

ABSTRACT

In recent years, Japan's grooming sector has seen a significant transition, marked by a growing emphasis on grooming rituals among Japanese customers, especially men. This progression is reflected in the surge in demand for shaving products, highlighting a deep cultural preference for grooming habits and skincare regimens. Understanding the dynamics of this demand necessitates a thorough examination of consumer behaviour, cultural influences, customer preferences, and the competitive landscape.

This study employs Consumer Culture Theory (CCT) to analyse the grooming behaviours and cultural nuances that shape consumer preferences in Japan. Japanese society values precise personal care rituals, seeing grooming as a symbol of discipline, respect, and self-expression. These cultural factors are pivotal for companies like Philips, Braun, and Panasonic to align their marketing strategies with consumer expectations. The research also includes a comprehensive competitive analysis of the low-end shaving product market, focusing on competitors' product offerings, pricing strategies, distribution networks, and marketing communication approaches.

The methodology incorporates a triangulation of data sources, including online repositories, publicly available Philips documents, and established strategic frameworks. Central to the analysis is the implementation of a SWOT analysis to identify Philips' internal strengths and weaknesses and external opportunities and threats. Additionally, Hofstede's cultural dimensions theory is used to provide insights into the cultural dynamics influencing consumer behaviour in the Japanese market.

The findings reveal that Philips can enhance its marketing efforts by adopting continuous competitor benchmarking, developing a unique value proposition, implementing a dynamic pricing strategy, optimising distribution channels, and executing targeted marketing campaigns. These strategies, informed by a deep understanding of cultural nuances and competitive dynamics, offer a robust roadmap for Philips to improve its market presence and consumer engagement in the low-end shaving product range in Japan.

Key words: *Consumer Culture Theory, Competitive Analysis, Japanese Market, Grooming Habits, Shaving Products, Marketing Strategy, Philips, SWOT Analysis, Cultural Nuances, Hofstede's Cultural Dimensions.*