

FACTORS INFLUENCING THE BUYING BEHAVIOUR OF COSMETIC PRODUCTS AMONG MALE IN TIRUNELVELI DISTRICT

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Abstract

This study aims to investigate the factors influencing the purchasing behavior of cosmetic products among male consumers in Tirunelveli district. By employing both primary and secondary data collection methods, the research seeks to identify the key determinants of cosmetic product purchase decisions and the primary reasons for male cosmetic usage in the region. A sample of 150 male respondents will be surveyed to gather empirical data on their cosmetic consumption patterns, preferences, and the underlying motivations. The structured questionnaire is prepared and distributed to the respondents located in the Tirunelveli region. The findings of this study will contribute to a better understanding of the male cosmetic market in Tirunelveli, providing valuable insights for marketers and businesses to develop effective strategies tailored to the specific needs and preferences of male consumers.

Key words : male cosmetics, consumer behaviour, factors influencing purchase, reasons, Male cosmetic industry

INTRODUCTION

Today, the global cosmetic sector faces enormous demand and obstacles in ensuring the quality of cosmetic products. Today's males are influenced by personal elements such as self-image, consciousness, ageing effects, and physical beauty. Consumer spending power and fashion consciousness were regarded as the driving forces behind the cosmetic industry. The cosmetic industry has traditionally been predominantly focused on women, with a limited emphasis on male consumers. However, there has been a significant shift in recent

years, with a growing number of men embracing cosmetic products for grooming and personal care.

INDIAN MALE COSMETIC INDUSTRY

The Indian cosmetic industry, traditionally dominated by women's products, has witnessed a remarkable evolution in recent years. The male grooming segment has emerged as a dynamic and rapidly growing sector, driven by several factors.

- **Rising disposable income:** Increasing disposable income among Indian men has led to a surge in spending on personal care products.
- **Urbanization and western influence:** The growing urban population and exposure to Western beauty standards have significantly impacted male grooming habits.
- **Changing perceptions of masculinity:** The traditional notion of masculinity is undergoing a transformation, with men becoming more conscious of their appearance.
- **Focus on skincare:** The growing awareness of skin health and the impact of environmental factors has fueled demand for skincare products among men.
- **E-commerce boom:** The rise of online platforms has made a wide range of male grooming products accessible to consumers across the country.

While the industry has witnessed substantial growth, there is still significant untapped potential. Understanding the specific nuances of male consumer behavior in different regions, like Tirunelveli, is crucial for businesses to capitalize on this opportunity.

The increasing demand for personal care products is primarily attributable to modern media and advertising. Although people in semi-urban and rural areas are looking for a good brand for a certain product, those in metropolitan areas are more brand conscious. It takes time for a brand to gain popularity among a certain group of clients, and most polls have revealed that the bulk of consumer items are cosmetic or beauty products; no single individual is refused access to such things.

REVIEW OF THE LITERATURE

Stavakova (2008) explained that Consumer purchasing behaviour is influenced by their financial level and several brand aspects such as social and cultural factors. However,

there was no evidence concerning personal and psychological elements of customers influencing their purchasing behaviour.

S. S. Anjana, (2018) The study revealed that five key elements significantly impact customer purchasing decisions: product quality, product pricing, brand name, product packaging, and advertising.

A.H. Kumar et.al (2014) Male consumers have been found to prefer purchasing cosmetics items on their own behalf. When making purchases, men are mostly concerned about quality. The study also revealed that male consumers prefer to purchase all of their cosmetics from a single, convenient store of their choice.

Dr. Vinit Kumar Nair and Prakash Pillai's (2007) research on the "purchase pattern" of cosmetics among Keralan customers found that men typically choose and purchase brands on their own. They make their own independent purchasing decisions based on personal needs. The product's quality is the factor that influences the decision. The simplicity of buying cosmetics from a single store was discovered to be another factor influencing the preference. When compared to female customers, male buyers claimed to spend an average of between Rs. 300 and Rs. 500 on cosmetics.

OBJECTIVE OF THE STUDY

- ✓ To determine the demographic profile of the respondents.
- ✓ To identify the purpose of purchasing cosmetics among male consumers.
- ✓ To analyse the factors influencing male consumers' purchase of cosmetic products.

SCOPE OF THE STUDY

The goal of this study was to give the cosmetics industry some insight into the decision-making process that male consumers use when selecting products from a wide variety of brands. Additionally, it aids in comprehending the assortment of goods from various brands that they like purchasing. To achieve these objectives, a comprehensive survey was conducted, gathering data from male consumers across different age groups and demographics. The responses highlighted several key factors influencing their purchasing decisions, including brand reputation, product efficacy, and the influence of social media endorsements. This understanding opens up opportunities for cosmetics companies to tailor their marketing strategies in a way that resonates with male consumers, ultimately bridging

the gap between traditional perceptions and modern expectations in the cosmetics industry. By recognizing the distinct motivations and preferences of this demographic, companies can effectively engage with their target audience, ensuring their offerings are not merely appealing but also relevant in a competitive marketplace.

