

Beautification for Male in Dhaka: Exploring the Customer Groups, Services and Selection of Service Providers

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The beauty salon is one of the flourishing industries in Dhaka. Like the women, now-a day, beautification is becoming a major concern for the male also. The current study aims at exploring the customer groups, services and selection of service providers for men's salon in Dhaka. Other purposes of this study are to understand the customers' demographic profile, service consumption and spending pattern, assess the importance of different attributes that the customer consider while choosing a salon and reveal the final factors that are important for selecting a salon. This study includes in-depth interview of salon managers and questionnaire survey of 500 male customers from 20 different salons of Dhaka city, conducted at the first quarter of 2011. The findings show that most of the clients are regular and the majority of them are from 15-35 years age groups. The client base comprise of middle, upper middle and upper class people with different occupation like students, service holder, businessman and professionals. Among the offered services, hair cut, shaving, facial and hair treatment are the most demanding service. Consumers give highest importance to the attributes like quality of services, service provider's behavior, variety of services, service provider's skill and environment and physical facilities. Factor analysis (Principal Component Analysis) with nine variables indicates that three selection factors are catering to customer's choice of salon. These factors are Service Value Factor, Marketing Communication Factor and Marketing Mix Factor.

Field of Research: Marketing, Service Marketing, Beauty Care Industry

Keyword: Beauty care industry, high-end female beauty parlor, customer group, service quality, customer services.

1. Introduction

“There is nothing so lovely as to be beautiful”-*Madame de Sevigne* (1626-1696),
French Writer

Traditionally, beautification has always been seen as a woman's trait in Bangladesh (Sowad, 2010). But as globalization amplified, men also became conscious about their beauty and look, mainly due to the change in socio-cultural facets, tastes and preferences regarding fashion. Thus visiting the beauty salons is now a running trend for men to ensure fashionable status.

Like the boy in Björk's song “Venus as a boy, he believes in beauty”, today's men, believe in beauty too (Khan & Zaman 2006). More and more men are heading towards the parlors that specialize in men's grooming to enhance their looks and maintain a certain image. Thus, it is creating a new category of beauty conscious clientele - the *metrosexual males* (Khan & Zaman 2006). It's because being beautiful

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has significant importance at personal, social and professional level. At social level, physical beauty is an advantage as being beautiful gives a person much more confidence. Even it has been shown that being attractive can give a person up to 10 fold increase in getting married (Young 2011). Physically attractive job candidates whose qualifications are similar to those of less attractive candidates are more likely to be hired for the same job (Gilmore, Beehr & Love 1986). Besides, the beautiful are more likely to get promoted to higher positions and get paid more (Young 2011). Traditionally men's salons were treated for hair cutting or merely shaving. But today the beauty salons are providing a range of beauty care services for their male clients. Due to this growing interest of male in beautification and growth of the beautification industry, it has become an important concern for research to identify the group of customers who are interested in beauty care services and their behavior towards it. At the same time, identifying various types of services that the customers are taking can also have a significant contribution for the beautification industry to attract and retain more clients. Beauty and business seem to be opposite terms though these have important and consequential relationship. But the business persons are now only exploring the importance of the beauty business (Peiss 2000). Though studies were made on the female clientele of the beauty salons, no study was conducted in terms of male beauty care salons, their features, and service quality in Bangladesh. In fact the characteristics of the male customers of these beauty salons are also unknown.

Like any other service industry, customer satisfaction and loyalty can be secured through high quality services in the beauty care industry. And high quality service can be ensured through identifying the customer groups and their characteristics, customers' preferences, and requirements. Once the customer characteristics are known, the service quality can be ensured in terms of customers' priorities and choices, which in turn can lead to increased customer satisfaction and retention. That's why this paper takes a first step towards exploring the customer groups, customers' preferences about beauty care services, and the factors that are important to customers while selecting a male beauty care service providers in Dhaka through investigating the male beauty parlors or salons. At first the study explores the service characteristics through in-depth interview with the salon managers, and then a questionnaire survey is conducted to identify the customer characteristics, types of services the customers usually take and the factors related to choose a particular service provider in the male beauty care salons.

