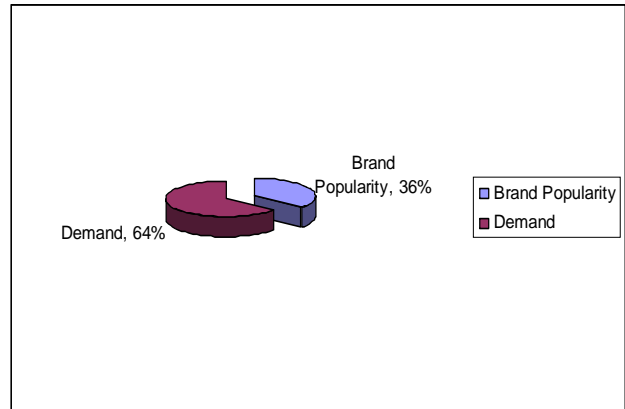


Interpretation: The above graph is showing the average sale in a month. 60% says 30-50 bottles, 36% says less than 30 bottles and 4% says more than 50 bottles.

Q.10- On which basis you take dealership.

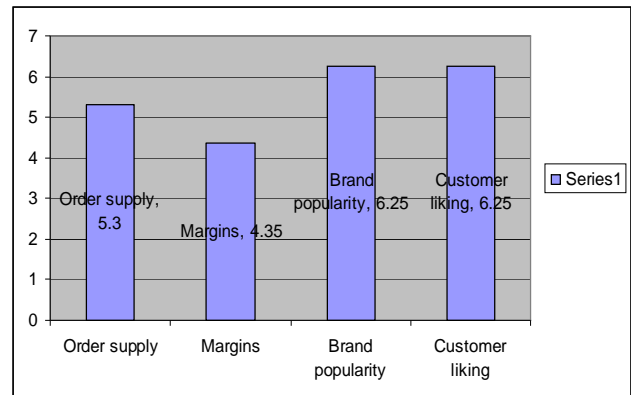
- A) Brand Popularity b) Demand

Interpretation: When the question was asked about the basis of dealership 64% says Demand and 36% says Brand Popularity.



Q .11 – State your satisfaction level (scale 10).

A) Order	1	2	3	4	5	6	7	8	9	10
B)Margin (profit)	1	2	3	4	5	6	7	8	9	10
C) Brand Popularity	1	2	3	4	5	6	7	8	9	10
D)Customer Liking	1	2	3	4	5	6	7	8	9	10



Interpretation: When the question arises about marking the satisfaction level for different categories, Customer Liking and Brand Popularity gets 6.25, margin gets 4.35 and Order Supply gets 5.30.
