Factors Influencing Consumer Buying Behaviour of Male Skincare Products : A Study of Mumbai Metropolitan City

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Abstract

Purpose : The paper explored the perceptions of male consumers towards skincare products, and specific focus was given on determining the factors influencing the male buying behaviour for such products. The paper attempted to analyze if there was any significant impact of some demographic variables like age and occupation on these factors. The purpose of this study was to provide insights gained from the research regarding consumer buying behaviour and preference of male skincare products that would be helpful for the marketers in the booming metrosexual market.

Design/Methodology/Approach : The paper opted for a combination of exploratory and descriptive study using a structured questionnaire consisting of 30 Likert statements rated using a 5-point scale. Data were gathered from 200 young males of Mumbai city. EFA (exploratory factor analysis) was performed to find out the influencing factors governing the male skincare market. It was further analyzed in the background of age and occupational groups to find the dominance of those factors using Kruskal - Wallis H test and post hoc Dunn's test.

Findings : The results showed mixed effect of age and occupation on men's buying behavior towards skincare products related to the extracted factors. The insights gained from the study will direct marketers to develop marketing and communication strategies with a focused direction and access the market in a better manner.

Research Limitations/Implications : As the study covered only one metropolitan city, it can be further extended to more cities for better generalizability. There are many other important demographic factors like income, or psychographic factors like culture and social class, which could be moderating variables influencing the male skincare buying decisions.

Originality/Value : The paper identified the intrinsic motivational factors towards male skincare products and their significance on age and occupation as moderating variables.

Keywords : **consumer buying behavior, male skincare products, metrosexual, India**

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Grooming is a necessity in modern life. With the growing demand in jobs, Indian men are now-a-days more conscious of grooming games and want to clean up, which certainly plays a role in climbing up the corporate ladder. As the disposable incomes are rising, there is an expectation of high growth in this market. It is very important to understand the consumer buying behaviour pattern in any industry to get success in the business. Sinha (2003) stated that Indian consumers value emotional aspects more than the functional aspects

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in a product. However, the definition of 'emotion' for men and women is totally different. As the saying goes, 'men are from Mars and women are from Venus,' with gender insights, we have more wisdom and control to address the two markets in their respective affective components.

When it comes to beauty and personal appearance, we make an instant association with women, but there has been a drastic shift in the perceptions of men in India, and especially the younger generation regarding grooming and usage of skin-care products that is reflected in their changed lifestyle and adoption of grooming and skincare products. Gone are the days when vanity was only associated with women in a society, and using skincare products and cosmetics was generally meant only for women who wanted to take care of how they presented themselves and looked attractive ; whereas, men used to portray a tough, rugged, and masculine image. With infusion of Western culture, evolving lifestyles, and increased disposable income with an average Indian consumer, the men have also followed suit, and are now increasingly taking care by putting special efforts to look good and have started to use grooming and cosmetic products. Now, many of the middle and upper middle class bathroom cabinets and shelves are filled with many men skin care products such and moisturizers, shampoos, deodorants, shaving creams, after shave lotions, body lotions, etc. With the increased disposable incomes, men are spending more on taking care of themselves and control how they present themselves to the world. Shimpi (2016) provided evidence that attitude, belief in product attributes, self-image, and normative influence played a vital role in men's cosmetic segment. The desire of Indians for fair-skin has also created a huge market for fairness products that are one of the most popular segments of the market. This led many marketers to use fear appeals to attract potential customers, which was considered unethical by a set of people, while some people supported this idea as advertising only conveys the threat present if the product is not used (Mohideen, 2009).

As compared to a decade ago, Indian markets are now flooded with many male skincare products that appeal to various needs of the male consumer. The actual and perceived barrier to buying cosmetic or skincare products for men has reduced in today's age. Times have changed and men using skincare or cosmetic products are no longer a taboo. More and more men are moving towards accepting the idea that using skincare products is not just for women. This, in turn, has led to many firms offering products in the male grooming industry to meet the evolving need of the consumers. There are significant differences in the male and female skincare market and there are many firms competing for the same set of consumers ; so, it is important for the firms to have a good understanding of the target audience in terms of their needs and buying behavior and companies' need to formulate strategies accordingly. Men today are more concerned with looking good, have the desire to look attractive, youthful, feel confident about oneself, and are careful of how they present themselves to the external world, and as a result, the male grooming sector is one of the fastest growing sectors in the personal-care segment.

