EXTREME POWER VS CHERRY BLOSSOM CLOUD: AN ANALYSIS OF MEN'S AND WOMEN'S BODY CARE PRODUCTS FROM DM AND ROSSMANN

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EXPOSEE

Body care products for men and women exhibit striking differences in their names, packaging colors, and overall branding, making the contrast between them so pronounced that it has often been the subject of memes and online humor.





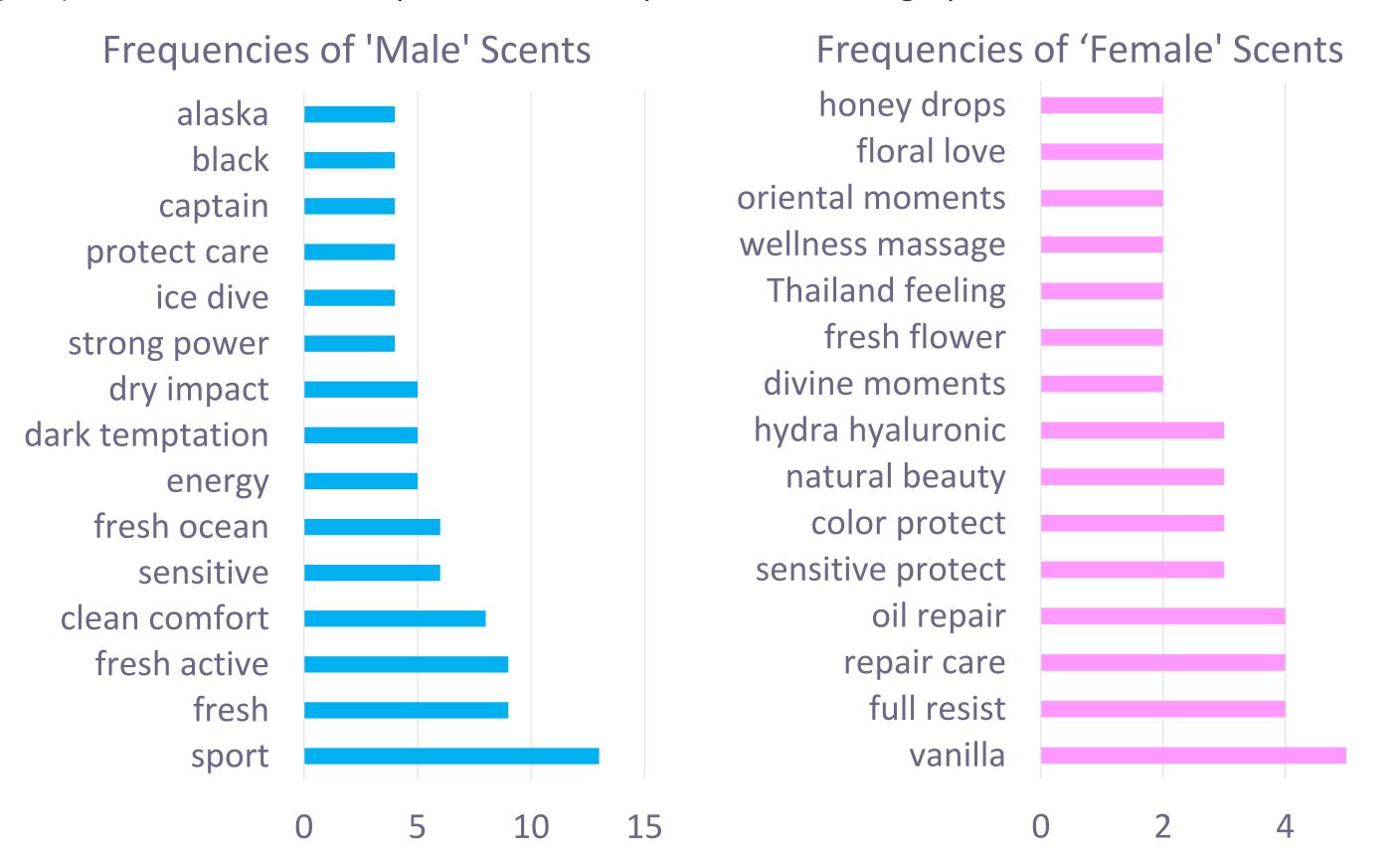
This study explores gender-specific trends in naming of body care products available at two leading German drugstores: DM and Rossmann.

