

A Study on Buying Behavior in Men's Grooming Segment

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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

I. INTRODUCTION

Consumer buying behavior is the study of consumers' actions when selecting whether to purchase a good that meets their needs. It is an investigation into how customers behave and what motivates them to purchase and use goods. For marketers, it is crucial to comprehend consumer purchasing patterns since it enables them to react to customers' expectations more effectively. To introduce new products to the market, it is critical to determine the types of products that buyers want. Marketers can comprehend what consumers enjoy and detest so they may create their marketing strategies accordingly. Consumer buying behavior researches a range of topics, including what consumers buy, why they buy, when they buy, and how. Consumer behavior is the study of how individuals, groups, or organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. It encompasses the entire process of decision-making involved in purchasing and consuming products or services. There are various factors that influence consumer behavior. Some of the key factors include psychological factors such as motivation, perception, learning, and attitudes, social factors such as family, friends, reference groups, and social class, cultural factors such as culture, subculture, and ethnicity, and situational factors such as the physical environment, time, and mood. The process of consumer behavior involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. During the problem recognition stage, consumers become aware of a need or want that they want to satisfy. In the information search stage, they seek information about the product or service. During the evaluation of alternatives stage, consumers evaluate the available options based on their needs, preferences, and constraints. The purchase decision stage involves deciding to purchase the product or service. Finally, in the post-purchase evaluation stage, consumers evaluate their experience with the product or service.

History of Men's Grooming:

Times have changed and so have the grooming regimen for men. Men were never groomed in ancient times like they are today. From untidy, rough hair & crabby unshaved beards to their customized products for their skin type. Men have come a long way to adopt the perfect grooming habits finally. Modern men prefer to keep themselves all groomed and stylish, with maintained hair, well-suited moustache, and thoughtfully sculpted beard. But let's find out how ancient men maintained themselves and have a look through the evolution in grooming.

Ancient Egypt Grooming:

Grooming was an important part of daily life in ancient Egypt for both men and women. Ancient Egyptian men used a variety of natural ingredients for grooming, including perfume oils, waxes and perfumes. They used to style hair and beards, which were considered important symbols of masculinity. In ancient Egypt, men usually wore their hair short or shaved, and beards were more common among older and more distinguished men. In works of art, bearded men were often depicted as wise and dignified, and beard styles often indicated social status. For example, pharaohs and other high officials often wore false beards as a symbol of power. Men also used kohl to darken their eyebrows and outline their eyes, which was both a cosmetic and a practical way to protect their eyes from sunlight.

The Roman Grooming:

Grooming was an important part of life in ancient Rome, and men attached great importance to their appearance. Roman men used a variety of natural ingredients for grooming, including oils, powders, and hair dyes. One of the most important male treatments in ancient Rome was hair care. Men often wore their hair short with fringes in the front and styled it with pomades. Pomades were usually made from animal fat or olive oil mixed with beeswax and scented with scented oils such as rose or lavender. Men also used bone or ivory combs and brushes to keep their hair tidy. Beard care was also important for men in ancient Rome. Beards were fashionable and often worn long, and men used special combs to groom them. They also used oils and conditioners to keep their beards soft and shiny. In addition to hair and beard care, ancient Roman men also practiced dental hygiene, using a toothbrush made from twigs or a cloth wrapped around a finger and a paste made from crushed bones, oyster shells and charcoal to clean their teeth. In general, grooming was an important part of male life in ancient Rome, and the use of natural ingredients such as oils and powders for personal care and hygiene was common.

Grooming From the Middle Ages till The Elizabethan Era:

In the Middle Ages, men's grooming was often low and hygiene poor, bathing was rare. However, during the Renaissance, which also included the Elizabethan era in England, interest in beauty and grooming grew. Elizabethan men wore their hair long, often in curls or braids, and used pomades and oils to keep it in place. Beards and moustaches were also fashionable and were often made into elaborate designs. Men also used makeup, including white lead and vermilion, to enhance their skin and create a fair, aristocratic appearance. In addition to hair and makeup, Elizabethan men also wore elaborate clothing such as frills, doublets, and hose. The clothes were often made of expensive fabrics such as silk and velvet and were heavily decorated with embroidery and jewels. Hygiene was still an issue at the time and many people still believed that bathing was unhealthy. Instead, people would use perfumes and scented powders to cover their body odor. However, some advancements in personal hygiene were made during the Renaissance when the use of toothbrushes and

