FACTORS AFFECTING MEN PERCEPTION TOWARDS PURCHASE OF FACE WASH

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Abstract

This study examines in some depth the influences of customer decision making on the male consumer behaviour in purchasing skin care products. It also endeavours to find out the reasonable impacts of view on the relationship between variables and consumer behaviours. A questionnaire was developed and distributed to men using face wash who are in the age range between 15-45 years old. The total sample consists of 51 respondents. Further, the returned questionnaires were analysed by using T test, P test and chi square. Most of male customers who using skin care products reveal that, the main reasons behind their using skin care products are for improving skin, personal care, attractiveness and self-confident orderly.

Introduction:

In the globalization period, upgrading of technology, science, society, economy and education provide people to have better standard of living and styles. Relating to the development of purchasing power in consumers and market trend that people become more aware of hygiene and beauty, it affects to the rapid growth in skin care industry, mainly in this decade. Because of the specific of the market is quite high by value, thus it attracts many companies to enter to this market constantly. Not only domestic companies that try to take as much as advantages in their local market but international company also wish to reach the market. There is intensive competition in skincare market; many companies still pay attention to invest in this market to respond for the high demand available in market. Most men now a day’s want to be handsome, healthy and good looking. The global world we are living in sets fixes that become models. Models are presented extensive all around us in daily life such as on the television, in the commercials, in the magazines, on the billboard, in the fashion shows, or at workplace. There is a normal information that most people want to look like the replicas. This desire and trends are growing and seen as a gold mine for the skincare market. Skincare products imply psychologically that customers are taking care of their hygiene, beauty and healthiness by using some products items to support. The beauty industry in women has been obviously growing since long times ago whereas the men’s market has just become blooming in men aspects lately. Presently men are more aware of their body and the demand for aesthetics, youthfulness, healthiness, and thinness which drag them away from old opinion about “firstcleanliness”.

Therefore, as research purpose, it is concerned knowingly to understand and know which factors have the impacts of decision making toward purchasing of skin care products focusing on face wash in particular.

Research Objectives.

- The purpose of this thesis is to investigate men’s attitude towards purchasing a face wash. The focus is on the relationship between their consumption habit and market representative.
To figure out which reasons and factors have highly impacts of men customers before making decision to use a face wash or buy the product, such as price, advertising, press, store location, the effects from others as spouse, family, friend, celebrity validation, and so on.

To do so, the study can authority to understand more the customer’s behaviour’s, market trends and purchasing evaluation in face wash market of men in India.

HA1: MORE THAN 60% OF SAMPLE SIZE USE FACE WASH FOR ATTRACTIVE LOOKS.

HA2: AVERAGE AGE OF SAMPLE SIZE WHO USE FACE WASH REGULARLY IS 24 YEARS

HA3: USAGE OF FACE WASH IS NOT INDEPENDENT OF OCCUPATION.

The major players in the Face wash industry for men are:
1. Garnier
2. Nivea
3. Himalaya
4. Vasaline
5. Ponds
6. Fair & lovely
Literature Review.

1. The knowledge of consumer behaviour helps the marketers to understand how consumers think, feel and select from the alternatives like various product, brands and how the consumers are influenced by their environment, the reference groups, family and salesperson and so on.

2. There are mainly two factors which influence the consumer’s decision making: Risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what they are purchasing (Donthu and Gilliland, 1996). Highly risk adverse consumers need to be very certain about what they are buying whereas less risk adverse consumers can tolerate some risk and uncertainty in their purchases. The second variable, innovativeness, is a global measure which captures the degree to which consumers are willing to take chances and experiment with new ways of doing things (Donthu and Gilliland, 1996). The shopping motivation literature is plentiful with various measures of individual characteristics.

3. Product class knowledge is a measure of consumer’s perceptions of how much they know about a specific class of products (e.g., cars). This type of measure is consistent with what Brucks (1985) called subjective knowledge, that is, consumers self-perceptions of knowledge levels. This is often contrasted with objective knowledge, which is what consumers actually know. Park and Lessing (1981) proposed that subjective knowledge provides a better understanding of consumer’s decision making processes because consumers level of confidence in their search and decision making behaviour, is independent of their objective knowledge. Quality: It is our aim to provide the best product for the consumer and we believe that if the products are of best quality the consumer will pay the price.

