

Critical Factors That Influence The Consumer Buying Behavior For Male Skincare Products In Sangli District, Maharashtra, India.

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ABSTRACT

Skincare products are not exclusive to women. Today we can see that there is rapid increase in male interest in improving their looks due to high-profile role models, such as celebrities & sportsmen. It is seen that the strategies used to promote male skincare products in Tier 1 cities does not work as effectively in Tier 2 & Tier 3 cities. The objective of this study is to find significant factors for the people living in Sangli district, Maharashtra to make a buying decision towards a skin care product. The study is descriptive in nature. A survey questionnaire was circulated as per research objective to collect the responses. Convenience sampling technique is used to collect the responses via various online and offline platforms. The demographic characteristics of respondent's shows that 80% of total sample size (200) spends on an average Rs 500 to 1000 on buying skin care products per month. Analysis also shows that the target population is price sensitive and believes in value for money products. The analysis using statistical tool SPSS v25 has revealed that Cost, Quality, Brand and Suitability to Skin type are the most significant factors that affects the buying behaviour of consumer towards male skin care products

Keywords

Consumer Buying Behavior, Product Attributes, Skincare Products, Urban & Rural Marketing, Decision Making

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

Introduction

Skin care product are not exclusive to women. In fact the women skin care product market is becoming highly saturated and hence many companies are targeting the male skin care market. A huge variety of products such as Anti-aging cream, facewash, moisturizers, and sun-screen protection creams are manufactured by companies after spending a huge time and money on Research & Development. Men skin is categorized into different types such as sensitive, dry, oily skins and companies manufacture the skin care products as per the type of skin. One type of cream cannot work for different types of skins. For some it may give positive results and for others it may not work as effectively. Hence companies had to invest more on research and development team where they can get skin samples understand the minute details and come up with a product that can keep the skin healthy and protected from external harmful elements. Many poisonous gases released from automobiles and factories can create harmful effects on body parts that are exposed to it. Hence such products which keeps the skin protected is at a great demand.

It is seen that even male population nowadays are becoming more aware about the importance of skin hygiene and are interested in using such products. The men are being influenced by sportsmen, celebrities and have decided to look attractive. Due to which the growth rate of men skin care products is increasing at the rate of 30% per year. The social media influencers who promote these products are influencing men. The industry estimation for the market size for men's personal care is Rs 1800 cr. It is also estimated that monthly per capita consumption is expected to be more than double by 2025.

The crucial factors responsible for the growth in men skin care market is innovation and satisfying the needs of the

consumers. Once customer is satisfied with the product he becomes a loyal customer and sticks to the product for a long period of time. However, companies had to put many efforts to get the customer loyalty. The product quality, results and price should be considerably good and the supply chain management should be efficient to maintain the stocks available at all buying points. If supply chain is not efficient and consumer faces difficulty to get the product from retail shops or super markets then the consumer might shift the brand and this will create a big impact on sales of previous companies product.

Literature Review:

Kotler[8] states consumer behavior studies certain elements of humans such as psychology, sociology, socio-psychology, anthropology and economics. The decision-making process of a buyer for a particular product is studied. Consumer Behaviour:

Whenever a consumer (group or individual) wants to make a purchase of a product, he/she considers various factors before making a buying decision. This set of activities that consumer goes through before buying a product is called consumer behavior. These activities are related to consumer's emotional and mental responses. Marketers try to understand these factors and play with the psychology of consumer so that he/she ends up buying a product even if they does not need the product right away. Skin's Health Attention:

