



## A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS MENS' FACE CARE PRODUCTS IN COIMBATORE

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### **Abstract**

Consumer is the king all the products where can buy, whom can buy, what can buy, when can buy, who can buy, how can buy that take decision before purchase. The men's are more concentration on their face and body so from college students, employees and old men's are also going for saloons, parlour and gym to maintain their age and health. So joking, walking and exercises gives good health for all the people. They are attractive with hair; face and skin use some branded products like cleanser, moisturizers, perfumes etc. Students and employee regularly using scrub and mask for their face. So better if men use herbal product that is good for their health. . Different people have different skin tone according to our skin health what product will suits for you better choose.

### **Introduction**

A consumer is one who consumes goods and services available in the market. Consumer Behaviour is a branch which deals with the various stages of a consumer goes through before purchasing products or services for his end use. The buying decision of an individual is need for a particular product/service. Consumers purchase products and services as and when need arises.

### **Definition**

“Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society”.

### **Objectives of the study**

1. To study the demographic profile of the consumer towards face care product in Coimbatore.
2. To understand the impact of consumer behavior towards Mens' face care product in Coimbatore.
3. To evaluate the factors that influences the consumer behavior while choosing the face products.
4. To know the level of satisfaction among consumer in the face care products in Coimbatore.

### **Statement of the Problem**

Any individual who purchases goods and services from the market for his/her end-use is called a consumer. In Coimbatore the mens are more concentration on their face and body so from college students , employee and old mens are also going for saloons, parlour and gym to maintain their age and health. So joking, walking and exercises gives good health for all the people.

### **Review of Literature**

Shivakumar R Sharma (2012) concluded their study as retailing is interlinking the individual consumer with the manufacturing and distribution chain. Retailing is highly consumer driven and the customers are being exposed to new retail formats frequently. If well planned and organised, the retail business would ensure that the consumers will benefit not only by way of quality products but also in prices due to the bulk buying capacity of big retailers.

Doni Laksono and Mustika Sufiati Purwanegara (2014) summarized male consumers' behavior towards men facial wash products, consumers' values, and the influencing factors of it. The current globalization occurs and impacts to men's behavior in consuming beauty products. The masculinity mindset has moved from “men are seen by what they produce” to “men are seen by what they consume”.

### **Scope of the study**

The scope of this research is to assess the overall customer satisfaction, response of customers with regard to the availability and quality of products and services offered at face care products and the comfort level of the respondents in Coimbatore. This study is restricted to men's face products in Coimbatore. Factors influencing the customer buying behaviour in shop of Coimbatore such as socio-economic profiles, income, frequency of visit, period of relationship between the respondents, purpose of visit, occasion to visit to shop are some of the aspects studied in the present study.

### Hypothesis

1. Buying behavior and Usage is dependent upon the demographic factors of the consumers.
2. Regular use of brand products is based on the factors influencing of consumer buying behavior.

### Research Methodology

#### Research design

The research aims to consumer buying behavior of the men's face products. It would be descriptive in nature because it measures the impact of face cleanser, mask ,tonner, scrub and moisturizers and its influence on the purchase decision.

#### Sampling method

Descriptive sampling method will attempt to obtain a sample of convenient elements that were ready to give information. The sampling elements or consumers of face care products are identified easily.

#### Sample Size

The Sample Size is 126 consumers it covers all the area in Coimbatore. The people we are collected are Businessmen, Employee and Students will be considered.

#### Data Collection

1. **Primary data:** Structured questionnaire was framed with the objectives and will be collected through the Men's consumers in coimbatore
2. **Secondary data:**A Secondary data was collected through the Books, Magazine, Journals, Newspaper, Websites and etc.

#### Tools used for Data Collection

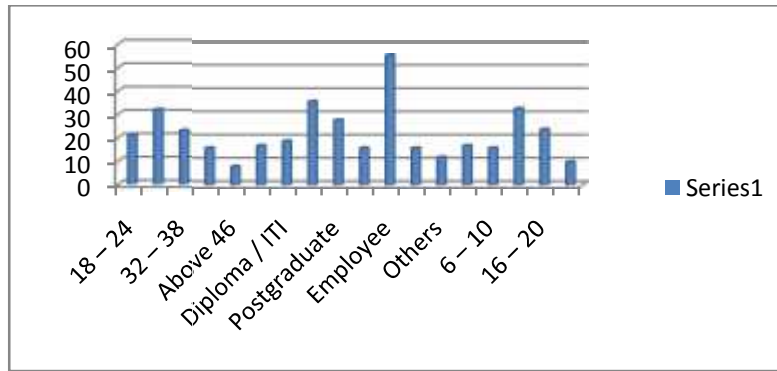
1. Simple percentage.
2. Chi square test.
3. Weighted Average.