RESEARCH METHODOLOGY

Methods of data collection

Primary data

The primary data was gathered using a structured questionnaire sent to 150 people who use cosmetic products. This data collection was done through Google Forms, which were distributed to respondents via email.

Secondary data

Data was collected from various sources like research articles, books, internet and magazines etc.

Sample size

The sample size of the study 150 respondents collected from Tirunelveli male cosmetic user

Sampling method

The non- probability convenience sampling method is used in the study

Tools used for the study

- ✓ Percentage analysis
- ✓ Factor analysis
- ✓ Friedman test

ANALYSIS AND INTERPRETATION

TABLE : 1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.no	Demographic profile	Category	No. of respondents	Percentage %
1	Area	Urban	96	64%
		Rural	54	36%
		Total	150	100%
2	Age	Below 20	45	30%
		21-30	72	48%
		31-40	27	18%
		Above 40	6	4%
		Total	150	100%
3	Educational qualification	Up to school	10	6%
		Under graduate	87	58%
		Post graduate	34	23%
		Others	19	13%
		Total	150	100%
4	Occupation	Students	46	30%
		Business	25	16%
		Government employee	20	14%
		Private employee	40	27%
		Others	19	13%
		Total	150	100%
5	Monthly income	Less than 20000	26	17%
		20001 to 30000	47	31%
		30001 to 40000	33	22%
		40001 to 50000	26	17%
		Above 50001	18	12%
		Total	150	100%

Source : Primary Data

From the table above, it is clear that the majority of respondents are from urban areas (64%) and belong to the age group of 21-30 years (48%). Additionally, a significant portion are undergraduates (58%), followed by those studying in college or school (30%). Most respondents earn a monthly income between 20,001 and 30,000 (31%).

TABLE : 2

PURPOSE OF PURCHASING COSMETICS AMONG MALE CONSUMERS.

H₀: There is no significance difference among mean rank towards purpose of purchasing cosmetics among male consumers.

Purpose	Mean Rank	Chi – square value	P value
Skincare	6.26	143.33	0.001
Health and Wellness	5.30		
Confidence Boost	5.47		
Social pressure	5.56		
Personal Expression	3.48		
Grooming	5.68		
Specific need	5.43		
Trend following	5.40		
Celebrity endorsement	5.60		
Attractiveness	6.80		

Source : Derived data

Since **the P value is less than 0.01**, the null hypothesis is **rejected at the 1%** level of significance. Hence, they concluded that there is a significant difference among mean ranks regarding the purpose of purchasing cosmetics among male consumers. Based on mean rank, Attractiveness and skin care secured the first and second ranks (6.80) and (6.26), respectively. Grooming received the third rank with a mean score of (5.68), followed by Celebrity endorsement in fourth place (5.60). The fifth and sixth ranks were held by Social pressure and Confidence Boost (5.56) and (5.47). Specific need (5.43) took the seventh rank, followed by Trend in eighth place (5.40). Health and Wellness and Personal Expression received the lowest ranks with mean scores of (5.30) and (3.48).

TABLE : 3 FACTOR ANALYSIS FOR FACTORS INFLUENCING MALE CONSUMERS' PURCHASE OF COSMETIC PRODUCTS

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.743
Bartlett's Test of Sphericity	Approx. Chi-Square	825.851
	df	105
	Sig.	.000

Source : Derived data

High value of Kaiser – Meyer – Olkin (KMO) test of sample adequacy (**0. 743**) indicates the correlation between the pairs of variables explained by other variables and thus factor analysis is considered to be appropriate in this model.

The Bartlett’s test of sphericity chi – square indicates the population correlation matrix. It is an intensity matrix. The test of statistics for sphericity is based on X^2 test, which is significant. The value is 825.851

Findings of the KMO and Bartlett’s test reveals that the factor analysis can be rightly employed in this context as evidenced through a higher KMO Measure (**0. 743**) and a significant Bartlett’s test result. Hence factor analysis is attempted to analyses for Role of social media advertising on cosmetic product among female students.

TABLE : 3

Factors	Eigen Value	Percentage of Variance	Cumulative percentage
F1	4.422	29.481	29.481
F2	2.410	16.066	45.547
F3	1.499	9.992	55.539
F4	1.316	8.771	64.310

Source : Derived data

The factor analysis model accounts for a total variance of 64.31%, distributed across four factors. Factor 1 (F1), related to Personal factor, explains the largest share of variance at 29.48%, with an eigenvalue of 4.42. This is followed by Factor 2 (F2), social factor, which

accounts for 16.06% of the variance, with an eigenvalue of 2.41. Factors 3 and 4 contributed 9.99% and 8.77% of the variance, respectively, with eigenvalues of 1.49 and 1.32.

