

Analysis of Factors Influencing on Consumer Buying Behavior on Men's grooming Products

Dr. Neelu lamba

Assistant Professor, Department of Commerce & Management ,SGVU

(Jaipur) Email - Singhneelu2104@gmail.com

Abstract

The main objective of this study was to examine the factors influencing Indian consumers' choices of cosmetic products. The study investigated the impact of social and cultural factors on consumers' purchasing decisions. The findings demonstrate that social influences such as role models, religion, and self-esteem significantly affect consumers' decisions to purchase beauty products. In addition, consumers' attitudes, social connections, cultural background, and social class were found to play an important role in shaping buying behavior. The purchasing habits of consumers with regard to beauty products were also significantly influenced by demographic variables such as age, gender, family income, and individual income. Furthermore, personality traits, lifestyle patterns, and family influence were identified as major determinants of purchase decisions.

The study specifically aimed to identify the variables affecting men's purchasing behavior for grooming products in Hyderabad, Telangana State, India. Primary data were collected through a structured questionnaire and subsequently analyzed using appropriate statistical techniques in line with the conceptual framework of the study. This section includes an analysis of respondents' demographic characteristics, shopping habits, and the key factors influencing men's grooming product purchases. Both qualitative and quantitative research methods were employed. A five-point Likert scale was used to measure respondents' perceptions. The sample for the study consisted of 500 respondents from Hyderabad, Telangana State.

Keywords: Factors Influencing Consumer Buying Behavior; Skincare Products; Customer Purchasing Decisions

Introduction:

The purpose of this study was to determine the variables affecting men's purchasing of grooming products in Hyderabad, Telangana State, India. Primary data were gathered through the study's questionnaire and then subjected to statistical analysis in accordance with the conceptual framework. This section includes a description of the respondents' demographic information, their shopping habits, and a study of the variables impacting men's purchasing habits for grooming products.

Both qualitative and quantitative research methods were used in this study. Five-point Likert scales can be used to measure respondents' perceptions in qualitative research. In Hyderabad, Telangana state, 500 respondents made up the study's sample.

Survey techniques can provide information on attitudes, sentiments, beliefs, and expected behaviour; questionnaires are helpful in obtaining specific data from the intended audience. The questionnaires consist of three parts: variables impacting men's grooming product buying trends, buying trends, and



Interdisciplinary Journal of Information, Knowledge, and Management

*An Official Publication
of the Informing Science Institute*

SCOPUS INDEXED

Vol. : 20, Issue 2 2025

ISSN: (E) 1555-1237

demographic data about the respondents. There are four types of aspects in the influencing variable questions: personal, societal, cultural, and psychological. On the basis of the data collected for the study, SPSS (Statistical Package for Social Science) conducts reliability tests, correlation analysis, and regression analyses to determine whether or not the respondents concur that social, cultural, psychological, and individual aspects influence men's purchase decisions.

Understanding Indian male consumers' attitudes towards grooming and cosmetic products is the aim of this study. Their opinions about what it is to be a man, concepts of masculinity, body image, self- concept, and brands available in the French market have all been observed. This study fills a gap in the literature by examining the attitudes and behaviours of males who use cosmetics, which have not received enough attention despite the global cosmetics markets' explosive rise.

Phased model of the consumer decision-making process (CDP): problem identification, information search, alternative assessment, buy decision, and post-purchase evaluation. The results of the study showed that customers' decisions to purchase beauty products are influenced by social factors, such as religion, self-esteem, and role models.

Finding the variables that affect consumer behaviour and purchasing decisions is the aim of this study. The purpose of the study is to determine the impact of many factors on consumer purchasing behaviour, including product quality and attributes, pricing, product ingredients, brand name, and packaging. Both primary and secondary data were used in the investigation. The study's findings showed that the primary motivations for using grooming products are to enhance appearance and personal hygiene, which in turn boosts the development of self- confidence and contributes to status building.

India's men's grooming market is expanding at a rate of twenty-five percent every year.

Experts in the field explained this explosive rise in men's self-consciousness about their appearance. Nowadays, men are significantly more self-conscious than ever about how they look and how clean they are. In order to meet these needs, personal care companies now have access to a sizable unexplored market. Analysts in the market believe that the three million affluent adult males in India will account for a significant share of the rise.

Consumer purchasing decisions for beauty goods are influenced by the market:

The research has shown that customers' decisions to purchase beauty products are influenced by market factors. Many of the respondents were adamant that factors like price, advertising, promotion, and quality of the goods all had a big influence on what customers choose to buy. The whole range of product attributes, such as brand name, loyalty, image, and preference, had a significant impact on the decision to buy the in-issue beauty product. The study concluded that consumers' decisions to purchase beauty products were significantly influenced by economic and market factors.

