



“A STUDY ON THE FACTORS AFFECTING THE PURCHASE INTENTION OF MEN’S BEAUTY PRODUCTS IN THE REGIONAL AREA OF CHHATTISGARH”

Mr. Chandrahas Rajak¹, Ms. Akriti Xalxo², Ms. Tanya Singh³

¹Assistant Professor, KK Modi University, Durg, ²MBA, ³MBA (2023-25) Marketing

KK Modi University Durg, Chhattisgarh, India

ABSTRACT

Historically, beauty was women's territory. But times are changing! More men are embracing self-care and using beauty products. However, we don't know much about what drives their choices, especially in places like Chhattisgarh. This is a missed opportunity for businesses. By understanding how men in this region think about beauty, companies can design products and marketing that resonate with them, unlocking a lucrative new market segment.

In short, men are buying beauty products, but we need to understand why, especially in regional areas like Chhattisgarh. This knowledge is key for businesses to capture this growing market.

Key Words: Purchase Intention, Men’s Beauty Products, Chhattisgarh, Consumptions of Beauty Products

INTRODUCTION

In this era of astonishing female glams, which is outshining worldwide huge cluster of men are also focusing on getting into the limelight. Findings revealed that both personal factors and product attributes have a significant impact on purchase intention whilst attitude towards consumption of the product category partially mediates the relationship between personal factors and purchase intention. ([GD Samarasinghe, WS Jayawardhana - 2020](#)) The landscape of beauty industry is undergoing a different route and this is evident even in regional areas like Chhattisgarh, where historically men’s focus on their personal care products were limited. In the contemporary environment, modern men are aware of their looking as women compare to previous decade. The majority of men nowadays believed that a healthy skin is vital for them in their life aspect as the first impression of good looking is so important in the social life activities. ([Nor Azlina Kamarohim1 *](#), [Suzanna Samsuri2](#) and [Manisah Othman - 2021](#))

Men’s beauty products have surprisingly a long history. Ancient Egyptians used kohl eyeliner, Romans experimented with hair dyes, and cultures worldwide embraced grooming practices. Fast forward in 20th century, celebs and media paved the way and more money in pocket helped. The majority of men nowadays believed that a healthy skin is vital for them in their life aspect as the first impression of good looking is so important in the social life activities.



Therefore, this study aims to examine the factors which will contribute to men's purchase decision on skin care products. Five factors that included in this study are self-image, celebrity endorsement, ageing-concern, lifestyle and social cultural. (Goh Mei Ling, Lim Kah Boon, Yeo Sook Fern, Tan Seng Huat, Tay Kai Sen 2014)

Forget the days of “men don't use beauty products,” because the landscape is dramatically evolving! From Seoul to Chhattisgarh, men across the globe are embracing the world of skincare, haircare and more. The hike in male towards grooming is not just about outer appearances but also empowering individuals in reshaping countries economy and also influencing Global conversations. Factors affecting consumer behavior assuming and fulfilling credit liabilities in Latvia. *Economics & Management*, 16. This study investigated the factors influencing Latvian consumers' decisions to take on and fulfill credit obligations. Lejniece, I. (2011) On a personal level, men are tossing restrictive masculinity and expressing themselves through products, feeling more confident and challenging old norms. They are also prioritizing their well-being with products tackling things like skincare and hygiene. Socially this can also mean more confidence in interactions and better experiences. Nations are seeing economic booms as the market grows, creating jobs and boosting industries. Plus traditional gender roles are being challenged, opening doors for more inclusive societies.

There has been limited research focusing on this context. This study dives deep into the unexplored world of men's beauty choices in Chhattisgarh. By understanding the unique factors that drive their purchase decisions, we can unlock valuable insights for marketers and brands. Recognizing the cultural nuances and preferences of this evolving market segment is critical for crafting effective marketing strategies that resonate with them.

In simpler terms, we're looking to answer: why and how do men in Chhattisgarh buy beauty products? The answers hold the key to unlocking a new market potential for businesses that cater to this growing segment. By factoring in the cultural context and their specific preferences, brands can develop marketing strategies that speak directly to them.