Literature Review

Consumer behavior is the study of how individuals, groups, or organizations select, buy, use, and dispose of goods, services, or experiences to satisfy their needs and wants (Solomon, Dahl, White, Zaichkowsky, & Polegato, 2014). According to Nielsen Insights (2018), exposure to international trends in addition to interest in grooming and personal care has resulted in the emergence of various product categories in grooming products. The report also stated that grooming perceptions are stronger in metros than smaller cities. According to Collins English Dictionary (online), the word 'skincare' is a noun which means the care of the condition and appearance of the skin, and cosmetic means any preparation applied to the body, especially the face, with the intention of beautifying it. The term 'skin care product' includes caring, up keeping, and treatment of the skin to keep it healthy, but no medical care is included (Skalen, 2010).

The male grooming industry is one of the fastest growing sectors in India's personal-care segment (Nielsen Insights, 2018). There are numerous skincare products in today's marketplace. They fulfill various functions by either acting directly on the skin (e.g. moisturizers) or being a cosmetically elegant vehicle for the delivery of

specific active ingredients (e.g., sunscreens or anti-acne medicaments) (Epstein, 2014). Suresh, Chitra, and Maran (2016) stated the importance of social media in the cosmetic industry and how it provides a variety of products as well as discounts as compared to shops.

The elaboration likelihood model describes the attitude formation and change, and explains how consumers make evaluations on high and low involvement circumstances. Skincare products are considered as a part of FMCGs and are a part of the low involvement product category (Siji, 2015). Consumers follow the peripheral route (extrinsic factors such as celebrity endorsements in the decision making) or the central route where they evaluate a brand in detail where they have necessary brand and product or service knowledge and have sufficient time (Kotler, Keller, Koshy, & Jha, 2009). Brand recall is very important as it boosts sales, and mostly, it is done by advertisement ; hence, ad effectiveness is necessary (Faldu, 2009). In a study of 1200 women from Karnataka, India, it was found that culture also plays an important role in selecting cosmetic products. The study observed that globalization and infusion of Western culture have largely influenced the consumers to buy certain products, and their perception towards certain international brands because of the quality of products offered (Patil & Bakkappa, 2012). Meaning of grooming varies from culture to culture. Socio-cultural aspects also play a role in men's purchase decision for skin care products.

The rising awareness amongst male consumers to improve their image and look good has led to the adoption of skincare products to improve their appearance, which in turn helps them boost their self-esteem and self-confidence. Men use male grooming products to alter their body and body image and thereby alter their self-identity (Sturrock & Pioch, 1998). Many studies concluded that self-image is the basis which is in the root of primary motive development of male consumers to purchase skin care products. It helps in forming, improving, and maintaining their self-image (Ling, Lim, Yeo, & Tan, 2014). The dynamics of self-concept facilitates people to develop a view about themselves, which is shaped through experiences (Blanchin, Chareyron, & Levert, 2007). Cosmetics can change an individual's self-image from within, with even minor change outside, which may lead to the development of self-confidence. Cosmetics play a significant role in the mental development of an individual as they enhance self-image, and in turn, self-esteem (Blanchin et al., 2007). In India, male cosmetic products are used for enhancing the social value on oneself in terms of external appearance. According to Conseur (2004), the emergence of metrosexual men, the gradual relaxation of the gender roles regarding the purchase of cosmetic products, and the concepts of masculinity and femininity are no longer dichotomous, and media has also played a strong role in emergence of metrosexual men. Kaushik and Gupta (2009) found that many demographic variables play an important role regarding the impact on appealing looks, to be with current trends, quality and price, which were found to be important criteria for buying cosmetics.

A comparative study of men and women conducted by Coley and Burgess (2003) found the differences in the cognitive and affective processes associated with impulse buying behaviour with 277 students as a sample and the differences in the frequency of purchase related to various product categories. According to Sukato and Elsey (2009), belief in product attributes, self-image, normative influences, and attitudes toward applying skin care products had an impact on purchase intention and purchase behaviour while buying skin care products.

A similar study was conducted by Junaid, Nasreen, Ravichandran, and Ahmed (2014) for the Indian cosmeceutical market in six cities of India. Cosmeceutical products, according to Collins Dictionary (online), are cosmetics that have or are claimed to have pharmaceutical properties. The results of the study indicated that the male youth are becoming aware of the cosmeceutical products and the study also showed that the brand, quality, price, and availability were factors that influenced consumer behaviour.