Everyone wants to be attractive. Our networked environment generates stereotypes, which are subsequently used as models. Everywhere we look—in television shows, films, fashion shows, ads, on the street, at the office, and in classrooms—we are confronted with an excessive number of models. Everyone, men and women alike, aspires to the ideal existence, which includes having flawless skin and a toned body.

Cosmetic buyers give careful thought to a number of marketing mix aspects, such as product quality, brand, price, advertising, availability, prior purchase history, and packaging.

Consumer purchases are also influenced by a number of other elements, including marketing, psychological, social, cultural, and personal aspects. Every component of the market mix, including site, pricing, promotion,



Interdisciplinary Journal of Information, Knowledge, and Management

*An Official Publication
of the Informing Science Institute*

SCOPUS INDEXED

Vol. : 20, Issue 2 2025

ISSN: (E) 1555-1237

and product, has the ability to influence the purchasing process at different points in time.

The size of the global market for men's grooming products was estimated at USD 54.38 billion in 2022 and is expected to increase at a compound annual growth rate (CAGR) of 4.6% from USD 58.46 billion in 2023 to USD 80.06 billion by 2030.

According to Kotler (2008), the study of consumer behaviour focuses on how, what, when, and why consumers make purchases. It is a subfield of marketing that combines aspects of economics, sociology, psychology, and anthropology. It makes an effort to comprehend how consumers make decisions, both alone and collectively. It examines personal attributes of each customer, including behavioural factors, psychographics, and demographics, in an effort to comprehend their demands.

Customers continually choose from a variety of things even while they are unaware of the products or how to use them. They are purposefully acquiring the different new brands without being aware of the new offerings. Furthermore, when a new firm joins the market, it can be very difficult for any consumer to understand the features of the newest products, which causes confusion among consumers trying to get information.

Consumers have replied based on the quality and dependability of the items; to comprehend the features, benefits, and dependability of the products, one must have a basic understanding of the products. The final user of a product is the customer, who purchases it from the market. For businesses to conduct successful sales activities, the market need an effective distribution network and channel. The report also mentioned the significance of networks, distribution channels, and advertisements in the consumer products sector.

Socialization agents such as peers, family, and the media shape and influence the distinct

shopping habits of consumers. These socialization agents claim that they frequently have an impact on teenagers' decisions to purchase particular goods or brands.

Review of Literature:

Influence of Products on Consumer Choices

Keller and Kotler (2022) define products as market offerings that satisfy customer needs and wants. These offerings may take the shape of tangible goods, services, experiences, events, people, places, properties, organizations, information, or ideas. They continue by saying that as the company's sales revenues are derived from product sales, the significance of the product offering is essential. To be regarded as market leaders, goods and services must be of the greatest calibre and offer exceptional value to consumers. Customers will assess the product offering by considering the features, service mix, quality, and cost. Product dimensions include product variety, quality, design, features, brand name, packaging, and other auxiliary services, according to Kotler, Armstrong, and Opresnik (2020).

Creusen and Schoormans (2019) contend that product look, or more particularly, product design, is essential since it not only helps consumers evaluate the product but also offers them a distinguishing advantage. Creusen and Schoormans then assess the different purposes of product design, including the dissemination of information that is artistic, symbolic, utilitarian, ergonomic, attention-getting, and classified. They found that the terms "aesthetics" and "symbolic roles of appearance" were most frequently used by respondents. Saleem, Ghafar, Ibrahim, and Ahmed (2015) share this opinion, but they also find that customer preferences and perceived product quality have an impact on a buyer's purchase intention. Porter (1976); Porter; Saleem et al. (2015); Porter. In the end, whether a product is regarded as superior is determined by product performance factors including dependability, durability, and perishability.



Figure:1.1 Brand Personality

The cosmetic industry stands to gain greatly from this growing problem:

However, what precisely is cosmetics? Cosmetics are substances used on the body to make it look better. Shampoos, soaps, makeup, hair treatments, and perfumes are all considered cosmetics. In a psychological sense, it implies that you are making up for something you lack. The market for cosmetics for women has been for a very long time, but sales of products for men have recently exploded. The male physique, which used to be eclipsed by the female body, is being flaunted more and more in the media, in ads, and in films. The emergence of men's fashion periodicals supports this newly discovered male concern for looks. The explosion of the male press in general and the consumption of male grooming products go hand in hand. As a result, males are becoming more and more in line with specific standards of beauty and becoming less and less of a sanitarian.