LITERATURE REVIEW

The beauty industry is no longer just for women! Men are joining the self-care party, driving a boom in the market for male beauty products. 'Consumer is the king of market'-the statement carries profound truth in it. Today the success of any firm depends upon the satisfaction of consumers. (Tyagi, A. (2018). A Study on Factors Affecting Consumer Buying Behaviour. *International Journal of Business & Engineering Research*, 11.) This review dives into the reasons why guys are buying more creams, fragrances, and other goodies than ever before. Beauty is based on what the viewer feels and getting attraction towards a person look and personality. It is differing from person to person. Skin, face, hair, body are determining a person appearance and beauty. (E, Janany and Shivany Shanmugathas 2018) We'll explore what motivates them, what products they're interested in, and how brands can win them over with

marketing, branding, and social media. We'll even see how culture plays a role in different parts of the world. Ultimately, this review aims to help brands and researchers understand this exciting new market and how it's changing the face of beauty.

There are several factors that has an impact on the purchase of beauty products by men such as Brand Reputation, Marketing and Advertising, Pricing, Celebrity Endorsement, Ease Availability, Personalization and Customization, Social Responsibility and Ethics, Shopping Experience, Ingredients and Transparency, Product Claims and Efficacy.

The emergence of aesthetically cognizant men is a societal change that is prevalent in major urban areas and increasingly proliferating to suburban and rural areas as well. Not surprisingly then, concepts such as “feminization of masculinity” (Iida, 2004) Men's beauty market is experiencing rapid growth globally, driven by factors like enhanced purchasing power, media influence, and amplifying product availability.

Figure:1 Frequency of factors occurrence affecting the purchase intention of men’s beauty products

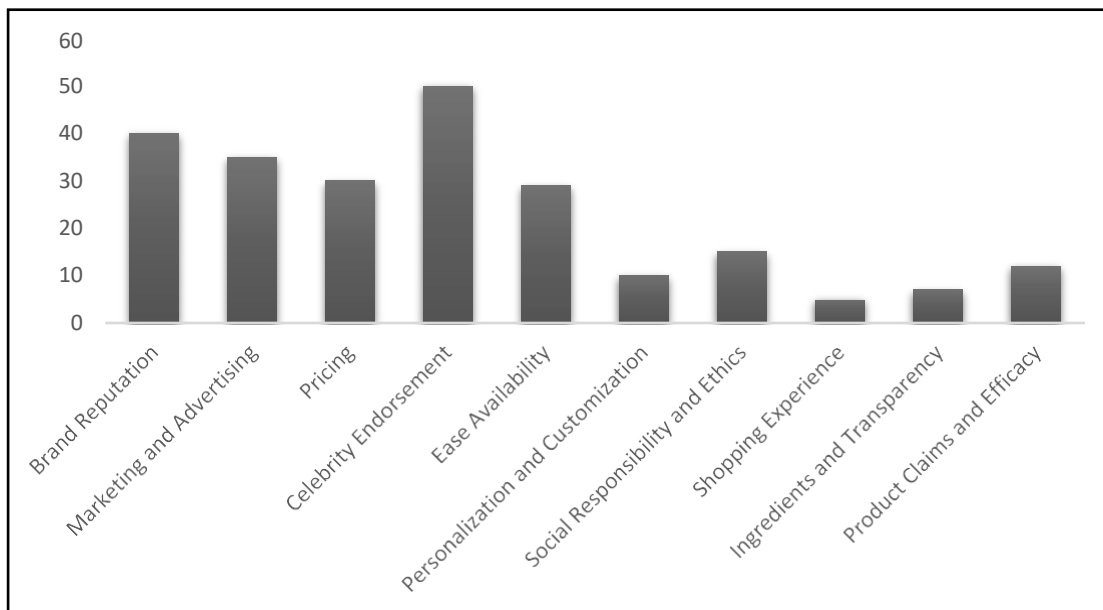


Figure 1 depicts the frequency of factors occurrence affecting the purchase intention of men’s beauty products, In which purchase due to celebrity endorsement has occurred 50 times, Brand reputation has occurred 40 times, Marketing and Advertising has occurred 35 times, Pricing 30 times and Ease Availability has occurred 28 times, these were more prominent factor affecting the purchase intention of men’s beauty products. From the reviewed literature others factors also have impact on the purchase intention of men such as Personalization and Customization, Social Responsibility and Ethics, Shopping Experience, Ingredients and Transparency and Products Claims and Efficacy are the most prominent one so they have taken in study and hypothesis are formulated.