2. Objectives of the Study

The broad objective of this research is to explore the customer groups, services and selection of service providers for men's salon. The specific objectives are (a) to understand the customer group by demographic profile, (b) to explore the service consumption and spending pattern for male beauty care services, (c) to assess the importance of different attributes that the customer consider while choosing a salon, and (d) to reveal the specific variables, which are working as the components of the final selection factors, that are important to customers for choosing a men's salon.

3. Literature Review

The concept of beauty is dated as far back as the Ancient Egyptian times. Cleopatra, queen of the Ptolemaic Dynasty, found ways of beautifying herself (Coetzee 2008). According to the Greek mythology, Paris was called to judge who of three goddesses, Aphrodite, Hera, and Pallas Athene, was the fairest. This judgment ultimately led to a war, which is famously known as War of Troy (Blakemore & Jennett 2001). According to these authors, physical beauty of a human being can be defined as deeply pleasurable experience of someone else's or one's own body. The importance of beauty and the reason people are so attracted to it is based on their desire for order in their lives. This desire for order is one of the most basic human needs that are difficult to resist (Young 2011). People perceive physically attractive people as smarter, more successful, more sociable, more dominant, sexually warmer, mentally healthier and higher in self-esteem than their physically unattractive counterparts (Jackson, Hunter & Hodge 1995, Feingold 1992). Moreover physically attractive people are more relaxed, less socially anxious and lonely (Feingold 1992, Goldman & Lewis 1977). It is also found that less attractive people earn less than better looking people (Hamermesh & Biddle 1994, Frieze, Olson & Russell 1991). In general attractive people get more attention and other investment from others and are viewed more positively (Thornhill & Grammer 1999). Even the employers also get benefited from attractive employees as good-looking executives can lead to higher revenue and faster growth (Cialdini 1995). Thus with the growing importance of physical beauty and attractiveness, beauty parlors and spas are mushrooming up in Bangladesh (Star Lifestyle 2009), like the other South Asian countries that is creating new arena for masculinity studies (Ahmed 2006).

Previously in Bangladesh, like any other the sub continental country, hair cut and shaving were the two regular services that were part of the hygiene practices of the male. From the ancient time, upper class people used to maintain their personal barber for daily cleanliness. Gradually it becomes a necessity of the mass people and mushroom growth of the typical barber shops is evidenced. These barber shops which were mostly known as salons only provided the basic service like hair cut and shaving and in some extent head and shoulder massages mainly to address the hygiene and comfort issues. Today, these barbers and stylists are found working in male salons. These male salons are offering the traditional services and also are getting contemporary with the changing fashions and trends (Pal 2010). The concept of male beautification is a very recent issue and the availability of modernized facilities for male grooming is also a fresh idea. So, this field is almost left unexplored by the researchers up to now. The kind of work that was found in this field mainly addressed the concepts of beauty and relations of beauty with other social factors. But male beautification as a business prospects or male as a target market for beautification – these issues remain unaddressed. So, as a growing industry, this is the high time to assess the customer group, service availability and selection criteria for the service providers. Some scholars identifies sale of beauty as a value added and attached to a wide range of goods, which can a new direction of future research (Peiss 2000). These understanding will help the entrepreneur to design new services and communicate the customer in a better way. It will also contribute to the academic arena as it can be used as base or pilot study for further research.

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A beauty salon or beauty parlor is an establishment dealing with cosmetic treatments for men and women. Beauty salons provide generalized services related to skin health, facial aesthetic, foot care, aromatherapy, (*i.e.*, massage, facial, manicure, pedicure, waxing, etc.) - even meditation, oxygen therapy, mud baths, and innumerable other services (Schwer & Daneshvary 2000). Beauty is now a USD 10 billion plus industry in Bangladesh, providing employment for an estimated 100,000 people (Akter 2009). Thousands of beauty-care service providers or beauty parlors/salons have sprung up all over the country in the last decade (Akter 2008, Akter 2009). These beauty salons in Bangladesh has gone through a change in last five years as it is now accommodating a new group of customers, as previously mentioned as metrosexual males (Khan & Zaman 2006). Metrosexual, a new sexual prototype was first introduced by Mark Simpson in 1994 (Bing 2003). The term was introduced by combining the words 'metropolitan' and 'heterosexual' (Lycka 2009). According to Bing (2003), metrosexuals can be defined as hetero guys who are interested in beauty care, shopping and spa treatment.