However, despite the fact that men use cosmetics more and more frequently, their wives are still thought to purchase 80% of their products. However, despite the fact that market research indicates that women expect their partners to take care of their appearances as well, some people still worry that using cosmetics will diminish their virility and link them to a female, effeminate, or homosexual world. Stereotypes really do have it tough! The physique, outward appearance,

<https://ijikm.com/>

and beauty do, in fact, reflect the seduction game and, in turn, sexuality, the object, or more accurately, desire: women vs men. Considering the evolution of mores and mentalities on the one hand, and of their orientation or preference for one or the other sex, on the other, it seemed important to understand what these terms meant today for the men. This is because research on cosmetics for men is still relatively rare. In actuality, men do not naturally speak in the same manner as women when it comes to "cosmetic" matters, which explains certain product failures attributed to packaging deemed to be too feminine or bad odour. Additionally, it is possible that heterosexuals do not utilise and experience this category of products in the same way as homosexuals do.

Male and female markets for cosmetics:

Since it is evident that the markets for cosmetics for men and women are significantly different from one another, these differences have an impact on all four components of the marketing mix: product, communication, place, and pricing. The main topic of discussion will be men's relationships with cosmetics and other beauty items, as well as their appearance. While some believed that men's mindsets were ready for a boom in this industry, others asserted that men weren't ready to utilise cosmetics. This study will concentrate on consumer behaviour, particularly the development of



Interdisciplinary Journal of Information, Knowledge, and Management

*An Official Publication
of the Informing Science Institute*

SCOPUS INDEXED

Vol. : 20, Issue 2 2025

ISSN: (E) 1555-1237

the self-concept theories of self-esteem and self-image, in order to address those questions. The culmination of a person's thoughts and emotions about themselves is their self-concept. It has to do with an individual's capacity to stand up for himself, take ownership of his actions, and behave in a self-aware way.

The factors impacting students' decisions to purchase skincare products were determined through the application of multiple regression analysis and the descriptive technique. By analysing the ways in which psychological, social, cultural, and personal factors influence students' decisions to purchase skincare items, this study contributes to our understanding of the elements influencing student purchasing decisions. 500 respondents receive surveys once 500 customers are polled.

Statement of the problem:

Products for aroma, colour cosmetics, personal hygiene, haircare, and skincare are just a few of the personal care items that consumer goods companies sell. with the majority of sales revenue coming from the skincare sector. These businesses cater to a wide range of market segments, including those with high, middle, and low incomes. We will concentrate on skincare, hair, and makeup goods for middle-class and upper- class consumers in this study. Even though the cosmetics industry is mostly immune to fluctuations in the economy, sales volume is a critical factor in determining its performance. These personal care companies face performance setbacks such as weak

market development, competition from new market entrants, and declining sales across a variety of product categories since they operate in a highly competitive industry. The industry has witnessed a significant surge in the demand for natural and organic products from health-conscious consumers. The rise of grey markets, or extra avenues for product distribution, poses a significant challenge to these cosmetics firms. Due to the fact that most of these owners of grey market firms rely on social media for online distribution, they represent a serious threat to multinational corporations.

Research Gap:

Despite the fact that marketing scholars love to study consumer choice, little is known about the factors that influence customers' decisions to buy cosmetics. This research study attempts to fill this knowledge gap by looking at the elements that affect consumer choice in the cosmetics market and the reasons why some brands are chosen over others. Additionally, the paper covers the management knowledge gap that marketing managers in the packed cosmetics goods industry should employ as the cornerstone for their strategic marketing choices. Additionally, marketers frequently believe their products to be artistic, creative, and lovely. Strong marketing methods are necessary for the launch of new products and market penetration. To implement effective marketing tactics, marketers must be aware of consumer buying habits. Therefore, the goal of this essay is to examine the factors that influence students' decisions to buy skincare products.



Objectives of the study:

To study Usage of Grooming Products by Men

To study impact of Socio-cultural factors on Men Consumer Behavior

Hypothesis

H1: Culture strongly influences men's consumption of grooming products

H2: Lifestyle strongly influences men's consumption of grooming products

Table 1 Demographic Profile of Respondents: Age

Age	Frequency	Percent
Below 25 years	100	20
26-30 years	275	55
31-35 years	80	16
36-40 years	25	05
Above 40 years	20	04
Total	500	100

Source: Compiled from the field data

Table 1 The respondents under the age of 25 has 20%, those between the ages of 31 and 35 has 16%, and respondents between the ages of 36 and 40 (5%), respondents between the ages of 26 and 30 had the largest sample (55%) representation. The estimated model shows how each demographic factor affects knowledge to the extent that it varies across respondents' categories of gender, age, education level, and work experience. The age

distribution of the participants in the study revealed large knowledge disparities between age groups. Respondents in this survey who were between the ages of 26 and 35 and between the ages of 35 and 49 made up the bulk of participants. Age significantly affects how consumers act while making purchases. It depends on variables like life cycle stage which products consumers are most likely to purchase.