By analyzing the naming conventions and fragrance profiles of these products, I aim to detect patterns that reflect marketing strategies and provide insights into our image of consumer preferences and gender.

METHODS

The data for this study was sourced from the official websites of DM and Rossmann. The focus was on the English names of scents, disregarding additional details such as brand name and packaging information.

Data collection was conducted manually, resulting in two corpora: for 'male' (282) and 'female' (250) scents. The most frequent scents are presented in the graphs below.



Qualitive analysis of raw frequencies of scents offers limited insights due to dataset constraints, such as:

- scents extended across multiple products (e.g., shampoo and body wash), which might skew frequency data by over-representing certain scents;
- scents which have semantically identical names (e.g., 'ultimate power' and 'absolute power') but are considered unique tokens in the dataset.

To gain more meaningful insights and to provide objective ground for clustering, duplicates were removed, and the scents were represented in a high-dimensional space semantically using Word2Vec. K-means clustering was then applied to group similar scents, and a PCA (Principal Component Analysis) representation was used to visualize the clustered data.

SOURCES

"Bei Dm-Drogerie Markt Online Einkaufen | Dm.De." n.d. Accessed AUGUST 30, 2024. https://www.dm.de/.
"Deodorant Do Be like That." Reddit Post. R/Pointlesslygendered.

www.reddit.com/r/pointlesslygendered/comments/bgsr5z/deodorant_do_be_like_that/.

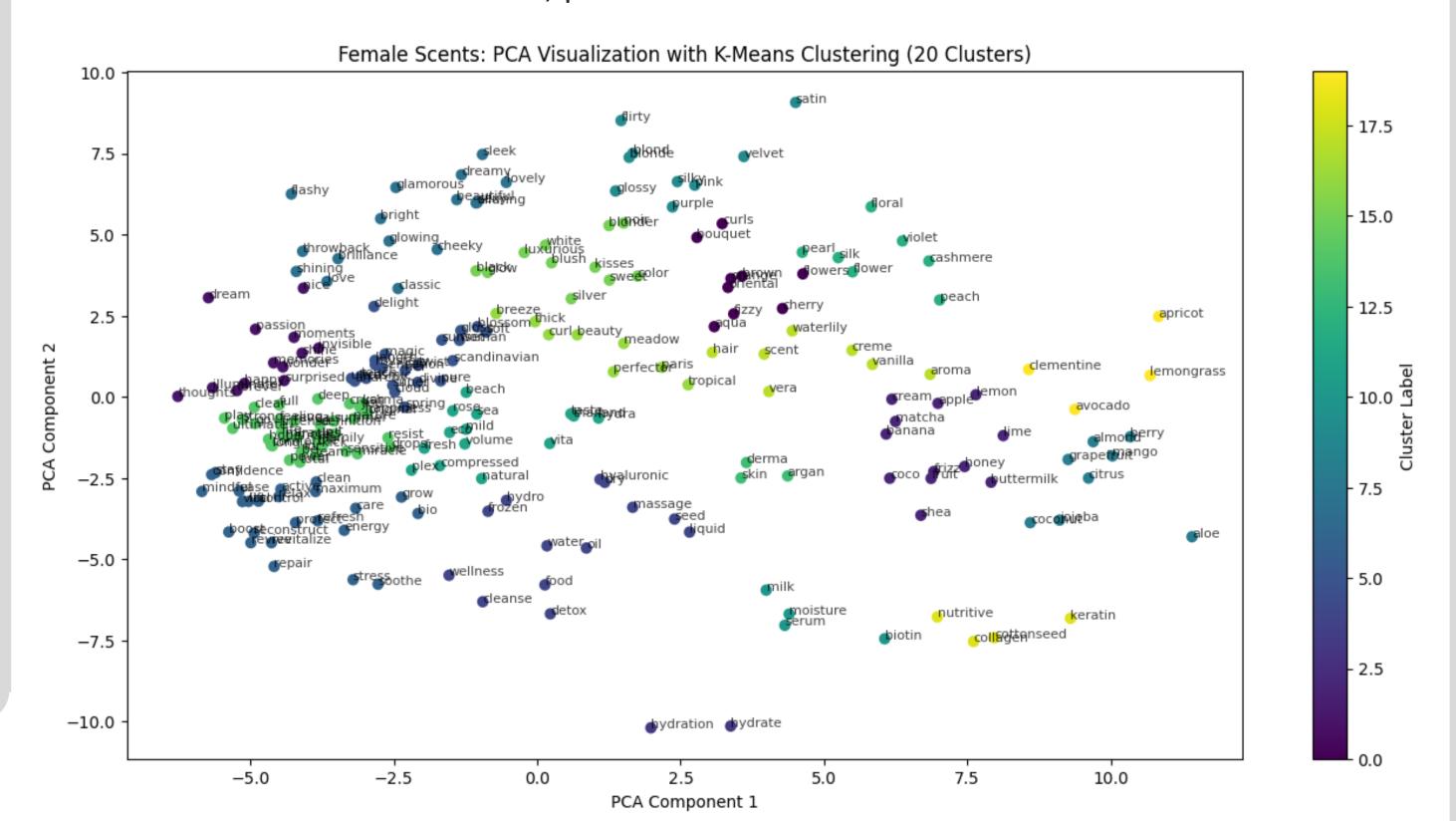
"ROSSMANN - Mein Drogeriemarkt, Meine Online-Drogerie." n.d. Accessed Accessed AUGUST 30, 2024. https://www.rossmann.de/de/.