Top 5 Factors Determination

- Brand Reputation
- Marketing and Advertising
- Pricing
- Celebrity Endorsement
- Ease Availability

Today's male beauty consumers are a complex bunch, driven by more than just fleeting trends. They seek products that check multiple boxes: addressing practical concerns like dryness or sun protection, boosting their confidence and self-image, and fitting into an ever-evolving definition of masculinity. Convenience, transparency, and brand trust matter. But for men in Chhattisgarh, beauty purchases go deeper than a quick fix. They seek products that resonate with their values and contribute to their overall well-being, physically and mentally. Usually it is considered that cosmetic industry is only associated with color or makeup but it has five broad categories (skin care, hair care, makeup (makeup is subdivided into four categories like face makeup, lipstick, eye makeup, and nail products), fragrance, and personal hygiene) (Lepir, Citation2003). This reflects a shift in social norms, where men are increasingly comfortable with self-care and using beauty choices as a form of authentic self-expression.

In other words, it's not just about grabbing something off the shelf. Men in Chhattisgarh want products that align with their evolving perspectives on self-care and well-being.

FACTORS OBSERVATIONS

Brand Reputation

A strong brand reputation helps in building trust, reduces risk, and boosts desirability, leading men to buy more. Whereas negative reputation does the opposite it causes distrust, hesitation, and negative impression. This behaviour is becoming a new trend in cosmetic market (T Bumrungrakitjareon, S Tanasansopin – 2011) However, the impact depends on product, individual, and other factors.

Marketing and Advertising

Men aren't just swayed by flashy ads. The cosmetic or beauty industry has for a long time relied on women as their main target consumers but this is slowly changing. Currently men are more aware for masculinity and beautifulness and also healthiness (Souiden & Diagne, 2009) Marketing whispers trust, showcasing product benefits and building consideration. Ads paint a picture, linking products to emotions and social acceptance, influencing choices, especially for unfamiliar



items. Male consumer behavior and perception regarding beauty products is a complex analysis that has many points to study and better understand. (Simone Alves da Silva Lima 2019) Funny stories or jokes create desire, while seeing others use it fuels the "fit in" urge. But it's not one-size-fits-all! Age, personality, and product type matter. Price, features, and reputation still call the shots. Research confirms marketing's influence, but to truly connect, it's about understanding and resonating with the diverse men of today.

Pricing

With the rapidly growing male grooming market, this trend presents a huge opportunity for companies to pay more attention in understanding whether metrosexual men really care about their facial care product. The purpose of this study is to examine the relationship and to determine the effect of factors influencing the purchase intention of metrosexuals towards men's facial care products. (MI Anuar, J Kasuma, Y Yacob) Forget sticker shock, men's purchases are a price negotiation! They value worth, compare deals, and sometimes splurge for coolness. Discounts and trends join the party, but age, personality, and product type matter (fancy watch vs. cereal, anyone?). Price ain't the boss - branding, features, and culture have a say too. Research backs this shopping tango, but it's more than just a price tag.