Men consider a product to be ideal for them if it projects masculinity and provides ease of use, is fast, and gives efficient results (Blanchin et al., 2007). According to the study by McNeill and Douglas (2011), there are some implicit rules men follow when buying skincare products because of the perception of skincare and beauty being feminine traits, and they try to balance their image in the society by using specific products that will not have any impact on their image of 'masculinity'. While attracting men towards skincare products, there is a need to

understand the importance of those factors that have an influence on their metrosexual and machismo mindset (Skalen, 2010).

In a study of shopping orientations in the evolving Indian market, it was found that Indian shoppers seek emotional value than functional value as well as derive entertainment value from shopping. Based on the shopping orientations of the sample, they were clustered into segments such as 'fun shoppers' and 'work shoppers'. It was found that there were more men in the segment of work shoppers, which involved people who considered shopping as an activity that needs to be completed with least effort (Sinha, 2003).

Karve (2014) and Nagananthi and Mahalakshmi (2016) studied the changing preferences of consumers towards herbal and natural products. Young male consumers used skincare products to gain a 'fairer skin' and improve their self-image (Koshy & Manohar, 2017). According to the study by Roman, Manolica, and Ciobanu (2012), men felt that personal appearance was important to them and was useful for achieving other personal or professional goals. Moreover, with age, people develop a special concern about their facial appearance. There are many psychological and subliminal barriers that men overstepped and started to look for pleasure in being or looking young and presentable (Blanchin et al., 2007). People have now become very beauty and hygiene conscious. They believe that beauty is generated from healthy skin and looks ; hence, there is a surge of demand for male grooming products, many of which are in the hygiene-beauty market, showing a signal of strong positive market growth.

Industry Overview

Men's grooming continued to register a robust performance in 2016, increasing by 10% in current value terms due to an increased focus on looks and appearance by urban Indian consumers. Men's grooming is expected to grow at a CAGR of 5% at constant 2016 prices over the forecast period, with sales set to reach INR 105.5 billion in 2021 (Euromonitor International, 2018). Men in India are travelling abroad more than ever before and there is also the impact of increasing exposure to men's grooming-related products online, which helped drive awareness and growth of these products during 2016.

According to ASSOCHAM, there is a rising aspiration among Indian men to look better groomed, which has led to the Indian men's grooming market's rapid growth of more than 42% in the last 5 years. The study further showed that this growth is faster than the growth rate of the total personal care and beauty industry in India. Additionally, as more Indian men are looking to remain competitive in the workforce, they are seeking products to help them maintain a youthful look. It is noticed that the majority of the consumers of grooming products are from the age group of 16 - 35 years, who do not consider buying grooming products a social taboo. The communication medium plays a vital role in creating such an attitude among Indian men (" 'Beauty conscious' Indian men boost skin care market," 2017).

According to a Nielsen survey published in the first quarter of 2016, the market leader with 66% of sales was the Indian brand Fair and Handsome made by Emami, a conglomerate with businesses ranging from consumer goods to hospitals. Unilever, the Anglo-Dutch consumer goods group accounted for about 28% of the sales with its Fair & Lovely Max Fairness brand. Novonous estimated that the Indian men's grooming market will grow at a CAGR of 22% by 2020. This growth is mainly due to the rising need to look well groomed, increasing per capita income, and rapid urbanization (Sheth, 2016). The demand for men's grooming market has seen a rise in the last few years because of increased consciousness of their looks among the male customers. Also, as more than 50% of the population of our country is under the age group of 30 years, the industry has a huge local market. Moreover, rising urban middle class population and improved distribution channels in tier II and tier III cities are also expected to stimulate growth in the market through 2020 (Men's Grooming Market in India 2015 - 2020, 2016) .

Objectives of the Study

- To understand the perceptions of male consumers towards skin-care products.

- To find out the factors affecting buying behavior in the male grooming and skincare industry.
- To analyze the relationship between demographics and factors affecting buying behaviour.