Having proper knowledge about skin health is crucial in spreading awareness about the use of quality skin care products to maintain health and hygiene. Men can be utilizing sunscreen; what's more, they need creams that are satisfied with defensive cancer prevention agents. From health perspective, it has become important to have a healthy

skin and to consistently check our skin for any allergies, irritation, patches or wounds. Numerous men who work in outside working environments, for example, farmers, development laborers, and truck drivers, are more exposed to sun, wind, and different components that can straightforwardly create agonizing impacts on the skin. Many large vehicle drivers mostly have their one side of the face more hurt and rough due to constant sunrays from the window on one side of the face. Sunscreen protection cream can prevent from happening and prevent the skin from damaging. Laborers may bear from outrageous dryness, ignorance, and in any event, breaking and dying. Taking care of these skin issues can make returning to work the following day only somewhat simpler. As of late, gorgeous appears to issue more than ever. Looking "sound" is particularly focal points for some laborers, and good healthy skin is one of the perceptible approaches to perform great wellbeing.

Body attraction:

Body Odor tends to evoke a scope of feelings, and it also trigger recollections, permitting us to think back as the smells animate our faculties. Concerning body fascination, we can find out our ideal match not by the aromas they use, however by the personal stench we find generally alluring, covered below the synthetic substances. These days, no one is stating that looks aren't an significant piece of fascination in fact everyone believe that looking attractive really matters to maintain social status. It is not a question that good looking men with strong body are very appealing to women. Also, great appearance ladies and men procure 7 to 9% more cash than their less alluring accomplices and get more notification from their bosses. Largely, 6% more than their less-alluring accomplices, says the magazine, while alluring ladies make 5% percent more. Also, ugly individuals will be separated from everyone else who are additionally factually less inclined to be hitched. In this way, the body fascination is extremely important to men in adoration what's more, vocation. The propensities are changing with the arrangement propensities for the present current man. The inspiration is that individuals are significantly more discernment of their appearances also, need to be increasingly alluring and engaging. Subsequently, men have the pattern to pick the healthy skin items to become progressively alluring which assumes a significant job for their prosperity. As far as considering buyer conduct, observation is important to comprehend which really influence a customer's conduct. Comprehension is the view of a individual firmly identified with their conduct. In the wake of perceiving the interest to purchase something, the customer's comprehension circumstance would affect the manner in which an individual carries on. Various individuals have various insights in any event, for the equivalent article or condition since individuals have their own abstract approach to make their insights. Insight is the procedure of choosing, sorting out, and deciphering sensations into data, and put away.

As of now, there are a wide range of meanings of buy choice customer. Buy choice customer is practices appeared by dynamic units in the purchasing, utilization and removal of merchandise and administrations. Buy choice

buyer is the dynamic process and physical movement people take part in while assessing, procuring, utilizing or discarding products and administrations. It is contended that shopper conduct is the conduct that customers uncover in looking for buying, utilizing, assessing and discarding item, administration and thought which they expect, will satisfy their necessities. Other than that, characterizes the buyer conduct's fundamental components and plays out the association of Environmental Factors (counting promoting improvements (MIX) and ecological upgrades), Buyer's Black Box (counting Buyers Characteristics and choice procedure) lastly Buyer's Reaction. Moreover, it is distinguished that buy choice purchaser is exercises straightforwardly identified with acquiring, devouring, and discarding items and administrations, counting the choice procedures that go before and follow these activities. In administrations require time (occasion, travel, and so on.), choices are framing significant piece of customer conduct. One notification thing is that buy choice doesn't wrap up with acquisition of products or administrations, yet in addition post buy exercises are comprised of buyer conduct. As per dictionary cosmetics is defined as something that incorporates "powder, moisturizer, lipstick, or other groundwork for decorating the face, hair, skin, nails and so on" The second significance in thing class is "makeup: shallow measures to cause something to show up better, progressively appealing or increasingly great. Second modifier significance of makeup signifies "utilized or done hastily to improve something look, progressively appealing of increasingly amazing."

The Research paper by Krishnan, Koshy & Mathew[9] to study male consumer behaviour towards skin care product in kerala indicates people buy products for Attraction, healthy skin, Hygiene and Self-image. As per research among all the influencers, the Spouse and Celebrity in the television commercials have the highest ranks.