"[Meme] Deodorant Smells." Reddit Post. R/Pointlesslygendered.

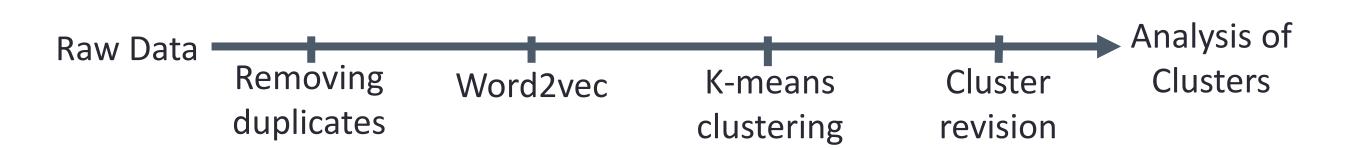
www.reddit.com/r/pointlesslygendered/comments/1e5n3id/meme_deodorant_smells/.

METHODS

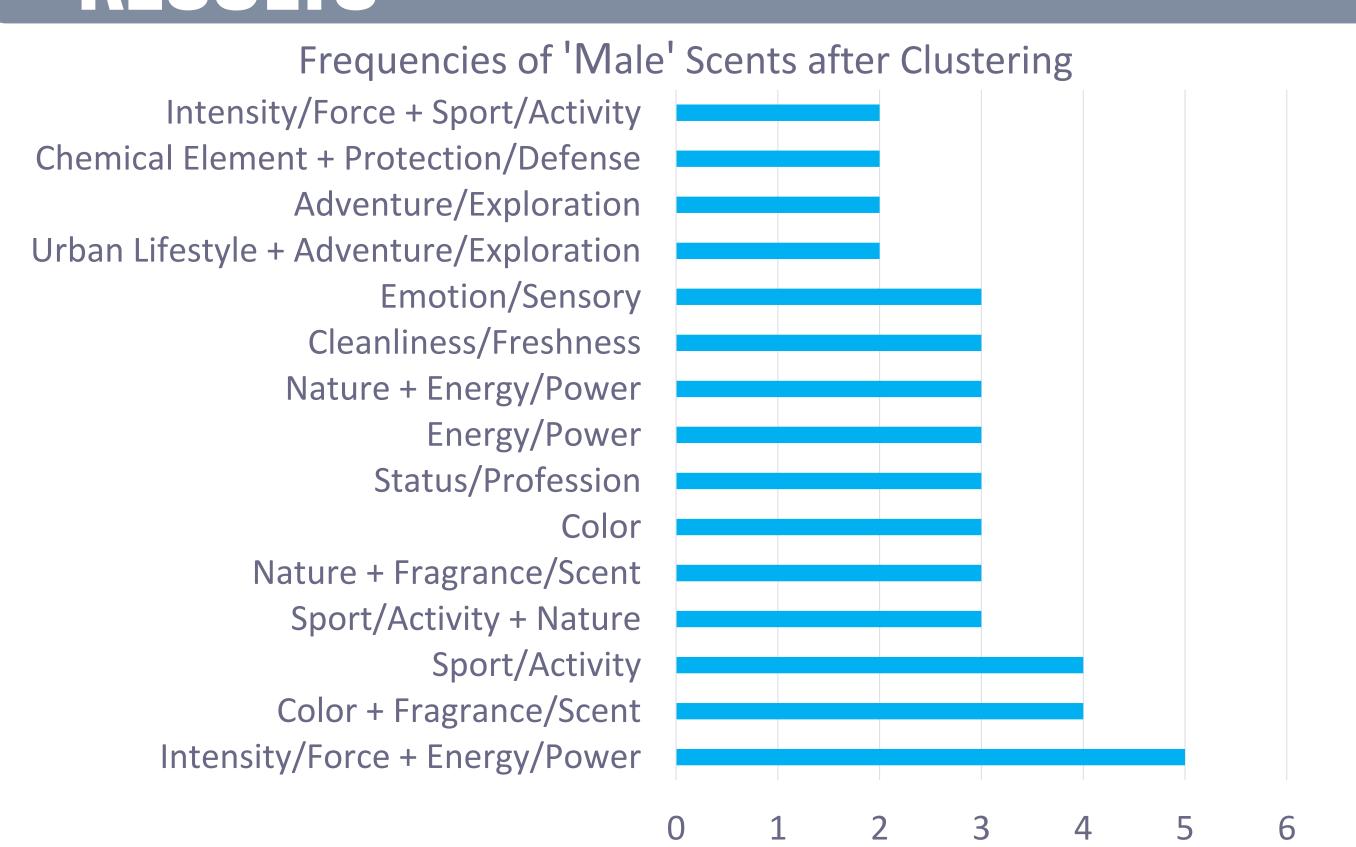
A PCA visualization of 'female' scent clustering is provided as an example below; to see the PCA visualization of 'male' scents, please scan the QR code.



- As the dataset offers unique linguistic data that differs from the corpus on which Word2Vec was trained, the clusters were revised manually. The terms were grouped and labeled considering not only the literal meanings of the words but also how they are typically used in the context of branding.
- The final clustering process resulted in 19 clusters of 'male' scents and 23 clusters of 'female' scents. For example, cluster of 'male' scents 'Cleanliness/Freshness' includes terms clean, fresh, refresh, freshness, and pure. To view the full list of clusters and their associated words, please scan the QR code.
- The unique scent names were then replaced by their respective cluster labels. This approach allowed for a deeper analysis of naming patterns.
- The sequence of processing employed is illustrated below.

