



A Study on Psychological Influence on Men's Grooming Sector

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ABSTRACT

The personal grooming industry, which has historically been female-dominated, is becoming more diverse as more men see the value in maintaining personal care routines. This shift is evident in the rise of services designed specifically for men, meeting their grooming needs. Men's grooming products fall into different categories such as skincare, cosmetics, and hair care, representing the changing consumer preferences and fashion trends.

Men's use of gender-specific cosmetics has become a popular way to enhance their self-image, particularly among younger consumers who are more receptive to skincare practices and products. However, discussions about men's skincare routines are often kept private. Considering these psychological factors can help companies in the men's grooming industry create new product offerings and personalized promotional strategies that meet male consumers' evolving needs and goals.

Today, it is a common desire for people, regardless of gender, to strive for a model or influencer-like appearance. Even though the male skincare market is relatively new, consumer research has not yet delved much into it. Our research indicates that social media users tend to engage in grooming activities more frequently, highlighting the significant impact of digital platforms on grooming habits.

Men's grooming has seen significant growth as the importance of self-care has risen. Men have prioritized personal grooming, resulting in a rise in demand for skincare, haircare, and beard grooming products. The growth has also been driven by online courses and virtual advice, which cater to the growing need for well-being and self-improvement.

Keywords: Gender, Men's Grooming sector, Skincare, social media, self-care.

Introduction

The grooming sector, which used to primarily serve the female market, has experienced significant change in the last few years. The market has grown significantly because of a rise in awareness of male grooming, which has forced industry participants to create separate divisions specifically designed to cater to the needs of male consumers. A wide range of male-specific grooming products, such as facial creams and gels, anti-wrinkle treatments, and hair coloring treatments, have emerged because of this growth.

A key factor driving this growing industry is the evolving concept of grooming and masculinity. Grooming has always been considered at variance with conventional ideas of masculinity, emphasizing traits like hardness, strength, and stoicism. However, contemporary ideas of masculinity now include a wider variety of actions, such as grooming and self-care routines. Grooming has become a way for men to express their individuality and confidence, shattering old prejudices and creating a more inclusive grooming scene.

The men's grooming industry has grown at an exceptionally impressive rate. Globally, the industry is expected to have grown by 3.5% between 2016 and 2020, with advanced economies seeing particularly significant development. Men's skincare makes up an incredible 77.2 million pounds of the market in the UK alone, and the sector is estimated to be worth an incredible USD 11.6 billion worldwide.

The Indian grooming sector has expanded more remarkably, averaging between 15% and 20% per year. Several factors, including the impact of global brands and Indian men's rising awareness of their grooming and appearance habits, have contributed to this surge in demand. Because of this, the men's grooming products market in India is thought to be estimated at a massive Rs. 500 crores.

Due to men's exposure to global fashion trends and grooming practices, the growth of social media platforms like Facebook, Instagram, and YouTube has increased demand for men's grooming products. Sales of a variety of grooming necessities, including electric trimmers, beard oils, scents, deodorants, and face washes, have increased, especially during lockdowns when people have become more self-aware.

An increasing number of men's grooming products are choosing to include herbal and natural ingredients due to increased knowledge of the harmful effects of pollution and UV radiation. This trend highlights a larger movement toward holistic well-being and traditional herbal therapies to contemporary

skincare issues. Specifically, hair care products have become essential to men's grooming routines. These products help with hair growth, preserve natural strength, and enhance hair texture. Men are especially interested in branded hair care products, which reflects their increasing awareness of and demand for high-quality goods.

By 2024, the Indian male grooming market is expected to be worth \$1.2 billion, growing at a compound annual growth rate (CAGR) of over 11%. The paper highlights how the increased focus on e-commerce has created enormous development opportunities for online firms. There have been more than 177 new male grooming products released recently by both well-known FMCG firms and startup companies.

The rapid development of the men's grooming and beauty industry is evidence of an enormous shift in society's attitudes towards self-care. The business is expected to continue growing as men prioritize personal grooming and invest in skincare routines. This growth is being driven by changing consumer tastes and an increasing understanding of the transforming impact of personal grooming.

1.1 RATIONALE OF THE STUDY AND MOTIVATION

RATIONALE OF THE STUDY

- In recent times, there has been a notable shift in societal views towards masculinity. Previously, the emphasis was on toughness and stoicism; however, the definition of masculinity has broadened to include a more diverse range of behaviors. Men are now being encouraged to prioritize self-care and express themselves more freely, including through grooming practices, which can help enhance their well-being and self-confidence. To better understand this shift, a deeper examination of the psychological factors that influence men's grooming habits is necessary. By exploring the influence of self-image and societal expectations, psychology research can shed light on why men are increasingly adopting grooming and self-care practices. Factors such as changing social norms, evolving gender roles, and the desire for individual expression are all contributing to this trend.
- The market for men's grooming products has experienced significant growth in recent years, indicating a shift in men's attitudes towards self-care. This trend can be explained through psychological insights, which can help industry players adapt to changing customer needs and take advantage of new trends. The men's grooming industry is flourishing due to various factors, such as the desire for self-improvement, the impact of media and advertising, and changing cultural views of masculinity. By understanding the underlying motivations and aspirations of male consumers, businesses can develop new products, improve their marketing strategies, and better cater to the preferences and requirements of their male customers.
- Gender Dynamics: Historically, discussions about grooming and personal hygiene have been dominated by women. However, the increasing popularity of the men's grooming industry highlights the relevance of understanding male grooming behavior and perceptions. By recognizing and addressing gender dynamics in consumer behavior, companies can develop more inclusive marketing strategies and product lines that appeal to a diverse range of customers. Additionally, by understanding the unique psychological motivations of male consumers, firms can strengthen their relationships with their target market and foster brand loyalty.

