

## A study on factors affecting buying of cosmetic products with reference to males in Ghaziabad

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**Abstract**—The focus of this research is to identify the determinants that affect men purchasing behaviour when it comes to cosmetics. The research took place in Ghaziabad, Uttar Pradesh. The data was collected from 105 respondents using a survey method. The economy of the country is reliant on the possibility of personal care, which is also seen as an important aspect of the economy. The cosmetics business is one of the country's burgeoning industries. The Indian buyer's purchasing power and disposable income have increased dramatically; it has also developed a speciality for pushing associations in this field in the last decade, resulting in remarkable progress.

**Index Terms**—Male customers, Buying behaviour, Cosmetic products, Personal care.

### I. INTRODUCTION

THE ACCOMPLISHMENT of any business associations is reliant on understanding the conduct of buyers. Advertising individuals are constantly investigating the purchasing conduct and buying choices of consumers to foresee the future patterns and also investigate regarding how, when, what and why individuals purchase. As indicated by Global Cosmetic Industry report the brands providing proper instruction about how the products can be used with clear information about ingredients put in the products have made consumers use and spend more on these cosmetic products. Consumer behaviour can be comprehended as: "The study of decisions which a customer takes in order to satisfy its needs and wants".

#### A. Indian Cosmetic Industry

In the current context, it is being observed that the Indian cosmetics goods sector is blossoming into a full-fledged industry with impressive product and marketing development. Indian clients are shifting away from 'simply utilitarian' cosmetics and toward more developed 'and focused' restorative items. In 2011, Indian buyers spent just over US\$3 on makeup on an annual basis. In terms of cosmetics use, India has increased from 27% in 2005 to 31% in 2014, and this trend is likely to continue in the next few years. Due to the entry of numerous multinationals into the Indian beauty care market starting in 2011, India has become a vibrant and extremely challenging market for cosmetics products. Foreign corporations are focused more on creative items, re-launching brands, and brand extensions across a range of price ranges. These businesses also offer a wide range of distribution channels to help them gain a foothold in the market. These businesses are implementing effective cost-cutting strategies in their advertisements, allowing them to pass on the enhanced value to their clients by rethinking their overall

price approach. The increased awareness and beauty consciousness youth with financial independence has increased the demand of cosmetics products. In rural India due to less awareness and financial inability the growth of cosmetics markets is negligible. The increased competition and increased prices also contribute towards it.

### II. LITERATURE REVIEW

The Indian beauty and fashion industry has been growing immensely due to development of new scientific techniques, new and innovative products and media hype. Due to increased awareness and increased disposable income along with changing demographic variables and lifestyle of the people the cosmetic industry is flourishing worldwide. According to Euromonitor International, (2006) [1] due to increased awareness and increased disposable income along with changing demographic variables and lifestyle of the people the cosmetic industry is flourishing worldwide.

Interestingly, I noticed that Indian buyers are focusing more on international products embarking on sophistication and increased social status although the scenario is different worldwide. People across different countries are switching to herbal and ayurvedic products [2].

It was observed that income levels of consumers and different brand dimensions like social, culture etc influence the buying behaviour of consumers. But there was no evidence regarding personal and psychological factors of consumers affecting their buying behaviour. [3]

It was found that consumer buying behaviour towards FMCG products, is affected by price, place, promotion and product quality the 4 P's of marketing. [4]

It was found out that the majority of the men believed that using men's cosmetics products improved their appearance and also helped them succeed in their career. [5]

It was identified that consumer buying decisions are influenced mainly by the five factors, which are quality product; product price; brand name; product packaging and advertising. [6]

It was identified that male consumers like to buy the cosmetics products independently. The males' focuses mainly on quality while buying the products. It was also found in the study that male customers prefer buying all their cosmetics products from one single shop of their convenience and choice. [7]

The customer purchasing practices steps in the decision process model.

There are mainly five phases of customer buying behaviour

1. Issues/Need Recognition
2. Information search
3. Assessment of substitutes
4. Buying choice
5. Post buying behaviour

### III. PROPOSED WORK

#### A. Need for Research

This research was done with an intention to provide the cosmetics industry an insight about how the male customers decide to purchase the cosmetics products from a diversified range. And also helps in understanding the ranges of products of different brands which they prefer to buy.

#### B. Objectives of the study

- 1) To study the demographic profile of male buying cosmetics products.
- 2) To identify factors affecting males for buying cosmetics products.
- 3) To examine the reasons for buying cosmetic products.
- 4) To find out the types of cosmetics products bought by male consumers.

#### C. Scope of the Study

The study examines the buying behaviour of cosmetic products by male belonging to different segments in Ghaziabad City. The significant factors chosen for the investigation are as per the following:

##### Demographic Profile of Male Consumers

Age, Occupation and Monthly Income.