Research Methodology

Using descriptive cross-sectional research design, 315 respondents from Mumbai metropolitan city were given a structured questionnaire. A list of 30 antecedent variables were taken in the form of statements, and each of them was measured using a Likert 5-point scale of agreement where '5' represented *'strongly agree'* and '1' represented *'strongly disagree'*. People within the age range of 16 - 35 years were considered among students, salaried/employed, and self-employed/businessman. Out of 315 filled up questionnaires, only 200 were found to be suitable for analysis. Information were collected about their usage frequency, category of skincare products used, products they considered most important, brand awareness, and reasons behind using skin care products, and few demographic variables like age, occupation, and income category to understand the basic profiles of the respondents. The study was conducted between December 2017 and February 2018 when the primary data were collected.

The data were collected using a survey form which was distributed to the target respondents (men between the age group of 16 - 35 years). SPSS 19.0 was used to perform statistical analysis of the data collected from the survey forms. Descriptive statistics, reliability analysis, factor analysis, Kolmogorov - Smirnov normality test, and non-parametric technique using the Kruskal - Wallis test and Dunn's test were used for the analysis. The results are divided into several subsections accordingly. Reliability analysis was used to determine the internal consistency of the scales using Cronbach's alpha. KMO test was done to identify whether the data were suitable for factor analysis.

Data Analysis and Results

(1) Descriptive Statistics : Descriptive statistics that are discussed in this work are the frequency and percentages of the profile of the respondents. The Table 1 illustrates the demographic profile of the respondents according to the variables - age, occupation, and monthly income, respectively. The age range of the respondents was taken between 16 - 35 years, where most of the respondents were in the age group of 21 - 27 years (62.9% of the respondents). Occupation categories were taken as student, salaried/employed, and self-employed/business, where most were salaried / employed with 122 respondents consisting of 58.1% of the total respondents. The third demographic factor considered was monthly income. Majority of the respondents belonged to the income range of ₹ 0 - ₹ 5000, ₹16,000 - ₹ 25,000, and ₹ 26,000 - ₹ 34,000 with 33.3%, 21%, and 17.1% of the respondents falling in the respective income brackets.

The Table 2 shows the percentage share of respondents related to the usage duration of skincare products. Figure 1, Figure 2, Figure 3, and Figure 4 describe the category of skincare products used by the respondents, their rating based on the importance of the type of product, the level of brand awareness for skincare products that respondents had, and reasons why they used skincare products, respectively. Checklist responses were taken from respondents on these to understand their awareness and preference levels. It is observed that face wash/cleanser was highly preferred and used as now-a-days, men are more conscious about personal hygiene and prefer to take care of their skin; also, most of the respondents were aware of many of the brands, which shows that the market is quite competitive.

(2) Reliability Analysis : In this study, the main focus is to look at the factors affecting consumer behaviour for male cosmetics and skincare products. Reliability analysis was used to determine the internal consistency of the scales

Table 1. Demographic Profile of the Respondents

Demographic Factors		Frequency	(%)
Age	16 - 21 Years	36	17.1
	22 - 27 Years	132	62.9
	28 - 35 Years	42	20.0
Occupation	Student	78	37.1
	Salaried/Employed	122	58.1
	Self-employed/Business	10	4.8
Monthly Income (in ₹)	0 - 5000	70	33.3
	6000 - 15,000	12	5.7
	16,000 - 25,000	44	21.0
	26,000 - 34,000	36	17.1
	35,000 - 44,000	24	11.4
	45,000 and above	24	11.4

Table 2. Male Skincare Product Usage History

Since how long have you been using skincare products ?	Duration	Frequency	%
	Less than 1 year	90	42.9
	1 - 3 years	54	25.7
	3 years and more	66	31.4