Another Research to study impact of advertising in Karachi City by Fatima & Lodhi[3] showed relationship between advertisement & consumer awareness. It states that people get awareness about the importance of cosmetics and its benefits for skin health via advertisements. However, they also conclude that advertisement cannot create the perception in the mind of the consumers. The perception is driven primarily from the use of the product and other options include recommendations by friends, family or colleagues etc.

Another Research by Khuong&Duyen [7] on purchase decision towards Men Skin Care Products states that the factors such as skin's health, physical attraction, and aging are considered before making a buying decision. The research also found out that the men in Vietnam are still fearful as using such products can be seen as 'gay'. This clearly indicates that there is lack of awareness about the importance of using skin care products for health and hygiene.

A research study by Kocaeli& Atatürk [11] on understanding the relationship between brand loyalty and consumption values in young people shows that young people develop loyalty towards the brand they consider. It was seen that they frequently purchase the products of same brand as they have developed a loyalty with the brand due to its positive results. This type of behaviour overcomes all the

other factors that are considered for making a buying decision. Hence, the companies who has first come and first served wins over all their competitors in the market.

Another research by Sukato, N. & Elsey, B. [14] in the same field conducted in Thailand reveals the effect of self-image, social expectation by the society and celebrity endorsements done for a product by famous personalities to promote a particular product, on the usage of grooming products by men. This research study tries to determine the significant impacts of perceptions on product consumption pattern. However, this research study is focused on limited usage products. There exists a wide variety of male grooming products that exists in market such as skin creams, body wash, shaving creams, aftershave, hair gel etc.

The Research by Shimpi & Sinha [13] conducted in Pune city concludes that male cosmetics market has strong potential for growth and needs to be focused on. As per researcher product texture, effects after usage, previous experience and suitability are the key variables that influence consumer-buying behavior of male cosmetic products.

Another research paper by Nair, V. & Pillai, P. [10] reveals that male shoppers by and large want to buy and make the brand choice of beauty care products independently. Quality is the central point affecting the buy choice of male purchasers. They will in general purchase as per their comfort. They might purchase from a supermarket or a simple shop nearby. It is generally observed that male purchase most of their products from one shop itself. Male buyers will in general spend more on skin care products for example Rs. 150 -700 every month as opposed with women and that is principally because of the interest for men's, skin care, hair care, shaving creams and sharp razors.

A research study by Femi [4] explores "Impact of sex contrasts on shopping direction of customers in Ibadan Metropolis". The result of his investigation has indicated that similarities in behavior pattern was not dependable in choosing customers shopping directions and sexual orientation was not found to affect purchasers shopping direction in the city.

The research paper by Cheng, F., Ooi, C. & Ting D. [2] studying the effects of male age and his physical appearance on evaluation of attractiveness & social desirability. It was observed that elder males are equally desirable to look attractive as younger population. It was seen that whether young or old there was no differentiation in terms of social desirability. Aging factor is considered an important factor for elder men to start the consumption of skin care products to look young and refreshing all the times. This type of behaviour tends them to purchase more products that promise to overcome the ageing of skin. Hence this study explains the importance of skin care product consumption for males.

A research study by Huguet, Croizet & Richetin, [5] indicates additional proof for the negative Impact of Cosmetics Use to create an impression" to beauty care products gives proof that facial cosmetics can strongly affect apparent character, particularly for youthful targets. According to theory of a restorative generalization it could be fundamentally positive. Another study by Thanisorn, Byaporn, Chanchai, [15] reveals the consumers' perception towards consumption of herbal cosmetic products. It revealed that most of the

consumers were attracted towards herbal cosmetics as they do not induce any allergies to them after its frequent consumption. These product manufacturers also claimed their products to be 100% natural with no chemicals added and promised natural restoration of healthy skin.

A perception is created by the advertisement industry that good-looking men gets everything they desire for example good job, recognition, attention, women attraction etc. The deodorant ads literally shows that women runs behind the men who uses it frequently. The advertising agency plays with the psychology of men. They plant such ideas in the mind so that next time when men go for shopping they end up buying such products. A detailed analysis on impact of advertisement on target population is also necessary in this research study.