toothpaste became more common. In the Middle Ages, men had a great challenge in care and maintenance. Men have continued to take care of themselves with their own techniques since ancient times. In the Elizabethan era, the treatment of men began to accelerate again. At the time, sage was considered an effective teeth whitening agent; Rosemary water was the main hair care product. Wine bath masks and egg-honey masks were popular for reducing wrinkles. Some men's grooming products are also made with arsenic and lead. However, the use of these products led to significant early deaths

Grooming Trends in The Victorian Era:

The Victorian era was a time of strict social norms and etiquette that strongly influenced men's grooming tendencies. Men were expected to look well-groomed at all times, and personal hygiene became a priority. During the Victorian era, men's hair was often styled clean and shorter hairstyles became more common. Pomades and other hair products were used to keep the hair in place and give it shine. Beards were also popular, but were usually cut and styled more conservatively than in earlier eras. Personal hygiene was a priority in the Victorian era and men had to regularly wash and use personal care products such as soap, cologne and aftershave.

II. RESEARCH METHODOLOGY

Statement of Problem:

There are many disparities between the male and female grooming market. Therefore, it is important for businesses to have a very thorough understanding of the target market and plan strategies to market it to the target market and persuade men's attention to men's grooming products. This study tries to identify the different factors that drive the purchase of male grooming products. despite the growth of the industry, little is known about men's buying behaviour in the grooming segment. While there have been studies on women's buying behaviour in the beauty industry, there is a lack of research on men's grooming behaviour.

Objectives:

- To find out the most influencing factor in buying decision of customers, men in particular.
- To find out correlation between the influencing factor and demography
- To find out various factors taken into consideration before making a purchasing decision
- To study the effects of marketing mix on buying decision of customers, men in particular.
- To check how much men as consumers are inclined towards grooming.

Importance of study:

Traditionally, grooming products for men were limited to deodorants and shaving products such as foams and razors. Today, companies are introducing an expanded range of products from categories such as hair and skin care, and a particular focus is on bath and shower products for men. The marketing managers need to have a thorough understanding of the target customers buying behaviour. Only with understanding of buying behaviour can they come up with strategies to attract customers to products. The purpose of this study is to investigate the factors influencing customers' purchasing decisions towards men's grooming products.

Scope of the study:

The top 10 growth markets for men's toiletries during the last five years include Brazil, China, South Korea, the U.S., Germany, India and the U.K. According to a TechCity Research report, "Indian Men's Grooming Products Market Forecast and Opportunities, 2020", the market for men's grooming in India is anticipated to witness double digit growth at a CAGR of over 17% through 2020. Growth in per capita disposable income, rising urban middle-class population.

Limitations of the Study:

The study is confined to a very limited area within Mumbai city and with a very limited sample size. This study conducted relating to the men's grooming segment so the result which we gather is only applicable for the men's grooming sector. The response from the sample may be biased, or may contain cooked up from the respondent. Another limitation was the relatively short period and within which this research was carried out. Questionnaires method is used only for data collection and the limitation of the questionnaire method is applicable to the study.

Method of Data Collection:

The aim of any data gathering is to gather high-quality evidence, which translates to rich data analysis and enables the development of answers to questions that are convincing and believable. Primary data was collected from various people and their opinion and information for the specific purposes of study helped to run the analysis. The data was collected through questionnaire to understand their experience and preference towards ecommerce platforms.

Sampling decisions:

Sample size:

92 samples were taken for the study.

Research Instrument:

A structured questionnaire has been prepared to get the relevant information from the respondents. The respondents are asked a variety of questions on the questionnaire, and their answers are requested. The researcher used a structured questionnaire as well as the assistance and collaboration of the chosen respondents from a variety of professions.

III. LITERATURE AND REVIEW

"Men's Grooming Products: Factors Affecting Consumer Buying Behavior" by Niharika Yadav and Rajesh Kumar (2018) This study examines the factors that influence men's buying behavior in the grooming segment in India. The study found that price, brand name, quality, and packaging were the most important factors that influenced men's purchasing decisions. The study also found that men were more likely to buy grooming products from supermarkets and hypermarkets rather than specialty stores.