This emphasize of metrosexual males on beauty treatments can be better understood from the interviews of several beauty salon clients. According to Star Weekend Magazine (2006), one male client of beauty salons mentioned, "In a globalised culture looks are a serious matter. Apply for a job at any multinational company, and you'd realise that good looks is one of the criteria landing a good job". Another client opined, "I've seen many of my friends transform into confident men after going through treatments at beauty salons. It had a positive effect on their personalities".

Thus to pamper the needs of male clients, numbers of male beauty parlors are now operating in Dhaka. A few popular of them can be mentioned, *i.e.* Sicily, Biotique, Total Care Salon, Persona Adams, Hairobics, Face Wash, Men's Planet, and a lot more (Khan & Zaman 2006). These parlors are providing beauty care services that are something different for an individual's hair and facial needs. In terms of hair, there are a range of services, *i.e.* several types of hair cuts, hair color, hair loss treatment, hot oil treatment, cream treatment, hair shampooing, hair curl and hair straightening. Other services include, several types of facial, manicure, pedicure, wax, piercing, shaving, bleaching therapy and body massage. Even some parlors are also offering grooming services for wedding (Khan & Zaman 2006).

This rise of beauty trend among the male of Dhaka city can be apprehended from the interview of Kaniz Almas Khan, a renowned beautician and the CEO of Persona, one of the leading beauty parlors in Bangladesh. Found in the Star Weekend Magazine (2006), Kaniz Almas Khan said, "The male trend has been changing in the recent past. Apart from hair cut, there is also manicure, pedicure, facials and skin care treatments but the basic concept has changed. Now, men are taking care of their body". Regarding the category of clients, she mentioned "a large group of the clientele includes elderly people who come in mostly for massages. It helps them relax, and also gets the blood circulating in their body. In the hair section, the main clientele are of the age bracket 17 to 30. They are the daring group, as they tend to do a wide range of things starting from hair straightening to perming. Those people who are in their thirties and have to go to office are a little more conscious about their look and the colouring they use".

4. Research Methodology

Both primary and secondary data are used for the research. Primary data are collected by in-depth interview of the salon managers and questionnaire survey of clients of men's salons. Discussion guide is used for conducting the in-depth interview and a structured questionnaire is designed for conducting the survey.

The discussion guide focuses on the service demand, availability and consumptions issues from a subjective point of view and thus included information like the industry trend, practices, availability and variety of services, customers' preferences and behavior etc. The survey questionnaire starts with general information and continues towards variable specific questions. The first set of questions includes information regarding the customer's demographic profile, service availability of the salons and customer's consumption and spending pattern on beauty care. The second set of questions is related to the importance rating of the attributes that the customers consider while choosing a salon. A 5-point (1 for "Least Important" and 5 for "Highly Important") Likert scale is used for these questions. The other questions address issues like the reason behind visiting specific salons, visiting multiple salons and their overall satisfaction regarding the services of the salons. Secondary information is gathered from different sources like journal articles, websites, brochures, magazines, and newspapers etc. The research procedure includes preparation of questionnaire, pre-testing of questionnaire, survey, data decoding, data analysis, interpretation and findings.

5 in-depth interviews of the salon managers are conducted for this study. The sample frame for the survey is the existing customers of the men's salon of Dhaka. This study tries to avoid typical or traditional next door salons, and only includes the salons that offer variety of services and are equipped with modern technologies, facilities and trained service providers. The researchers pick twenty salons from seven different areas of Dhaka and survey 25 clients from each of the salon. So, the sample size for the study is 500 customers. The survey is conducted from January 2011 to March 2011. The non probability convenience sampling technique is used to collect the primary data from the respondents. Mainly the descriptive statistics is used to analyze the survey data. The scales used in this research are tested against reliability. One of the most commonly used indicators of internal consistency is Cronbach's alpha coefficient. Ideally, the Cronbach's alpha coefficient of a scale should be above 0.7 (Pallant 2010). The scale of importance rating had good internal consistency, with a Cronbach alpha coefficient reported of 0.707. As this value is above 0.7, the scale can be considered reliable with the sample.

