

Consumers' Purchasing Behaviour Towards Men's Grooming Products

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Abstract:

As a result, the most intriguing purchasing behaviour in the Indian market is for skincare items. The competitive climate and evolving industry are greatly increasing consumer demand and retailer power. For manufacturers to survive and succeed, a long-term relationship with their customers is essential. Customers hold the secret to any company organization's success. The success of an organisation depends on its understanding of its customers' needs, wants, and purchasing habits. Consumers' purchasing behaviour becomes a crucial factor in how they assess and access a particular product. In order to forecast future trends, marketing professionals are continually analysing the patterns of consumer behaviour and purchasing choices. Consumer buying behaviour is the study of how, when, where, and why consumers make purchases of goods. The decision-making process and physical activity people engage in while deciding whether to evaluate, purchase, use, or dispose of products and services is known as consumer buying behaviour.

Key words: Consumers' purchasing behaviour - Men's grooming products- decision-making process

Introduction:

Consumer attitudes towards skincare goods are changing from negative to positive as socioeconomic groups and incomes are growing. This is because skincare products improve both the health and appearance of the skin. People used to avoid using skincare products because they were aware of their negative effects, but this is no longer the case.

In Asian culture, having white skin is seen as a crucial component of attractiveness, so skincare products have a whitening effect to improve the whitening of the skin. Women feel more confident when they use skincare items, so there is a big market for skincare products. Global warming and the thinning of the ozone layer are to blame for the current skin-whitening crisis.

Marketers must understand consumer purchasing patterns in order to put effective marketing strategies into practise. Therefore, the goal of this essay is to investigate the factors that influence men's skincare product purchasing decisions. Marketers constantly think of their products as being beautiful, inventive, and imaginative. The introduction of new products and market penetration require strong marketing techniques.

Review of Literature:

The promotion element of the marketing mix is crucial to marketing success. Advertising, direct marketing, digital marketing, sales promotion, public relations, and personal selling are just a few of the techniques that make up the promotional mix (Belch & Belch, 2018). The what, when, how, to whom, and how frequently communications about products are provided to stakeholders and the general public are addressed by this marketing strategy component (Keller & Kotler, 2015). By increasing customer awareness of a product, convincing them to purchase it, and reminding them about it, these technologies are intended to facilitate interactions. A final purchase is the desired behaviour, which is influenced by this.

Marketing communication plays a role in facilitating consumer purchase decisions by providing the market with information to lower risk and to improve brand identification and familiarity. In an effort to reduce risk, consumers will seek out information before making a purchase from a range of sources (Sheth & Venkatesan, 2010). Access to the availability of product and price information are essential throughout the information search stage of decision-making and help to eliminate ambiguity. To the degree that it is projected to boost utility, information is sought in order to point clients towards the products most likely to meet their needs.

The importance of advertising as a crucial marketing strategy for educating consumers about products is confirmed by a study by Malik et al. (2013). Marketing communications might outline anticipated product functionality and performance. Furthermore, marketing message attracts customers to a product and shapes their opinions about it. At various stages of the customer purchase process, advertising serves a variety of purposes. By letting customers know there are vendors out there, conveying costs, and accentuating product quality, information-sharing promotes client demand. Additionally, informing advertising alters consumer desires and preferences. Consumers can identify demands and discover their options and alternatives through marketing (Honka, Hortaçsu, & Vitorino, 2017).

Patterns of Consumer Purchases:

Consumer purchasing behaviour focuses on how consumers decide how much of their available resources to spend on goods connected to consumption, and it includes what consumers buy, why they buy it, when they buy it, where they buy it, how they buy it, how frequently they use it, how frequently they evaluate it, and how they discard it.

Consumer behaviour essentially distinguishes between two types of consumers: the individual consumer and the corporate consumer. First, a personal consumer buys goods and services for their own use, for the use of their household, or as gifts for friends. Second, businesses that buy goods, equipment, and services to run their operations include for-profit and nonprofit organisations.

Consumer behaviour is the study of people or organisations and the methods they employ to choose, get, use, and discard goods, experiences, ideas, or other needs-satisfying items, as well as the effects these methods have on the ultimate consumer and society. It makes an

effort to comprehend how buyers make decisions, both independently and collectively. The three separate roles of user, buyer, and consumer are all played by the customer in consumer behaviour, which is based on consumer buying behaviour. The decision-making and actions that consumers take when they buy and use things are referred to as their "consumer buying behaviour." The marketing concept emphasizes that a firm should create a marketing mix that satisfies customers; as a result, a firm need to analyse what, where, when, and how consumers buy so that marketers can better predict how consumers will respond to marketing strategies. This analysis of buying behaviour is necessary because it will help determine how buyers will react to a firm's marketing strategy.