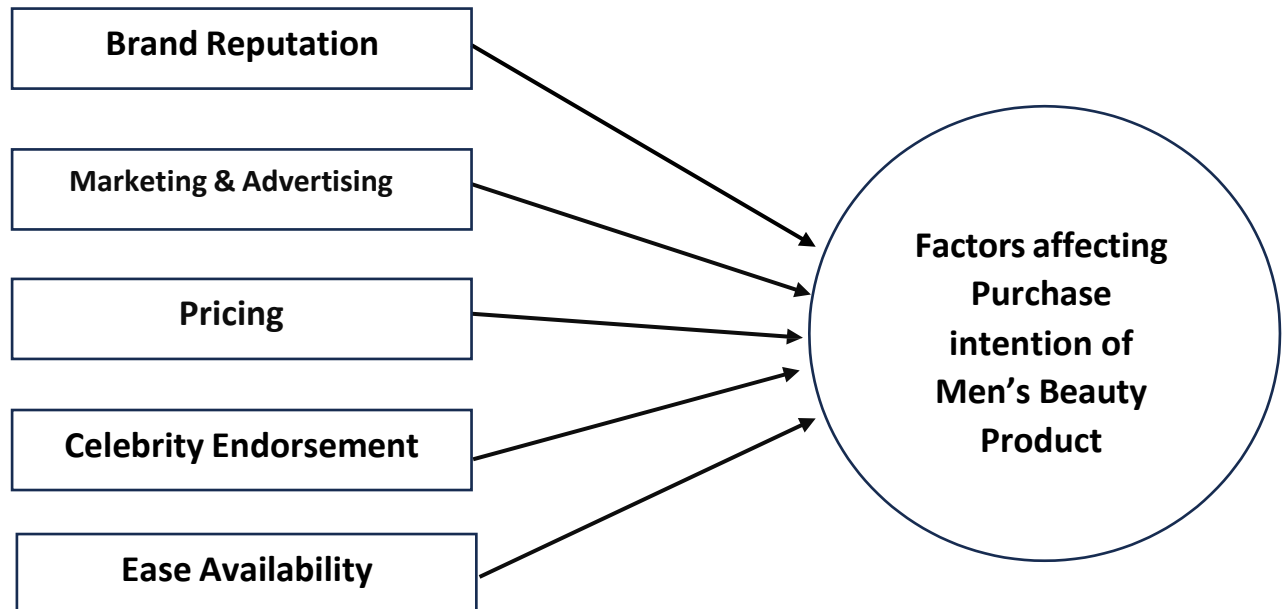
Celebrity Endorsement

While celebrities can influence men's buying decisions, it's a double-edged sword. Familiar, likable faces build trust, but a mismatch can hurt the brand. Aligned endorsements (think athletes for sports gear) leverage expertise and image, while aspirational figures create a "want it too" effect. The respondents aimed either to create or to alter their "self-identity". Also suggests that the respondents consume male grooming products not simply for the tangible benefits they provide but also for the meanings conveyed by consuming them. (Fiona Sturrock, Elke Pioch 1998) However, inauthenticity backfires, and individual differences like age and personality matter. Remember, price, features, and reputation still rule, so don't overplay the celebrity card. Research confirms their potential impact, but wield it strategically with the right fit and real connection to truly nudge men's buying choices.

Ease Availability

An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc. and is influenced by cultural trends as well as his social and societal environment. (N Ramya and Dr. SA Mohamed Ali) Young, open-minded guys might be more tempted by easy-to-find beauty stuff, online or in special sections. No more "where do I even start?" struggles, making trying and buying smoother. Plus, seeing these products everywhere normalizes the whole "men and beauty" thing. But remember, age, culture, and personal comfort levels are key. Price, brand, and quality still matter most. Research suggests a link, but it's more than just accessibility. It's about understanding the changing relationship between men and beauty.

Figure:7 Hypothetical Model



RESEARCH GAP

- Despite the growing popularity of men's beauty products globally, there is a lack of comprehensive studies focusing specifically on the factors influencing their purchase in regional areas like Chhattisgarh.
- Existing research tends to be centered on urban or Western markets, leaving a gap in understanding the unique dynamics at play in regional markets with distinct cultural, economic, and social factors.

RESEARCH METHODOLOGY

Survey Design

Developed a structured questionnaire to gather quantitative data on men's purchasing behaviour, product preferences, spending habits, and brand awareness related to beauty products in Chhattisgarh.



Sampling Strategy

Utilized a stratified sampling technique to ensure representation across different age groups, socio-economic backgrounds, and geographical locations within Chhattisgarh's regional area.

Measurement Instrument

We meticulously crafted a pilot survey with clear and comprehensive questions, with the guidance of experts. Divided into two sections, the survey first collects demographics and then explores factors impacting purchase of beauty products. To capture opinions and experiences, we use a 5-point Likert scale (“Highly Satisfied,” “Satisfied,” “Neutral,” “Dissatisfied,” “Highly Dissatisfied”) for agreement and overall satisfaction. This pilot survey is a vital first step, allowing us to gather valuable feedback and refine the questionnaire before the full-scale study launch.