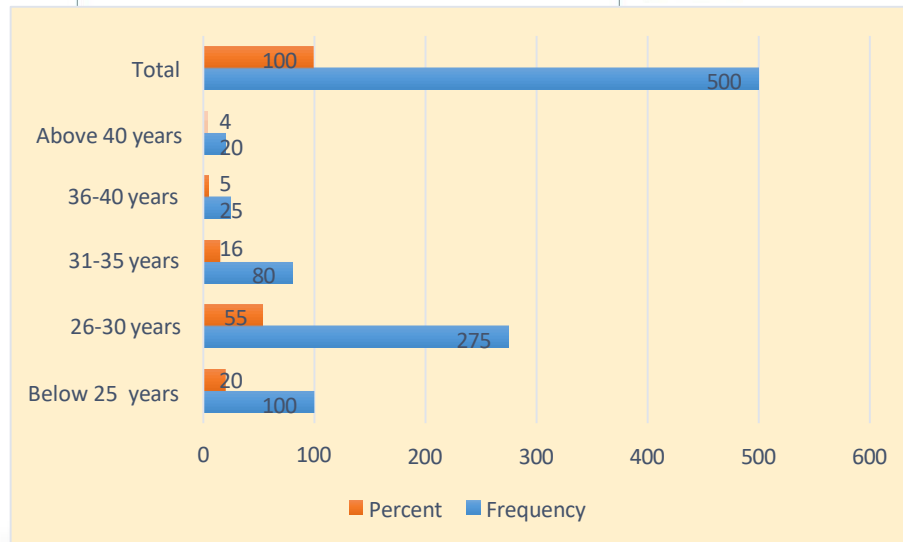


Figure:2 Age of the respondents

Table 2 Work experience of the sample respondents

Experience	Frequency	Percent
Below5years	140	28
5-10years	225	45
11-15years	135	27
Total	500	100

Source: Compiled from the field data

According to Table 2 of the survey, 28% of respondents had worked for less than five years, 45% for five to ten years, and 27% for eleven to fifteen years.

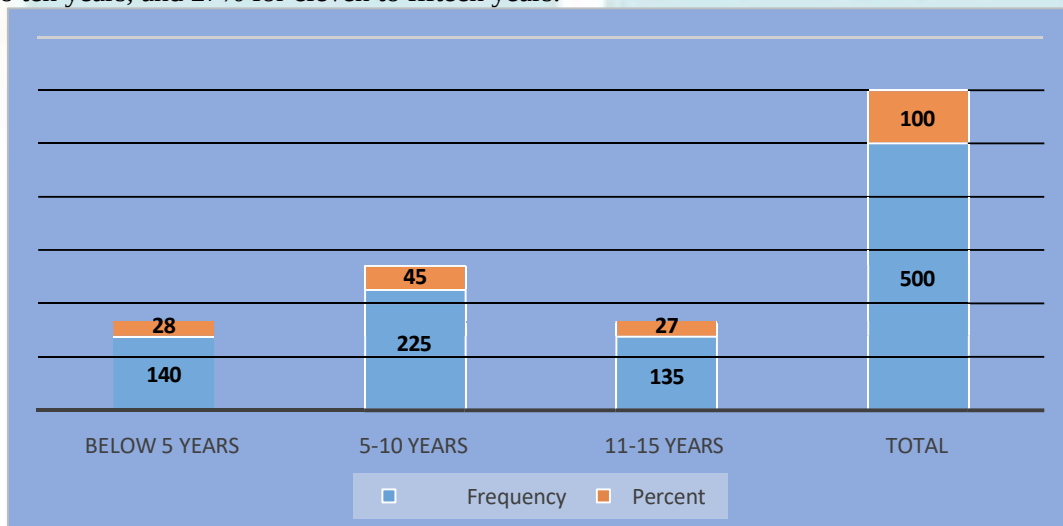


Figure 3: respondents work experience

Table 3 Composition of sample respondents: Occupation

Factors	Frequency	Percent
Students	113	22.5
Business	55	11.0
Software Engineers	100	20.0
Private employees	65	13.0
Government employees	47	9.5
Others	120	24.0
Total	500	100

Source: Compiled from the field data

Table 3 Students accounted for 22.5% of the responses, followed by business (11%), Software Engineers (20%), Private Employees (13%), EDP Assistants (9.5%), and Others (24%). The composition spent time analysing how men's grooming products behave.

