

## **DIMENSIONS OF POINT OF PURCHASE FACTORS IN IMPULSIVE BUYING OF MEN'S SKINCARE COSMETICS IN INDIA**

**Manish Mishra**

**Symbiosis Institute of Management Studies (SIMS)**

**Symbiosis International (Deemed University) (SIU), Pune, India.**

**Manish Mishra , Dimensions Of Point Purchase Factors In Impulsive Buying Of Men's Skincare Cosmetics In India , Palarch's Journal Of Archaeology Of Egypt/ Egyptology 17(12). ISSN 1567- 214x,**

**Keywords : Fast Moving Consumer Goods, Skincare Buying Behaviour, Cosmetics, Appearance, Benefits, Impuls Buying.**

### **CHAPTER-I**

#### **Abstract:**

After the advent of liberalisation, privatisation and globalisation in India, using world-known and acknowledged brands in all the spheres began at increasing rates. One such sphere which gained widespread engagement was the skincare cosmetics which entered India during the 90s. Since then, the cosmetics business is soaring in the Indian markets. The products of cosmetics industries are not limited to females only, but today there are a variety of options in the skincare cosmetics exclusively produced for the men in India. One of the reasons for the success of the cosmetics products for men is the growing consciousness instilled among the men about their looks and grooming. The more they become aware of their looks and personal appearances, the more the grooming products are being purchased. With the desire to look like television personalities and models, the men are often inclined to buy these products—the buyers of today desire more options to choose from. Purchasing can be done after a careful analysis of the products available in the market or otherwise, which is known as impulsive buying and done without any planning beforehand. The people may tend to buy a product even if they do not desire to do so but end up buying the products because of several factors which may lure them (Thakkar, Maskara, Rohilla, 2017). The sellers and the manufacturers are following many practices to engage the buyers in impulsive buying by somehow luring them. This not only increases their sales but make people spend more money

than they can afford. The sellers and the manufacturing units do numerous marketing strategies and promotions to capture more consumers by creating an illusion in the buyers' minds that certain products are necessary for them even if they are not. Not only this, they tend to deceive them by giving them offers and exaggerating the benefits of the products. Due to this, the consumers end up buying stuff they did even intend to buy (Anute, Deshmukh, 2015).

### **Objectives:**

This study aims to find out the trends of impulsive buying among the men in the cosmetics industry in India.

## **CHAPTER- II**

### **Literature review:**

- Consumer Buying Behavior towards Cosmetic Products(Prof.Nilesh,Dr.Anand, &Prof.Amol, 2015)

The Indian cosmetics industry has grown and developed in India over time. This is due to the increase in the purchasing power of the consumers in India as they have ample disposable income which could be spent on skincare products. From 2005 to 2014, the Indian markets witnessed a rise of 4% in their share value. These figures have been growing since then. More and more people are being lured into buying these products by the innovations and the companies' marketing strategies. Not only the increase in purchasing power, but the increased level of awareness related to looks and grooming has also led to the rise in the purchase of skincare cosmetics and beauty products.

- Effects of Service And Communication Initiatives On Retail Grocery Consumers' Loyalty Francis Piron (2001)

The buyers do not always have enough time to conduct research and collect data and information to buy products. They do not compare the various options available to them and end up buying on the spot. Sometimes they end up purchasing products when they do not even desire to buy them. This process is termed impulsive buying, which is crucial consumer behaviour in terms of buying behaviours and preferences of the customers.

- A factor analysis on attitude characteristics of consumer buying behaviour for male cosmetics products in Pune city (Shimpi S.S. and Sinha D.K. 2012)

The use of cosmetics by males has been going on since the beginning, but it was not as prevalent as that of women. Men are becoming more concerned about their looks, personality, and identity, making them use the skincare products at higher rates than they used to do earlier. The men are making more efforts to look attractive and well-groomed in society. Therefore, cosmetics are now not limited to the females but have extended and equally entertain the male population. Several factors have played a part in the establishment and development of cosmetics in India. Some of them are the

increasing levels of consciousness and awareness among the people about how they look and how do the people around them perceive them. In the race to look the best and most attractive, the cosmetics industry has gained manifold. The younger people are more concerned about their looks and engage in buying skincare products.

### **CHAPTER- III**

#### **Research methodology:**

Most of the data has been collected from secondary sources and used to conclude men's impulsive behaviour in buying skincare products and the factors that affect their behaviour. The data has been collected from various articles, journals, surveys conducted and other government authorised resources.

