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A Study on Factors Influencing Consumer Buying Behaviour of Male Skincare Products with Special Reference to Coimbatore City

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ABSTRACT:

In recent years, the male grooming industry has witnessed significant growth as modern men have become increasingly conscious of their appearance and skin health. This shift in attitude marks a departure from traditional norms where skincare and beauty were predominantly associated with women. The study aims to investigate the key factors influencing men's purchase decisions regarding skincare products. Specifically, it examines the impact of self-image, celebrity endorsement, ageing concerns, lifestyle, and socio-cultural factors on consumer behavior. The study also highlights a growing acceptance of skincare among men, particularly in urban and younger demographics. Many men now associate skincare routines with improved self-confidence, better social impressions, and personal hygiene. This evolving perception creates new opportunities for marketers and product developers to cater to male-specific skincare needs by tailoring their offerings in terms of product design, branding, and promotional strategies.

Keywords:

Grooming
Skincare
Masculinity
Brand
Hygiene
Self-image
Lifestyle
Marketing
Natural ingredients
Celebrity endorsement

1. INTRODUCTION:

In today's globalized world, rapid advancements in technology, science, economy, and lifestyle have significantly transformed consumer behavior, especially in the beauty care industry. With increasing awareness about hygiene, appearance, and wellness, both men and women are investing more in personal grooming products. While the cosmetics market traditionally catered to women, recent trends show a significant rise in men's interest toward skincare and beauty, driven by a desire to look youthful, confident, and well-groomed. Influences from fashion, media, and changing social norms have led to the emergence of a booming male grooming market. Men now actively seek products such as moisturizers, facial cleansers, and anti-aging treatments tailored to their specific skin types and needs. However, factors such as social perception, lack of experience, and masculinity concerns still affect their purchasing decisions. The industry, recognizing this shift, is innovating and customizing marketing strategies to appeal to the modern male consumer. Companies are developing products that are fast-absorbing, lightweight, and subtle in fragrance to meet male preferences. The growing middle class, higher disposable income, and exposure to global trends are further fueling the demand. This study aims to explore the motivations, preferences, and influences that shape men's skincare product consumption, offering insights for marketers and manufacturers targeting this evolving segment.

1.1. OBJECTIVES:

- To identify the various reasons behind the purchase of male grooming products.
- To examine the factors influencing the buying decisions of male skincare product consumers.
- To analyze the role of personal, social, and psychological factors such as lifestyle, self-image, and celebrity endorsement in purchase behavior.
- To determine the sources through which men gain awareness about skincare products.
- To explore the level of brand awareness and preferences among male consumers.
- To evaluate the willingness of men to try different skincare products and adopt grooming routines.
- To assess the impact of product attributes like price, quality, natural ingredients, and packaging on consumer decisions.
- To provide insights for marketers to develop effective strategies to target the male skincare market.

1.2 PURPOSE OF THE STUDY:

The purpose of this thesis is to investigate men's attitude towards purchasing of skin care products. The focus is on the relationship between their consumption habit and market characteristic. Some said that men were not explicitly ready to use, or directly buy their skincare products by themselves whereas others considered the mentalities ready to confront an explosion of this new market. This research is studied in order to explore men perspective toward the skin care consumption, for instance in the connection of self-concept theory with the need for an individual to be recognized by others, is it possible to be one element that motivates men to take care themselves more by using skin care products? And also, to figure out which reasons and factors have highly impacts of men customers before making decision to use the skincare products or to buy products, such as price, advertising, press, store location, the effects from others as spouse, family, friend, celebrity endorsement, and so on. Additionally, the factors influencing the purchase at the purchasing point are studied whether it can affect to decision making at that moment.

DATA COLLECTION

The data for this study are of two types: -

- Primary data
- Secondary data

Primary data:

Primary data is the specific data which the researchers collect or observe by themselves such As conducting a questionnaire and interview.

Secondary data:

Secondary data means data that are already available they referred to the data which has Already collected and analysed by someone else. Considerable data has also been taken from Journals, newspapers, Magazines and Internet.

DATA ANALYSIS

Data analysis tends to be extremely subjective. That is to say, the nature and goal of Interpretation will vary from business to business, likely correlating to the type of data being Analysed. While there are several different types of processes that are implemented based on Individual data nature, the two broadest and most common categories are "quantitative Analysis" and "qualitative analysis"

DATA INTERPRETATION

Data interpretation refers to the implementation of processes through which data is reviewed .For the purpose of arriving at an informed conclusion. The interpretation of data assigns aMeaning to the information analysed and determines its signification and implications.

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The importance of data interpretation is evident and this is why it needs to be done properly.