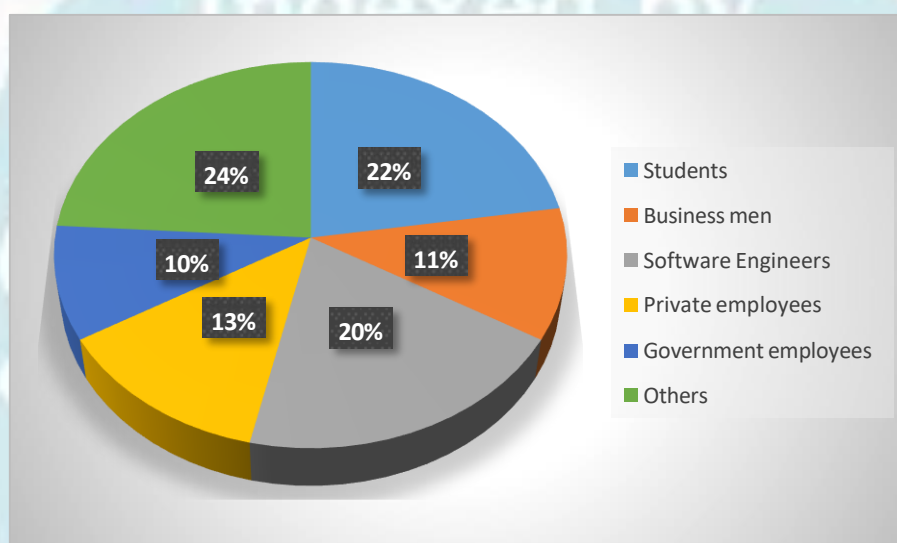


Figure 4 Sample composition

Table 4 Respondents level of education

Factor	Frequency	Percent
SSC	100	20.0
Bachelors level	183	36.5
Masters' level	115	23.0
Others	102	20.5
Total	500	100.0

Source: Compiled from the field data

Table 4 the educational level of the respondents SSC 20%, Bachelors 36.5%, Master's degree by 23%, and 20.5% others. The most precious resource for businesses is knowledgeable clients because they may increase revenues. Regardless of where they received their education, you should be aware

of those who are constantly looking for innovative ways to solve issues and ways to increase the value of the organisations to which they are connected through knowledge creation, innovation, development, and application at work.

Objective1: To study Usage of Grooming Products by Men

Table 5 Usage of Grooming Products by men consumers

Factors	Mean	Std Deviation
Grooming Product Categories	4.86	5.97
Moisturizer and Sun screen	4.65	5.88
Trimmer/Shaver/Shaving Razor	4.99	5.22
Deodorant/Perfume	4.75	5.66
Shampoo	4.89	5.91
Hair Oil	4.92	5.86
Hair Gel/Wax	4.74	5.72
Shaving Cream/Foam	4.82	5.86
Soap/Shower Gel	4.55	5.66

Source: Compiled from the field data

As indicated in Table 5 regular grooming practises can also help to avoid skin problems like acne, wrinkles, and sun damage. Men who take good care of their skin have a lower risk of premature ageing and can look fresh for a longer amount of time. Males are increasingly valuing their appearance and appearance on par with women. Men and women care equally about their appearance in today's culture, according to 92% of respondents. The idea that Indian males do not place a significant emphasis on appearance has thus been refuted. There are several opportunities for brands to profit from the 5.97 product category for men's grooming. Despite the existence of specialised

products for this purpose, there is a sizable market for mass-produced and generic grooming products for men. To satisfy the growing demand for men's products, businesses must build effective communication strategies to express value to customers.

Psychology's Effects on Consumer Purchase Behaviour:

An important independent variable that affects consumer behaviour is the psychological component. In this section, it was examined to what extent respondents agreed on the purchase behaviour in light of psychological factors.

Table6 Mean Value of Psychological Factors on Buying Behavior

No.	Statements	Mean
1.	buy skincare products to take care of my skin.	4.33
2.	By using skincare products, I perceive that my skin becomes smoother and more beautiful.	4.15
3.	learn about skincare products from my personal experience.	3.80
4.	buy skincare products according to my own preferences or beliefs and attitudes toward skincare products.	4.00
Overall Mean		4.07

Source: Compiled from the field data

The greatest mean score in this study is 4.33 for people who buy skincare products to take care of their skin, while the lowest mean score is 3.80 for people who learn about the products from personal experience. These findings are presented in Table. The average score for psychological factors influencing consumer behaviour is 4.07. Therefore, it may be assumed that they largely coincide with psychological influences on consumer behaviour for skincare products.

Multiple regression analysis was used to analyse the effects of four independent variables—personal, social, cultural, and psychological—as well as a dependent variable—consumers' purchasing behaviour.

Multiple regression analysis was used to explore the relationships between the independent variables and the dependent variable. Data were gathered and examined using Version 22 of the Statistical Packages for Social Science (SPSS).