Based on literature review of previous studies it can be clearly identified that there is a huge potential in men skincare product market due to rising male interest in improving their physical appearance and concern about the skin health and hygiene.

Objective Of Research

1. To identify the demographic profile of consumers who consumes the most male skin care products in Sangli District.
2. To identify the factors that influence the buying decision of male skin care products in Sangli.
3. To study the impact advertising on buying behaviour of skin care products among the men in the city.

Research Methodology

Before we get into the methodology used to conduct this research let us understand the importance of why this research being conducted in Sangli district of Maharashtra State from cosmetics market future growth perspective.

Earlier the grooming products available for men were few such as body sprays, after shave, creams, face wash gels, foams etc. The major players in skin care product manufacturing sector such as Nivea, HUL Godrej, Ayur Herbals, L'OREAL, ITC Personal Care, Emami Ltd, Marico, etc are introducing many products in categories such as skin care, body care and hair care.

With a thorough understanding of the target customers buying behaviour marketing managers can come up with strategies to attract the customers towards the products and increase their sales. The Population of Sangli District is approx. 30.2 Lakhs, the literacy rate is 86.24% and it is 25.11% urban and remaining part is village area where most of the people earn their livelihood from agriculture in which they are exposed to external atmosphere for a long period of time. Hence spreading the awareness about the skin care product can protect their skin from all sorts of damage & can give a boost to skin care product market. It is also observed that most of the people in Sangli district are price sensitive as the consumer buying power is low as compared to tier 1 cities also due to lack of awareness on benefits of using skin care products most of the adult men overlook such products. Many big players from skin care industry cater to the market indirectly by

selling their products via super markets. However, all the competitors follow selling products via supermarket but setting up exclusive stores with knowledgeable staff can increase the brand awareness, its reach & its overall performance in market.

The reason to conduct this research in Sangli district is that it seems a potential market for male skincare products and it has not been exploited as much. There was no such research conducted earlier and by conducting this research, most of the companies will be able to take business decisions related to setting up their outlet or exiting from the market permanently.

As we are studying the buying behavior of male consumers towards men skin care products it is necessary to study the characteristics of male population residing at Sangli district. Hence the research study is descriptive in nature[1]. A survey questionnaire was designed & circulated to collect the responses from target audience. The Convenience Sampling technique is used to collect the responses via various online and offline platforms. The total sample size collected from survey is 200 out of which 49% of total sample size falls in the age group of 21 to 30 years & 33% falls under age group of 15 to 20 years and remaining 18% comes under age group of 31-40 years. Around 97% of total respondents are single and 86% of total respondents are students. Our objective to conduct this research as mentioned earlier is to identify the demographic profile, advertising impact & significant factors that influence the consumers buying behavior towards men skin care products and hence the survey questionnaire was designed in accordance with the research objective. It tries to study certain characteristic of target population such as their demographic and socio-economic background and buying behaviour. To know the preferences of the customers a 5-point Likert Scale was used. Journals, magazines, internet and textbooks are secondary sources.

Statistical tool IBM SPSS 25 is used for data analysis in order to reach the conclusion. Visual analytics tool Tableau is also used to represent the data in graphical form to improve the data readability.

Results And Analysis

The detailed analysis of demographic characteristics of the people living in Sangli district is shown in below Table 1 and Table 2 respectively. It can be seen that majority of the respondents falls in the age group of 21 to 30 years which is 49% of total sample size. The second major group of respondents falls in the age group of 15 to 20 years, which is 33% of total sample size collected. Around 97% of total respondents are single and 86% of total respondents are students, which indicates that there is an awareness among the students about the health benefits of using skin care products.