5. Data Analysis and Discussion

5.1 Profile of the Salons

These salons provide services like - hair cut, shaving, facial & face care, hair treatment, hair care, hair perm, hair color, re-bonding, straightening, body care, manicure, pedicure, waxing, piercing, body & foot massage, spa, bride groom package and other services. To ensure the inclusion of different types of responses 20 salons are chosen from seven different locations of Dhaka. Among them, highest 7 salons are from Dhanmondi, 3 from Gulshan and 2 from each of the locations like

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Uttara, Banani, Mirpur, Panthapath and Shantinagar. These salons are operated from 3 to 18 years and their average period of operations is around 8 years (see Table 1).

Table 1: Year of operations of the Salon

Year of Operation	No. of Salon	%
3 - 5 years	5	25
6-10 Years	11	55
Above10 Years	4	20
Total	20	100

For these salons, the average number of customer per day is around 40, with a minimum of 12 and maximum of 120 depending on the capacity and popularity of the salon. The average number of employee is about 12, with a minimum of 6 and maximum of 32 employees (see Table 2).

Table 2: No. of Customer per Day

No. of Customer per Day	No. of Salon	%
Less than 20	5	25
21 - 50	10	50
Above 50	5	25
Total	20	100

5.2 Profile of the Respondents

The study covers total 500 customers of 20 different salons of Dhaka. The respondents are consisted of people of different age and income group and occupation. Among the interviewed respondents 71% are regular clients and 29% are irregular clients of the salon. 41% of the respondents use to visit to the salon for last 3 to 5 years and 30% for less than 3 years, while 29% of them use to visit for 5 years and above.

The age distribution of the customers shows that, highest 44% respondents are from 15-25 age group, 37% from 26-35 age group, 17% from 36-50 years age group. The rest 2% of the respondents are comprised of people below 15 years or above 50 years of age. So the majority of the customers (81%) are young people within 15 to 35 years of age. Regarding the income level, 322 (64.4%) respondents disclose their income. The average household income is about Taka 46,000 per month. Among the respondents highest 52% have their income between Tk. 20,000 and 50,000 and 24% have less than Tk. 20,000 monthly household income. 21% respondents' income are between Tk. 50,000 and 1,00,000 while only 3% respondents' income are above Tk. 1,00,000. The income range of the respondents reflects that the client base of these salons mainly is comprised of middle, upper middle and upper class people of the society. Around 37% of the respondents are service holder and 33% are students. 24% respondents are involved in business while the rest 6% were involved in other professions. This segment is concerned about the health and hygiene issues and gives importance to look and comfort. And that caters to their regular habit of pampering themselves.

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5.3 Service Consumption Pattern

The salons provide different types of services depending on client's demand. Regarding the service usage, majority of the clients used to take multiple services from the salon. Among them, highest 93% of the respondent avail hair cut from the salon and 77% avail shaving. Both of these are part of men's regular grooming practices.

Table 3: Service Consumption Patter

Sl. No.	Name of the Service	No. of Responses	% of Respondents
1	Hair Cut	464	93
2	Shaving	386	77
3	Facial & Face Care	209	42
4	Hair Treatment/ Hair Care	207	41
5	Hair Styling (perm/color/re-bonding/straightening)	115	23
6	Body Care (manicure/pedicure/waxing)	84	17
7	Piercing	49	10
8	Body & Foot Massage/Spa	24	5
9	Bride Groom Package	12	2
10	Others (Please specify)	6	1

(Multiple Response Question)

Men are also concerned about their face and hair, in other words their look as a whole. This is justified by the percentages of clients who took facial and hair care services, that is 42% and 41% respectively. Besides, 23% respondents took services hair perm, hair color, re-bonding, straightening, and 17% respondents take manicure, pedicure, waxing etc. 10% respondents avail piercing, which is basically popular to the young and trendy people. Around 5% respondents avail body & foot massage or spa, which were not that much popular or widely available yet. Another 2% respondent avail bride groom package, as it was an occasional service (see Table 3).

About 25% of the respondents choose their specific salon for convenient location, 20% of them choose it for better quality of service. For 12% respondents, the reason is variety of services offer by the salon and for 12% it is the environment and physical facilities of the salon. 7% respondents choose their specific salon because of advertisement and promotion, while 6% choose for the good behavior of the service providers. The other reasons are skilled service providers, reputation or brand name, reasonable price etc.