A study by Ganguli and Roy (2017) found that advertisements significantly affect men's buying behavior in the grooming segment, particularly those that feature male celebrities. The study also found that promotional activities, such as discounts and free samples, play a crucial role in attracting men towards a particular brand. One of the most important factors is the influence of advertisements and promotional activities.

A study by Ghosh and Das (2021) found that men are willing to pay a premium for products that offer superior quality and better results. Another factor that influences men's buying behavior in the grooming segment is the perception of quality. Men tend to prefer products that are perceived to be of high quality and provide visible results.

A study by Kumar and Kumar (2020) found that men are more likely to buy a product if it has been recommended by someone they trust, such as a family member or friend. Personal recommendations and word-of-mouth marketing also influence men's buying behavior in the grooming segment.

Kotler (2008), consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. It is a branch of marketing that combines aspects of anthropology, sociology, sociology of psychology, and economics. It makes an effort to comprehend how consumers make decisions, both on their own and in groups. It researches consumer traits including demographics, psychographics, and behavioral variables in an effort to comprehend people's demands.

"Men's Grooming in the Middle East and Africa" by Euromonitor International (2021) This study examines the male grooming market in the Middle East and Africa and identifies trends and drivers of growth in the region. The study found that the male grooming market in the Middle East and Africa was growing at a significant rate and was being driven by factors such as rising disposable income, increasing awareness of personal grooming, and changing attitudes towards masculinity. The study also found that men in the region were increasingly interested in premium and luxury grooming products

"Men's Grooming in Brazil" by Euromonitor International (2021) This study examines the male grooming market in Brazil and identifies trends and drivers of growth in the country. The study found that the male grooming market in Brazil was growing at a significant rate and was being driven by factors such as increasing awareness of personal grooming, changing attitudes towards masculinity, and rising disposable income. The study also found that men in Brazil were increasingly interested in natural and organic grooming products.

IV. DATA ANALYSIS, INTERPRETATION & PRESENTATION**What is your perspective about men's grooming?**

Maintaining personal hygiene for pleasing personality

Applying various products to look good

Bathing and brushing daily

Hygiene, look good, smell good

Data Analysis and Interpretation:

The data above shows that most customers (39), and males, believe that grooming is about preserving personal hygiene for an appealing personality. While options 2 and 3 are tied. We can therefore conclude that the majority believes that maintaining personal hygiene is part of grooming, whilst some just believe it to be product application or bathing and brushing. Only one, however, believes that it encompasses all three of the alternatives.

What kind of grooming products do you use?

- Face washes
- Creams
- Deos and perfumes
- Bodywashes and soaps
- Hair care and styling
- All the above
- Few of the above

Data Analysis and Interpretation:

We can observe that most clients (29) only use a small number of the products when taking care of themselves. While a second group of respondents (25) use every product stated above. Which is followed by bodywashes and soaps (16.3%), followed by an identical number of respondents (8.7%) who only use deodorants and perfumes and 5.4% who only use face wash.

What is your reason to use face wash?

- To get rid of the dirt, germs, impurities etc
- Maintaining clear skin
- Boosting hydration
- The ad was compelling
- Someone said so

Data Analysis and Interpretation:

The removal of dirt, bacteria, and other impurities is, according to 29.3% of respondents, the main reason for using face wash. 22.8% of respondents said they use face cleanser after someone recommended it to them. Following this group are 20.7% of people who use face wash to keep clear skin, 15.2% of people who use it because the advertisement was persuasive, and the remaining 12%.

How long have you been using the face-wash of a particular brand?

- 0-4 months
- 5-8 months
- 9-12 months
- 2 years
- 3 and above years

Data Analysis and Interpretation:

We can see that many respondents have been using face wash for between nine and twelve months, with 22.8% having used it for three years or more. 21.7% of users have used it for at least two years. 20.7% of those who have used it for five to eight months, followed by 19.6% of those who have used it for four months, and then 15.2% of those who have used it for two years.

How often do you face wash?