TABLE : 3 ROTATED COMPONENT MATRIX FACTORS INFLUENCING MALE CONSUMERS' PURCHASE OF COSMETIC PRODUCTS

Factors	Component			
	1	2	3	4
I purchase cosmetics to boost my self-confidence.	.793	.153	.180	.072
I am concerned about my skin health and appearance.	.772	-.038	.068	.160
I want to look more attractive to others.	.693	.342	-.169	.079
I use cosmetics to create a specific image or look.	.684	.082	-.022	-.388
I am influenced by celebrities or social media influencers who use cosmetics.	.683	.375	-.079	.198
Personal values and beliefs about grooming and self-care	.612	.293	-.085	-.332
My friends or peers influence my cosmetic choices.	.142	.833	.094	.114
I purchase cosmetics to fit in with a particular social group.	.176	.754	-.240	-.056
I feel pressure to use cosmetics to be successful in my career	.401	.619	.241	-.219
The brand reputation of a cosmetic product is important to me.	-.118	.260	.759	.103
I prefer cosmetics with natural or organic ingredients.	.157	-.022	.727	-.034
The price of a cosmetic product influences my purchase decision.	.044	-.152	.679	.203
The product packaging is important to me when making a purchase.	.343	.439	.543	-.114
Evaluation of cosmetic products and self-image impact.	-.033	.051	.156	.851
Individual personality traits influencing product choice.	.116	-.049	.084	.806

Source : Derived data

Factor 1 : Personal factor

The Personal factor loading for six component. I purchase cosmetics to boost my self-confidence (7.93) is a highest loading factor. I am concerned about my skin health and appearance (.772), I want to look more attractive to others (.693), I use cosmetics to create a specific image or look (.684), I am influenced by celebrities or social media influencers who use cosmetics (.683), Personal values and beliefs about grooming and self-care (.612).

Factor : 2 Social factor

The Personal factor loading for three component. My friends or peers influence my cosmetic choices (.833) is highest loading factor. I purchase cosmetics to fit in with a particular social group (.754), I feel pressure to use cosmetics to be successful in my career (.619).

Factor : 3 Product factor

The Personal factor loading for four component. The brand reputation of a cosmetic product is important to me (.759), I prefer cosmetics with natural or organic ingredients (.727), The price of a cosmetic product influences my purchase decision (.679), The product packaging is important to me when making a purchase (.543).

Factor : 4 Psychological factor

The Personal factor loading for two component. Evaluation of cosmetic products and self-image impact (.851), Individual personality traits influencing product choice (.806).

SUGGESTION

- ✓ Men are beginning to understand the importance of skincare routines, which can help prevent skin issues like acne and signs of aging. Products like cleansers, moisturizers, and sunscreens are now recognized as essential for maintaining healthy skin. Consistent skincare routine can improve skin texture and overall appearance. The rise of male-targeted skincare brands has made it easier for men to establish these routines.

- ✓ Grooming offers men a way to express their personal style and individuality. For many, cosmetics are a tool for self-expression rather than just a means for conformity.
- ✓ Develop marketing strategies that address men's motivations for using cosmetics. This includes focusing on confidence-building and attractiveness while showcasing real-life male testimonials.
- ✓ Utilize social media platforms and influencer marketing to create relatable content that resonates with male consumers, highlighting how cosmetics can enhance their grooming routine effectively.
- ✓ Encourage brands to provide simple guides on how to use products effectively, helping men build confidence in their use of cosmetics.
- ✓ Partner with male influencers and experts in grooming and skincare to create authentic endorsements. These collaborations can effectively communicate the message that investing in personal care is both normal and beneficial for men.

CONCLUSION

In conclusion, the buying behaviour of cosmetic products among males in Tirunelveli District is influenced by a myriad of factors that reflect the evolving perceptions of masculinity, societal norms, and personal grooming standards. As male consumers increasingly recognize the importance of personal appearance for both professional and social interactions, their motivations for purchasing cosmetics underscore a shift toward self-care and grooming. The findings suggest that factors such as peer influence, awareness of skincare benefits, marketing strategies, and the availability of male-targeted products play crucial roles in shaping male attitudes towards cosmetics. Moreover, the rise of social media and digital marketing has created new avenues for brands to engage with male consumers, creating a space where discussions about grooming and self-care can thrive. As the cosmetics industry continues to adapt to these changes, it is essential for brands to cultivate an inclusive approach that reflects the diverse needs and preferences of male consumers.

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