#### **IMPULSE BUYING:**

This term was earlier associated more often with females than men, but with the passage of time, attitudes and preferences of both the genders have changed, and now impulse buying is not limited to the females only. Instead, it has extended to the men. This happens when a person has not planned to buy a product but suddenly feels an urge and desire to buy it after seeing its benefits and utility on the spot. This process is often termed to be a thoughtless behaviour which is not done after giving any thoughts before buying (Pradhan, 2016).

There are many internal factors which instigate a person to buy things impulsively. Today men are more concerned about their self-image and want to look the best, which induces them to buy stuff they think is suitable for their skin and grooming. It is easy for the sellers and marketers to exploit the men and manipulate them to buy such things by making them believe that they will look better than ever(Pradhan, 2016).

The men usually have a busy lifestyle in India. They cannot spend enough time to think about the products they are going to buy, so they typically end up purchasing the skincare products as advised by the shopkeepers. They even get lured when they see they are being offered specific promotional discounts or offers. Men are usually the family's earning hand, which makes them entirely independent of their choice of buying things. They typically have enough money to spend on grooming themselves (Kalla, 2016).

#### **Factors influencing impulse buying:**

Even though the proportion of people who make a careful analysis of the shopping items before they go shopping and buy always remains high, they do not make such analysis before shopping. However, they still are quite several people who end up buying things on the spot. There are numerous factors which influence such customer behaviour among men. Impulse buying depends on the characteristics of the products as displayed in the markets. It is often seen that innovative product and made with new techniques tend to attract more people. Men

are more attracted and fascinated towards the products which guarantee quality and assurance. The men who earn a fair amount of money are inclined towards buying more skincare products depending on their price and co-relate the cost of the products with their quality and prestige. To match their standard of living, they will buy products which are attractive to look at and promise a wide variety of utilities. They still get lured by the skincare products as they want to look the best and buy the products when they see the right amount of discounts on the products to get the best in less price (Kalla, 2016).

The men usually feel elated after they buy something for their self. They think of a spirit of joy when they groom themselves, which addicts them to buy skincare cosmetics even more in the future even if they have to do it without planning. They easily get swayed by the manufacturers' claims, and impulsively buy them even when they did not intend doing it earlier (Kalla, 2016).

In the field of finances, many factors guide the behaviour of skincare cosmetics' impulsive buying among men. Men generally have extra money because as per the Indian culture, men are usually the family's working for an earning hand. This leads to independence, which is financial among the men, enabling them to spend money impulsively, as they know they would get their income and support themselves. From the easy availability of credit cards, men have started impulse buying even if they do not have the financial capacity when shopping. They consider it easy to buy the products and pay later with this facility. Men end up buying skincare products even if they do not have enough cash at disposal during shopping and rely on the credit cards in such circumstances.

Impulse buying is a psychological phenomenon as men who are in a good mood might often buy things which promise to make them attractive and handsome and think to worry about finances at that time. Not only this, when they feel ashamed of their looks, and are usually made fun of their looks, they will get lured into buying cosmetics even if they charge more than they can afford (Pradhan, 2016).

