

## **A Study on the Purchase Behaviour and Consumption Pattern Towards Skin Care Product among Young Male Consumers in Delhi NCR**

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### **Abstract**

The landscape of the Indian cosmetics sector has undergone an incredible transformation from the female-focused product category to the male grooming product area. For cosmetic companies operating in the Indian market, the male grooming industry has lately become the next big development area. Due to changing lifestyles and an increase in urbanization, male Indian consumers of cosmetics have been increasing. After utilising cosmetics items like fairness cream, anti-dark circle cream, or even anti-wrinkle treatments in India, the male customers are now on level with female consumers. The Indian industry for male cosmetics is still in its early stages and has enormous possibility for cosmetics businesses that want to sell to males in the upcoming years. The market is not yet established, but it will undoubtedly aid early entrants in achieving high levels of product acceptance among male customers. The goal of this study is to determine how young customers in Delhi NCR behave in terms of face cream purchases and usage patterns.

Key words: Purchase Intention, Buying Behaviour, skin care products, Male consumers

### **Introduction**

Grooming items assist people in maintaining their overall hygiene and physical attractiveness. Male grooming traditions have shifted in recent years, with a greater emphasis on personal appearance, apparel, and beauty treatments. Previously, male grooming goods included just shaving creams, deodorants, aftershave colognes, and shampoos. Several goods have been launched for guys as they become more individualistic in terms of creating their style. These goods include anything from skincare needs like moisturisers, facial creams, face masks, and anti-aging creams to cosmetics like bronzers and concealers.

As men's attitudes regarding conventional masculinity have shifted as a result of the rise of the metrosexual man and the growing influence of celebrities and influencers, they are increasingly spending in grooming goods. Furthermore, an increase in the number of men's salons is fueling global demand for male toiletries. Aside from that, some market participants are introducing new improvements in electrical items, such as shavers and razors, by incorporating new performance characteristics based on cutting-edge technology. Their product range have grown from basic blades to body groomers and electric shavers, providing a beneficial boost to market growth. Leading firms are also spending money on marketing campaigns and promoting their products on social media sites like Facebook, Instagram, and Snapchat. The era of disruption will change the way businesses operate and the basis of their operations, from cost structures to culture and even

industry ideology. Business change is evident in the era of disruption, and what was once a very important way of doing business has become the sharing of roles and the collaboration of resources (Suripto, 2019).

Digital marketing communication between firms and consumers via digital or electronic media is quickly expanding (Shankar et al., 2021). In high-involvement product categories, digital marketing communications can even prompt need recognition. According to the findings, consumers are pleased about digital communication, are affected by other customer reviews, and express their post-purchase thoughts through digital channels (Dahiya & Gayatri, 2018). Social media marketing has had a huge impact on business image and trust.

In this age of technology and internet upheaval, social media has created a new reality (Aljuboori et al., 2020). The Internet has had a huge impact on many facets of human existence, particularly commerce (Wijaya, 2018). The tremendous expansion in the number of customers using the Internet as a media project for shopping has resulted in a significant surge in virtual world sales. Many sellers find that trading electronics (e-commerce) and related virtual enterprises provide excellent chances (Sari et al., 2020). Technological advancements in the internet age are causing changes in daily life, including a shift in Indonesian consumer behaviour toward more immediate and practical items, fuelling the online shopping model (Kama, 2018), and demands digital marketing.

Brand image and trust have substantially impacted purchase intent (Sanny et al., 2020). Normative Influences and Attitudes for Applying Skincare are two factors that influence the behaviour of men consumers purchasing skincare goods in Suwon, South Korea. Beliefs in Product Aspects, Self-Image Aspects, and Aging Effects are among the elements that influence men's purchasing behaviour in Bandung, Indonesia (Ridwan et al., 2017)

## Literature Review

According to Khraim (2011), a product's quality has a big impact on whether or not buyers choose to stick with a certain brand. The study's overall results also revealed that among other things, UAE consumers favoured brand recognition, product quality, pricing, promotions, shop ambiance, and service quality as important elements associated with brand loyalty. With the exception of design, which showed no relationship with brand loyalty, all of these factors showed favourable relationships. Unquestionably, the cosmetics sector is one that has a lot of potential in the consumer market where social activities are growing. Consumers, marketers, and policymakers would be impacted by more trustworthy and encouraging data on this subject. Understanding how customer buying behaviour may be influenced by aspects of loyalty can be important for marketers as it can aid in the segmentation of target audiences for their brands and marketing messages. Companies may improve their marketing efforts to increase customer satisfaction and expand their client base by studying how cosmetic usage influences brand perceptions. Furthermore, by identifying the brand personalities that attract customers, businesses may establish the attributes that buyers desire in a product, which can then be used to boost brand image.

