

Factors influencing buying behaviour of men's towards grooming products

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Abstract

Grooming is the art of making yourself look good, neat and clean. The current research aims to find the factors that influence the purchase of men grooming products. It also attempts to identify the impact of demographic and social factors on the purchase decision

The existing literature highlights the main role of social, cultural, psychological and personal factors in influencing the purchase intention of males towards grooming products. No such research has been conducted in context of Gujarat and hence represents an opportunity to explore the purchase behaviour of male grooming products in Gujarat. Nearly 400 participants were surveyed consisting of varied demographic profile and it was found that the use of male grooming products is more in the age group of 20-29. Whereas mostly used product is face-wash and it was found that males use grooming product because they perceive 'they look good' after using the grooming products.

Keywords: men, grooming, product

1. Introduction

In 21st century, improvement of technology, science, society, economy and education provided people to have better standard of living. Everything has been changing, the world has revolutionized in all aspects from top to bottom so did men. Unlike before, modern men are more concerned about their grooming; they have become more conscious about their appearance like women and indulged in grooming.

Grooming can be defined as process of making oneself neat and tidy by dressing well, shaping hairs, taking proper skin care and any other activities that may help in looking more attractive. The term grooming has been derived from "groom" which has an English origin. Groom is used in reference for animals when a person cleans or makes animal bath by brushing them or providing them good hygiene needs. Grooming is used for the outward appearance for both animals and people. One of the basic objectives of grooming for males as well as female is to create, develop and maintain their identity in the society.

In past, men focused on appearing more masculine and tough natured. Dolling up was not considered as men thing. The association of men to grooming started in 1850s by Egyptians who used beauty products for skin protection and other several purposes. The whole new era of men grooming started in late 1960's when men grooming started becoming popular after John. F. Kennedy used it to look more dashing, youthful against his opponent Richard Nixon on the first ever held Presidential Debate. It's no secret nowadays that men in power like celebrities, politicians, business leaders etc. often rely on makeup artists to groom them, particularly when in front of the camera. Men still believe that grooming is women domain but most of them have accepted that grooming is an important aspect in their lives and have started adopting it especially for occasions wedding, business meetings, special outings and many more.

In India, it will be amongst one of the most earning markets

which would not come as a surprise, given that global beauty is breaking new technological grounds every day. Growth in this industry is largely dependent on the products and innovations and their expanding interest in personal appearance which are widely boosted nowadays by endorsements of celebrities and sports players like Shahrukh Khan Advertisement of Emami fairness cream and Virat Kohli "Clear" Shampoo advertisements which has resulted in driving the expansion and exponential growth in male grooming industry. These advertisements have showcased that such huge personalities use beauty products which makes them look more handsome and this perception has been set in most of the consumer market that is using the beauty product will make them look better or smart which has automatically driven a high growth rate in grooming industry.

According to a research conducted by A.C Nielson in year 2015, (ADRIAN TERRON, 2015) [5] most of the men think that they don't need to groom to increase the appeal of opposite sex, rather most of respondents believed in improving themselves which involved their personal hygiene as per the respondents belief, grooming helped them in conducive to boosting self-confidence.

Variety of products has been adopted by men for hair. Different types of shampoos are being purchased- like for dandruff, hair fall, scalp clear and many more. Men before rarely had beard, but today beard is the new trend and men who not having proper beard growth purchase beard growth oil which is 10 times costlier than getting clean shaved. Earlier, hair oil was used but today products like wax, gel and deviation pastes are been applied to keep hairstyle set.

Men grooming industry product can be divided into

- Bath & Shower products
- Hair Care
- Skin Care
- Deodorants
- Shaving products.

The largest market shares in terms of revenue in India's men grooming market is currently grabbed by Shaving products. As per NOVONOUS (Men's Grooming Market in India 2015 - 2020, Sep 2015) estimates, market of Indian shaving products is expected to grow at a CAGR of 20% till 2020 and maintain its market share position even in 2020. Deodorants and antiperspirants currently control the second largest market share in terms of revenue in Indian market. As per NOVONOUS estimates, Indian deodorants and antiperspirants market is expected to grow at a CAGR of 20% till 2020 and maintain its market share position. Whereas, Bath and shower, skin care and hair care products account for minor market share and they are forecasted to remain the same till 2020.

In past men never faced the problem of selecting a shampoo, face cream or shaving cream as men have never purchased these products for themselves (Mathews, 2014)^[39] men today spend more time in front of mirror styling their hair, setting their beard and applying different types of grooming products for better appearance of oneself. This research shows that men on an average daily utilize 56 minutes whereas women in comparison are 43 minutes. Today men spend good amount of money on cosmetics in comparison to Women. Decades before 'having a haircut' was just a 'haircut', today 'having a haircut' means 'having a hairstyle'. This change had brought change in the Men lifestyle, and the change in the lifestyle brought cosmetics product in Men life.