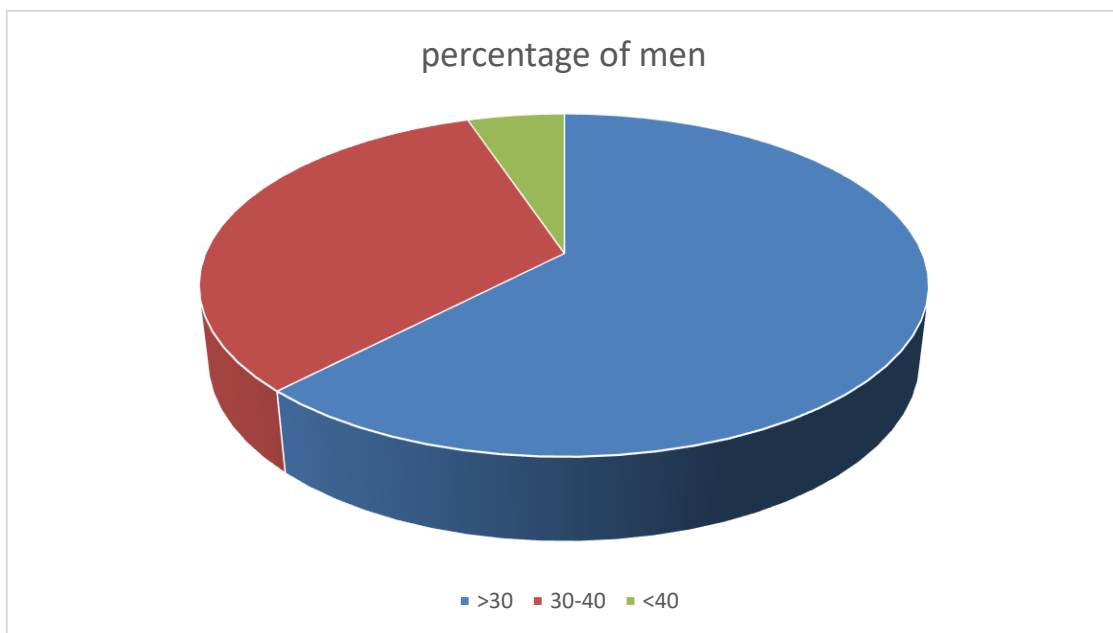
### **The intention of purchasing grooming products by men:**

The intention of purchasing such products depends on their attitudes, behaviour and how they perceive themselves. There are various factors which influence the decision of men of buying skincare cosmetics products. It may depend on the time one has to groom oneself and the perspective of men towards themselves and society. There are various other factors where society plays a vital role in influencing men to buy such products, including the pressure built on them by their friends and family. Apart from society, the men themselves are also responsible for their indulgence in the skincare such as their age, their image as perceived by them and the level of self-confidence they have. The financial factors also influence men's purchasing intentions, such as disposable income, price of the products, and the utility of those products as believed by them. The most crucial factor is the sellers' marketing strategies to attract people to buy their products. This includes the attractive advertisement done by famous personalities that influence men to buy the products endorsed. The easy availability of the skincare cosmetics of particular brands in the market also makes men more reliable on

these products. They believe they will never run out of these products, which develops their loyalty to a particular brand(Thakkar, Maskara, Rohilla, 2017).

### 1. Age of men:

The desire to buy skin care products to look more attractive differs with age. Younger people are more inclined to purchase such products as they are more conscious and concerned about their looks and appearance. As age increases, people get less worried about their looks and instead focus on their personality as a whole. The younger minds are easily manipulated by marketing strategy, and they end up buying skincare cosmetics to look more attractive and acceptable in society. In a survey conducted in the city of Pune, it was found that the highest proportion of men who used cosmetics belonged to the age group below 30, which was lesser in the age group of 30-40 and the lowest as the age rose above 40 years of age.



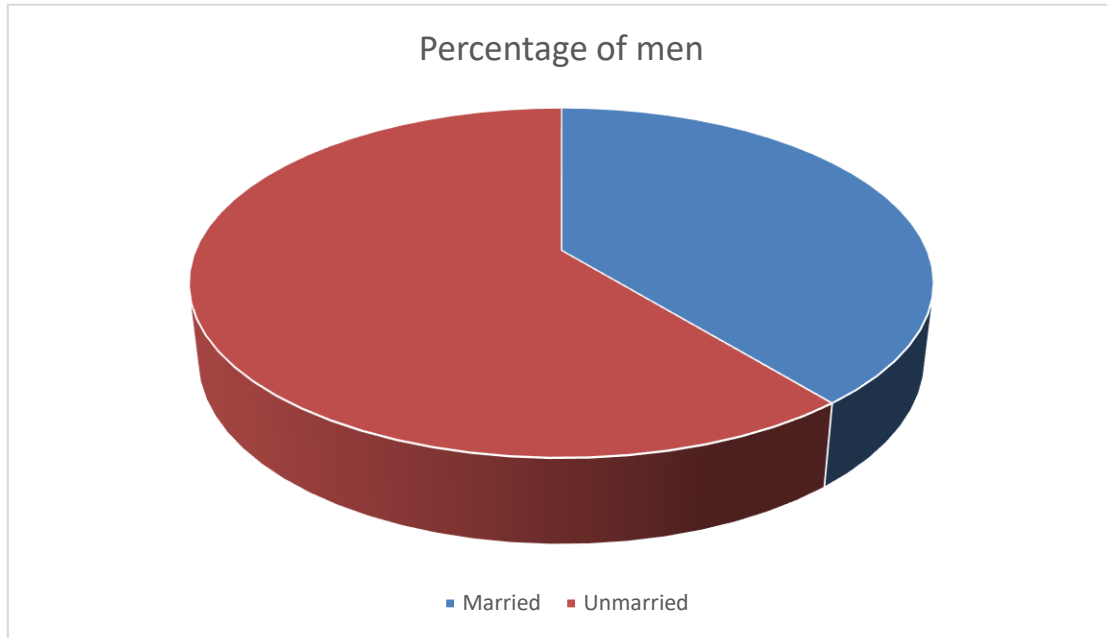
(Shimpi, Sinha, 2012)