Guo, X. (2011), The study's goal was to look at the current views and consumption habits of Finnish young males. The buying habits of Finnish young men are significantly impacted by both cultural and individual variables. The primary influencers of purchase decisions are product attributes, including elements related to hygiene, scent, and price-quality connection. Despite the slightly higher average reflecting their favourable sentiments toward cosmetic purchases, they continue to engage in typical purchasing patterns. It is essential that marketers increase their awareness by using the right marketing communication tools.

Junaid, A. B.; Nasreen, R. (2012). In-depth examination of the phenomena of consumer behaviour in the purchasing of skin care items by millennials in Delhi, common behaviour demonstrated by both sexes in this age group. Except for under eye cream, the other categories can share marketing strategies.

According to Krishnan. et al (2013) attempts to determine the impact of elements including product quality and attributes, price, ingredient information, brand name, and package on purchasing behaviour. According to the study's findings, using grooming products is mostly done to increase one's appearance and personal grooming, which also helps one's self-confidence and status.

In the Coimbatore district of Tamil Nadu, Kumaravel, K., and Vikkraman, P. (2013) studied consumer behaviour toward FMCG personal care products. The study's findings show that consumer behaviour is significantly influenced by place,

product, price, promotional, psychological, and social factors. Consumer happiness is also influenced by market-wide and product-specific variables.

In a 2013 study, Junaid, A. B., Nasreen, R., and Ahmed F. looked at how young women in Delhi/NCR used cosmetics and how they felt about it. This study focuses on how various marketing factors impact female consumers' usage of cosmetics and their decision-making process while making purchases. It has been shown that when female customers' income levels rise, so do their spending habits on cosmetics. Additionally, it has been discovered that knowledge of cosmetic items has increased. One key conclusion of the study is that female customers like cosmetic goods more often when they are manufactured with natural ingredients, or when they are made with herbs.

Dr. Anandrajan S., Sivagami T. (2016) studied consumer purchase decision behavior towards cosmetic marketing. The aim of the study was to study consumer behavior marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics. Random sampling technique was used. Sample size was 200. Direct Interview method was adopted to collect data. Simple and bi-variate tables were prepared from information collected. Percentage Analysis was used for analyzing data. It found that reduction in price and attractive promotional schemes can attract more customers. The study concluded that cosmetics are not part of luxury. Manufacturers need to identify the need before marketing the cosmetic product.

Dr. Nagananthi T., Mahalakshmi M. (2016) Studied consumers' brand preference and buying behavior of cosmetic products at Coimbatore city. The main aim of study was to identify consumers' brand preference towards cosmetic products and to determine the relationship of brand factors with demographic data. Primary data were collected from 200 samples through convenience sampling. Chi square test and one way ANOVA were used for data analysis. They found that personal care is one of the most important reasons for purchasing cosmetics. Himalaya herbals were the most important brand among consumers. Demographic factors influence consumer to purchase the cosmetics.

Khan et al, 2017 researched although most of the studies are based on fashion shopping behaviour, a study by Khan et al, 2017 showed that self-concept effect on men's attitude towards consumption of cosmetics. Therefore, this study examines the effect of self-concept and involvement as well as the moderating role of opinion leaders on male consumption of grooming products.

Self-esteem, body image, peer support, and skincare consumption behaviour are related (Khumaira & Restu, 2018). This illustrates that men also play an active role in consumptive behaviour in body care.

N. Herdiyanti and A. Titus They found that consumers from the upper social economic class and those from the lower economic class differed in terms of preferred shopping locations, brand consideration, brand endorsers, and occasions for using face cleansers products.