According to (Men and Boys) which is India's first exclusive retail store offering men personal care products suggests that usage of grooming product for this segment will double by 2020. In 2015, monthly expenses for grooming product were Rs1774 which is expected to touch Rs3739 by 2020.

The male grooming products are still on the introduction stage of the product life cycle and as per the surveys it is growing rapidly in the Indian Market. The Male grooming product boomed in 2012 with a growth rate of 25% every year. This showed consciousness among men about their looks. According to the Industry the market size of men personal care products is nearly 1,700 crores.

The rising demand in males grooming industry has seen a rise in recent years and as in India 50% of population falls under the age group of 30, the male grooming industry has huge market to cover. Moreover, the youth are expected to stimulate the most of the growth by the year 2020.

As Per the research conducted by L'Oreal Company it proved that 72% of the age between 18 to 29 years old men feel more confident in their life by being well groomed (ACNielsen, 2009). Different types of products are being introduced every year in the market as per the high demand for the grooming products in the Indian market.

Today, the male categories who groom have a wide array of products for the appearance, care and maintenance. Cosmetic companies like L'Oreal have manufactured products which dedicates the specific purpose of grooming to males like anti-wrinkle creams, hair styling gels, hair colouring products and many mores. Their results are remarkable 40% of participants reported using hair gel, 35% using facial cream, 28.7% using skin care products, 25.1% using moisturizer, 10.3% using pore exfoliates, and 3.1% using lift treatment products.

India is leading the men grooming market according to BRIC'S. India has the second highest CAGR in the region at 19% and has acquire sales over 700 million US dollar. It has

become strategic importance for men grooming market. In India, Celebrity endorsement has become the important factor in toiletries as the Bollywood stars plays major role in increasing adoption of local brands like fair and handsome, Cinthol, etc. The new trend of Western Europe of unshaven look is soon going to damage the growth of men shaving in India. The people in India are adopting unshaven look, as men are giving more importance to beard than clean shave. The skin lightening feature is also an important factor in men skin care as regional preference for men to have fair skin as it's an important factor of being self-confident. More than 60% of the absolute growth is observed in Brazil, china and India, while majority of the growth is in India.

2. Literature review

Personal care is an important part of the nation's economy, as it has one of the largest consumer sectors with huge potentials in the country. The constant increase in purchasing power and disposable income of the Indian consumer has resulted in phenomenal growth in this sector, in the last decade this sector has created a niche for the leading companies in this segment. The study from 200 respondents found that the most number of people buying grooming products are in the age of 15-30. 60% of people prefer buying domestic brands and around 42.5% of people buy cosmetics as beauty products. The average amount spent by the individual is between Rs1000-2000. They don't often change their brand; they remain loyal with the product (Prof. Nilesh, Dr. Anand, & Prof. Amol, 2015)^[49].

(Siddharth & DR. D. K., 2012)^[55] states that cosmetic is no more women domain. Self-presentation, self-esteem and anxiety are most dominant factors that affect the male consumer buying behaviour for male cosmetics products. Males are buying the skin care products to look more attractive and self-confidence. (Chanintorn & Jiraporn, 2010) (Sturrock & Pioch, 1998)^[11, 60].

Klang Valley, Malaysia study, 281 male respondents proved that the perception does affect the consumption behaviour of male towards grooming factor on the basis of self-image, social expectations and celebrity endorsement (Fan, Cheng, & Ding).

223 respondents in two metropolitan cities: Paris (France) and Montreal (Canada) states that people living in different geographical areas have different motivation and drives towards the consumption as well as purchase of the male grooming product depending upon the different stages of life cycle. (Nizar & Mariam, 2009)^[45].

Study of 189 male respondent's states that self-monitoring variables are one of the major evident that influences the purchasing behaviour of males towards male consuming behaviour. The research further states that self-construction in the outward personality is the major use for using the cosmetics for males that implies only to look smart in the society the males buy cosmetics. (Thomas, 2014)^[63].

The purchase intention, ageing concern, self-image, social cultural, Celebrity endorsement and lifestyle are the major factors responsible for impacting the men skin care product (Ling, Lim, Yeo, Huat, & Sen, 2015)^[35].