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Table 4: Reason for Choosing Specific Salon

Sl. No.	Name of the Service	No. of Respondents	% of Respondents
1	Convenient Location	126	25
2	Better Quality of Service	100	20
3	Variety of Service	62	12
4	Environment & Physical Facilities	59	12
5	Advertisement & Promotion	33	7
6	Well Behavior of the Service Provider	32	6
7	Skill of the Service Provider	26	5
8	Reasonable Price	25	5
9	Good Brand Image	24	5
10	Others	13	3
	Total	500	100

About 27% respondents visit multiple salons for beauty care services, which prevailed that there is a variety seeking attitude among the male consumer regarding beauty care services. Among the multiple salon users, 33% go other salons because of convenient location, while 22% men visit other salon just for a change or just to check their services. Better service, reasonable price and unavailability of any service in the current salon are the other significant reasons mentioned by 16%, 14% and 8% respondents respectively. Around 27% of the clients are dependent on specific service providers. That means they use to take service from a specific employee of the salon. Because they think that the specific employee understood their service requirement very well and they feel comfortable with that person (see Table 4).

5.4 Spending Pattern for Beauty Care Services

The spending pattern shows that highest 31.6% respondents spent up to Tk.500 per month for beauty care services, 26.4% spent between Tk.501 and Tk. 1000 and 24.8% spent between Tk.1001 and Tk. 2000. 9.8% respondents spent Tk. 2001 to Tk. 3000 and rest 1.4% respondents spent above Tk. 3000 per month (see Table 5).

Table 5: Monthly Spending on Beauty Care

Sl. No.	Monthly Spending on Beauty Care	No. of Respondents	% of Respondents
1	Tk. 50 – Tk. 500	158	31.6
2	Tk. 501 – Tk. 1000	132	26.4
3	Tk. 1001 – Tk. 2000	124	24.8
4	Tk. 2001 – Tk. 3000	49	9.8
5	Above Tk. 3000	37	7.4
	Total	500	100

The correlation analysis shows that, the expenditure is positively related with income pattern. P-value (sig. value) is less than 0.01 and Pearson correlation value is positive (see Table 6).

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Table 6: Correlation between Income and Spending

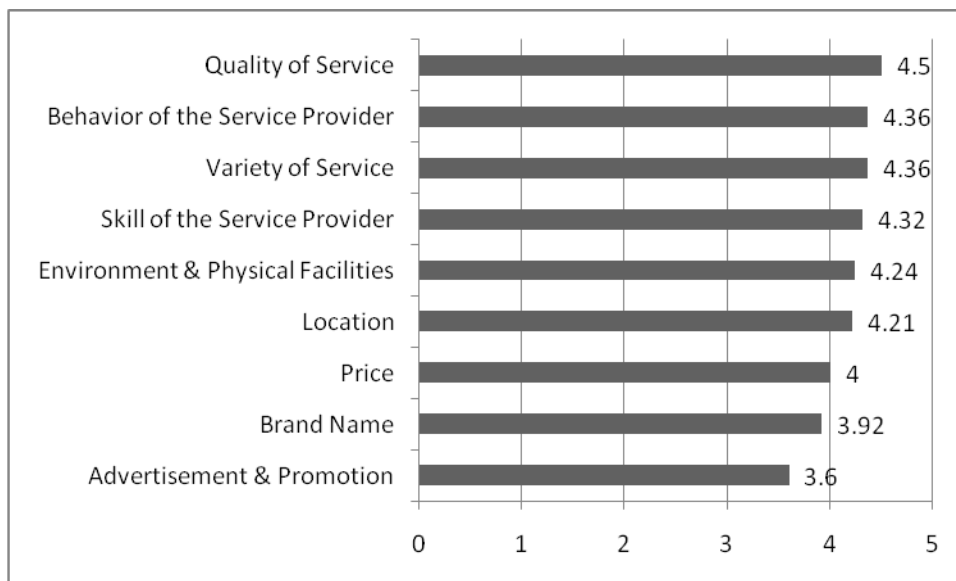
		Monthly Income of the Customer	Monthly Spending on Beauty Care
Monthly Income of the Customer	Pearson Correlation	1.000	.216**
	Sig. (2-tailed)	.	.000
	N	322	322
Monthly Spending on Beauty Care	Pearson Correlation	.216**	1.000
	Sig. (2-tailed)	.000	.
	N	322	500