Table7:Product Preference Based on Product Characteristics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand	500	2.00	5.00	3.67	0.74
Price	500	2.00	5.00	3.76	0.82
Advertising	500	3.00	5.00	3.89	0.78
Product Availability	500	3.00	5.00	4.52	0.60
Previous Purchase Experience	500	1.00	5.00	3.90	1.34
Product Quality	500	4.00	5.00	4.53	0.50
Product Packaging	500	2.00	5.00	3.49	0.62

Source: Compiled from the field data



Interdisciplinary Journal of Information, Knowledge, and Management

An Official Publication
of the Informing Science Institute

SCOPUS INDEXED

Vol. : 20, Issue 2 2025

ISSN: (E) 1555-1237

Table 7 Respondents had to rank their choices based on the characteristics of the products. The research revealed that most consumers gave consideration to the following factors: Product Quality (Mean= 4.53 SD = 0.50), Product Availability (Mean= 4.52 SD = 0.60), Previous Purchase Experience (Mean= 3.90 SD = 1.34), Advertising (Mean= 3.89 SD = 0.78), Price (Mean= 3.76 SD = 0.82), 3.67 (Mean=

3.67 SD = 0.74), and finally Product Packaging (Mean= 3.49 SD = 0.62). This implies that when choosing which products to purchase, the majority of respondents attributed substantial weight to considerations such as product quality, price, past purchasing history, product availability, brand, advertising, and packaging.

Table 8: Mean Value of Cultural Factors on Buying Behavior

No.	Statements	Mean
1.	Society and culture affect my buying behavior for skincare products.	2.88
2.	Sub-culture (nationalities, religions, racial groups, and geographic regions) plays a role in determining which skincare products I purchase.	3.62
3.	buy skincare products that reflect my social class.	3.98
Overall Mean		3.22

Source: Compiled from the field data

Table 8 The lowest mean score, 3.62, is obtained when my society's culture influences how I purchase skincare products, and my sub-culture—which includes my nationalities, religions, racial groups, and geographic regions—influences what skincare products I purchase. The highest mean score, 3.98, is obtained when I purchase skincare products

that are appropriate for my social class. Table 3.15 presents these observations. The cultural component's overall mean score in predicting consumer behaviour is 3.22. This leads to the conclusion that students are less likely to concur on the impact of culture on consumers' decisions to purchase skincare products.

Table 9: Product Choice Influence on Consumer Choice of Cosmetics

Factors	N	Min	Maxi	Mean	StdDev
Choose products based on quality.	500	4.00	5.00	3.92	0.88
Before selecting a cosmetic product, I compare the product information on the packaging of different brands to help me decide.	500	4.00	5.00	4.92	0.95
Prefer to purchase products that familiar with.	500	4.00	5.00	4.58	0.62
usually buy trusted brands because I believe the quality is better.	500	4.00	5.00	4.25	0.62
I usually try different brands because I like to try new things.	500	4.00	5.00	4.92	0.68
Brands that are unfamiliar rely on packaging design as an indicator of product quality	500	4.00	5.00	4.82	0.62

Source: Compiled from the field data

Finding out how much respondents agreed with the statements below was the goal of the study. Table 9 describes the impact of product selection on consumer preferences for cosmetics. The results of the survey showed

that most participants agreed that they like to buy things that they are most familiar with (Mean = 4.58 SD = 0.62). A small percentage of consumers (Mean = 4.92 SD = 0.68) said that they liked to try new things, therefore they tried a range of products. Consumers used the packaging to judge the quality



Interdisciplinary Journal
of Information, Knowledge,
and Management

*An Official Publication
of the Informing Science Institute*

SCOPUS INDEXED

Vol. : 20, Issue 2 2025

ISSN: (E) 1555-1237

of new or unidentified businesses (Mean = 4.82
SD = 0.62). Cosmetic purchasers concurred



that judgements are often influenced by quality (Mean = 3.92 SD = 0.86). Because reputable brands guarantee quality, consumers of cosmetics frequently only buy from them (Mean = 4.25 SD = 0.62). The majority of respondents (Mean = 3.96 SD = 0.74) said they read and contrast the product

details found on the box. These results corroborate the primary finding of the study, which is that advertising plays a crucial role in both teaching consumers and helping them associate brands with profound symbolic meanings.

Table10: Pearson Correlations of Marketing Mix Factors on Consumer Choice

Consumer choice of cosmetic products			Marketing mix factors(X1)
Consumer choice of Cosmetic products	Pearson Correlation	1	.872**
	Sig.(2-tailed)		.000
	N	500	500
Marketing mix factors (X1)	Pearson Correlation	.872**	1
	Sig.(2-tailed)	.000	
	N	500	500

Source: Compiled from the field data

The findings of the study examining the link between the independent variable (components of the marketing mix) and the dependent variable (consumer preference for cosmetic items) are shown in Table 10. The study's correlation value, which stands at 0.872, suggests a relationship between consumer choice for cosmetics and the parts of the marketing mix (X1). The statistical significance of the positive association was also established, since the significant value was 0.000, which is less than 0.006. These results corroborate the study's conclusions that consumer preferences and perceived product quality have an impact on consumers' intentions to make purchases.