Objectives of the study

To study impact of Socio-economic and factors on Men Consumer Behavior

To study impact of Personal factors on Men Consumer Behavior

To identify Buying behavior pattern of grooming Products by men

Hypothesis:

H1: Men’s grooming product advertisements strongly influence men’s consumption of grooming products

H2:Purchasing situations have a significant influence on men’s purchasing behaviour of grooming products

Table: 1 Cultural Factors that affect decision making while buying of grooming products

Factor	Mean	Std. Deviation
Grooming products are valuable to Men	3.90	.865
The language and the symbols used on the package influences the selection of grooming products.	4.10	.949
The ritual which we perform has an effect on the use of grooming products	3.98	.965
Our subculture influences the selection of grooming products	4.27	.838
The different states of our country have emerged as subculture which influences selection of grooming products	4.00	.889
The religion to which we belong has a subculture which influences my grooming product	3.92	.876
buy cosmetics of most popular global brand.	4.08	.926

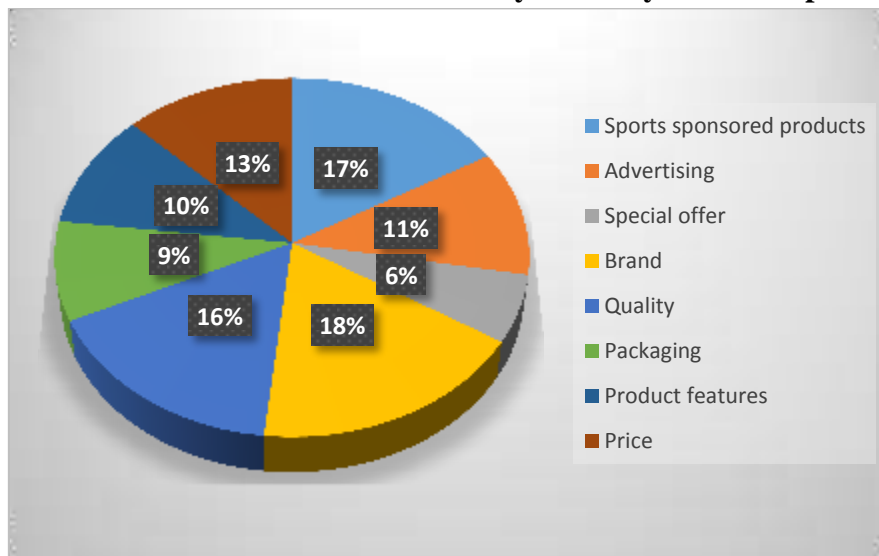
Source: Compiled from the field data

Table 1 Due to the rising size of cosmetics consumption among the target demographic, there is a chance to take the position in the male-targeted market. Therefore, the aim of this study is to ascertain how personal, socio-cultural, and marketing aspects affect men's attitudes towards the usage of cosmetics.

Gender differences have been extensively studied in the context of consumption-related behaviour. However, there has been a dramatic shift in the cosmetics market, and some cosmetic companies now heavily rely on sales to men.

The first category can be described in terms of personal factors. These cover topics like men's self-image, the effects of ageing, physical attractiveness, and health. The second set of variables can be categorised as sociocultural elements. They relate to consumer lifestyles and social concepts. Advertising and the environment in which a purchase is made are examples of the marketing variables, which make up the third category of variables.

Question 1: What other factors motivate you to buy cosmetics products?



The two marketing factors that male interviewees pay the most attention to when purchasing a product are the features and the brand. French guys are said to be brand aficionados who assess a product's characteristics first to see if they are easy and quick to use. Additionally, they want to know if the remedy will be able to solve their problems and what skin-related effects they might anticipate.

More often than not, sponsorship has an effect. In truth, corporate sponsorship initiatives ought to have an effect on sports fans. Cosmetic firms associate their brands with rugby, football teams, races, and other sports in order to connect with supporters of these sports teams or races, to showcase the ideals they share with this association, and to show the efficacy of their goods.

Then, more than 40% admit that brand advertising affects and has an impact on them. The significance of special offers suggests that a sizeable percentage of buyers may take pricing into account in addition to special offers when determining whether or not to buy a product, for example.