** . Correlation is significant at the 0.01 level (2-tailed).

5.5 Importance Rating of the Attributes

A number of issues are important for the male while choosing a salon. The following figure shows that, the customers put highest importance for the quality of services which had an average score of 4.5 out of 5. The next important aspect is service provider’s behavior with a score of 4.36 followed by the variety of services with 4.36. Service provider’s skill, environment and physical facilities and location are also essential for the customers and they have average scores of 4.32, 4.21 and 4 respectively. Price, brand name and advertisement and promotion are the other attributes required by the customers with average score of 4, 3.92 and 3.6 respectively. Around 93% of the respondents mention quality of the service as important to highly important. This figure is around 85% for both service providers’ behavior and service variety and around 84% for service provider’s skill and environment and physical facilities. Eighty percent respondents consider location and 73% considered price as important to highly important.

Figure 1: Importance Rating of the Attributes



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5.6 Factors Creating Customer Satisfaction

This study performs the principal component analysis (PCA) with Varimax rotation to extract the influencing factors which determine the customers' choice of salon. PCA is used in those instances when the primary concern is to determine the minimum number of factors that would account for maximum variance in the data (Malhotra 2004). In order to measure the appropriateness of the factor analysis, Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is examined. The value of KMO is 0.756, which is an indication of sampling adequacy (see Table 7).

Table 7: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.756
Bartlett's Test of Sphericity	Approx. Chi-Square	717.848
	df	36
	Sig.	.000

According to the factor analysis there are three factors that create customer satisfaction in the high end women's parlor. These are Service Value Factor (SVF), Marketing Communication Factor (MCF), and Marketing Mix Factor (MMF).

Table 8: Factors Influences the Choice of Men's Salon

Factors	Name of Factor	Rotation Sums of Squared Loadings		
		Eigen Value	% of Variance	Cumulative %
1	Service Value Factor (SVF)	2.003	22.256	22.256
2	Marketing Communication Factor (MCF)	1.623	18.038	40.294
3	Marketing Mix Factor (MMF)	1.600	17.778	58.071

Extraction Method: Principal Component Analysis

Table 8 shows that the Eigen value of Service Value Factor is 2.003, which implies that the variance explained by the first factor was 22.256%. The Marketing Communication Factor explains 18.038% variances, and the Marketing Mix Factor explains 17.778% variances. The result of the factor analysis shows that these three factors collectively produce about 58% variance in the data set. Table 9 below shows the total variance explained by each of the factors with initial Eigen values.

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Table 9: Total Variance Explained by the Factors of Service Quality

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.784	30.935	30.935	2.784	30.935	30.935	2.003	22.256	22.256
2	1.277	14.187	45.121	1.277	14.187	45.121	1.623	18.038	40.294
3	1.165	12.950	58.071	1.165	12.950	58.071	1.600	17.778	58.071
4	.758	8.422	66.494						
5	.724	8.045	74.538						
6	.678	7.534	82.072						
7	.619	6.883	88.954						
8	.534	5.931	94.886						
9	.460	5.114	100.000						

Extraction Method: Principal Component Analysis.

Table 10: Rotated Component Matrix

	Component		
	1	2	3
Variety of Service		.408	.608
Quality of Service	.720		
Location Environment & Physical Facilities			.758
Price	.492		.439
Skill of the Service Provider	.790		.629
Behavior of the Service Provider	.702		
Advertisement & Promotion		.815	
Brand Name		.845	

Note: Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization, a Rotation converged in 5 iterations.

5.6.1 Components of Service Value Factor (SVF)

The Service Value Factor had four elements; those are skill of the service provider, quality of service, behavior of service provider and environment and physical facilities.

Table 11: Sources of Service Value Factor

Variable Number	Name of the Variable	Factor Loading
6	Skill of Service Provider	0.790
2	Quality of Service	0.720
7	Behavior of Service Provider	0.702
4	Environment & Physical Facilities	0.492

The associated factor loading of the first element that means the variable skill of service provider was 0.790, which implied that it is highly correlated with the first factor Service Value Factor (SVF). Factor loading represents the correlations

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between the variables and the resulting factor and loadings greater than 0.5 collectively construct the factor (Aaker & George 1990). The SVF is also highly correlated with quality of service with loading 0.720, behavior of service provider with loading 0.702 and environment and physical facilities with loading 0.492 (see Table 11). The factor loading associated with each of the element or variable is presented in Table 10 of rotated component matrix. The communalities of the variables are satisfactory and thus ensured that the extracted components are well representatives of the original variables. From the findings, it is observed that the first factor mainly focuses the issues of service design and service delivery through employees. These variables are highly important for male beautification, in creating value for the customers and their satisfaction.

