

# A Study on Buying Behavior in Men's Grooming Segment

**Hemant Birendra Yadav**

Shri G.P.M. Degree College of Science and Commerce, Andheri, Mumbai, Maharashtra

**Abstract:** *The purpose of this study is to find out men's perceptions of cosmetics and their range of products. Grooming products are not just for women. In fact, there is a huge range of products specifically designed for men to shave, clean, moisturize, treat skin problems, etc. The men's grooming market in India is growing and growing at 25% every year. Industry experts attributed this rapid growth to men's increased awareness of their appearance. The purpose of this study is to find out the factors that influence customer behaviour and purchasing decisions. The study used primary and secondary data. A detailed questionnaire was developed and distributed to customers aged 15-56 and older. The total sample consists of 92 respondents and is selected by simple random sampling. Younger men (ages 18-25) were more likely to purchase grooming products for fashion or style purposes, while older men (ages 6+) were more likely to purchase grooming products for functional purposes such as anti-aging or hair growth. Regarding brand loyalty, the study found that men were more likely to be loyal to a particular brand if they had a positive experience with the product, such as good quality, value for money and positive word of mouth.*

**Keywords:** Grooming