The above chart shows three age groups of men who buy skincare cosmetics and the percentage in each group.

### 2. Marital profile of men:

The intentions of men to buy skincare cosmetics also depends on whether they are married or not married. The unmarried men may be more inclined to purchase such products due to a desire to attract the opposite gender and feel confident about their looks. The bachelors who are keen on finding a partner will get lured in buying the products that promise them to make them look handsome, fair, younger and attractive. Even though the proportion of married men indulging in cosmetics may be less, they're submitting.

This may be due to the family's pressure or their peers and self-image, which motivates them to use such products. In a study conducted among the men in the Pune, it was found that the percentage of men who were not married were more interested in skincare cosmetics than married men. The following chart shows the proportion between married and unmarried men who purchased cosmetics.

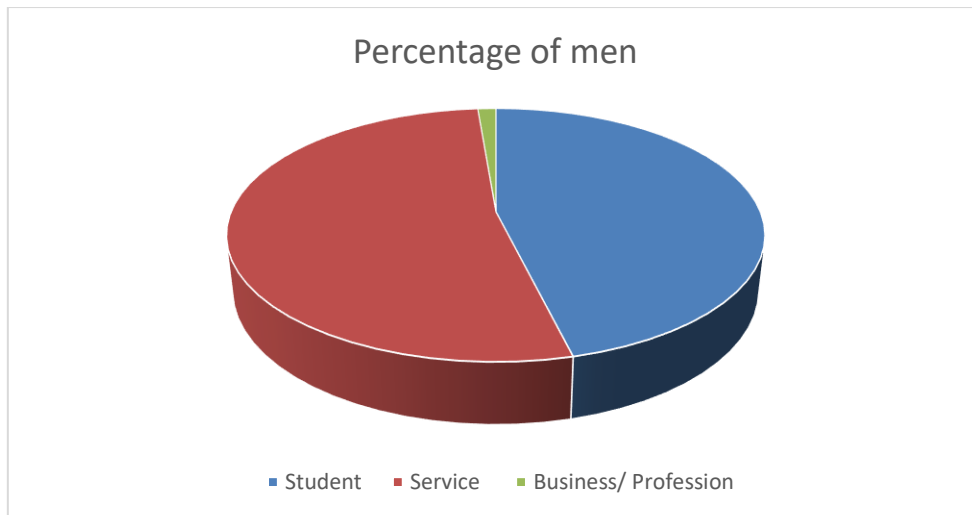


(Shimpi, Sinha, 2012)

It can be seen from the above pie chart that married men are often less inclined towards buying skincare cosmetics while unmarried are more into it. This may be because the single men have more disposable income to spend on themselves while married men have to support their family.

### 3. Working profile of men:

The buying capacity of men also depends on their occupation. Even if the younger men have more desire to buy such products, they can again do so if they have enough resources. If they are not working and still dependant on their parents, they would be able to buy less than the people who can buy on their own. Therefore, the employed males will tend to indulge in purchasing these articles more and more—another factor that may influence them to buy skin care products, the people where they are used. The pressure created by the colleagues and the desire to look the best in the workplace also make men buy such products.