Finding out how much respondents agreed with the statements below was the goal of the study. Table 3.16 describes the impact of product selection on consumer preferences for makeup. The results of the survey showed that most participants agreed that they like

to buy things that they are most familiar with (Mean = 4.58 SD = 0.62). A small percentage of consumers (Mean = 4.92 SD = 0.68) said that they liked to try new things, therefore they tried a range of products. Consumers used the packaging to judge the quality of new or unidentified businesses (Mean = 4.82 SD = 0.62). Cosmetic purchasers concurred that judgements are often influenced by quality (Mean = 3.92 SD = 0.86). Because reputable brands guarantee quality, consumers of cosmetics frequently only buy from them (Mean = 4.25 SD = 0.62). The majority of respondents (Mean = 3.96 SD = 0.74) said they read and contrast the product details found on the box. These results corroborate the primary finding of the study, which is that advertising plays a crucial role in both teaching consumers and helping them associate brands with profound symbolic meanings.

Table11:Marketing Communications Influence on Consumer Choice of Cosmetics

	N	Min	Max	Mean	Std.Dev
Seeing an advertisement helps me decide which brand to select.	500	3.00	5.00	4.55	0.75



Interdisciplinary Journal
of Information, Knowledge,
and Management

*An Official Publication
of the Informing Science Institute*

SCOPUS INDEXED

Vol. : 20, Issue 2 2025

ISSN: (E) 1555-1237

Frequent advertising helps me keep a cosmetic brand in mind.	500	3.00	5.00	4.96	0.78
--	-----	------	------	------	------





When comparing different products, I rely on the information provided on the packaging.	500	3.00	5.00	3.96	0.74
I am likely to choose products endorsed by online communities.	500	3.00	5.00	4.68	0.82
form opinions about products based on advertisements.	500	3.00	5.00	4.48	0.86

Source: Compiled from the field data

Table 11 The study's objective was to ascertain the extent to which respondents agreed with the following claims about how marketing messages influence consumers' choices of cosmetics. The majority of study participants concurred that they were more inclined to select the unfamiliar product that has garnered positive online reviews when given the choice (Mean = 4.68 SD = 0.82). Additionally, they stated that watching commercials had influenced their decision to select a particular brand over another (Mean = 4.55 SD = 0.75). Survey respondents also stated that they evaluate a company's products mostly based on the commercials they watch. (SD 0.86, median 4.48). When comparing products, consumers refer to the information on the box as a guide (Mean = 3.96 SD = 0.74), and consistent advertising aids in brand recall (Mean = 4.96 SD = 0.78). These results corroborate the study's conclusions, which hold that product design—and by extension, product appearance—is crucial for offering businesses a competitive edge and helping customers evaluate products.

Findings and Suggestions

The main objective of the study was to look into the factors that influence consumers' decisions to buy cosmetics or men's grooming goods in the Hyderabad, Telangana sample study region. This research project's specific objectives were to ascertain whether market variables, social influences, and economic considerations influence consumers' decisions to buy beauty goods. Many skincare product brands are available today, and customer purchasing habits differ based on a range of factors, including as age, gender, income,

education level, lifestyle, and lifestyle preferences. Nowadays, more people than ever before use skincare products for both men and women. Consequently, marketers need to look closely at the different skincare and cosmetics product markets.

Social issues that affect the way people acquire beauty items:

The results of the study indicate that people's decisions to buy beauty products are highly influenced by their religion, role models, and sense of self. Actually, 30% of respondents denied that people's decision to buy beauty products was influenced in any way by their self-esteem, while 55% of respondents strongly agreed with this finding. In a similar vein, respondents were asked if religion played any role in their decision to purchase cosmetic goods. Of those surveyed, 64% said that their religious convictions had some impact on the cosmetics they purchased. Furthermore, the majority of respondents rejected the notion that role models had an influence on consumers' purchase decisions.

Attitudes, cultures, social classes, and relationships influenced consumer behaviour:

However, a notably higher proportion of participants stated that the attitudes, cultures, social classes, and interpersonal connections of individuals affected their purchasing decisions for beauty products. Sixty-eight percent of respondents said that their opinions about the products influenced their purchasing decision. In terms of culture, 66% and 30% of participants, respectively, highly agreed and agreed that they buy specific beauty products. Relationships and



socioeconomic class were cited by the majority of respondents as factors influencing people's decisions to purchase cosmetics. 49% and 19%, in that order, agreed and strongly agreed that their purchase decisions were influenced by their social class. In a similar vein, 72% and 21% of respondents agreed—strongly agreeing—that relationships influenced the cosmetics they chose.