4. The greatest task faced by companies today is farm and growing their market share and value. This is always a strenuous exercise and one of the tools for the same is marketing. There is no specific game rule available for using these marketing tools. The reason is: each promotional tool has its own characteristics.

5. According to Rossiter and Prey (1987), brand awareness precedes all other steps in the buying process. A brand attitude cannot be performed, unless a consumer is aware of the brand. In memory theory, brand awareness is positioned as a vital first step in building the bundle of associations which are attached to the brand in memory (Stokes, 1985).

6. A family exerts a complex influence on the behaviours of its members. The factors that influence a consumer buying behaviour towards toothpaste for sensitivity are:

- Product Attributes
- Product Availability
- Product Promotion
- Celebrity endorsement
- Product Quality
- Product Price
- Family/Friends Influence
**Research Methodology.**

**Source of Data**

The Data required for the study is combination of primary and secondary data. the primary data is collected from questionnaire method and secondary data is collected by Social Site’s (Facebook, Instagram).

**Sample Size**

Total sample used for this study is 51.

**Analysis Methodology.**

The collected data have been analysed by making use of hypothesis testing.

**Charts about the sample Profile.**

**Occupation.**

Observation:
1. 40% of respondent are Students and Employee.
2. Only 2% of respondent are Doctor, Engineer and physician.

**Insight.**

In India there are more number of Student and Employee using face wash because they want to be more Hygiene and Attractive.

There are average number of professional who use face wash.

**Reasons for using Face Wash.**

Observation: Most of the respondent are using face wash for Attractive looks (44%).

There are only 6% of respondent using face wash for Medical purpose.

**Insight.**

In India we can see that most of them use face wash for attractive looks only. There are only few of them use it for Medical purpose as in day to day life young generation needs to be more attractive.
DATA ANALYSIS

Hypothesis 1:

<table>
<thead>
<tr>
<th>Number</th>
<th>51</th>
</tr>
</thead>
<tbody>
<tr>
<td>Null hypothesis</td>
<td>μ&lt;60%</td>
</tr>
<tr>
<td>Alternate hypothesis</td>
<td>μ&gt;60%</td>
</tr>
<tr>
<td>Test</td>
<td>p -test</td>
</tr>
<tr>
<td>Tail</td>
<td>right test</td>
</tr>
<tr>
<td>Alpha</td>
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<tr>
<td>Probability</td>
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</table>

<table>
<thead>
<tr>
<th>Critical observed</th>
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</tr>
</thead>
<tbody>
<tr>
<td>p'</td>
<td>0.43</td>
</tr>
<tr>
<td>p'-p</td>
<td>0.30</td>
</tr>
<tr>
<td>1-p</td>
<td>0.40</td>
</tr>
<tr>
<td>p</td>
<td>0.60</td>
</tr>
<tr>
<td>q</td>
<td>0.40</td>
</tr>
<tr>
<td>p*q</td>
<td>0.24</td>
</tr>
<tr>
<td>sqrt((p*q)/n)</td>
<td>0.07</td>
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<tr>
<td>Probability</td>
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</tr>
<tr>
<td>Alpha</td>
<td>10.00</td>
</tr>
</tbody>
</table>

Decision: p>PC, reject the null hypothesis

Observation:
More than 60% of sample size use face wash for Attractive Looks.