Sr No	Characteristics	Category	Frequency	Population Distribution (%)
1	Age Group (in years)	15 - 20	66	33%
		21 - 30	98	49%
		31 - 40	36	18%
2	Marital Status	Single	193	97%
		Married	7	4%

3	Occupation	Student	172	86%
		Job	26	13%
		Business	2	1%
4	Monthly expense on skin products (in INR)	500 - 1000	159	80%
		1001 - 2000	38	19%
		2001 - 3000	3	2%
5	Family's Annual Income (in Lakhs)	5 - 10 lakhs	98	49%
		11 - 20 lakhs	77	39%
		20 - 30 lakhs	10	5%
		30+ lakhs	15	8%

Table 1: Demographic characteristics of Respondents

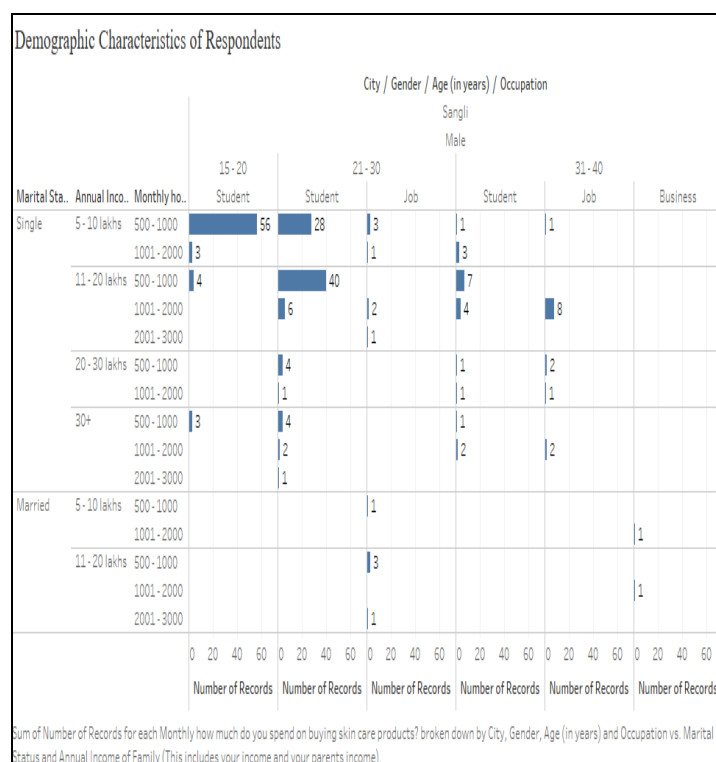


Table2: Graphical representation of demographic characteristics of respondents

Table 2 above is graphical representation of demographic characteristics of respondents. It gives the detailed information about the consumers. Some of the significant information is as follows:

The single students falling under age group of 15 – 20 years & having annual family income in range of 5 – 10 lakhs, which is equivalent to 84.84% of total respondents in that age group spends on an average Rupees 500 – 1000 on buying skin care products per month.

The single students falling under age group of 21 – 30 years & having annual family income in range of 5 – 10 lakhs, which is equivalent to 28.57% of total respondents in that age group spends on an average Rupees 500 – 1000 on buying skin care products per month.

The single students falling under age group of 21 – 30 years & having annual family income in range of 11 – 20 lakhs, which is equivalent to 40.81% of total respondents in that

age group spends on an average Rupees 1001 – 2000 on buying skin care products per month.

The students falling under age group of 31 – 40 years & having annual family income in range of 11 – 20 lakhs, which is equivalent to 19.44% of total respondents in that age group spends on an average rupees 500 – 1000 on buying skin care products per month.

The men who has a job and falling under age group of 31 – 40 years & having annual family income in range of 11 – 20 lakhs, which is equivalent to 22.22% of total respondents in that age group spends on an average rupees 1001 – 2000 on buying skin care products per month.

The variables such as Cost, Quality, Brand, Ingredients, Brand Ambassador, Suitability to skin type & Promised effects are taken into consideration to study which of these plays an important role while making a buying decision for a skin care product.