MOTIVATION FOR THE STUDY

In the past, men's grooming products were limited to deodorants and shaving products like gels, foams, and razors. However, nowadays, companies are introducing a wider range of products in categories like hair care and skin care, with a particular focus on men's bath and shower products. The significance and relevance of men's grooming in modern society have led researchers to investigate the psychological factors that influence men's attitudes toward grooming habits. The main objective of this study is to unravel the complex web of psychological elements that drive men's grooming habits, providing insight into larger societal trends and personal well-being.

The exponential rise of the men's grooming industry provides a strong foundation for this study. Understanding the psychological drivers behind this growth is crucial because the market is expanding at an unprecedented rate. By understanding the psychological elements that influence men's grooming habits, industry players can take advantage of new trends, create focused marketing campaigns, and offer cutting-edge products that better meet the changing needs of their customers.

There are several motivations for investigating the psychological impacts of the men's grooming industry. These include understanding changing ideas of masculinity, fostering industrial expansion, eliminating myths, and advancing well-being. The goal of this research is to contribute to larger conversations on gender dynamics, consumer behavior, and social well-being, promoting a more understanding and inclusive society. To effectively market these products, marketing managers need to have a thorough understanding of the target customers' buying behaviour. By understanding the customer's buying behaviour, they can come up with strategies to attract them towards the products. Therefore, this study aims to investigate the factors that influence customers' purchasing decisions towards male grooming products.

1.2 STATEMENT OF THE RESEARCH PROBLEM

The differences between the grooming markets for men and women highlight the importance of companies understanding their target audience and using effective marketing methods to attract male customers and promote male grooming products. Despite the significant growth of the men's grooming industry, the complex psychological factors that influence men's grooming habits are still not well understood. This research aims to shed light on the

intricate network of psychological factors that impact men's grooming behaviors, which will help industry stakeholders better understand new trends and take advantage of market opportunities.

1.3 REVIEW OF LITERATURE

(Junaid et al., 2017) According to research, the Indian cosmetics industry is expanding at a faster rate than other industries. The industry is well-positioned to experience significant market expansion through innovative goods and promotional tactics. It becomes clear that the skincare market is one of the main factors behind this expansion. The market is crowded with both domestic and foreign brands that sell a wide range of items, such as herbal, ayurvedic, and men's skincare products. The cosmeceutical market has a bright future because of all these variables combined. There is a noticeable movement in customer preferences toward natural cosmeceutical products rather than synthetic ones, which is indicative of the increased need for skincare products with natural origins. This pattern demonstrates how adaptable the sector is to changing customer demands and sets it up for long-term, steady growth.

(Hamshaw & Gavin, 2021) In the field of grooming, research has primarily focused on characteristics such as weight and muscle mass and general body perceptions; relatively less focus has been given to the grooming sector. Grooming, which includes skincare, body care, maintaining facial hair or body hair, hair styling, and cosmetic operations, is still a comparatively unexplored area of bodywork. The significant increase in sales within the men's grooming sector over the last ten years, however, indicates a growing emphasis on appearance among males in society. Men's toiletry sales are growing at a faster rate than those of other toiletries, which is indicative of a growing range of product usage beyond typical shaving products. Recognizing these changes is essential to understanding how ideas about masculinity and beauty standards are changing and how this affects consumer behavior as well as the industry.

(Nair & Prakash, 2007) According to research, men are more likely to choose and buy individual cosmetic brands. Quality is the main factor influencing their decisions to buy. Male consumers frequently like purchasing cosmetics from a single, convenient store, so convenience plays a big part. This inclination toward personal choice and focus on quality draws attention to a unique trend in male consumer behavior in the cosmetics industry. Comprehending the habits of male consumers is crucial for businesses and retailers seeking to properly address their requirements and preferences.

(Thota et al., 2014) According to a study, males shop for cosmetics online and in easily accessible retailers. Creating an online presence for your brand can increase trustworthiness. Men's purchase decisions may also be influenced by focusing on women as influencers. Brands may capitalize on men's demand for convenience and digital interaction by carefully positioning themselves to appeal to them by utilizing these data.

(Khan et al., 2017) Studies indicate that male cosmetic buyers are highly motivated by factors such as healthcare, aging, social values, and self-image. People of different age groups have different buying habits when it comes to cosmetics and personal hygiene items. Younger people tend to buy them more often compared to older people. Men's use of personal care products has significantly increased, which can be attributed to increased awareness of health and well-being. Men's cosmetics advertisements have a positive impact on attitudes regarding consumption. Comprehending these variables is crucial for firms seeking to efficiently target male consumers and leverage the expanding market for male grooming goods.