Economic variables that affect the way people buy cosmetics

The findings demonstrate that consumers' decisions to buy beauty products are, in fact, influenced by a sizable amount of economic considerations. 56% and 34% of respondents, respectively, stated that family and personal income influence consumers' decisions to buy. Similar percentages of respondents—69% and 33%, respectively—agreed and strongly agreed that lifestyle and personality factors influenced their choice of beauty products. Age has an impact on the beauty products that are purchased; 45% and 33% of respondents, respectively, agreed and strongly agreed with this statement. Comparably, 35% and 67% of respondents, respectively, strongly agreed and agreed that a person's decision to acquire cosmetics was influenced by their gender.

However, the respondents couldn't agree on whether wealth and parental influence influenced what they bought. Merely 21% and 16% of participants, respectively, expressed strong agreement and agreement that their decision to purchase beauty products was influenced by their affluence and parental influence. The findings indicate that among the six factors considered in this study, purchase behaviour was more influenced by economic variables than by the other five. This suggests that economic factors have a major impact on the purchase of cosmetic products. This is consistent with the previously reported research that was done. The examination of the literature reveals that a number of variables, including age, gender, family and individual income, and buying behaviour, have a major influence on consumer behaviour.

The effect of different reference groups on the purchasing of male grooming products should be the focus of future research. Additionally, this research shows that a variety of factors, including price, brand name, product contents, ads, packaging, availability, and many more, influence the purchasing of grooming products. Additional research is necessary to determine which of these criteria is most important and has the greatest impact on the customers.

References:

1. Amrita Vishwa Vidyapeetham, (2022), "A Study on Factors Influencing Consumer Buying Behavior of Cosmetics", *International Journal of Pure and Applied Mathematics*, Vol.118, 453-459
2. Adams A, Anderson E and McCormack M (2020) Establishing and challenging masculinity: the influence of gendered discourses in organized sport. *Journal of Language and Social Psychology* 29(3): 278–300.
3. Alexander SM (2019) Stylish hard bodies: branded masculinity in men's health magazine. *Sociological Perspectives* 46(4): 535–554. DOI: 10.1525/sop.2003.46.4.535.
4. Anderson E (2016) Inclusive masculinities of university soccer players in the American Midwest. *Gender and Education* 23(6): 729–744
5. Berggren K (2014) Sticky masculinity: post-structuralism, phenomenology and subjectivity in critical studies on men. *Men and Masculinities* 17(3): 231–252
6. Elizabeth Mbugua (2017), "Factors Influencing Consumer Behavior When Buying Selected Fast-moving Consumer Goods in Nairobi Country, Kenya", MBA Thesis, University of Nairobi
7. Htet Htet Myat (2018), "Factors Influencing on Purchase Intention



Interdisciplinary Journal of Information, Knowledge, and Management

*An Official Publication
of the Informing Science Institute*

SCOPUS INDEXED

Vol. : 20, Issue 2 2025

ISSN: (E) 1555-1237

- of Lipstick of Female Students in
Yangon University of
Economics”, MCom Thesis,
Yango University of Economics
7. IsaKokoi(2011),“Female Buying
Be havior Related to Facial
Skincare Pro ducts”, Bachelor’s
Thesis, Haaga- Helia University of
Applied Sciences
 8. Bishnoi, V. K., & Sharma, R.
(2009). The Impact of TV
Advertising on Buying Behaviour:
A Comparative Study of Urban
and Rural Teenagers. JK Journal of
Management & Technology, 1(1),
65-76.
 9. Blackwell, R.D., Miniard, P.W. &
Engel, J.F. (2001). Consumer
Behavior, ninth edition: Harcourt.
 10. Cheng, F, S., Ooi, C.S. & Ting,
D.H. (2010).Factors Affecting
Consumption Behavior Of
Metrosexual Toward Male
Grooming Products. International
Review of Business Research
Papers Vol.6, 574-590.
 11. Chu, J., Porche, M. &Tolman, D.
(2005). Men and Masculinities:
The Adolescent Masculinity
Ideology in Relationships Scale
Development and Validation of a
New Measure for Boys. 8(1), 93-
115. DOI:
10.1177/1097184X03257453.
 12. Conseur, A. A. (2004). Factors
influencing the emergence of the
metrosexual (Doctoral
dissertation, uga).
 13. Daniel, S. & Bridges, S. K. (2013).
The relationships among body
image, masculinity, and sexual
satisfaction in men. Psychology of
Men & Masculinity, 14(4), 345-
351.