Insights.
Face wash is more demand in age group of 18-30.
They also believe that not just social acceptance but also career success is linked to how a person presents himself to the external world.
Hypothesis 2:

**Ho**: Average age of sample size who use face wash regularly is 24 years

**Ha**: Average age of sample size who use face wash regularly is not 24 years

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2-3 times a week</th>
<th>More than Twice A Day</th>
<th>Once a Day</th>
<th>Twice a Day</th>
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<tbody>
<tr>
<td>18-24</td>
<td>4</td>
<td>3</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>24-32</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>Above 32</td>
<td></td>
<td></td>
<td>3</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>F</th>
<th>Mid-Point</th>
<th>F*Mid</th>
<th>Midp-x'</th>
<th>(midp-x')^2</th>
<th>F*(midp-x')</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>21</td>
<td>567</td>
<td>-3</td>
<td>12</td>
<td>323</td>
</tr>
<tr>
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<td>28</td>
<td>560</td>
<td>4</td>
<td>13</td>
<td>251</td>
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<tr>
<td>3</td>
<td>32</td>
<td>96</td>
<td>8</td>
<td>57</td>
<td>171</td>
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<tr>
<td>50</td>
<td></td>
<td>1223</td>
<td></td>
<td></td>
<td>744</td>
</tr>
</tbody>
</table>

Mean: 24.46
Variance: 14.8884
Standard Variance: 3.85854895

N: Ha: μ = 24
A: Ha: μ ≠ 24
T: Two Tailed
T: T-Test
A: 0.10
P: 0.05
C: 2.92
x': 24.46
μ: 24
s: 3.86
sqrt(n): 7.07

\[
x' - \mu = 0.46
s/\sqrt{n} = 0.84
\]

O: 0.84
P: 0.10
A: Accept the null
Observation:

The Average age of sample who use Face wash is 24.

Insights.

This age group basically belonging of the youth of the country who want to look good and presentable all the time. They also believe that not just social acceptance but also career success is linked to how a person presents himself to the external world.
Hypothesis 3

<table>
<thead>
<tr>
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<th>fe</th>
<th>fo-fe</th>
<th>fo-fe^2</th>
<th>fo-fe^2/fe</th>
</tr>
</thead>
<tbody>
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<td>6</td>
<td>7</td>
<td>-1</td>
<td>1</td>
<td>0.18</td>
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<tr>
<td>1</td>
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<td>5.28</td>
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<td>-6</td>
<td>38</td>
<td>5.28</td>
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<tr>
<td>20</td>
<td>7</td>
<td>13</td>
<td>165</td>
<td>23.14</td>
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<tr>
<td>50</td>
<td></td>
<td></td>
<td></td>
<td>67.60</td>
</tr>
</tbody>
</table>

Ho: Usage of Face wash is independent of occupation
Ha: Usage of Face wash is not independent of occupation

Observation:
We can see uses of Face wash is independent of Occupation.

Insight.
The uses of Face were independent of Occupation; we know that now a day everyone is using facewash of various occupation. Every occupation use face wash for a Different reason and purpose, for student they use for being Attractive.
Conclusion:
The Aim of the study is to identify consumers purchasing decision for face wash (men) are product attributes like brand, quality, performance and advertisement. Also it is attributed to the increasing grooming and look conscious youthful male population in India (with 75% of the total population lying below the age of 28 years) with enhanced aspirations to look and feel better. They also believe that not just social acceptance but also career success is linked to how a person presents himself to the external world. The face wash category has grown so much because a man, however clumsy or dirty he may be will wash his face once day. Interestingly, men in India today and especially those who fall in the age group of 18 to 25 spend more money on grooming and personal care products than women in India. Popular icons who are overtly masculine including Hindi movie actors like John Abraham, who works with Garnier, or Arjun Rampal, who works with Nivea talk to male consumers in the market about the benefits of using products that will give their skin youthfulness and their complexion clarity. The habit to wash is already there, it is just a format change to use face wash instead of soap. It is easily adaptable after years of using women products, men have realised the benefits of a face wash. The face being the most important part of your body, gives you a feel of confidence As a result of this changing lifestyle, the male grooming market continues to grow at strong double digits. Thus we can say that there is a huge scope in the market for such a class of products and this market can do wonders in the near future.

Limitation

1. We had got data for limited area like Mumbai because we cannot get data for entire country.
2. We had physical barrier to conduct this test, we cannot go physically to get data for tests.
3. We Had to Depend Totally On Internet Research.
4. Reluctance of people to provide complete information can affect the validity of responses.
5. As the Analyse is based on primary as well as secondary data possibility of unauthorized information cannot be avoided.

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