(Byrne & Milestone, 2022) Men's skincare consumption is still primarily unnoticed, making it an "invisible" type of consumption. Even though some men use skincare products, they typically avoid talking about their routines and keep their skincare habits private. Men, especially the younger ones, are aware of the importance of skincare in delaying the aging process. Younger men's attitudes regarding skincare have been significantly influenced by the spread of knowledge economy occupations, media portrayals of shifting masculinity (as seen in magazines like Men's Health Magazine), advertising, and social media impact. These reasons highlight how the landscape of male grooming practices is evolving and how important skincare is becoming in today's ideas of masculinity, even though many men prefer to maintain their skincare routines private.

(Ota et al., 2023) The study demonstrates how the rise of social media influencers has been crucial in altering attitudes about male beauty and cosmetics, upending conventional wisdom and emphasizing the value of men's grooming routines. These influencers have turned regular men into beauty enthusiasts by popularizing the idea of skincare routines and grooming journeys through various platforms such as Facebook, Instagram, and YouTube. The increased demand for men's grooming products is largely due to this social media exposure to global fashion trends.

(Beyond Tradition: The Blooming Market of Men's Grooming In..., 2024) Research indicates that the value sales of men's grooming products are expected to increase by 5.4% at constant pricing in the Asia Pacific area by 2023. Men's grooming divisions include skincare, which makes up one-third of the category overall and is the largest category in terms of retail value sales. Between 2023 and 2027, men's perfumes are expected to experience the largest rise in value, rising 6.8% in constant terms. For men's skincare in Asia Pacific, Euromonitor International's Beauty and Personal Care Forecast Model projects a 4.7% compound annual growth rate (CAGR) with a growth rate of 3.5% between 2023 and 2027 in constant value terms.

1.4 RESEARCH GAP

The literature review provides insightful information on several topics related to the men's grooming sector, such as consumer behavior, market trends, and psychological components that affect men's grooming habits. Yet, despite the substantial research, several knowledge gaps surface arguing for additional study to fully address the dynamics of the men's grooming industry.

The expansion and market trends of the men's grooming sector have been extensively studied, but studies specifically addressing the psychological aspects influencing men's grooming behaviors are conspicuously lacking. The literature recognizes the impact of changing social norms around masculinity and the emergence of social media influencers on grooming practices, but it does not go deeply into the psychological processes that underlie these developments. It is crucial to comprehend the psychological factors influencing men's grooming habits during the pandemic and how they vary from pre-pandemic behaviors to create focused treatments and marketing plans that meet the demands of the target audience today.

Research on the psychological drivers behind men's interaction with online communities and grooming content is few, despite the literature's emphasis on the influence of digital platforms on men's grooming habits. Gaining insight into the reasons for men's reliance on digital platforms for product suggestions, virtual consultations, and grooming assistance can help develop strategies that improve online grooming experiences and encourage community involvement. Furthermore, investigating the potential effects of digital platforms on men's conceptions of masculinity ideals and grooming standards can shed light on how male grooming culture is changing in the digital era.

There are several gaps in understanding the psychological factors influencing men's grooming practices, the reasons behind men's engagement with digital grooming platforms, and the cultural influences on grooming behaviors, even though the existing research offers insightful information about many aspects of the men's grooming industry. Closing these study gaps will help us better understand men's grooming habits and develop strategies for holistic well-being promotion in a variety of international situations.

1.5 THEORETICAL UNDERPINNINGS

- **Shifting Social Norms and Attitudes:** Over the years, there has been a noticeable shift in the way society perceives men's grooming and self-care. Formerly, grooming was primarily intended for women, but attitudes have evolved, and an increasing number of men are adopting grooming as a vital daily practice. As a result of this societal change, the market for men's grooming-related products and services is expanding.
- **Enhanced Consciousness and Awareness:** The COVID-19 pandemic has brought about a heightened awareness of personal hygiene and self-care habits. As a result, men have become more conscious of their grooming practices to prevent the spread of the virus. The rise in demand for grooming products, such as skincare, hair care, and personal grooming tools, is a direct result of this increased awareness.
- **Impact of social media and Influencers:** Social media platforms have become powerful tools for conducting consumer preference research and promoting grooming products. Influencers, including social media stars and celebrities, play a significant role in setting fashion trends for grooming and endorsing products. As a result of their recommendations and endorsements, men's grooming products and services are gaining more popularity.
- **E-commerce's rise:** As more people resorted to online buying for convenience and security, the pandemic hastened the development of e-commerce platforms. Online distribution of grooming goods has broadened the market and made it simpler for customers to find and buy a variety of items catered to their specific demands.

2. Research Methodology

2.1 SCOPE OF THE STUDY

The scope of this research is to conduct a comprehensive examination of the factors driving the men's grooming industry. The study will place particular emphasis on age, social media, and psychological variables.

Firstly, it will analyze how different age groups perceive and engage with grooming goods and services, considering generational preferences and trends.

Moreover, the study will explore how social media platforms affect men's grooming practices by analyzing their influence on opinions about grooming brands, trends, and purchase decisions. It will also delve into the psychological aspects of men's grooming habits, such as confidence, self-image, and social conventions.

The research's findings will provide valuable insights for marketers, policymakers, and industry stakeholders. They will be able to create targeted strategies that appeal to various consumer segments, leverage social media platforms, and address the psychological factors influencing men's grooming habits.

2.2 RESEARCH OBJECTIVE

Key observative of the study

1. To identify the various factors influencing the purchasing decision of male grooming products.
2. To identify the influence of social media on psychological changes like self-care attitude.
3. To identify is there an increase in consumption of men's grooming products.