Principal Component Analysis technique[2] is used to study the significant factors that influence the consumer buying behaviour towards male skin care products.

Kaiser-Meyer-Olkin (KMO) Test is a measure of how suited the collected data is for Factor Analysis. The value of sampling adequacy is 0.630, which is above the threshold value of 0.5, and hence we can conclude that the sample size is adequate for the research.

The Bartlett's test of sphericity tests whether the variables taken into consideration for research purpose are correlated or not correlated. Here the significance value is 0.000 < 0.05 hence we can say that there is significant correlation among the variables. If the significance value had been greater than 0.05 we would have to stop the analysis, redo entire literature review and redefine the variable. The table 3 below shows the result of KMO & Bartlett's Test.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.63
Bartlett's Test of Sphericity	Approx. Chi-Square	20.3875
	df	21
	Sig.	.00

Table 3 : KMO & Bartlett's Test

Communalities		
	Initial	Extraction
Cost	1.000	.694
Brand	1.000	.573
Quality	1.000	.595
Brand Ambassadors	1.000	.582
Suitability to Skin type	1.000	.549
Ingredients	1.000	.534
Promised effects	1.000	.541

Table 4: Communalities

Extraction Method: Principal Component Analysis.

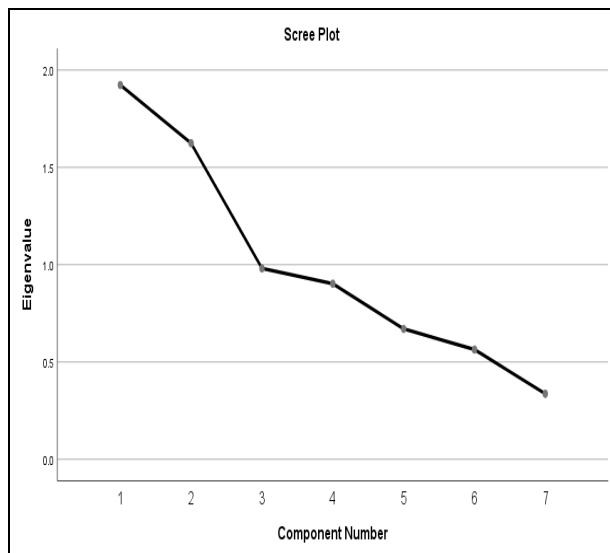
The Eigenvalues shown in the table 5 indicates the variance by that particular component. It also gives the eigen value in terms of the percentage, component 1 shows 32.474% of

total variance. We can see that first few components shows large amounts of variance and rest shows small variance. The table shows all factors with Eigen values greater than 1. From table it is clear that we have 2 factors/components with 60.67 % of cumulative variance which is the acceptable value to proceed with research. Eigen values of the factors after rotation are shown in the last section of the table. Rotation optimizes the factors.

Total Variance Explained								
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance
1	1.923	32.474	32.474	1.923	32.474	32.474	1.817	30.956
2	1.624	28.196	60.67	1.624	28.196	60.67	1.73	29.714
3	0.981	12.012	72.682					
4	0.902	8.884	81.566					
5	0.67	7.571	89.137					
6	0.564	6.055	95.192					
7	0.337	4.808	100					

Table 5: Total Variance Explained
Extraction Method: Principal Component Analysis.

The graph below is a scree plot. A scree plot is a line plot of the eigenvalues of variables or in the analysis. It decides the number of components to consider in an exploratory factor analysis or principal components to keep in a principal component analysis. The number of components/factors or groups whose eigenvalues are greater than one are considered. In this case, only two components has eigenvalues greater than 1 and hence the variables considered in the research are grouped into two components/factors.