Purchase intention is defined as selection of an option from two or more choices and that consumer will be going through the buying decision during the implementation of purchase decision. It has been defined as 'two steps approach' which

explicitly makes push factor and pull factor (Mohammad & Davoud, 2010) ^[16, 42]. Push factor are measured as in internal factor and is psychological needs which impart a desire and aims to satisfy various others. Whereas, push factors are opposite to pull, they measured as external factors which focus on the benefits of a purchase and these factors directly has an effect and influence how, where and when. Meanwhile, (2008) (Girboveann, Cracium, & Meghisan, 2008) ^[26] *et al.* explained that a purchase decision can be considered as an process of optimization through which consumers seek the service, product or the brand that will give the best satisfaction for them.

Self-image refers (Featherstone M., 1991) ^[22, 23] (Sturrock & Pioch, 1998) ^[60] to the overall insight of oneself and also depends on person to person, as well as an appearance of one's body and impressions of one's character, competencies, (Bailey, 2012) ^[7] According to (Sturrock & Pioch, 1998) ^[60] and (Featherstone M. 1991) ^[22, 23], the first motive for the men consumer to buy the skin care products is formation, improvement and upkeep of their self-image. Previous study has show's that nature of each person's portrays behaviour, opinions and thoughts that impact the utility of skincare product by men to improve their self-image (Souiden N, 2009) ^[57, 58, 59]. (Bocock R, 1993) ^[8, 9]. (Cheng, Ooi, & Ting, 2010) ^[12, 21] Have proved that self-image has significant positive impact on male purchasing skin care product.

People get more focus and concern about their facial appearance as they start aging. (Honigman R. a., 2005) ^[31] (Moungkhem & Surakiatpinyo, 2010) ^[44] States that younger generation aging 18 to 24 has the higher expenditure on purchasing skin care products and are more concern about their aging compare to older generation has also said that youths are creating awareness in men for purchasing of skin care products. Thus, the ageing concern has influenced men purchasing decision of skin care product (Sturrock & Pioch, 1998) ^[60] (Coupland, 2007) ^[15] States that there is a positive relationship of aging concern towards the men purchase decision of skin care product.

(Rosinski P. 2005) ^[51, 53] defined the culture features as belief, customs and principle which impacts human actions and the decision or selection they make in their daily live. (Rosinski P., 2005) ^[51, 53] Consumer purchase a product based on their particular culture and faith. opinion in Shifting in social

setting also affect men consumption of skin care product (M.M., 2000) ^[38] these also helps them to comfort themselves to their social groups (Caroline, "2005) ^[10] have found that social cultural has positive influence on men purchasing decision of skin care product.

Celebrity endorsement (McCracken, 1989) ^[40] is a person recognition and following personality who product from the advertisement. A celebrity endorser can easily develop trust of the customers; they will create an evaluation for the benefits of the products and lead to have a great influence in purchase of products (Friedman, 1979) ^[25] (Tom, 1992) ^[64] there is positive relationship between celebrity endorsement and men purchasing decision of skin care products (Cheng, Ooi, & Ting, 2010) ^[12, 21] (Coley, 2003) ^[14].

Lifestyle is one of the major factors that strike men buying skin care products (Coley, 2003) ^[14]. Men who are concerned on their career preferably are too conscious of their appearance because of their working in an outside environment which deals with daily meeting of people who maybe from different geographical backgrounds (Liu, 2006) ^[36] (Else & Sukato, 2009) ^[19, 46] lifestyle has positive effects on men purchasing decision of skin care product.

3. Objective of study

1. To understand the usage pattern of consumers towards male grooming products.
2. To understand the relationship between usage pattern and demographic variables that is age of consumers towards male grooming products.
3. To understand the perception of the consumers towards male grooming products importance.
4. To identify the factors that influence purchase intention of consumers towards male grooming products.

The sample consists of 32 Professional, 54 Businessman, 208 Student and 108 Employee leading to a sample size of 450. Primary data is collected through questionnaire using quota sampling in the cities of Ahmedabad, Surat and Vadodara.

3.1 Theoretical Framework

The below figure explains theoretical framework of male's purchase intention and influencing factors for a male to make a purchasing decision towards male grooming product.