### **Importance of Study**

Men's grooming items have typically just included deodorants and shaving supplies including gels, foams, and razors. The Companies are now releasing a wider variety of goods in categories including skin care and hair care, with an emphasis on men's skin care creams in particular. The purchasing habits of the target market must be thoroughly understood by marketing managers. They can only develop techniques to entice people toward the items if they have a thorough grasp of client purchasing behaviour. The goal of this study is to determine how young customers in Delhi NCR behave in terms of face cream usage and buying habits.

### **Statement of the Problem**

The cosmetics markets for men and women are very different from one another. As a result, it is crucial for businesses to have a thorough grasp of their target market and to develop good marketing techniques that will attract young men to their cosmetic items. This study seeks to understand how young customers in Delhi NCR behave when buying and using face cream.

### Objectives

1. To determine the demographics of young people who buy face cream
2. To determine what factors led to the purchase of face cream.
3. To determine where consumers like to buy skin care creams from
4. To determine the most crucial aspect that influences a purchase
5. To choose the most popular face cream brand
6. To determine why face cream is used.
7. To determine how often young males consume face cream.

### Hypothesis

A hypothesis is tested to determine whether there is a relationship between various factors such as age and source of influence, preferred source of purchase, factors influencing purchase, favourite brand of face cream, reason for purchase, type of face cream and source of influence, and factors influencing purchase. Age and source of influence, preferred source of purchase, preferred brand of face cream, purpose for buying, and variables affecting purchasing are among these criteria.

### Research Methodology

The research is of a descriptive kind. In Ghaziabad District, young male consumers make up the majority of the population. 132 clients made up the sample size. The sample component consisted of specific respondents. A practical sampling approach was employed. A questionnaire was self-designed and utilised to get the responses from the consumers because the study used primary data. The questionnaire asked questions on their history in terms of demographics and socioeconomics, as well as influencing factors and other relevant topics. A five point Likert scale with a range of 1 to 5 was used to determine the most desired source of influence and most favoured aspect of impact. The secondary data was gathered from a variety of literature sources, including books, periodicals, newspapers, and the internet. Tables, percentages, rankings, chi-square tests, and other common statistical methods were also employed to analyse the collected data and come to the conclusion.

### Result and Discussions

#### Demographic Profile

		Frequency	Percent
Age	15-18	33	33
	18-21	27	27
	21-25	18	18
	Greater than 25	22	22
	<b>Total</b>	100	100

<b>Education</b>	Degree	49	49
	Plus Two	24	24
	Post Graduate	18	18
	SSLC	9	9
	<b>Total</b>	100	100
<b>Monthly expenditure on skin care creams</b>	INR 100-200	27	27
	INR 200-300	41	41
	INR 300-400	20	20
	Less than 100 INR	08	08
	Greater than 400 INR	4	4
	<b>Total</b>	100	100

Source: Questionnaire

1. 33% of respondents were between the ages of 15 and 18, while 27% were between the ages of 18 and 21. 22% of respondents are above the age of 25, while 18% of respondents are between the ages of 21 and 25.
2. 49% of respondents completed a degree, 24% completed a plus two, 18% completed a postgraduate degree, and 9% completed an SSLC.
3. 41% of respondents spent 200-300 INR per month on skin care creams, 27% spent 100-200, 20% paid 300-400, 8% spent less than INR100, and 4% spent more than INR400.

**Table 2:** Preferred type of face cream

	<b>Frequency</b>	<b>Percent</b>
Fairness face cream	60	60.0
Moisturising cream	22	22.0
Anti acne/pimple cream	7	7.0
Anti aging cream	6	6.0
Anti wrinkle cream	5	5.0
Total	100	100.0

Source: Questionnaire

60% of respondents chose to use fairness cream, 22% liked moisturising cream, 7% selected anti acne/ pimple cream, 6% preferred anti-aging cream, and 5% preferred anti wrinkle cream.