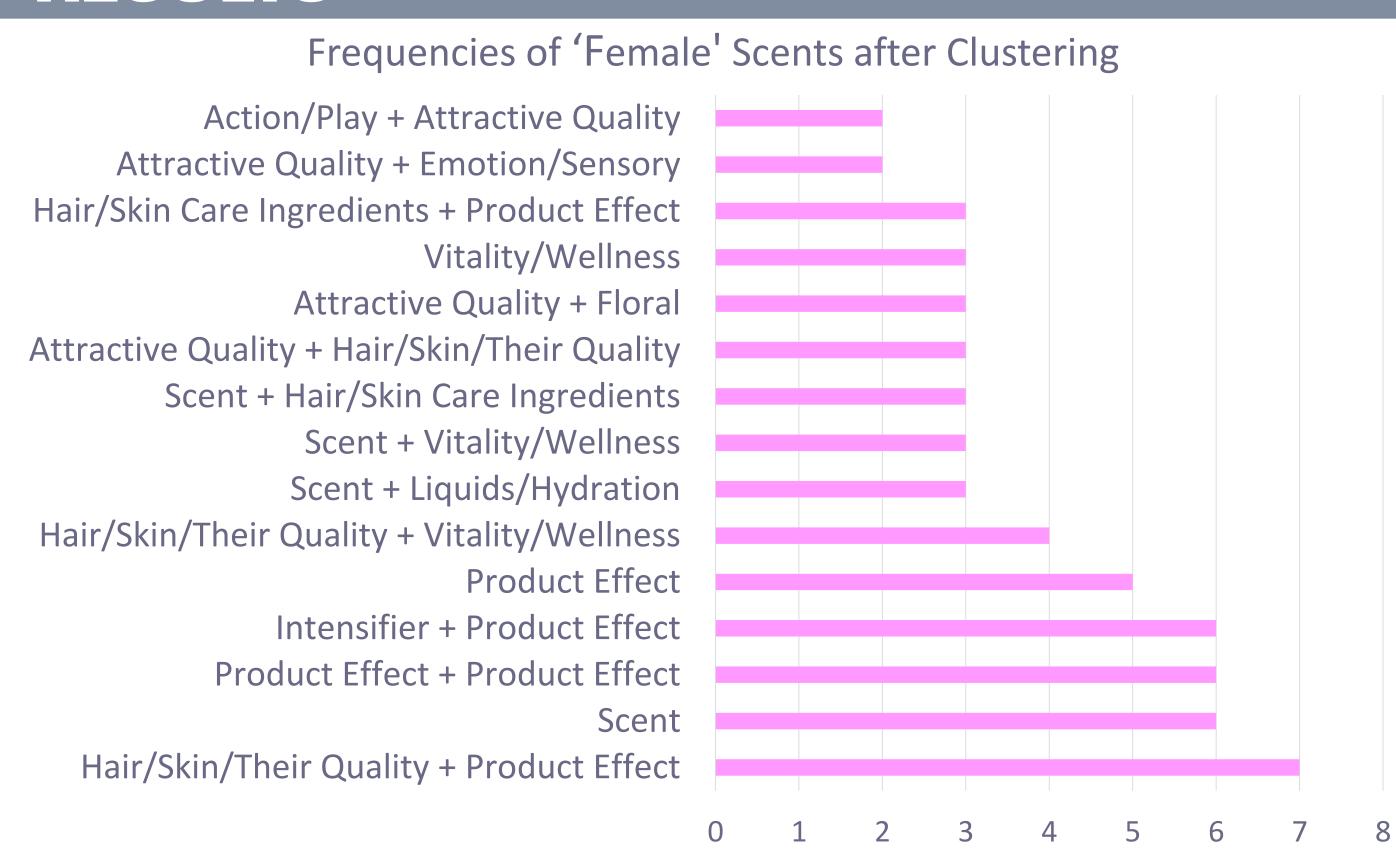


RESULTS



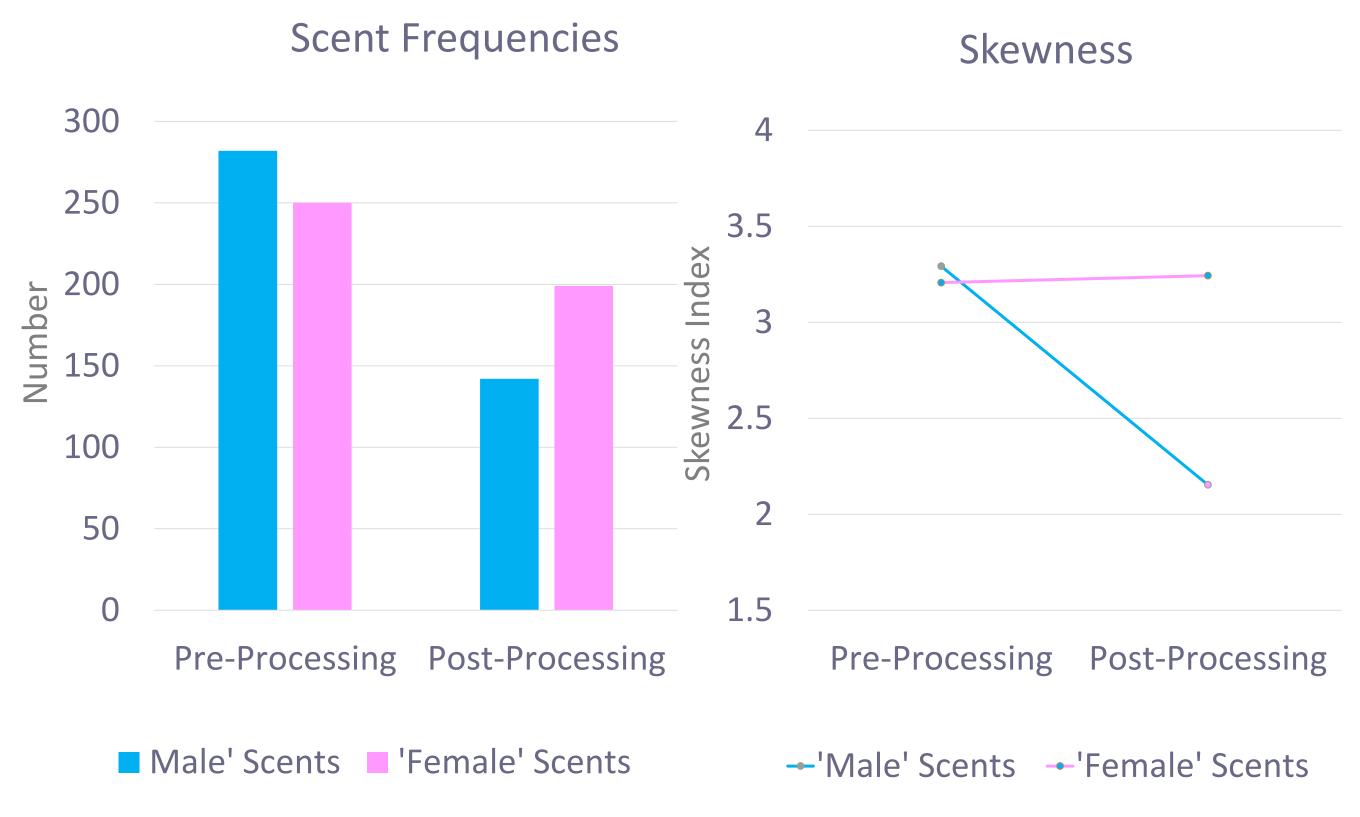
- The most common naming patterns for 'male' scents **emphasize strength** (patterns with 'Intensity/Force' and 'Energy/Power') **and active lifestyles** (patterns with 'Adventure/Exploration' and 'Sport/Activity').
- Secondary focus lies on fragrances and scents, natural elements, and status.

RESULTS



- While there is a variety of themes in 'female' scent naming, the most frequent ones point to a **targeted approach in emphasizing product effectiveness** (patterns with 'Product Effect') and its connection to **physical appearance and well-being** (patterns with 'Hair/Skin/Their Quality' and 'Vitality/Wellness').
- 'Attractive Quality' emerges in four different patterns and appears to be heavily emphasized in branding branding targeted at women.

Overall, 'male' scents lean more towards dynamic and powerful themes, whereas 'female' ones emphasize the impact and effectiveness personal care products.



- The analysis indicates that words in the raw dataset have higher frequency values for 'male' scents compared to 'female' scents, suggesting that certain words are more commonly used in naming 'male' scents.
 - This pattern may stem from companies using a wider variety of names for 'female' scents while **repeatedly using the same names for 'male' scents**.
 - > The trend may also be influenced by the larger sample size of 'male' scent names.
- To account for the differences in numbers, the skewness of the histogram was calculated, confirming that 'male' scents exhibit greater skewness than 'female' ones and indicating a higher concentration of frequently used names among 'male' scents.
- Additionally, skewness values were calculated for categorized phrases, revealing an inverse trend. The skewness for 'male' scent categories was lower, suggesting a broader and more even distribution across different product name categories.
- In contrast, the skewness for 'female' scent categories was significantly higher, indicating that companies tend to select repeatedly from the same categories when naming 'female' scents. This shift in skewness is also evident in the corresponding histograms.