2.3 FRAMING OF RESEARCH HYPOTHESES

Test 1

H0: There is no significant influence of social media on grooming habits

H1: There is a significant influence of social media on grooming habits

Test 2

H0: Men's grooming habits have significantly increased since the availability of grooming products.

H1: Men's grooming habits have not significantly increased since the availability of grooming products.

2.4 RESEARCH DESIGN

This study utilizes a causal-explanatory research design, combining primary and secondary sources to establish causal relationships between independent and dependent variables. The questionnaire targeted men to understand their changing opinions on the grooming sector.

Data Collection:

Survey Method: A survey with quantitative questions was conducted to gather 103 responses.

Survey Instrument: To assess what are factors influencing the purchase decision on men's grooming products, a structured questionnaire was created. The questionnaire included validated scales to measure the study's motivations.

Data Analysis:

- SPSS Software: SPSS will be used to conduct a statistical analysis of the collected data.

2.5 METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY

Methods for data collection

1. Primary Data
2. Secondary Data

Primary Data

A survey was conducted through Google Forms to gather data on the growth of the male grooming sector. The questionnaire included questions about grooming routines, products, social media influence, and psychological factors impacting grooming habits. 103 responses were collected.

Secondary Data

Information on men's grooming habits, psychological factors affecting grooming behaviors, market trend impact on grooming practices was gathered from secondary sources such as books, research papers, and online journals.

Variables of the study

Independent Variables:

1. Social media influence
2. Product availability

Dependent Variable:

1. Grooming habits

3. Data Analysis and Interpretation

3.1 TECHNIQUES FOR DATA ANALYSIS

A variety of statistical techniques were utilized to analyze the data collected in the study. The main objective of the study was to comprehend the significant changes that have occurred in the grooming sector. Pie charts and bar graphs were employed to provide a visual representation of the distribution of responses for various categorical variables, including gender, preference for grooming products, and opinions on the growing sector. These visual aids make it easy to comprehend and compare data across different categories, leading to a clear understanding of the data. Regression analysis

was utilized to assess the association between grooming habits and the increasing availability of grooming products. The analysis was carried out using SPSS software

3.2 HYPOTHESES TESTING AND DATA INTERPRETATION

Chart 1 – Gender

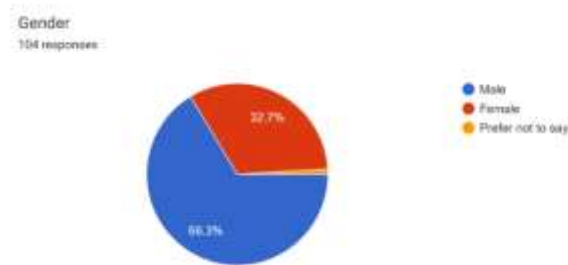


Chart 2 – Age

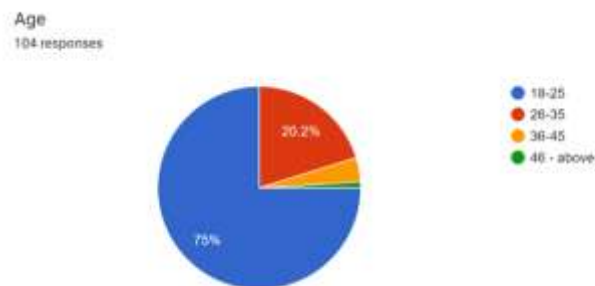


Chart 3 – Regular engagement of grooming habits

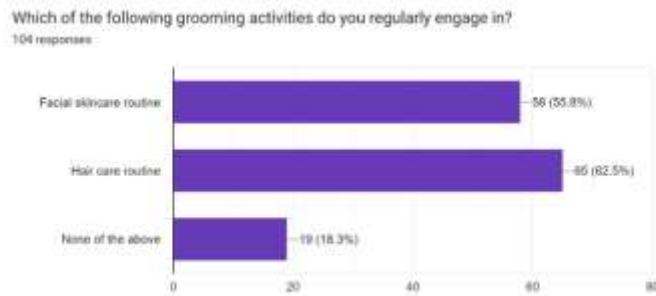


Chart 4 – Usage of skincare

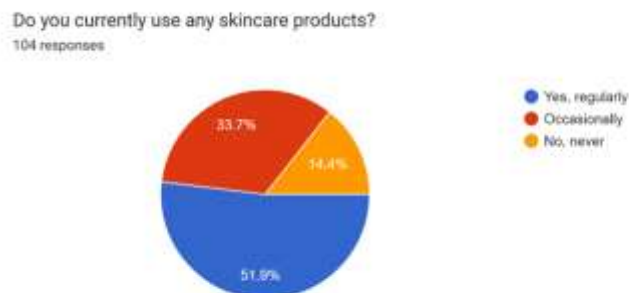


Chart 5 – Change of men grooming habits

Do you think men's grooming habits have changed over the years due to societal changes?
104 responses

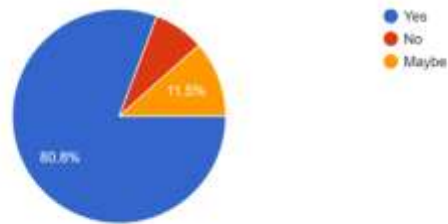


Chart 6 – Grooming habits lead to professional success

Do you believe that better grooming habits lead to better professional success?
104 responses