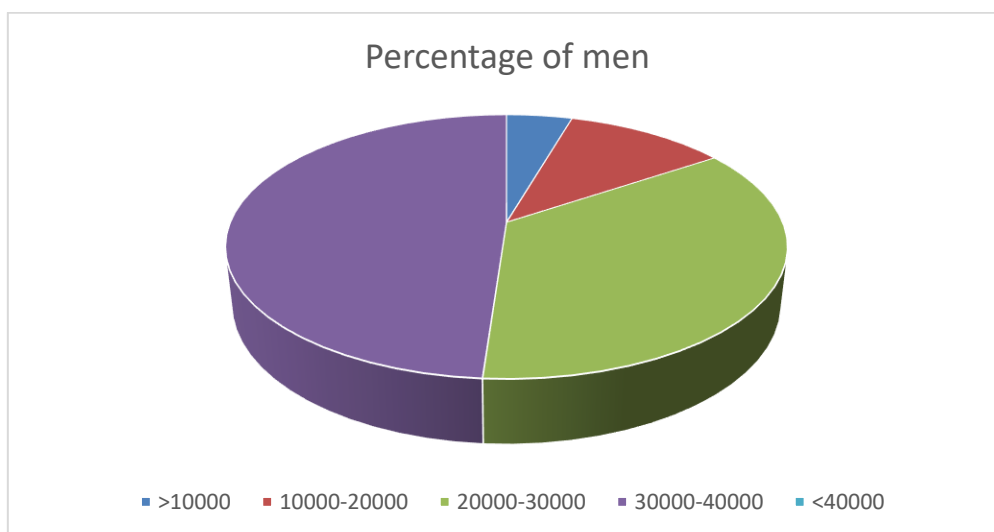


(Shimpi, Sinha, 2012)

The students being young men are interested in looking good, so they too buy such products even if they do not earn, but their capacity to buy is often less than the men employed in the service sector.

#### 4. Income:

Income is also one of the factors which control the desire of men to buy such skincare cosmetics. If their income is enough for them to maintain the family soundly and still some part is left, they can afford to buy and spend more on such products. It is a known fact that people's purchasing power increases with the increase in their income with other things remaining constant. More will be the payment; higher will be their capacity to buy. The standard of living is directly proportional to the income earned by people. In a survey conducted on the men of Pune, it was found that the men earning more, tend to spend more on skincare cosmetics. As the standard of living improves, the people tend to spend more money on their looks and appearances to match the ideals of the society they live in.



(Shimpi, Sinha, 2012)

## CHAPTER- V

### CONCLUSION:

The cosmetics industry is not new in India, but the indigenous cosmetics are being used in India from times immemorial. The cosmetics industry in India has been growing ever since it entered India towards the end of the previous century. There are various skincare products available in the market as per different buyers' customisations (Junaid, Ahmad, Nasreen, Ahmad, 2017). The market for skincare cosmetics for men has evolved manifold and includes various products, especially and exclusively designed for them. Men have been indulging in buying the skincare article impulsively due to the manufacturers' strategic marketing policies that are successful in attracting the male population towards them. Men are more concerned about their looks these days and this weakness of the men are being used by various brands who act as opportunists and make the celebrities endorse such products because people start believing the products to be the best. Men tend to feel more confident and happy once they start focusing on their self-grooming, which is why impulsive buying is becoming popular among the men of Indian society. The changes in the patterns of lifestyle and customers' behaviour towards buying have changed with a difference in the living standard of men. Men in this country's urban areas are more into improving their appearances how other people perceive as they want to fit into the evolving society, so the rate of expenditure on the skincare cosmetics is more in the bigger cities than the low rural areas. Due to increased migration from the rural areas to the cities, the rural men buy the skincare articles as they feel that they desire to be viewed by the society as one of them and not a stranger. The fear of growing old and the ageing effects have threatened the people to buy more stuff which will help them look younger and handsome.

### REFERENCES:

- Anute N., Deshmukh A., Khandagale A. (July, 2015) "Consumer Buying Behavior towards Cosmetic Products", International Journal in Management and Social Science, 3(7), 25-34, [https://www.researchgate.net/publication/338421485\\_Consumer\\_Buying\\_Behavior\\_towards\\_Cosmetic\\_Products](https://www.researchgate.net/publication/338421485_Consumer_Buying_Behavior_towards_Cosmetic_Products)