Effects of Social Factors on Consumer Purchase Behaviour:

The social component is an important independent variable to consider when studying consumer behaviour. Respondents were given three statements (questions) about how the

social aspect affects customers' decisions to buy skincare products, and they indicated how much they agreed or disagreed with each.

Table 2 Mean Value of Social Factors on Buying Behavior

No.	Statements	Mean
1.	Buy skincare products due to family’s advice.	2.65
2.	Reference group(close friends, movie stars, sport heroes, political leaders, etc.)	3.58
3.	Role and status affects my buying behavior on skincare products.	3.69
Overall Mean		3.45

Source: Compiled from the field data

According to Table 2 of this study, the highest mean score is 3.58, indicating that my reference group (close friends, famous people, athletes, and politicians, for example) typically influences the types of skincare products I choose to buy, while the lowest mean score is 2.65, indicating that I base my decision on advice from my family. The overall mean score for the social element in predicting consumer behaviour is 3.45. Thus, it may be concluded that students agree that social influence has an impact on their decision to buy skincare products.

Table 3: Product Choice Influence on Consumer Choice of Cosmetics

	N	Min	Maxi	Mean	StdDev
Choose products based on quality.	500	4.00	5.00	3.92	0.88
Before selecting a cosmetic product and compare product information on the packaging of different brands to help me to decide	500	4.00	5.00	4.92	0.95
Prefer to purchase products that familiar with.	500	4.00	5.00	4.58	0.62
Usually will buy trusted brands because believe the quality is better.	500	4.00	5.00	4.25	0.62
Usually will try different brands because like to try new things.	500	4.00	5.00	4.92	0.68
Brands that unfamiliar With rely on package design as an indicator of its quality	500	4.00	5.00	4.82	0.62

Source: Compiled from the field data

The study's objective was to determine the degree to which respondents agreed with the propositions made below. The effect of product choice on customer preferences for cosmetics is described in Table 3. According to the study's findings, the majority of respondents concurred that they prefer to purchase products they are most familiar with (Mean = 4.58 SD = 0.62). A few customers (Mean = 4.92 SD = 0.68) also stated that they tried a variety of

products since they enjoy trying new things. Customers evaluated the quality of new or unknown companies by looking at the packaging (Mean = 4.82 SD = 0.62). Cosmetic buyers agreed that quality frequently influences their decisions (Mean = 3.92 SD = 0.86). Consumers of cosmetics often only purchase reputable brands due to the assurance of quality (Mean = 4.25 SD = 0.62). Most respondents (Mean = 3.96 SD = 0.74), in the majority, stated that they read and compare the product information on the box. These findings support the study's main finding, which is that advertising is essential not only for educating consumers but also for associating brands with deep symbolic meanings.

Marketing Communications Influence on Consumer Choice of Cosmetics:

Table 4: Marketing Communications Influence on Consumer Choice of Cosmetics

Factors	N	Min	Max	Mean	Std.Dev
Seeing an advertisement helps me to decide which brands to select.	500	3.00	5.00	4.55	0.75
Frequent advertising helps me to keep a cosmetic brand in mind.	500	3.00	5.00	4.96	0.78
When comparing different products rely on the information provided on the packaging	500	3.00	5.00	3.96	0.74
Likely to choose products endorsed on online communities	500	3.00	5.00	4.68	0.82
Brand opinions on products based on the adverts	500	3.00	5.00	4.48	0.86

Source: Compiled from the field data

Table 4 The goal of the study was to determine the degree to which the respondents agreed with the following statements regarding the impact of marketing messages on consumers' decisions regarding cosmetics. The majority of participants in the study agreed that when deciding between two unfamiliar products, they were most likely to choose the ones that had received favourable internet evaluations (Mean = 4.68 SD = 0.82). They also claimed that seeing advertisements had affected their choice of one brand over another (Mean = 4.55 SD=0.75). Participants in the poll also said that they base their assessments of a brand's goods on the advertisements they see. (Median 4.48 SD 0.86. Customers use the information on the box to guide their decisions when comparing different products (Mean = 3.96 SD =0.74), and regular advertising helps me recall a cosmetic brand (Mean = 4.96 SD =0.78). These findings support the study's conclusions that product design, and subsequently product appearance, are essential for assisting consumers in their product evaluation and for giving firms a competitive edge.