Data Collection

We cast a wide net to gather diverse data for our survey on online beauty services in Chhattisgarh. Leveraging social media platforms like WhatsApp, Instagram, Facebook, and LinkedIn, we circulated Google Forms in colleges and universities throughout the state, capturing the perspectives of a broad range of students. Additionally, we directly contacted the top 10 salons in the region, engaging both beauty professionals and their clients to gather valuable insights from experienced users. This two-pronged approach ensures our survey data represents a well-rounded mix of potential and current users, offering a strong foundation for our analysis.

Table 1: Respondents Profile

Variables	Category	Percentage
Age	13-18	2.3%
	18-25	72.5%
	25-40	17.7%
	40-55	6.4%
	55 and above	1.1%
Marital Status	Married	11.3%
	Unmarried	88.7%
Geographical Region	Urban	87.1%
	Rural	12.9%



Current Profile	School Student	6.5%
	University Student	58.1%
	Employee	17.7%
	Business Man	17.7%

The survey collected a total of 78 responses, The responses collected were analyzed and the answers with missing values were waived off. After sanitizing the data, a total of 63 responses remains available. Therefore, the sample size for this study is 63. Table 1 details the profile of the respondents, higher percentage of unmarried men from the urban areas have participated in the survey. Percentage of male from the age group 18-25 and university students have more participation in this study. From above table it is evident that consumption of beauty product among men has a pointed consumption percentage.

These are the results of 5 main factors which affected the purchase intention bifurcated in %