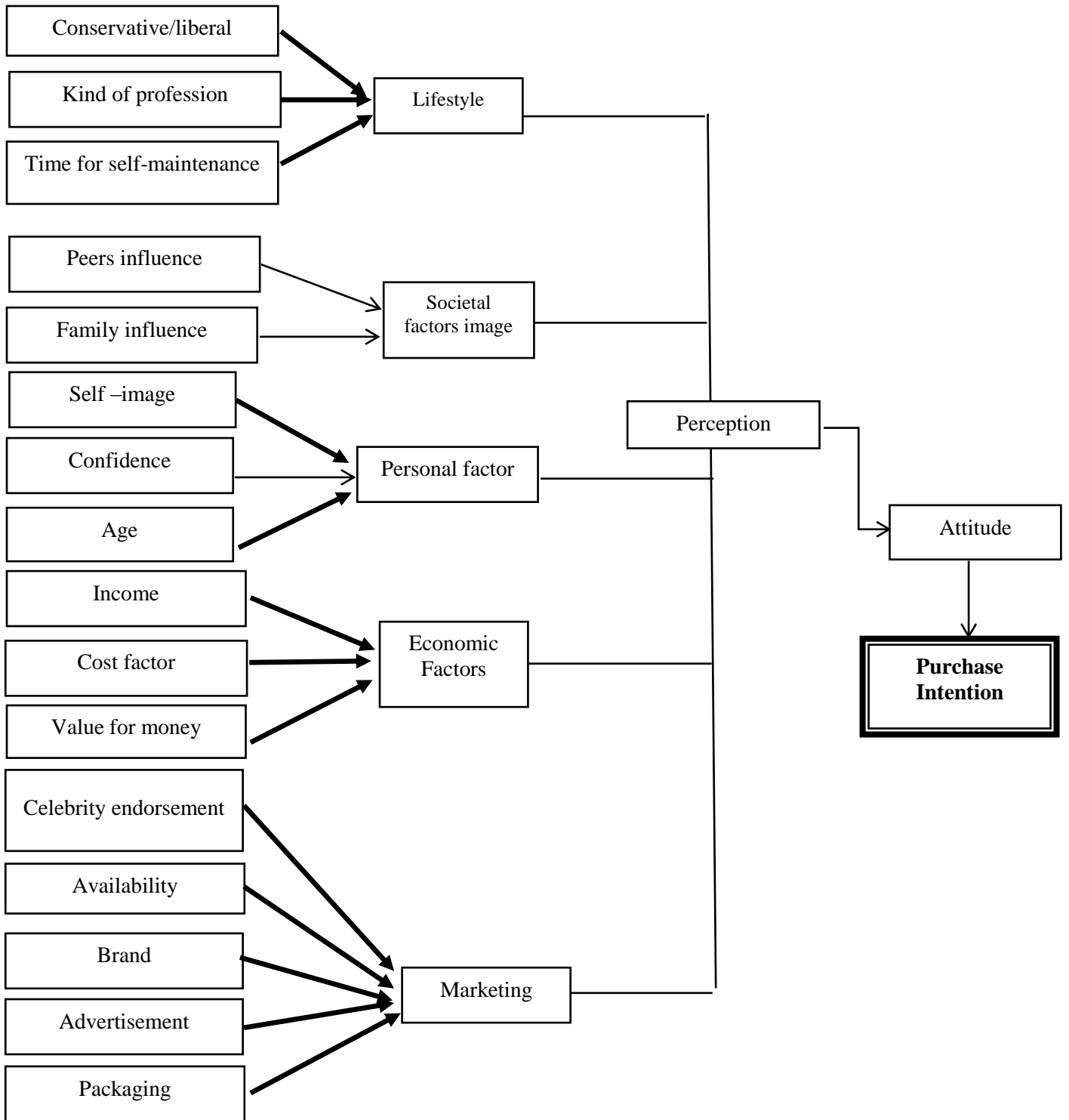


Fig 1: Factors influencing purchase decision of male towards male grooming product

4. Data Analysis

Objective 1:- To understand the usage pattern of consumers towards male grooming products.

It was observed that 45% of the male respondents spend less than 5 minutes daily and most of males approximately 90% spend less than 10 minutes daily on grooming oneself. Out of 402 respondents 255 respondents spend Rs 500-1000 i.e. 64% and The highest amount of spending's on products of male grooming is done on skin care i.e. 30% whereas the lowest amount of spending's is done on bath and shower products i.e.11%

51% of consumers agree that after using grooming product, their confidence is enhanced, whereas 7% male consumers disagree to the same, 51% of the total respondents agree that usage of grooming products help them look better only 3% disagree to that, 37% agrees that usage of grooming product improves their image in the society and 26.93% male stated that they buy grooming products on the basis of products feature and the 28.10% based on brand image of the product.

Objective 2:- To understand the relationship between usage pattern of different grooming products and demographic

variable that is age of consumers towards male grooming products.