**Table.1, Table showing the demographic profile of the respondents**

Sl.No	Personal Profile	No of Respondents	Percentage	
1.	Age	18 – 24	26	21
		25 – 31	40	32
		32 – 38	30	23
		39 – 45	20	16
		Above 46	10	8
2.	Educational Qualification	School Level	22	17
		Diploma / ITI	24	19
		Undergraduate	45	36
		Postgraduate	35	28
3.	Occupation	Student	20	16
		Employee	70	56
		Businessmen	20	16
		Others	16	12
4.	Experience	0 – 5	22	17
		6 – 10	20	16
		11 – 15	42	33
		16 – 20	30	24
		Above 21	12	10

#### Interpretation

From the above following table it shows the personal profile of the respondent are 32% of the respondents are under the Age group of 25 – 31 years, 36% of the respondents are undergraduate in the Educational Qualification, 56% of the respondents are Employees in the Occupation and 33% of the respondents have 11 – 15 years of experience in their working.



**Table 2, Chi square test the relationship between the Age of the respondent and Feature of the Products**

Sl.No	Age / Feature	18 – 24	25 – 31	32 – 38	39 – 45	Above 46	Total
1	Price	4	6	3	5	2	20
2	Quality	7	16	9	5	3	40
3	Smell Fragrance	5	4	4	2	1	16
4	Impression After Usage	6	8	11	6	3	34
5	Advertisement	4	6	3	2	1	16
<b>Total</b>		<b>26</b>	<b>40</b>	<b>30</b>	<b>20</b>	<b>10</b>	<b>126</b>

**Inference**

Calculated Value = 7.295, Level of Significance: 5%, Degree of Freedom 16 and the Table Value is 12.592. Due to the chi-square test of the relation between the Sex of the Respondent and Feature Application used by the respondent if the table value is less than the calculated value the null hypothesis is rejected.

**Table 3, Chi square test the relationship between the Experience of the respondent and Purchase decision of the Products**

Sl.No	Experience / Purchase	0 – 5	6 – 10	11 – 15	16 – 20	Above 21	Total
1	Friends	6	4	3	2	2	17
2	Family	5	7	6	4	2	24
3	Spouse	5	10	8	5	2	30
4	Self	8	13	10	5	2	38
5	Relatives	2	6	3	4	2	17
<b>Total</b>		<b>26</b>	<b>40</b>	<b>30</b>	<b>20</b>	<b>10</b>	<b>126</b>

**Inference**

Calculated Value = 4.4, Level of Significance: 5%, Degree of Freedom 16 and the Table Value is 12.592. Due to the chi-square test of the relation between the Sex of the Respondent and Feature Application used by the respondent if the table value is less than the calculated value the null hypothesis is rejected.

**Table 4, Correlation between Independent and Dependent variables**

Consumer Purchase towards Face products	Facial Cleanser	Facial Moisturizer	Oil free Facial Moisturizer	Facial Cleansing wipes	Face mask	Face Scrub	Toner
	0.3	0.3	0.2	0.5	0.0	0.5	0.3
	3**	2**	3**	2**	7	3**	2**

**Note :** \*\* Correlation is significant at the 0.01 level (2-tailed), \*Correlation is significant at the 0.05 level (2-tailed)  
 The correlation readings indicate a significant weak to moderate ( $r=0.23$  to  $0.60$ ) correlation between almost all independent variables and purchase intention towards face products. Generally, it means if the consumers' purchase towards all factors except face products is good then the more intention consumer has in purchasing men's face care products.

### Findings

The personal profile of the respondent are 32% of the respondents are under the Age group of 25 – 31 years, 36% of the respondents are undergraduate in the Educational Qualification, 56% of the respondents are Employees in the Occupation and 33% of the respondents have 11 – 15 years of experience in their working. The relation between the Sex of the Respondent and Feature Application used by the respondent if the table value is less than the calculated value the null hypothesis is rejected. The consumers' purchase towards all factors except face products is good then the more intention consumer has in purchasing men's face care products.

### Suggestion

Now days all men and women are taking care of their skin. Before people use natural products but now people use lot of products to maintain their complex. Lot of beauty parlour/ saloons for mens with full air conditioner room. They are attractive with hair; face and skin use some branded products like cleanser, moisturizers, perfumes etc. Students and employee regularly using scrub and mask for their face. So better if men use herbal product that is good for their health.

### Conclusion

Respondents suggest don't believe that only advertisement. Different people have different skin tone according to our skin health what product will suits for you better choose that one otherwise we will go nature like green gram powder, Honey, Fruits ,Vegetables , sandal powder, rose water that never affect skin. Best we have a good exercises taking lot of fruits and avoid junk food. It gives good result for all the people.

### Bibliography

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