Figure:2 Brand Reputation is also main reason for purchase intention

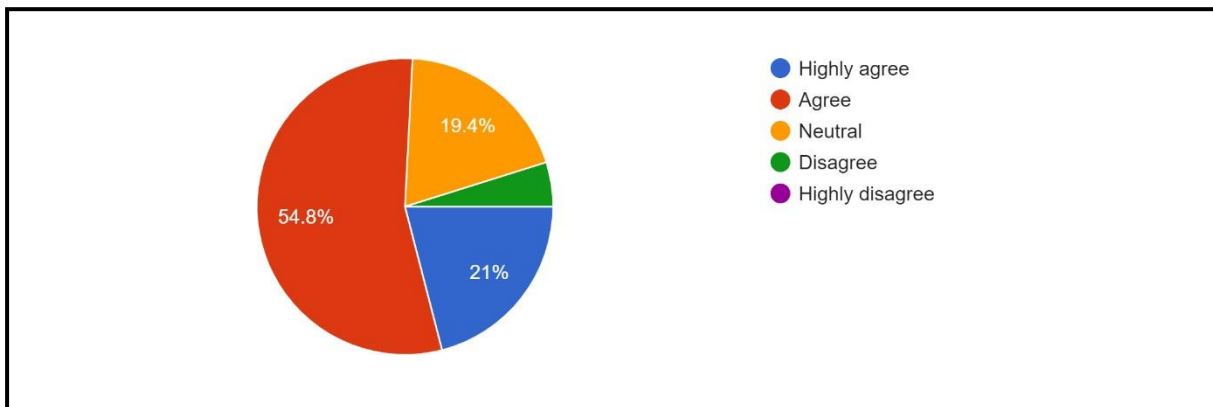


Figure:3 Influenced platform for Marketing

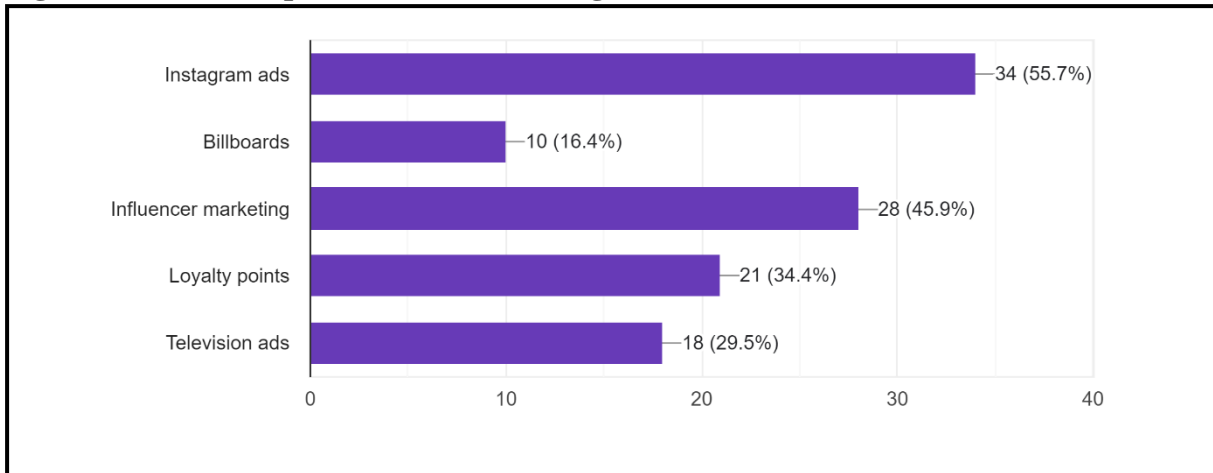


Figure:4 Price is a common convincing way for product consumption

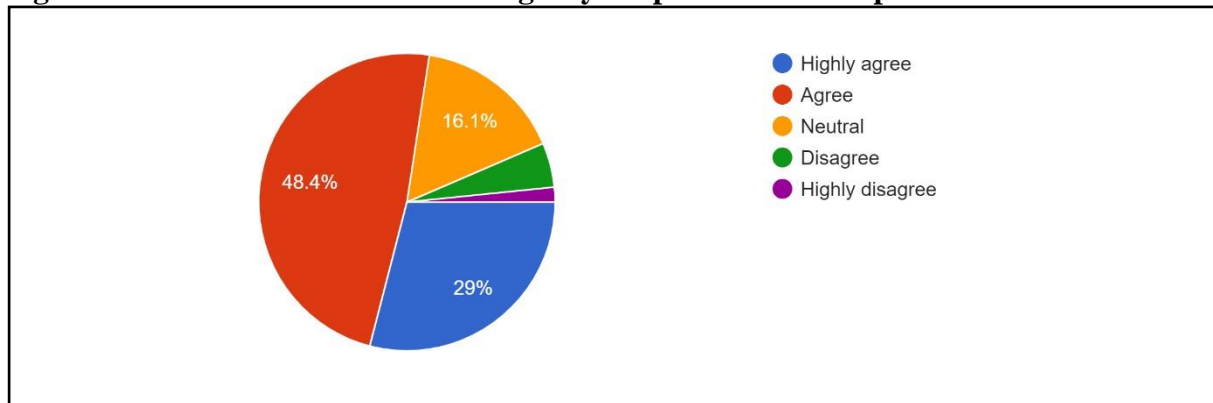


Figure:5 Influence of Celebrity Endorsement in purchase of beauty product.