5.6.2 Components of Marketing Communication Factor (MCF)

The second factor Marketing Communication Factor is the result of two elements or variables. These are advertisement and promotion and brand name.

Table 12: Sources of Marketing Communication Factor

Variable Number	Name of the Variable	Factor Loading
9	Brand Name	0.845
8	Advertisement and Promotion	0.815

The variable, brand name has the highest correlation with the Marketing Communication Factor as indicated by its factor loading of 0.845. This factor is also highly correlated with variable advertising and promotion with a loading of 0.815 (see Table 12). The findings imply that communication is an essential factor for the beautification of male. Advertising and promotions are the sources of communications that cater to the awareness and purchase of the beauty care services. Brand name also plays a major role in the selection process of beauty care service providers.

5.6.3 Components of Marketing Mix Factor (MMF)

Location, variety of services and price are the three variables which create the third factor – Marketing Mix Factor.

Table 13: Sources of Marketing Mix Factor

Variable Number	Name of the Variable	Factor Loading
3	Location	0.758
5	Variety of Service	0.629
1	Price	0.608

The Marketing Mix Factor is highly correlated with the variable - location which has factor loading of 0.758. The other elements or variables that made up the third factor are variety of service with loading 0.629 and price with loading 0.608 (see Table 13). In the selection process of beauty care service providers, the three components of marketing mix - the product, price and place are considered by the male clients. These are of course the issues that provide flexibility in service choices, convenience in location selection and affordability. All these factors contributed to the final choice of service providers.

6. Conclusion

Beauty care service industry is now one of the booming sectors in Bangladesh. This sector already started to contribute in the economic growth and it opened up many opportunities for business and career. Though the practice of men's beauty care was always there in a form of regular grooming like hair cut and shaving, the modern concept of beautification of male is comparatively a new one. Along with the increase of disposable income and growing concerns of male about being good looking, the expenditure of the customers in this sector significantly increased. Today beauty care service is not just a luxury or occasional factor for men, it is a regular necessity. So, it is really a high time to explore this sector in terms of identifying the target group, service consumption and spending patterns and important factors behind choosing a salon.

The findings of the study indicated that, male used to start their regular practice of beauty care at a comparatively young age and the majority of the clients had age between 15 and 35. The middle, upper middle and upper class people were the main clients of these salon and they had different occupation like students, service holder, businessman and professionals. Among the offered services, hair cut, shaving, facial and hair treatment are the most demanding service. The other services are hair styling, body care, piercing, body & foot massage, bride groom package etc. For most of the consumers the reason behind choosing their current salon was location, quality of service, variety of service and environment & physical facilities. The other reasons were good advertisement & promotion, well behavior and skill of the service provider, reasonable price and good brand image. Majority of the clients spent from Tk.50 to Tk.2000 per for beauty care services. The expenditure in beautification is positively related with the income pattern. Few customers used to go more than one salon and some customers used to take services from specific service providers.

Consumers give highest importance to attributes like quality of services, service provider's behavior, variety of services, service provider's skill and environment and physical facilities. The other attributes were location, price, brand name, advertisement and promotion etc. The findings of the study indicated that the selection criteria or variables that are important for customers' choice of salon could be categorized into three broad groups; these are Service Value Factor, Marketing Communication Factor and Marketing Mix Factor. The variables covered issues like variety of service, quality of service, location, environment & physical facilities, price, skill of the service provider, behavior of the service provider, advertisement & promotion and brand name.

The study might open up the avenue for further researches in this field of interest. The survey for the study was conducted only in Dhaka. Future studies can be conducted outside Dhaka city to investigate these issues. The results of the study could be different in different geographic locations. There is a scope to classify the variables for further details. Some of the variables have got multiple dimensions and relationship with other aspects. So, further researches can look into those specific areas. This type of study can also be done for other service organization or for specific customer group.

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