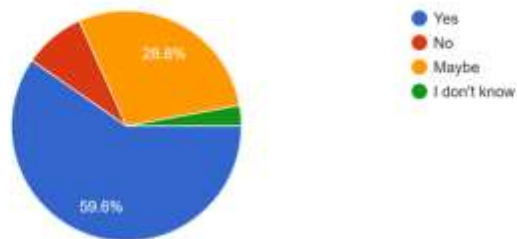


Chart 7 – Importance of personal grooming

How important is personal grooming to you on a scale of 1 to 5, with 5 being extremely important?
104 responses

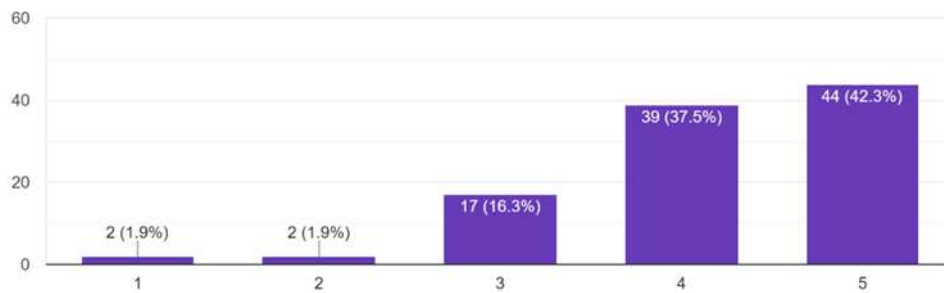


Chart 8 – Factors to consider while purchasing

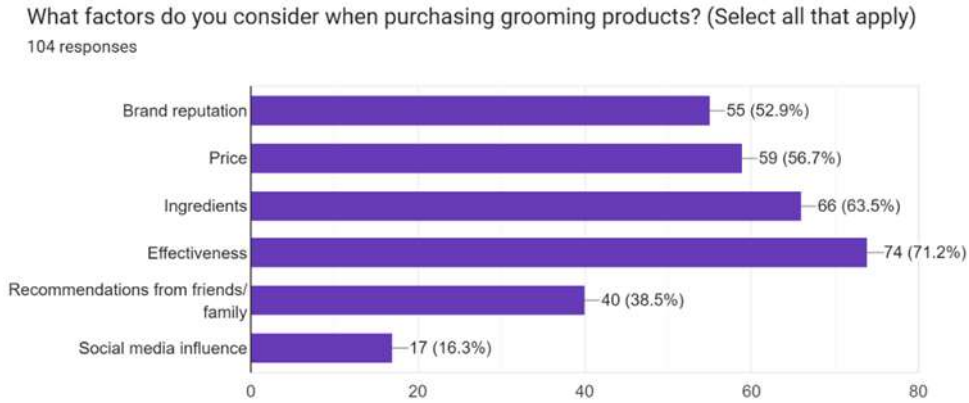


Chart 9 – Media portrays unrealistic grooming standards

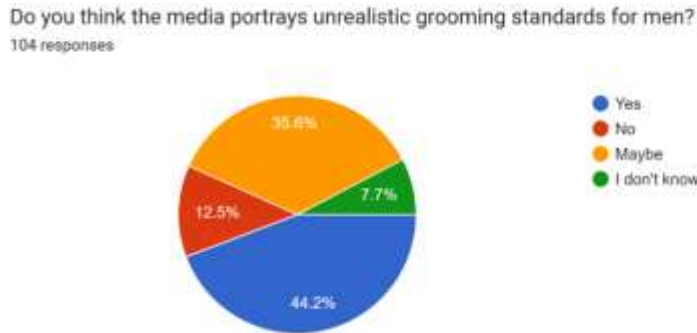


Chart 10 – Influence of social media

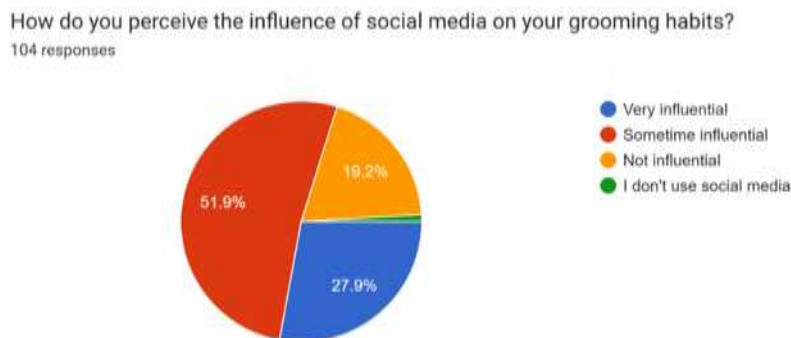


Chart 11 – Openness to try new products

Are you open to trying new grooming products?

104 responses

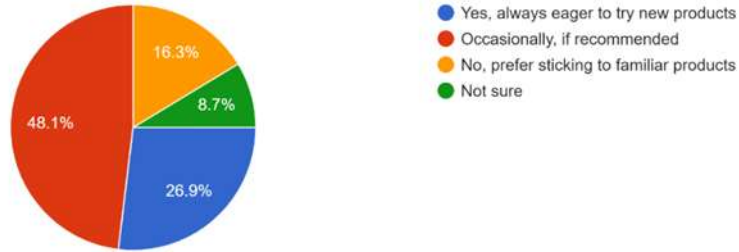


Chart 12 – Men comfortable discussing on hsbits

How comfortable are men discussing grooming habits with others?