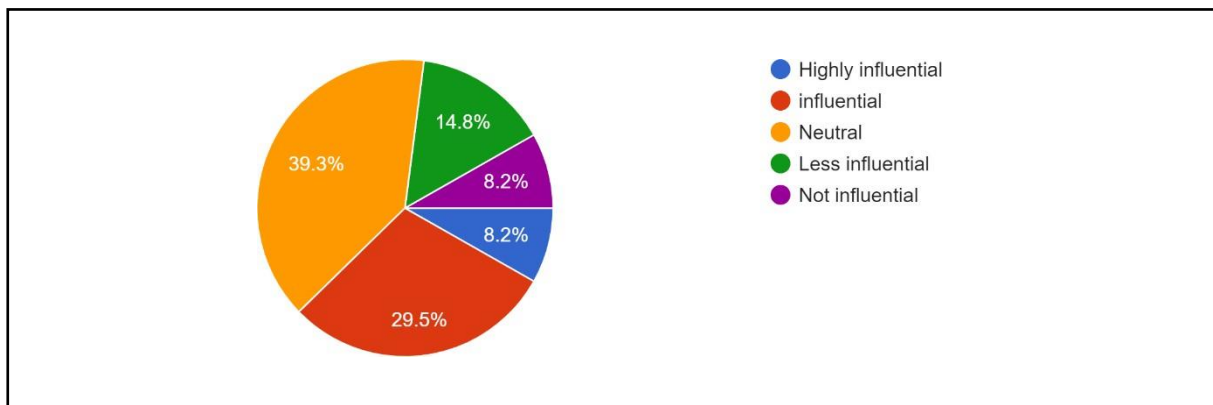
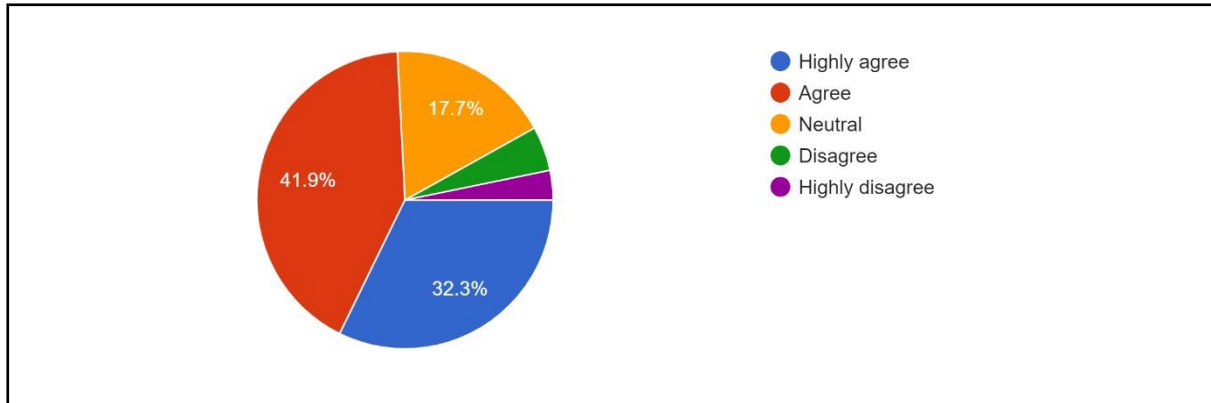


Figure:6 Availability of products nearby is a convenient way to purchase



RESULTS AND DISCUSSIONS

A multiple regression technique was conducted on the collected data by questionnaire. Multiple regression is a statistical technique that predicts the outcome of a response variable using several explanatory variables.

<i>Regression Statistics</i>	
Multiple R	0.28
R Square	0.08
Adjusted R Square	0.51
Standard Error	0.62
Observations	63

Table 2: Regression analysis of online learning platform

	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	4	1.66	0.41	1.06	0.00
Residual	47	18.41	0.39		
Total	51	20.07			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
--	---------------------	-----------------------	---------------	----------------



Intercept	1.61	0.33	4.75	0.00
Celebrity endorsement	0.14	0.08	1.64	0.00
Brand Reputation	0.09	0.12	0.76	0.00
Price	-0.04	0.11	-0.39	0.00
Availability	0.01	0.11	0.17	0.00

Interpretation of ANNOVA Table

In the rest, Null hypothesis states that there is no significant impact in the purchase intention of men's beauty products. The significant value is 0.00, which is less than 0.05, which means that the null hypothesis is rejected.

That's how we come to the conclusion that all variables have a significant impact on purchase intention of men towards beauty products.

Interpretation of Coefficients

From ANNOVA table it can be concluded that overall model is significant. The coefficient table provides a separate image of the variables. P value of Interception, Celebrity endorsement, Brand reputation, Price and Availability of products is less than 0.05 i.e., hypothesis is accepted and it signifies that, P value of Celebrity Endorsement is more than 0.05 and hence Hypothesis is rejected and it does not have an major impact on the purchase intention of men.

Conclusion

The study on factors affecting the purchase of men's beauty products in the regional area of Chhattisgarh reveals several key insights. Firstly, it highlights the growing trend of men in Chhattisgarh showing interest in grooming and personal care products. Secondly, the influence of celebrity endorsement and Instagram ads emerges as significant drivers for purchase decisions among men in the region. Additionally, the availability and accessibility of these products play a crucial role in influencing consumer behaviour. Overall, the study underscores the need for businesses to tailor their marketing strategies and product offerings to cater to the evolving preferences of male consumers in Chhattisgarh's regional market.