Major Factors identified for detailed study includes Buying behaviour, Reasons of purchase, Nature and types of products, Factors in purchase decision, Frequency of purchase, Spending Pattern, Collection of product information Influence of celebrity endorsement and Time duration.

Research Design - Descriptive Research Sampling Method-Non-Probability Convenience Sampling Sampling Area -Ghaziabad Sampling Size- 105

#### D. Methods of Data Collection

Primary Data- Data was collected through questionnaires by mailing the respondents.

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

#### E. Method of Data Analysis

For data analysis Ms excel 2010 has been used.

TABLE 1: AGE

15-20 Years	9	8.6%
20-25 Years	64	61.9%
25-30 Years	11	11.4%
30-35 Years	11	11.4%
35-40 Years	10	6.7%
Total	105	100%

### IV. RESULT & DISCUSSIONS

Tabulation and Data Analysis. The Male Customers Demographic Details are mentioned in the tables below.

TABLE 2: OCCUPATION

Self Employed	9	8.6%
Private Employees	32	30.5%
Student	60	57.1%
Business	4	3.8%
Total	105	100%

TABLE 3: MONTHLY INCOME

None	56	53.3%
Less than 10,000	4	3.8%
10,000-30,0000	21	20%
30,000-50,000	7	6.7%
Above 50,000	17	16.2%
Total	105	100%

TABLE 4: FACTORS AFFECTING MALE BUYING COSMETIC PRODUCTS BUYING BEHAVIOUR

Rarely	20	19%
Very Rarely	28	26.7%
Occasionally	34	32.4%
Frequently	15	14.3%
Always	8	7.6%
Total	105	100%

TABLE 5: REASONS OF PURCHASE

Self Esteem	9	8.6%
Attractiveness	5	4.7%
Personal Care	86	81.9%
Celebrity Endorsements	5	4.7%
Total	105	100%

TABLE 6: NATURE OF PRODUCTS

Chemical	16	15.2%
Herbal	47	44.7%
Semi-herbal	17	16.2%
Ayurveda	25	23.9%
Total	105	100%

TABLE 7: TYPES OF PRODUCTS

Skin Care	52	49.5
Hair Care	27	25.7
Body care	26	24.8%
Total	105	100

TABLE 8: FACTORS IN PURCHASE DECISION

Quality	11	10.5%
Price	7	6.6%
Brand	50	47.6%
Advertisements	2	1.9%
Features	35	33.4%
Total	105	100

TABLE 9: FREQUENCY OF PURCHASE

Weekly	9	8.6%
Monthly	60	57.1%
Fortnightly	12	11.4%
Half Yearly	15	14.3%
Yearly	9	8.6%
Total	105	100

TABLE 10: SPENDING PATTERN

Below 500	67	63.8%
500-1000	23	21.9%
1000-1500	10	9.6%
1500-2000	5	4.7%
Total	105	100%

TABLE 11: COLLECTION OF PRODUCT INFORMATION

Very rarely	11	10.5%
Rarely	30	28.6%
Occasionally	20	21%
Frequently	14	13.3%
Always	28	26.7%
Total	105	100%

TABLE 12: INFLUENCE OF CELEBRITY ENDORSEMENT

Very rarely	45	42.9%
Rarely	30	29.5%
Occasionally	15	15.2%
Frequently	8	4.8%
Always	7	7.6%
Total	105	100%

TABLE 13: TIME DURATION

Less than 6 months	17	16.2%
1-5 Years	39	37.1%
5-10 Years	24	22.9%
10-20 Years	13	12.4%
Above 20 Years	12	11.4%
Total	105	100%

## V. FINDINGS

The majority of the respondents purchasing cosmetic products belonged to the age group of 20-25 years. The respondents were not having any monthly income due to the fact that the majority of the respondents were students.

Majority of the respondents bought cosmetic products for their personal care focusing more on skin related products. The respondents invested more on herbal products and considered brand as the most influencing factor for buying the products. The majority of the respondents spent less than Rs 500 in buying cosmetics products due the fact that the maximum respondents were students. More of the buyers collected prior information before buying any cosmetic products and did not consider celebrity endorsements for purchase. The majority of respondents were using cosmetics products between 1-5 years maybe due to the fact that the majority of the respondents were in the age group of 20-25 years and have reached adolescence stage.

## VI. CONCLUSION & FUTURE WORK

Due to changing demographics and lifestyle scenarios men are becoming more conscious about their looks and appearance. In this research, it was found that men use more skin care products.

The younger generation is especially more inclined towards buying cosmetic products when compared to older generations. Monetary factor also plays an important role in buying behaviour of cosmetics products, people who earn more money can access these kinds of products more than those who are deficient in them. Many factors contribute towards men buying skin care products but the two most noteworthy ones are improvement in skin and personal cleanliness. The main reasons behind men buying cosmetics products indicate that men are concentrating more on their appearance off late.

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