- Francis P. (July-December, 2001) Effects Of Service And Communication Initiatives On Retail Grocery Consumers' Loyalty, Singapore Management Review, 23(2), <https://go.gale.com/ps/anonymous?id=GALE%7CA77417367&sid=googleScholar&v=2.1&it=r&linkaccess=abs&issn=01295977&p=AONE&sw=w>
- Junaid A.B., Ahmed W., Nasreen R., Ahmed F., (2017) Cosmeceutical Consumption Behaviour amongst Males in Indian Market Analysis of Determinants and Influencing Factors, Journal of Applied Pharmacy, 9(2), <https://www.longdom.org/open-access/cosmeceutical-consumption-behaviour-amongst-males-in-indian-market-analysis-of-determinants-and-influencing-factors-1920-4159-1000236.pdf>
- Kalla S.K. (April, 2016) Impulse Buying: What Instills This Desire to Indulge? Internal Motivating Factors of Impulse Buying: A Qualitative Study in the Indian Context, Journal of Business and Retail Management Research, 10(2), [https://jbrmr.com/cdn/article\\_file/i-23\\_c-219.pdf](https://jbrmr.com/cdn/article_file/i-23_c-219.pdf)
- Nair V.K., Pillai P.R. (April 2007) A Study on Purchase Pattern of Cosmetics among Consumers in Kerala, International Marketing Conference on Marketing & Society, <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.583.8151&rep=rep1&type=pdf>
- Pradhan V. (2016) Study on Impulsive Buying Behavior among Consumers in Supermarket in Kathmandu Valley, Journal of Business and Social Sciences Research, 1(2), 215-233, [https://www.researchgate.net/publication/327354814\\_Study\\_on\\_Impulsive\\_Buying\\_Behavior\\_among\\_Consumers\\_in\\_Supermarket\\_in\\_Kathmandu\\_Valley](https://www.researchgate.net/publication/327354814_Study_on_Impulsive_Buying_Behavior_among_Consumers_in_Supermarket_in_Kathmandu_Valley)
- Shimpi S.S., Sinha D.K. (November, 2012) a factor analysis on attitude characteristics of consumer buying behaviour for male cosmetics products in pune city, International Journal of Marketing, Financial Services & Management Research, 1(11), 78-87, <http://indianresearchjournals.com/pdf/ijmfsmr/2012/november/7.pdf>
- Thakkar D., Maskara R., Rohilla S. ( August, 2017) Factors influencing buying behaviour of men's towards grooming products, International Journal of Multidisciplinary Research and Development, 4(8), 242-248, <http://www.allsubjectjournal.com/download/3465/4-8-71-472.pdf>
- Vidhya J., Tamizhjothi K. (October, 2014) consumer attitude towards impulsive buying of cosmetic products, International Journal of Research In Social Sciences, 4(6), [http://ijsk.org/uploads/3/1/1/7/3117743/9\\_impulsive\\_buying.pdf](http://ijsk.org/uploads/3/1/1/7/3117743/9_impulsive_buying.pdf)

- KOLAGERI, NEELAMMA R., and GN NAGARAJ. CONSUMER PERCEPTION ON E-MARKETING IN BANGALORE CITY. Diss. M. Sc Thesis, University of Agricultural Science, Bangalore, IMPACT: International Journal of Research in Business Management (IMPACT: IJRB) 5.3 (2017) 83-88
- Murugan, M. Sakthivel. "EMPIRICAL STUDY OF PERCEPTION OF WOMEN CONSUMERS AND FACTORS TOWARDS PURCHASE DECISION OF TWO-WHEELERS IN CHENNAI CITY." IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRH) 6.1 (2018) 283-290
- PUSPA, V. SINGH, and P. PUNIA. "CONSUMER ACCEPTABILITY FOR DIVERSIFIED DURRIE PRODUCTS." International Journal of Applied and Natural Sciences (IJANS) 6.3 (2017) 41-44
- Garg, SANJEEV KUMAR, and PARDEEP KUMAR Jain. "Ethnocentric tendencies in Indian consumers-an empirical study." International Journal of Sales & Marketing Management Research and Development (IJSMMRD) 6.1 (2016) 9-16.
- KOLAGERI, NEELAMMA R., and GN NAGARAJ. "CONSTRAINTS IN E-MARKETING—A STUDY OF E-MARKETING PREFERENCE AMONG CONSUMERS IN BANGALORE CITY." International Journal of Economics, Commerce and Research (IJE) 6.6 (2016) 47-50
- TAMBE, PRAKASH, KRANTI SHINGATE, and PRADNYA RAJPUT. "CONSUMER PREFERENCES TOWARDS ONLINE SHOPPING IN PUNE CITY." International Journal of Sales & Marketing Management Research and Development (IJSMMRD) 7.2 (2017) 1-8