104 responses

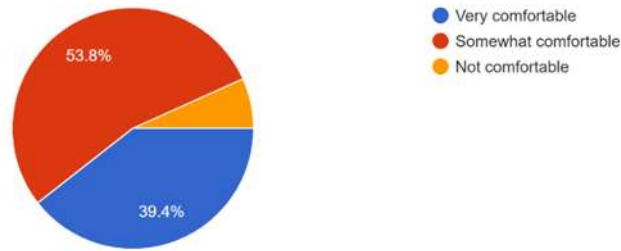


Chart 13 – Increased availability of grooming products

Have you noticed an increase in the availability of grooming products specifically tailored for men post-covid?

104 responses

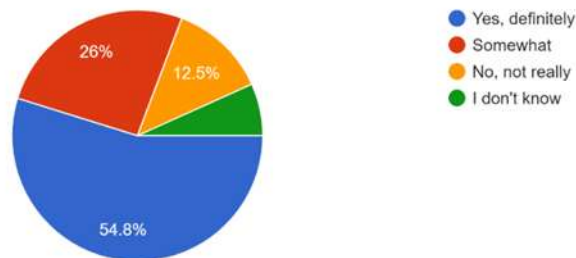


Chart 14 – Information on new grooming products

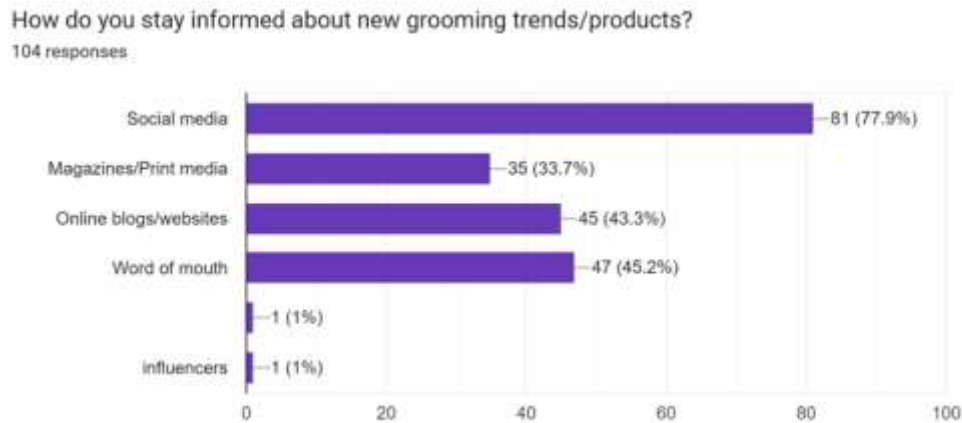


Chart 15 – Follow any influence or models

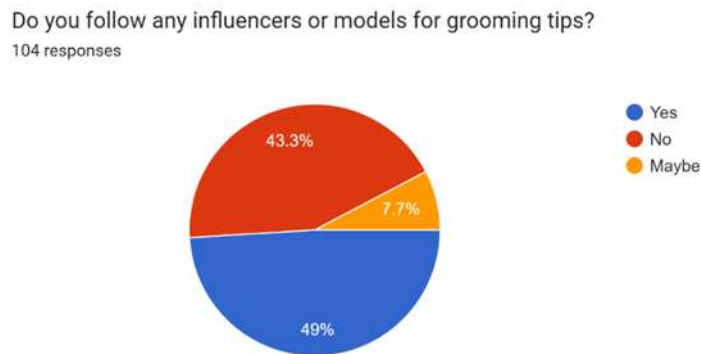
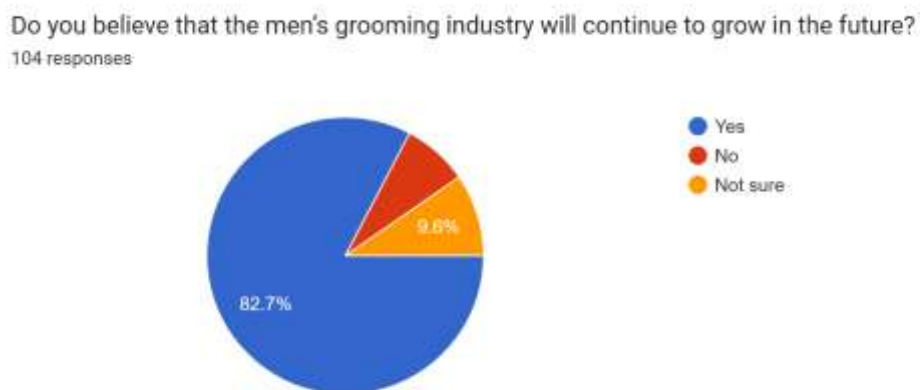


Chart 16 – Growth of industry in future



Interpretation:

Rank analysis

Table1: Factors influencing purchasing decisions of male grooming products.