The study has investigated the main variable that has an impact on the purchase intentions of men and their satisfaction on beauty products Including various cosmetics and skincare. It has been found that all variables are influential and have strong impact.

Managerial Implication

By carrying out these managerial implications, brands and retailers can step into the growing market of male beauty product and can help consumers to achieve sustainable success.

Remember, the focus is to understand the unique needs and motivations of this evolving



demographic and cater to them effectively. By focusing on these key areas, brands and retailers can crack the code to the male beauty market, fostering trust, connection, and ultimately, sustainable success. It's not about changing who men are, but about meeting their evolving needs and desires in a way that resonates authentically.

LIMITATION

The research has been limited to the regional area of Chhattisgarh with only have urban and rural as the part and has a sample size of 150 people. In future more studies could be conducted linking up the demand, usage and satisfaction level for people of multiple age group and men from diverse cultural background.

REFERENCES

- Janany, E., & Shanmugathas, D. M. (2018). The factors influencing on purchase intention towards beauty care products in Jaffna district.
- Bumrungrkitjareon, T., & Tanasansopin, S. (2011). Purchasing Intentions of Young Thai Male towards Men's Skin Care Products.
- Anuar, M. I., Kasuma, J., Yacob, Y., Kamaruddin, H. M., Shahrinaz, I., & Fadil, M. Z. M. (2017). Metrosexual Men: Intention to Purchase Facial Care Product, Attitude or Price?. *Advanced Science Letters*, 23(8), 7614-7617.
- Ramya, N. A. S. A. M., & Ali, S. M. (2016). Factors affecting consumer buying behavior. *International journal of applied research*, 2(10), 76-80.
- Tyagi, A. (2018). A Study on Factors Affecting Consumer Buying Behaviour. *International Journal of Business & Engineering Research*, 11.
- Lejniece, I. (2011). FACTORS AFFECTING CONSUMER BEHAVIOUR ASSUMING AND FULFILLING CREDIT LIABILITIES IN LATVIA. *Economics & Management*, 16.
- Ling, G. M., Lim, K. B., Yeo, S. F., & Tan, S. H. (2014). Purchasing determinants of men towards the skin care products. In *6th International Conference on Economics and Social Sciences (ICESS-2015)* Retrieved from https://www.researchgate.net/publication/301503550_Purchasing_Determinants_of_Men_towards_the_Skin_Care_Product.



Samarasinghe, G. D., & Jayawardhana, W. S. (2020). Determinants of Purchase Intention of Men's Fairness Cream: The Role of Electronic Word of Mouth (e-WoM) Communication in Formation of Product Specific Attitudes of Sri Lankan Millennials.

Kamarohim, N. A., Samsuri, S., & Othman, M. FACTORS INFLUENCES MEN'S TOWARDS BUYING THE SKIN CARE PRODUCT IN MALAYSIA.

Souiden, N. & Diagne, M. (2009). "Canadian and French men's consumption of cosmetics: a comparison of their attitudes and motivations". *Journal of Consumer Marketing*, Vol. 26 (2), 97-109.

Alves da Silva Lima, S. (2019). *The Little Male Secret: Analysis about the male self-concept related to the consumption of beauty products* (Doctoral dissertation, Dublin, National College of Ireland).

Black, P., & Sharma, U. (2001). Men are real, women are 'made up': Beauty therapy and the construction of femininity. *The Sociological Review*, 49(1), 100-116.

Sturrock, F., & Pioch, E. (1998). Making himself attractive: the growing consumption of grooming products. *Marketing Intelligence & Planning*, 16(5), 337-343.

Khan, I., Dongping, H., Abdullah, M., Ahmad, Z., Ahmad Ghauri, T., & Ghazanfar, S. (2017). Men's attitude and motivation toward consumption of grooming products: A comparison of Chinese and Pakistani male consumers. *Cogent Business & Management*, 4(1), 1309783.

Thota, S., Hermosillo, S. N., Keyhani, N. N., & Walker, J. A. (2014). Male grooming: an ethnographic research on perception and choice of male cosmetics.