**Table 3:** Main Reasons for buying skin care creams

	Frequency	Percent
To be fair	28	28.0
To feel better	25	25.0
To improve self image	15	15.0
To look young	16	16.0
For being stylish	9	9.0
Health concerns	7	7.0
	100	100

Source: Questionnaire

The respondents' primary motives for purchasing face cream are to be fair (28%), to feel better (25%), to boost self image (15%), to seem youthful (16%), to be stylish (9%), and for medical reasons (7%).

**Table :5** Factors influencing purchasing of skin care creams

S. No.	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total (%)	Rank
1	Image of Brand	53	44	0	0	0	19.16%	2
2	Price Value	56	40		4	0	19.46%	1
3	Check Availability	48	23	17	12	0	17.68%	4
4	Ingredients	39	45	12	4	0	18.20% %	3
5	Packaging style	0	11	12	40	37	8.56%	6
6	Ease of use	50	35	0	0	0	16.94%	5

Source: Questionnaire

Above Table summarizes the factors influencing purchase of skin care creams by the respondents. Majority of the respondents are giving prime importance to price (19.46%), closely followed by brand image (19.16%), followed by ingredients in the face cream (18.20%), followed by availability (17.68%), followed by ease of use (16.94%) and packaging (8.56%).

Table 6: Most preferred source of purchasing skin care creams

	Frequency	Percent
Hypermarket	41	41.0
Departmental outlet	26	26.0
Medical outlet	16	16.0
Cosmetic outlet	13	13.0
Searching on Google	4	4.0
Total	100	100.0

Source: Questionnaire

Majority of the respondents purchased skin care creams from supermarkets(41%) followed by Departmental Outlets (26%), then Medical Outlets (16%) then Cosmetic Outlet (13%) followed by Searching on google(4%)

**Table7: Favourite brand among skin care creams**

	Frequency	Percent
Nivea	20	20.0
Garnier	17	17.0
The Man Company	16	16.0
Clean and Clear	12	12.0
Ustra	11	11.0
Fair and handsome	9	9.0
Ponds	8	8.0
Beardo	7	7.0
Total	100	100.0

Source: Questionnaire

“Nivea” tops the respondents answer with 20% followed by “Garnier “with 17%, “The Man Company” with 16%, Clean N Clear with 12%, “Ustra” with 11%, “Fair and Handsome” with 9%, followed by “Ponds” with 8%, “Beardo” with 7% respectively.

#### Testing of Hypothesis

- i) Chi-square analysis on the relationship between age and source of influence

H0: There is no significant difference between age and source of influence on the purchase of skin care creams

H1: There is significant difference between age and source of influence on the purchase of skin care creams

Chi-Square Test

	Value	df	Asymp. Sig. (2 sided)
Pearson Chi-Square	36.165	15	0.002
Likelihood Ratio	36.774	15	0.001
Linear-by-Linear Association	0.614	1	0.433
N of Valid Cases	100		

2

( $X^2 = 36.165$ ,  $N = 100$ ,  $p < .05$ ) Because the p-value is smaller than .05. Reject the null hypothesis. Age and source of influence on the purchasing of skin care products varied significantly.

2) Chi-square analysis on the relationship between Age & Preferred source of purchasing power

H0: There is no significant difference between age and source of purchase of skin care creams

H0: There is a significant difference between age and source of purchase of skin care creams

	Value	df	Asymp. Sig. (2 sided)
Pearson Chi-Square	33.766	12	0.001
Likelihood Ratio	35.097	12	0.000
Linear-by-Linear Association	4.302	1	0.038
N of Valid Cases	100		

2

( $X^2 = 33.766$ ,  $N = 100$ ,  $p < .05$ ) Because the p-value is smaller than .05. Reject the null hypothesis. The age and source of purchasing of face skin creams varied significantly..

3) Chi-square analysis on the relationship between Age & factors influencing purchase

H0: There is no significant difference between age and factors influencing purchase of skin care creams

H1: There is a significant difference between age and factors influencing purchase of skin care creams



	Value	df	Asymp. Sig. (2 sided)
Pearson Chi-Square	24.351	12	0.018
Likelihood Ratio	25.144	12	0.014
Linear-by-Linear Association	0.354	1	0.552
N of Valid Cases	100		

2

( $X^2 = 24.351$ ,  $N = 100$ ,  $p < .05$ ) Since the p- value (.018) is less than .05. Reject the null hypothesis. There is a significant difference between age and factors influencing the purchase of skin care creams

4) Chi-square analysis on the relationship between Age & favourite brand of skin care cream

H0: There is no significant difference between age and favourite brand of skin care creams H1: There is a significant difference between age and favourite brand of skin care creams.