Factors	Respondents	Percentage	Rank
Brand reputation	55	52.90%	4th
Price	59	56.70%	3rd
Ingredients	66	63.50%	2nd
Effectiveness	74	71.20%	1st
Recommendations from family/friends	40	38.50%	5th
Social Media influence	17	16.30%	6th

The table provides information on the important factors that influence the purchasing decisions of consumers when buying male grooming products. The study reveals that effectiveness is the top priority for most consumers, with 71.2% of respondents ranking it as highly important. The second most important factor that affects consumers' decisions is the evaluation of ingredients, with 63.5% of respondents finding the product composition to be valuable. Price is also a significant factor that influences 56.7% of customers while making a purchase. Additionally, social media influence, word-of-mouth referrals from friends and family, and brand reputation (52.9%) are all important factors that affect customer preferences. The results highlight the growing importance of product composition and performance for male grooming consumers. This indicates that there is a rising market for products that meet standards for price and ingredients while also producing effectiveness. Companies looking to successfully target and interact with male grooming consumers in a competitive market context must understand these consumer goals.

Chi – square analysis

Which of the following grooming activities do you regularly engage in? * How do you perceive the influence of social media on your grooming habits? Crosstabulation

			How do you perceive the influence of social media on your grooming habits?				Total
			1	2	3	4	
Which of the following grooming activities do you regularly engage in?	1	Count	8	12	4	0	24
		Expected Count	4.6	13.4	5.6	.4	24.0
	2	Count	5	18	5	0	28
		Expected Count	5.4	15.6	6.6	.4	28.0
	3	Count	0	8	7	1	16
		Expected Count	3.1	8.9	3.8	.2	16.0
Total	Count	13	38	16	1	68	
	Expected Count	13.0	38.0	16.0	1.0	68.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.114 ^a	6	.041
Likelihood Ratio	14.867	6	.021
Linear-by-Linear Association	9.706	1	.002
N of Valid Cases	68		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .24.

The above analysis shows a chi-square test analysis table looking at the influence of social media on grooming habits.

H0: There is no significant influence of social media on grooming habits

H1: There is a significant influence of social media on grooming habits

- The chi-square test statistic 13.114 (0.041) is statistically significant (p -value $< .05$), which means there is an influence of social media on grooming habits
- Looking at the table itself, we see that most respondents have been influenced by social media to engage in their grooming activities.

So, while the majority of people surveyed have been influenced by social media, we can reject null hypotheses and accept alternative hypotheses i.e., there is a significant influence of social media on grooming habits.

Regression analysis**Variables Entered/Removed^a**

Model	Variables Entered	Variables Removed	Method
1	Have you noticed an increase in the availability of grooming products specifically tailored for men post-covid? ^b		Enter

a. Dependent Variable: Which of the following grooming activities do you regularly engage in?

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.307 ^a	.094	.080	.732

a. Predictors: (Constant), Have you noticed an increase in the availability of grooming products specifically tailored for men post-covid?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.670	1	3.670	6.844	.011 ^b
	Residual	35.389	66	.536		
	Total	39.059	67			

a. Dependent Variable: Which of the following grooming activities do you regularly engage in?

b. Predictors: (Constant), Have you noticed an increase in the availability of grooming products specifically tailored for men post-covid?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.453	.187		7.784	.000	1.080	1.826
	Have you noticed an increase in the availability of grooming products specifically tailored for men post-covid?	.234	.089	.307	2.616	.011	.055	.412

a. Dependent Variable: Which of the following grooming activities do you regularly engage in?

The analysis below shows the results of a regression analysis conducted to examine the relationship between the availability of grooming products for men and men's grooming activities. The dependent variable considered was "Which of the following grooming activities do you regularly engage in?" and the independent variable was "Increases availability of grooming products."

Model Summary:

The R-squared value indicates the proportion of the variance of variables. An R^2 of 0.307 suggests that approximately 31% of the variability in men's grooming activities has changed due to the increased availability of men's grooming products.

ANOVA:

The F-test result assesses whether the regression model is statistically significant. A p-value of 0.011, which is less than the significance level of 0.05, suggests a significant relationship between the availability of grooming products for men and men's grooming activities.

Coefficient:

The coefficient for the independent variable is 0.234. This suggests that, on average, for every increase in the availability of grooming products for men, men tend to engage in grooming activities more frequently by 0.234 units.

After analyzing the data, we accept the null hypothesis and reject the alternative hypothesis. This means that men's grooming habits have increased significantly since the availability of grooming products has been increased.

4. Findings and Recommendations

4.1 RESEARCH OUTCOME AND FINDINGS

- **Effects of increased availability on Grooming Habits:** The availability of grooming products has a statistically significant correlation with men's grooming habits, accounting for approximately 31% of the variance.
- **Growth of the grooming industry:** 82.7% of respondents believe there is potential for growth in men's grooming.
- **Factors influencing Purchasing decision:** There is a growing demand for male grooming products that offer both effectiveness and affordability. The male grooming industry has emphasized the importance of product performance and composition. Companies must recognize and address these consumer preferences in their marketing strategies and product offerings. This will help companies to effectively engage with male grooming consumers.
- **Engage in Hair and Skincare:** Approximately 55.8% of the respondents adhere to a facial skincare routine, while roughly 62.5% of people take care of their hair. It is observed that 18.3% of people do not engage in any of the grooming activities mentioned, which highlights the significance of hair and skin care in daily routines.
- **Use of Skincare Products:** According to the survey, 14.4% of respondents have never used skincare products, while 51.9% of respondents use them regularly. These results point to a sizable market for skincare products. Of the respondents, 33.7% use them sometimes.
- **Impact of Society on Men's Grooming:** The study found that 80.8% of respondents believed societal changes impacted men's grooming habits, indicating increased male grooming awareness and acceptance.
- **Relationship Between Professional Achievement and Grooming:** According to the survey, 59.6% of respondents believe that better grooming is linked to professional success, while 28.8% disagree. This indicates that a significant number of participants believe that physical appearance influences career achievement.
- **Comfort Levels When Discussing Grooming:** The majority of respondents have varying comfort levels when discussing grooming techniques, emphasizing the need for open communication and reducing stigmatization.
- **Grooming Influencers' Impact:** 49% of participants regularly follow grooming influencers, indicating a high reliance on them. 43.3% of non-followers don't follow any influencers, indicating potential for growth.
- **Sources of information on grooming.:** According to recent research, when it comes to grooming trends and products, people rely most on word-of-mouth (45.2%), online blogs/websites (43.3%), magazines/print media (33.7%), and social media (77.9%) for knowledge. Surprisingly, only 1% of individuals take grooming guidance from influencers. This finding suggests a possible lack of trust in influencers for grooming recommendations.