The Table 6 labeled shows the Component Matrix before rotation. The values in component matrix are called as factor loadings. Factor loadings are simple correlations between the variable and the respective factor/component. The positive and negative signs with the factor loadings simply indicates the positive and negative correlation between the variable and the factor/component. Theoretically, one variable should be loaded with one factor/component however practically there is a possibility of cross loadings but the software tries to reduce the cross-loadings. As the factor loadings greater than 0.4 should be taken into consideration and so the factor loadings less than 0.4 are suppressed in the output and so there are blank spaces in the table.

Table 6: Component Matrix		
	Component	
	1	2
Cost	0.741	
Brand		-0.516
Quality	0.746	
Brand Ambassadors		0.654
Suitability to Skin type	0.429	
Ingredients		0.433
Promised effects		0.639

Extraction Method: Principal Component Analysis.

a) 2 components extracted

Table 7: Rotated Component Matrix ^a		
	Component	
	1	2
Cost	0.822	
Brand	0.665	
Quality	0.583	
Brand Ambassadors		0.759
Suitability to Skin type	0.456	
Ingredients		0.659
Promised effects		0.673

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

The Table 7 contains the same information as the component matrix but after rotation. Comparing values in component matrix and rotated component matrix there is greater dispersion between component 1 & 2 values in rotated component matrix and there is less chance of cross loading as one variable should load one factor. As the factor loadings greater than 0.4 should be taken into consideration and so the factor loadings less than 0.4 are to be suppressed. Component 1: The rotated component matrix has shown that respondents have considered these factors to be the significant factors with the highest explained variance of 30.956. It can also be seen that 4 of 7 variables load on to this component, which includes Cost, Quality, Brand and Suitability to Skin type. This component shows maximum variance as compared to other component and hence should be considered with utmost priority. All the variables that falls under this component should be given more importance than other variables in research study.

Component 2: The rotated component matrix has shown that respondents have considered these factors grouped into component 2 with a variance of 29.714. It can be seen that 3 out of 7 variables load on to this component, which consists of Brand Ambassadors, Ingredients and promised effects. These variables are grouped together and falls under component 2.

Impact of skin care product advertisements on buying behaviour of the consumer :

As discussed earlier many companies spend lots of money on their product advertisements[12] so that they could spread the benefits of using their products and create awareness among the target population that it is necessary to maintain hygiene to prevent harmful diseases. In this research study we have gathered some information from the respondents about their opinion on the current grooming product advertisements. This information can help the advertisement agencies to understand what type of commercials get more attention of the consumers. In this way they can calculate the productivity of commercials and can help improve the sales of the product.

The survey results are shown in graphical form with the help of Tableau.

Does advertisements/promotions of skin care products affects your buying behaviour ?	Yes	No
Population distribution	110	90
% Population distribution	55%	45%

Discussion

From table 1 that shows demographic characteristics of respondent's it can also be seen that maximum number of respondent's i.e. 80% of total sample size spends Rupees 500 to 1000 on buying skin care products per month. This proves the earlier theoretical implication made that most of the people from Sangli are price conscious and are not willing to pay more than 1000 Rupees for all the skin care products they use in a span of 1 month as their buying power is low as compared to people in tier 1 cities. Hence, companies should consider this consumer behavior pattern and make their products available in multiple price points. It

is seen in most of the villages shampoos are sold at a minimum sachets of rs 1 to a bottle of ofrs 50. Instead of selling less number of such bottles that are priced high if large number of small sachets are sold on daily basis then company can eventually gain more profits on it. Selling strategies differ from area to area. In tier 1 cities where per capita income is much higher than tier 2 city this strategy won't work as effectively as it works in tier 2, tier 3 cities.

The demographic characteristics of respondent's indicates that 19% of total sample size consists of men falling in age group of 31-40 years who spends around 500 - 1000 rupees on buying skin care products which proves the theoretical implication made earlier that there is a need to spread awareness about the benefits of using skin care products in adults whose primary source of income is agriculture & are exposed to external extreme atmosphere for longer durations.

In table 5 that shows total variance explained the eigenvalues of 2 components are greater than 1 and hence the variables under study are grouped into 2 components.