Price Influence on Consumer Choice of Cosmetics:

Table 5: Price Influence on Consumer Choice of Cosmetics

	N	Min	Maxi	Mean	StdDev
When shopping for cosmetics compare different brands based on the price.	500	4.00	5.00	4.92	0.68

More concerned about the quality of the product than of price.	500	4.00	5.00	4.86	0.62
Afford higher quality brands	500	3.00	5.00	4.98	0.87
Use higher quality products when not the one paying for it.	500	3.00	5.00	4.66	0.65
Better quality means high prices	500	3.00	5.00	3.98	0.81
Price is not an important consideration when shopping for cosmetics	500	3.00	5.00	4.22	0.62
To get a bargain for cosmetic products	500	3.00	5.00	4.55	0.81

Source: Compiled from the field data

Table 5 The goal of the study was to determine how much respondents agreed with the following statements about pricing and how it affected people's decisions to buy cosmetics. The vast majority of participants in the study agreed with the study's findings that consumers only use higher-quality products when they are not the ones paying for them, that consumers were more concerned with product quality than with price, and that consumers compare different brands of cosmetics based on price when making purchases (Mean = 4.92 SD =0.68). If they could afford them, consumers would be willing to try higher-quality brands (Mean = 4.98 SD = 0.87). Price and quality are inversely correlated (Mean = 3.98 SD = 0.81). The majority of customers choose to conserve money (Mean = 4.55 SD=0.81), while price is not a significant consideration when purchasing cosmetics (Mean = 4.22 SD=0.62). These findings support the notion that customer purchasing decisions usually begin with brand knowledge and awareness. Managers should create a methodical strategy to provide goods or services to clients and create enduring relationships. The marketing strategy takes a variety of choices on production, pricing, and promotion into account.

Table 6 Place Influence on Consumer Choice of Cosmetics

	N	Min	Maxi	Mean	StdDev
Cosmetics in different places is important to me.(Eg online, super markets, beauty stores)	500	3.00	5.00	4.26	0.85
Product normally use is not available, will hold off purchasing until can find it	500	3.00	5.00	4.65	0.84
Shop online if have previous experience with the vendor.	500	4.00	5.00	4.92	0.54
The brand that usually buy will then pick a similar familiar alternative.	500	4.00	5.00	4.46	0.52
Purchasing convenience is a big deal to me.	500	3.00	5.00	3.97	0.84
Prefer physical stores test the product before purchasing	500	3.00	5.00	4.35	0.74

Source: Compiled from the field data

Table 6 The goal of the poll was to find out how strongly respondents agreed with the following statements on how simple it is to purchase cosmetics. The majority of respondents agreed, according to the study's findings, that most consumers wouldn't choose a comparable substitute if their favourite brand wasn't accessible. Online purchases will only be made by clients who have already done business with the merchant. (Mean 4.92 SD 0.54). Respondents prefer physical merchants because they can physically touch and feel the product before making a purchase (Mean = 4.35 SD = 0.74). Although many consumers may put off making a purchase, the majority of consumers value the option to buy cosmetics in a number of locations (such as online, in supermarkets, or in beauty salons) (Mean = 4.26 SD = 0.85). If they can't find it, they usually wait to purchase it till it is available (Mean = 4.65 SD =0.84). These findings support the study's findings. A study found that the perception of product quality has a substantial impact on consumer decisions.

Pearson Correlations of Marketing Mix Factors on Consumer Choice:

Table 7: Pearson Correlations of Marketing Mix Factors on Consumer Choice

Consumer choice of cosmetic products		Marketing mix factors (X1)	
Consumer choice of cosmetic products	Pearson Correlation	1	.872**
	Sig.(2-tailed)		.000
	N	500	500
Marketing mix factors (X1)	Pearson Correlation	.872**	1
	Sig.(2-tailed)	.000	
	N	500	500

Source: Compiled from the field data

Table 7 presents the results of the investigation into the relationship between the dependent variable (consumer preference for cosmetic products) and the independent variable (components of the marketing mix). The study's correlation coefficient, which is 0.872, indicates a connection between the marketing mix's elements (X1) and consumer preference for cosmetics. Because the significant value was 0.000, which is less than 0.006, this positive correlation was also determined to be statistically significant. These findings support the study's findings that consumer purchase intentions are influenced by both consumer preferences and perceived product quality.