- Daily

Alternate days
Weekly
Monthly
Whenever you go out

Data Analysis and Interpretation:

We can observe that many respondents wash their faces every day, followed by 23.9% who wash their faces every time they go out, 16.3% who wash their faces every other day, 10.9% who wash their faces once a week, and 6.5% who wash their faces every month.

What is your reason to use cream (Face Creams, Body Lotions and Moisturizer)?

Protection against weather conditions
Maintaining a healthy skin
Allergic to dust
A recommendation from someone
Others

Data Analysis and Interpretation:

We can see that 35.9% of people use creams to protect themselves from the elements, followed by 22.8% of those who do so because a recommendation came their way. 16.3% of people use it because they are allergic to dust, followed by 20.7% who use it to maintain good skin, and the remaining users do the same.

How long have you been using the creams of a particular brand?

0-4 months
5-8 months
9-12 months
2 years
3 years and above

Data Analysis and Interpretation:

We can see that most responders, or 30.4%, had used the creams for between nine and twelve months. Following that are 16.3% who have been using it for three years or more, followed by 9.8% who have been using it for two years, and 22.8% who have been using it for a half year or longer.

How often do you use creams?

Daily
Alternate days
Weekly
Monthly
Whenever you go out

Data Analysis and Interpretation:

We can see that a large majority of respondents—27.2%—use creams every day, followed by 26.1%—who use them whenever they leave the house. It is then used on a weekly basis by 17.4% of respondents, on alternate days by 15.2% of respondents, and monthly by the remaining 4.3% of respondents.

What is your reason to use perfumes or deodorants?

To combat body odour
To smell good

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To look attractive
To enhance personality
Other

Data Analysis and Interpretation:

We can observe that most respondents—50% of the responses—use deodorants to make themselves smell nice, followed by 21.7% of respondents who do the same. 15.2% of respondents use deodorant or perfume to improve their personalities, while 13% do so to appear more attractive.

How long have you been using the deodorant/perfume of a particular brand?

0-4 months
5-8 months
9-12 months
2 years
3 and above years

Data Analysis and Interpretation:

We can observe that 21.7% of the respondents use a certain brand's deodorant or perfume semi-annually, followed by 19.6% who have used it for two years, 18.5% who have used it for nine to twelve months, and 15.2% who have used it for less than four months.

How often do you use Deodorant and Perfumes?

Daily
Alternate days weekly
Monthly
Whenever you go out

Data Analysis and Interpretation:

We can observe that most respondents—4.2%—use deodorant or perfume every day, followed by 21.7% who do so each time they leave the house. 14.1% of people use it weekly, and the remaining people use it on alternating months.

Do you use hair gel?

YES
NO

Data analysis and Interpretation:

We can see that 58.7% of respondents, the majority, do not use hair gel. It also means that 41.3% of people use hair gel.

IV. CONCLUSION

The Indian man is growing playing with new cosmetic goods and services, as well as with new hairstyles and looks. The metrosexual man, who is quickly becoming a favourite of FMCG companies, doesn't hesitate to try beauty products and apply dollops of sunscreen moisturiser — all of which were previously deemed very girly goods. Because India is a very price sensitive market for makeup and personal care products, businesses had to devise creative strategies that fit Indian tastes, allowing them to create a specialised market for themselves. There is huge potential for brands to tap into products in the men's grooming category. Even though there exists for men's exclusive grooming products, there exists a huge demand for mass-produced and generic products. To satisfy this strong demand for men's products, companies must offer effective communication strategies for value to consumers. The Indian men's grooming industry is a market with high growth potential, due to increasing disposable income, continuous development and introduction of products

on the market, growing media exposure, growing awareness of grooming products among the country's male population.

Grooming is no longer a female activity, even in small towns in rural India. Today more men are spending on personal and grooming needs, the demand for male models in leading fashion shows and beauty shows exclusively for men demand thus is more in top-tier cities such as Mumbai Delhi Bengaluru etc.

The analysis carried out confirmed that to understand the orientations and the behaviours that they condition, more in-depth research and scientific argumentation are necessary. The analysis of the characteristics of the behaviour of the male purchasers has that the orientation of utility purchase is typical of the men; the factor that motivates their buying behaviour is the desire to acquire the product.

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