The component 1 consists of variables Cost, Quality, Brand and Suitability to skin type. Hence we can name this group as "Value for Money". As the consumers seek good quality product that is well known in market, suits to their needs and is affordable it can be considered as value for money products.

The component 2 consists of variables such as Brand Ambassadors, Ingredients and promised effects. This component can be named as "Product Perception" group. As the company is trying to create a strong perception about their product in the consumers mind. We can deduce that variables that comes under component 1 are highly significant.

We also measured the Impact of product advertisements on buying behaviour of the consumer and we can say that 55% of total respondent's states that skin care product advertisements affects their buying behaviour. It is researched that given the 3 categories of advertisements 1) ads displaying boost in social confidence, 2) ads that shows how their products eliminates impurities from skin and protects it or 3) ads that claim fairness in 2 to 3 weeks, which the consumers would prefer more.

From the results, it is clear that maximum people i.e. 78% of total respondents voted positively for the ads that describes with graphical images how their skin care product removes the impurities and keeps the skin protected. Hence, we can firmly state that skin care companies should stop spending money on the other types of non-essential ads that simply do not connect with people.

Conclusion And Recommendation

A) conclusion:

The market for male skin care products is developing and advancing. This study reveals that male buyers are setting more prominent significance on looking great and the individual consideration parts of improved wellbeing and health. It is very important to understand the needs, perspective, & attitude of male population as these factors will help us grown this under-served area of market as it has lot of potential to grow. The study also reveals that the

target male population from Sangli are price sensitive and believes in buying products that gives value for money. The brand ambassadors of skin care product or fancy commercial ads do not affect their product buying decisions. This investigation uncovers the critical item trait factors from the consumers' perspective who are as of now consumers of male skin care products in Sangli district. The analyst has revealed that Cost, Quality, Brand and Suitability to Skin type are the most significant factors that affects the buying behaviour of consumer towards male skin care products. Hence, companies should consider these factors and come up with innovative strategies to cater the needs of target audience.

B) Recommendations:

Increment in the buying intensity of buyers and the tremendous impact of media on all segments of the general public made individuals increasingly mindful and progressively cognizant towards the importance of skin health and hygiene. From this study, it was found that the motivation of using skin care products developed due to insightful advertisements that shows the graphical animation of how their product removes the impurities and protects the skin. Hence, it is recommended to skin care companies that they should not waste money on designing fairness ads. Companies should understand that such fairness ads actually encourages racism in society and it can affect the brands' image as well as the product sales & overall performance in market.

Male skin is of different types that are as follows- dry, oily, & sensitive, it is recommended that skin care product manufacturing companies should create wide range of products as per skin types so that everyone is comfortable and satisfied by using the product.

From Research study it is pretty much clear that people living in Sangli district are price sensitive and are willing to spend approximately rupees 500 to 1000 on skin care products per month. It is recommended to skin care product manufacturing companies that they make their products available in multiple price points from lower to higher. If the product is available at affordable prices then more consumers will be willing to buy the products that can in turn increase the sales.

Limitations

Limitations in a research study are influences that the researcher cannot control. They are the shortcomings, conditions that cannot be controlled and that place restrictions on your research methodology and conclusions.

The research survey questionnaires were distributed only to the people living in Sangli district. This research study targets a limited target population however in future this research can be conducted at large scale.

Sample size collected for this research is normal. As not all the target population have access to digital format of survey forms, we were not able to record their responses. Innovative strategies could be used to increase the responses so that we get a more comprehensive view of respondents.

This research is conducted in a Tier 2 city where the purchasing power of people is directly proportional to the

income and hence these study conclusions cannot be applicable to target population living in Tier 1 cities.

Acknowledgement

The authors wish to acknowledge Symbiosis Centre for Management and Human Resource Development, Pune for providing the laboratory facilities.

Conflict of Interest: There is no conflict of interest among the authors

Funding: Self-funded

Ethical approval: Not Applicable

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