Buying behavior pattern of Men consumer towards grooming products:

Table 8 Buying behavior pattern of Men consumer 1 towards grooming products

Factor	Mean	SD
Buying of grooming products as per changing fashions	2.83	1.459
Complex Buying Behavior	3.30	1.378
highly involve in researching and buying a grooming product	2.97	1.357
Less concerned with the price of grooming product when it is worth	3.31	1.326

the value		
buy expensive grooming products	2.79	1.444
Dissonance-Reducing Buying Behavior	3.13	1.406
highly involve in researching and buying a grooming product	3.23	1.320
face difficulty to make decision of choosing grooming products	3.42	1.546
After purchase grooming products don't get expected results	2.83	1.459
Habitual Buying Behavior	3.30	1.378
Little involved in researching and buying a grooming product	2.97	1.357
Buy same grooming products regularly	3.38	1.326
Buy any grooming brand available and not specific about brand	2.79	1.444

Source: Compiled from the field data

Men tend to buy grooming products in accordance with changing fashions (2.83), complex purchasing behaviour (3.30), extensive research before buying a grooming product (3.23), and not getting the results expected after the purchase (2.83), according to Table 3.50. Instead than seeing grooming products as a way to keep themselves hygienic like they once did, men now see them as ways to improve their skin, increase their wellbeing, and protect their future generations. Due to the increase in male grooming product users in recent decades, male grooming goods have developed into a variety of product types, including skin and hair care, toiletry, scent, and even make-up products.

Findings and Suggestions

Social variables affecting consumer behaviour:

Self-esteem, religion, and role model impact has significantly influence buying behaviour, according to the study's findings on social factors influencing behaviour when making purchases. Personal attitude, culture, socioeconomic status, and relationships are the social elements that have the most of an impact on responders.

Economic considerations that affect consumer behaviour:

More than 70% of respondents agreed or strongly agreed with the findings, which show that economic factors such as family income, personal income, age, and gender influence the buying behaviour of beauty goods. However, only 37% of the respondents agreed or strongly agreed with the assertion regarding parental influence and family wealth.

Market elements that affect consumer behaviour:

Similar to how the study's findings suggest, market elements including price, quality, product features, and product convenience affect consumers' purchasing decisions. The top three variables are price, quality, and product convenience, with 87%, 90%, and 70% of respondents agreeing or strongly agreeing that each one influences purchasing decisions, respectively. The results also show that product advertising and product qualities have an impact on buying decisions, with 50% of respondents strongly agreeing or agreeing and an average of 71% of respondents supporting the idea that product attributes have an impact on buying decisions.

According to the study's findings, customers appear to be aware of the market's "harmful" beauty products with negative effects. Therefore, there is a need for more consumer

education.

The choice and preference of cosmetic products is significantly influenced by gender and age. As a result, retailers of beauty goods ought to offer gender- and age-specific merchandise. Similar to how such products' marketing and advertising must be audience-specific, for example, gender and age, to boost consumer acceptance.

The market variables that affect consumer behaviour since consumers like "good quality" beauty goods, businesses and enterprises should make an investment to ensure that their products are of high quality in order to draw in and keep customers. Similar to this, accessibility and availability of beauty items are important factors that affect consumer behaviour.

The researcher advises that research be done to better understand customer knowledge and behaviour regarding beauty products, as well as the impact of social media on consumer preference for certain beauty items.

The researcher suggests more investigation into the dynamics of increasing individuality in beauty product purchasing decisions as opposed to social and community effects.

Men's attitudes towards the usage of cosmetics:

Due to the rising size of cosmetics consumption among the target demographic, there is a chance to take the position in the male-targeted market. Therefore, the aim of this study is to ascertain how personal, socio-cultural, and marketing aspects affect men's attitudes towards the usage of cosmetics. The study is being conducted on 500 respondents in the city of Hyderabad using a quantitative descriptive methodology. The data was collected via an online e-survey. Physical attractiveness, state of health, and lifestyle are three of the eight sub-variables that significantly influence men's opinions about cosmetic use in part, according to a multiple regression research of these attitudes. However, each sub-variable simultaneously has a significant impact.

A study claims that there is no longer a difference between how men and women utilise things because more and more men are using them. The growth of male-specific nutritional, weight-loss, exercise, and other related goods and services demonstrates unequivocally that males are now also consumers in this market. According to numerous studies, factors that are influencing the growth of the male grooming market include the increase in the circulation of men's fashion magazines, the accessibility of male grooming products, and the propensity for self-care in the health and well-being industries.

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