Table 1: Showing relationship between demographic variable (age) and usage pattern of different grooming products

hypothesis	OUTCOME	p-value
There is no significant relationship of age and hair oil	Relationship	0.006291
There is no significant relationship of age and shampoo	Relationship	0.00521
There is no significant relationship of age and face-wash	Relationship	0.000000105843
There is no significant relationship of age and shaving gel	Relationship	0.033422
There is no significant relationship of age and beard oil	Relationship	0.00000788987
There is no significant relationship of age and perfume/deodorant	Relationship	0.00000902
There is no significant relationship of age and hair-gel	Relationship	0.000164
There is no significant relationship of age and face-cream	Relationship	0.002757
There is no significant relationship of age and hair-conditioner	Relationship	0.004493
There is no significant relationship of age and talc-powder	Relationship	0.015899
There is no significant relationship of age and shower-gel	Relationship	0.010428
There is no significant relationship of age and hair-colour	Relationship	1.83614E-15
There is no significant relationship of age and after shave lotion	Relationship	0.014657

It is found out that the use of shampoo, face-wash, shaving gel, beard oil, perfume/deodorant, hair-gel, face-cream, talc-powder, shower-gel, hair-colour, shave lotion is more in 20-29 and whereas use of hair oil is more in the age group of 30 and above.

Objective 3:- To understand the perception of the consumers towards male grooming products importance.

Table 2: Showing the perception of the consumers towards male grooming products importance.

	mean	standard deviation
hair oil	2.833333333	1.166696354
Shampoo	3.34079602	1.116986221
face wash	3.286069652	1.177619635
shaving gel	2.758706468	1.162157388
beard oil	1.751243781	1.00512946
perfume/deodorant	3.15920398	1.212786147
hair gel	1.960199005	1.155452416
hair conditioner	2.736318408	1.145357921
face-cream	2.808457711	1.13902794
talc powder	2.273631841	1.073252796
shower gel	2.559701493	1.246508505
hair colour	1.902985075	1.1724353
after shave lotion	2.599502488	1.225782767

The product which has the maximum average among the all the products is considered to be the best perceived product that is “face-wash” scoring 2.80 means face-wash is considered to be most important for males whereas “beard oil” is considered

to be least important 1.75 out of 5

Objective 4:- To identify the factors that influence purchase intention of consumers towards male grooming products.

Table 3: showing factors that influence purchase intention of consumers towards male grooming products.\

Title	Mean	SD
Enhance my confidence	3.845771	0.885514
This helps me look better	4.049751	0.784839
most of the friends and colleagues use grooming products	3.383085	0.989981
My family members uses/suggest me to grooming product	3.253731	0.929054
Helps me to solve ageing concern	3.124378	1.098379
Improves my image in the society	3.432836	1.085712
women's are attracted	3.291045	1.155004
Grooming is not for males.	2.442786	1.155259
Grooming is essential	3.800995	0.955467

The factor which has the maximum average among the all the factors is then considered to be the best perceived factor which influences purchase intention of men towards male grooming products “this helps me look better (4.05)” is the factor which influences purchase intention of consumers.

5. Findings and conclusion

When co-related the demographic factors (age and occupation) with time spent daily by individuals on grooming products, it found that there is no significant relationship between two variables. The amount of spending's of individuals on

grooming per month has no significant relationship with the age of individual male consumer.

It was also observed that male consumers in the age group of 20-24 believe that grooming products are averagely priced and most of them being students who have opinion that grooming products are averagely priced. It was also observed that monthly income has significant relationship the amount of spending's on grooming per month as monthly income of individual increases the amount of spending's on grooming product also increases.

When perception related to importance was measured face-wash is considered to be most important for males. It is found out that the use of shampoo, face-wash, shaving gel, beard oil, perfume/deodorant, hair-gel, face-cream, talc-powder, shower-gel, hair-colour, shave lotion is more in 20-29 and whereas use of hair oil is more in the age group of 30 and above.

To conclude with males use as it helps them look better it was further observed that male consumers use grooming products to enhance their confidence and the factor that males consider to purchase grooming products is based on the "product features" and the "brand image" of the grooming product.

6. Limitation of the study

1. The respondents taken from different occupation were uneven
2. The respondents of age group 30 and above were not easily available as they are busy in their office or business.

7. Recommendations

1. The consumption of hair oil in males in the category of age-group of 20-24 is less as compared to other; it may be the outcome of not promoting hair oil products in the male category. So, the companies producing hair-oil should focus on targeting the male category.
2. consumption of beard oil in the age group of 30 and above is equal to zero which says that the age group of 30 and above aren't aware about the grooming product 'beard oil' or the product may not be promoted well. So, the companies producing hair-oil should focus on targeting the male category 30 and above.

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