A STUDY ON GILLETTE’S SHAVING PRODUCT PREFERENCES OF WOMEN.

Apeksha Raut

Abstract

Razors are rated at crudely half of what women naturally pay for a high-end shaver, and that one goal of the company is to weakened the so-called pink tax levied on women's consumer goods and services, especially razors and dry cleaning. The pink tax is not a formal tax but a term expressive the higher cost of some purchases classically made by women matched with the men's equivalent.

Shaving methods have developed over time and it's no longer compulsory to hack away at your face or other body parts with whatsoever sharp instrument you potency have lying around.

The finest research blames a persistent advertising movement to change the way women groomed.

Alternatively, the advertising record suggestions that a lot of leg and underarm shaving was formerly situational ,women only shaved if they knew their underarms or legs would be exposed, and even then, it wasn't certainly the custom yet.

KEYWORDS: Consumer Perception, Attitudes, Beliefs, Shaving Products, Beauty appearances.

INTRODUCTION:

Gillette is a brand of men's and women's care razors and other personal care products including shaving supplies, kept by the multi-national corporation Procter & Gamble (P&G). Founded in Boston, Massachusetts, United States, it was maintained by The Gillette Company, a contractor of products under various brands until that company joint into P&G in 2005. The Gillette Company was made by King C. Gillette in 1901 as a comfort razor manufacturer. Under the leadership of Colman M. Mockler Jr. as CEO from 1975–91, the company was the target of three overthrow attempts, from Ronald Perelman and Coniston Partners. On October 1, 2005, Procter & Gamble confirmed its fusion with the Gillette Company.

The Gillette Company's assets were amalgamated into a P&G unit known internally as "Global Gillette". In July 2007, Global Gillette was melted and incorporated into Procter & Gamble's other two main divisions, Procter & Gamble Beauty and Procter & Gamble Household Care. Gillette's brands and products were separated between the two accordingly. The Gillette R&D center in Boston, Massachusetts, and the Gillette South Boston Manufacturing Center (known as "Gillette World Shaving Headquarters"), still occur as functional working locations under the Procter & Gamble-owned Gillette brand name. Gillette's divisions Braun and Oral-B, among others, have also been reserved by P&G.

In some languages, the brand has become the genericized trademark for all razor blades, for example in Czech (žiletka), Estonian (žilett), Latvian (žilete), Macedonian (žilét), Polish (żyletka), and Serbo-Croatian (žilet).
RESEARCH OBJECTIVE

The objective of this study was to see the products women’s prefer for shaving.

LITERATURE REVIEW

Georgina Gooley: For years I had been shaving with men’s razors out of principal because I recognized that women’s razors were illegally priced matched to men’s razors due to the "pink tax." We’re fundamentally creating a world where we’ve planned and distinct our own products, values and codes of communication. We produced Billie to be a brand that celebrates womankind and forms a bit of magic in the everyday.

Christine Hope did the ultimate research on women's hair removal in her 1982 paper "Caucasian Female Body Hair and American Culture," and her survey of ads in old Harper's Bazaar and McCall's magazines displays that they directed facial, neck, and forearm hair. The legs and underarm were nowhere to be seen.

Dollar Shave Club propelled in 2012 and now accounts for 54% of the US online shaving marketing, according to Euromonitor figures, with rival Gillette appealing just a 21% share. The business model mesmerized FMCG giant Unilever so much that it attained the startup for $1bn in July 2016.

The Credit Donkey team decided to take a closer look at how much time and money people actually spend in shaving. What we found was nothing short of hair-raising! The razor industry produces some pretty decent revenues for the nearly 60 companies that yield shaving equipment. As of 2014, it's predictable to be worth a tidy $3 billion. While women have a habit to invest far more on toiletries and beauty products, men are bombing out some decent bucks themselves. At the end of 2013, the men's grooming industry as a whole was valued at $6.1 billion.

Todd Greene, president and founder of the Aveline and HeadBlade brands, says, "Other razors being marketed to women overlook the significance of design and focus on marketing. They trade the suitability of purchasing online via subscription sites and rebrand existing products already available in retail. We created a unique razor handle, featuring four ways to hold it that allows for longer, smoother strokes while shaving."
RESEARCH METHODOLOGY

Survey Questionnaire design:
In the survey questionnaire was focused on the features in which influencing women’s preferences on Gillette shaving products. The survey questionnaire was related to Customers and consumers background and the important factors while hair shaving products. Hence, this study was divided into two parts for respondents to answer the survey questionnaire.

Sample selection and data collection:
A research design was simply and purely the focus of the studying on consumer buying behavior. The characteristics influencing marketing strategy and buying behavior of shaving product was convincing in nature that guides to the analysis and collection of data. The graphic research design was used in this project such as the factors influencing consumer buying behavior, and Indian consumers’ opinions were necessary for obtaining the data.