	Value	df	Asymp. Sig. (2 sided)
Pearson Chi-Square	135.915	27	0.000
Likelihood Ratio	156.585	27	0.000
Linear-by-Linear Association	11.493	1	0.001
N of Valid Cases	100		

2

( $X^2 = 135.915$ ,  $N = 100$ ,  $p < .05$ ) Since the p- value (.000) is less than .05. Reject the null hypothesis. There is a significant difference between age and favourite brand of skin care creams

v) Chi-square analysis on the relationship between Age & reason for buying face cream

H0: There is no significant difference between age and reason for buying skin care creams

H1: There is a significant difference between age and reason for buying skin care creams

	Value	df	Asmp. Sig. (2 sided)
Pearson Chi-Square	69.977	27	0.000
Likelihood Ratio	88.293	27	0.000

Linear-by-Linear Association	0.772	1	0.379
N of Valid Cases	100		

2

( $X^2 = 69.977$ ,  $N = 100$ ,  $p < .05$ ) Since the p- value (.000) is less than .05. Reject the null hypothesis. There is a significant difference between age and reason for buying skin care creams

6) Chi-square analysis on the relationship between Type of face cream & factors influencing purchase

H0: There is no significant difference between type of face cream and factors influencing purchase

H1: There is a significant difference between type of face cream and factors influencing purchase

	Value	df	Asymp. Sig. (2 sided)
Pearson Chi-Square	41.394	16	0.000
Likelihood Ratio	35.783	16	0.003
Linear-by-Linear Association	2.731	1	0.098
N of Valid Cases	100		

2

( $X^2 = 41.394$ ,  $N = 100$ ,  $p < .05$ ). Since the p- value (.000) is less than .05. Reject the null hypothesis. There is a significant difference between type of face cream and factors influencing purchase

## Findings

The majority of respondents value face appearance and have been using skin care products for more than a year. Age and source of influence, preferred source of purchase, variables affecting purchase, favourite brand of face cream, and purpose for purchasing face cream all have a substantial association. The primary motive for purchasing face cream among young people is to get fairer, followed by feeling better and improving self-image. Price, brand image, ingredients, availability, simplicity of use, and package are the primary elements that impact the purchasing of skin care creams. Friends, advertisements, and word of mouth communication all have a big effect on the purchase of skin care products

## Recommendations

People became increasingly aware and cognizant of the value of hygiene and attractiveness as their spending power increased and the media's tremendous impact on all segments of society grew. According to the findings of this study, the primary reason for using skin care products appears to be caused by individuals' self perception and influences from numerous other sources such as friends, ads, word of mouth communication, and so on. Marketers must take these social impact groups into consideration when picking marketing tools. Marketers should keep in mind that Indian customers are extremely price sensitive while developing items for the Indian market

## Conclusion

The Indian guy is progressively experimenting with new cosmetic goods and services, as well as different haircuts and features. The metrosexual man, who is quickly becoming a favourite of FMCG corporations, doesn't hesitate to test fairness cosmetics and apply dollops of sunscreen lotion, both of which were previously regarded highly girly stuff. Because India is a particularly price sensitive market for cosmetics and personal care items, corporations had to devise unique tactics that matched Indian preferences in order to carve out a niche market for themselves.

## Research Limitation

Questionnaires were distributed in Ghaziabad city. Sample size was fairly normal, which could be increased to gather a more comprehensive view of respondents. It was done through Likert scale pointing from strongly agree to strong disagree.

## Scope for future research

Future study should look at the effect of different reference groups on the purchasing of skin care products. This study also shows that the purchasing of skin care creams is influenced by a variety of factors such as price, brand name, product ingredients, ads, packaging, and availability, among others. Furthermore, research should be conducted to determine which of these elements are most important and have the most impact on customers.

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