4.2 THEORETICAL IMPLICATION

Men who regularly take care of their grooming may develop a positive perception of themselves, which can improve their self-esteem and confidence. This information is valuable to marketers who can promote grooming products as tools for enhancing self-image and confidence.

Additionally, research shows that social influence and observation play a significant role in determining behavior. Men can learn grooming habits by observing others, such as influencers, friends, and family members. Marketers can take advantage of this social learning by featuring testimonials or recommendations from relatable individuals who endorse specific grooming products or routines.

4.3 MANAGERIAL IMPLICATION

Product Innovation and Adaptation: Businesses have the opportunity to adapt and improve their product offerings to meet the changing demands and preferences of customers, particularly in light of the increased awareness and acceptance of grooming practices. This may involve developing new skincare products that specifically address issues caused by stressors associated with the pandemic, such as skin irritation due to wearing face masks.

Supply network Management: It has been found that there is a significant relationship between grooming habits and product availability, indicating the importance of a strong supply network. Therefore, companies should ensure that grooming products are readily available to meet customer demand, while also considering any potential disruptions caused by pandemics or other emergencies.

Market Diversification and Expansion: The men's grooming industry is expected to grow in the coming years, providing businesses with opportunities to expand into new market areas and diversify their product lines. Companies could consider venturing into specialty sectors such as natural or organic skincare, or introduce gender-neutral grooming products to their portfolio.

4.4 LIMITATION OF THE STUDY

The study's limited application to worldwide trends in grooming habits stems from its exclusive focus on the male population of India. As a result, it is difficult for international companies to apply research findings to a more comprehensive market strategy. The study could not be entirely in line with global grooming trends, which could make it more difficult for MNCs to create thorough and successful product innovations and marketing plans for a range of foreign markets.

One potential limitation of the study is that the sample may not accurately represent the general public. This is because the sample may have consisted mostly of individuals who are more interested in grooming or who have easier access to information and items related to grooming. As a result, it may be challenging to apply the study's findings to the entire male population. Certain findings, such as the impact of grooming on career success or the influence of grooming, may be interpreted subjectively and differently by different people. This could lead to bias in the analysis.

4.5 CONCLUSION AND SCOPE FOR FUTURE STUDIES

CONCLUSION

The conclusions of the study shed light on several significant topics, including the grooming practices of men, the growth of the industry, consumer preferences, and the impact of culture. The availability of grooming products clearly influences men's grooming habits, as evidenced by the significant proportion of respondents who believe in the industry's potential for expansion. Customers emphasize the importance of product performance and composition when making purchasing decisions, and they seek grooming products that are both effective and reasonably priced.

The study also highlights the growing importance of skincare and personal grooming, which may be due to pandemic-related health concerns. Grooming habits can serve as psychological coping strategies, giving people a sense of control and routine during uncertain times.

From a management perspective, companies should adapt their product offerings to meet changing consumer needs, particularly in relation to pandemic-related skincare concerns. Effective supply chain management is critical to ensuring product availability and meeting consumer demand. Additionally, there are many opportunities for market expansion and diversification, with companies encouraged to explore new product categories and market niches to take advantage of the expected growth in the men's grooming sector.

Overall, the study emphasizes the importance of understanding the complex interactions among consumer behavior, commercial dynamics, and societal shifts that have shaped the men's grooming industry. By leveraging these insights, companies can strategically position themselves to capitalize on emerging trends and opportunities, driving growth and success within the dynamic field of male grooming.

SCOPE FOR FUTURE STUDY

- **Influence of Marketing and Advertising:** It would be advantageous for businesses in the grooming industry to analyze the effectiveness of their marketing plans and ad campaigns on consumer grooming habits. By conducting research, they can investigate the impact of various marketing channels, messaging strategies, and spokesperson endorsements on consumer perceptions and purchase decisions.
- **Sustainability and Ethical Considerations:** As consumers become more aware of ethical and environmental issues, it would be interesting to investigate the connection between grooming practices and sustainability. It's essential to explore customer preferences for grooming items made from ethical and environmentally friendly sources. Additionally, studying how sustainability activities impact consumer behavior when making purchases would be relevant.
- **Technological Innovations in Grooming:** It is essential to study how modern technologies, such as skincare gadgets and virtual try-on tools, impact consumer behavior and product preferences related to grooming habits.

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