The data was primarily collected by the questionnaires based on marked survey thus secondary data was acquired from magazines, journals, books, newspapers, and internet.

In the survey research, closed-ended questions with planned questionnaires were used in this study. The study was mostly an opinion, belief and view survey of females in combination of general public, students, to response the survey questionnaire.

DEMOGRAPHICS

![Age of Respondents](image-url)
Income of Respondents

- 2,00,000-3,00,000: 39%
- 3,10,000-5,00,000: 20%
- 5,10,000 & Above: 17%
- 50,000 - 2,00,000: 24%

Hair Removing preferences of respondent

- Nothing of above: 4%
- Shave: 63%
- Trim: 7%
- Wax: 26%
No. of women using Gillette

- Yes: 78%
- No: 22%

Gillette Products

- Disposable Razors: 43%
- Electric Devices: 7%
- Refillable Razors: 39%
- Refillable Razors; Disposable Razors: 7%
- Refillable Razors; Shaving Gels; Electric Devices: 2%
- Shaving Gels: 2%
HYPOTHESES TESTING

The T-test, P-test and Chi-squared was used as the main method for testing the hypothesis. Data collected was analyzed using statistical tests with the help of Excel.

**Ho:** Less than 40% of the women use Gillette Disposable razors  
**Ha:** More than 40% of the women use Gillette Disposable razors

**Ho:** The average income of respondents using Gillette Venus is less than 2 lakhs  
**Ha:** The average income of respondents using Gillette Venus is less than 2 lakhs

**Ho:** The usage of Gillette Venus product is independent of age groups  
**Ha:** The usage of Gillette Venus product is not independent of age groups
Hypothesis 1 (P-test)

**Ho:** Less than 40% of the women use Gillette Disposable razors  
**Ha:** More than 40% of the women use Gillette Disposable razors

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p < α |

Reject the null

**Observations:**

The data is expressed in proportion (%) is also said to be p-test. Further the Right tail is determined. As we see p value is less than alpha. Reject the null.

**Insights:**

As per this Hypothesis, respondents are using Gillette Disposable razors around 40% of women make use of it. This could be because women use razors for the purpose of cleaning and build confidence to wear any kind of clothes. There is a need of awareness among the women about disposable razors of Gillette and what will be the benefits of using it, also they can offer them discounts and give samples for use.
Hypothesis 2 (T-test)

Ho: The average income of respondents using Gillette venus is less than 2 lakhs
Ha: The average income of respondents using using Gillette venus is less than 2 lakhs

Observations:
The data is expressed in sample standard deviation is also said to be t-test. Further the right tail is determined. As we see To is greater than Tc. So we “Reject the null”.

Insights:
As per the hypothesis, the average income of respondents using Gillette venus is more than Rs 2,00,000. This might be because, the product has a wide acceptance of general population.

People tend to prefer it more as it is comfortable and suitable for them.
**Hypothesis 3 (Chi-squared)**

**Ho:** The usage of Gillette Venus product is independent of age groups  
**Ha:** The usage of Gillette Venus product is not independent of age groups

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<td>Fo&gt;Fc</td>
<td>Reject the null</td>
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The usage of Gillette Venus product is not independent of age groups

**Observations:**

The data is expressed in Categorical data i.e non-numerical data is also said to be chi-squared test. As we see Fo value is greater than Fc. So we “Reject the null”.

**Insights:**

As per the hypothesis, the usage of ‘Gillette venus’ is not independent of age groups. This may be because gillete venus razors or other Gillette products has not made much awareness in terms of marketing and advertising.
CONCLUSION

The results of the study from the data analysis about Women consumer buying preferences on Gillette products. We can see that there were 46 respondents.

However, there was a relationship between income and willingness to spending for products. Moreover, there was a relationship between age and income to spending for various Gillette venus products.

Awareness, Production and usage of Gillette razors have grown in modern years because consumers have become concerned beauty appearances.

Consumers’ interest in beauty appearances is increasing, providing a huge opportunity for the Gillette industry.

LIMITATIONS OF THE RESEARCH:

1. Data collected using the Primary Source was limited to only Online Forums and the ones who didn’t have the means of access to internet were excluded from the research.
2. The data collected may have been biased for the reason that the respondents were only from a closed specified area (Mumbai) only so the inferences may not apply to the entire population.
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Dollar Shave Club (Dec 2017) launched in 2012 and now accounts for 54% of the US online shaving marketing, according to Euromonitor figures, with rival Gillette claiming just a 21% share. The business model impressed FMCG giant Unilever so much that it acquired the startup for $1bn in July 2016.
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The Credit Donkey team decided to take a closer look at how much time and money people actually invest in shaving.
https://www.creditdonkey.com/shaving-statistics.html

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