Data is very likely to arrive from multiple sources and has a tendency to enter the analysis process with haphazard ordering.

The following tools are used in the analysis:

PERCENTAGE ANALYSIS

This method is used to compare two or more series of data to describe the relationship or the distribution of two or more series of data. Percentage analysis is done to find out the percentage of the response given by the respondent. The data collected is shown using a pie diagram.

PERCENTAGE = NUMBER OF RESPONDENTS

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References must be listed at the end of the paper. Do not begin them on a new page unless this is absolutely necessary. Authors should ensure that every reference in the text appears in the list of references and vice versa. Indicate references by (Van der Geer, Hanraads, & Lupton, 2000) or (Strunk & White, 1979) in the text.

Some examples of how your references should be listed are given at the end of this template in the 'References' section, which will allow you to assemble your reference list according to the correct format and font size.

PERCENTAGE OF THE RESPONDENTS

AGE	FREQUENCY	PERCENTAGE
15-20	23	20%
21-30	75	63%
31-40	14	11%
Anove40	8	6%
Total	120	100%

FINDING

The study revealed that the majority of respondents were young, educated, and unmarried men, primarily in the 21–30 age group. Most respondents had a monthly income below ₹20,000 and spent less than ₹1,000 on skincare products. Night treatment creams and moisturizers were the most commonly used products. Quality was the most important factor influencing purchase decisions, followed by brand and price. Natural ingredients were the top preference when selecting skincare items. Many respondents showed moderate willingness to try different skincare products, with the internet and department stores being the most popular shopping platforms. The primary reasons for purchasing skincare products included personal hygiene, solving skin problems, and improving appearance. Nivea was the most recognized brand among respondents, and a significant number had been using skincare products for over three years. Television and the internet were the leading sources of Information about skincare products. Overall, the findings indicate a growing awareness and acceptance of male grooming, with a strong influence from product quality, branding, and social perception.

SUGGESTIONS

The growth of the male grooming products market is largely driven by increasing consumer purchasing power and a growing awareness of hygiene and beauty. Studies indicate that the motivation for men to use grooming products is influenced by self-perception and social factors, such as the opinions of spouses, family, friends, work colleagues, and celebrities featured in advertisements. Therefore, marketers need to consider these social influences when selecting marketing strategies.

When introducing products to the Indian market, marketers must keep in mind that Indian consumers are highly price-sensitive, making affordability a key factor in their purchasing decisions. Despite the rising demand, a significant barrier to market growth is the perception of consumer acceptance, particularly for international brands that are often associated with women's beauty products. This leads to resistance from male consumers, which can hinder brand adoption. To overcome this, brands are focusing more on advertising and marketing efforts to strengthen their reputation and appeal to male consumers globally.

In addition, the surge in social media exposure has played a vital role in raising awareness about skincare, body image, hygiene, and self-grooming among men. This growing awareness has contributed to a healthy demand for men's skincare solutions. Moreover, e-commerce platforms are enabling skincare brands to reach a wider audience, providing easy access to a diverse and expanding range of products. This accessibility is fostering growth in the male grooming market, further driving the demand for these products worldwide.

CONCLUSION:

The Indian male consumer has shown a growing interest in experimenting with cosmetic products, personal care services, and different hairstyles. Traditionally, many grooming products such as fairness creams and sunscreen lotions were considered female-centric, but this perception is changing. Indian men are increasingly open to trying these products, showcasing a significant shift in their grooming habits. This evolving trend has caught the attention of FMCG (Fast-Moving Consumer Goods) companies, who are targeting this new and untapped market segment. In response to this shift, brands have had to tailor their offerings to suit Indian preferences, keeping in mind the market's price sensitivity. This strategy has allowed companies to establish themselves and carve out a niche in the male grooming space.

However, the Covid-19 pandemic has presented challenges to the growth of the men's personal care market. The global lockdowns and disruptions in supply chains have had a significant impact on the availability of grooming products. Additionally, consumers' discretionary spending has decreased as a result of economic uncertainties. This shift in consumer behavior has prompted a preference for safe, reliable, and essential products over luxury or experimental items.

In response to these changes, personal grooming brands have focused on strengthening their online presence through e-commerce channels. E-commerce platforms have allowed these brands to maintain a connection with consumers during lockdowns, providing them with easy access to personal care products while staying safe at home. To further engage consumers, many brands have introduced at-home personal care solutions, enabling men to maintain their grooming routines without leaving the house. Additionally, brands have hosted online engagement campaigns to boost consumer interaction, offering discounts, tutorials, and promotions to encourage continued engagement. These strategies have helped grooming brands maintain consumer loyalty and adapt to the evolving needs and preferences of the male consumer in India, especially in light of the pandemic.

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