Figure 1. Category of Skincare Products Used

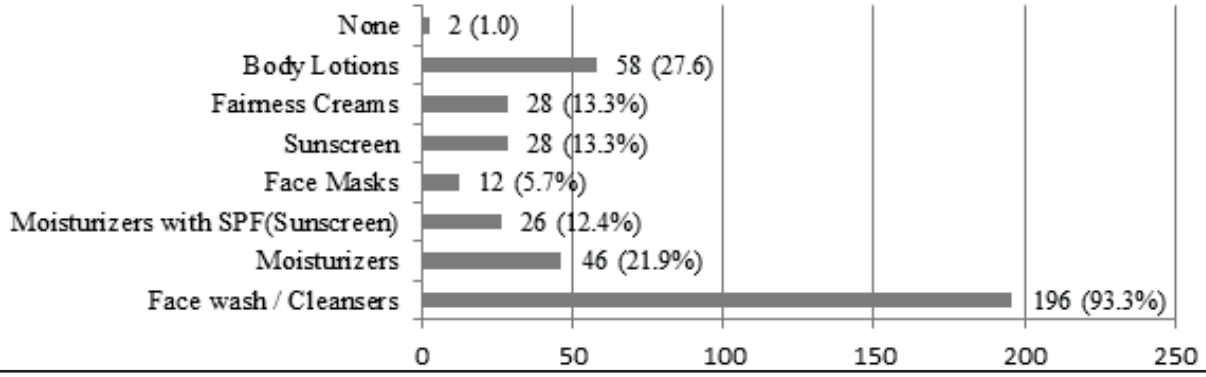


Figure 2. Respondents' Rating of Product Type's Importance

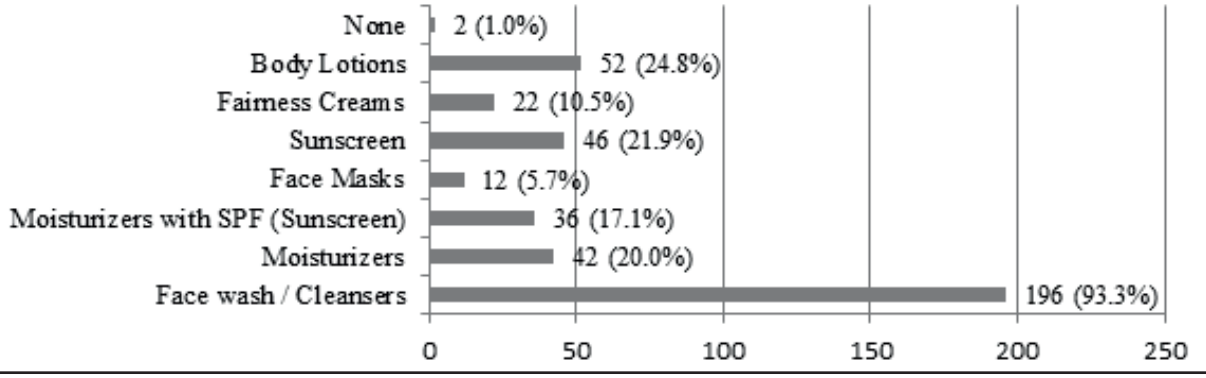


Figure 3. Brand Awareness

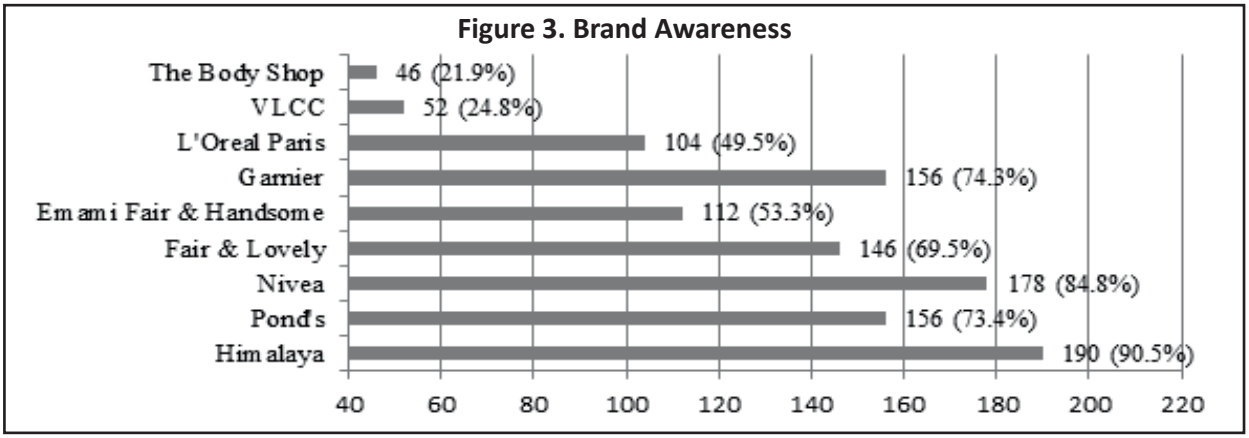
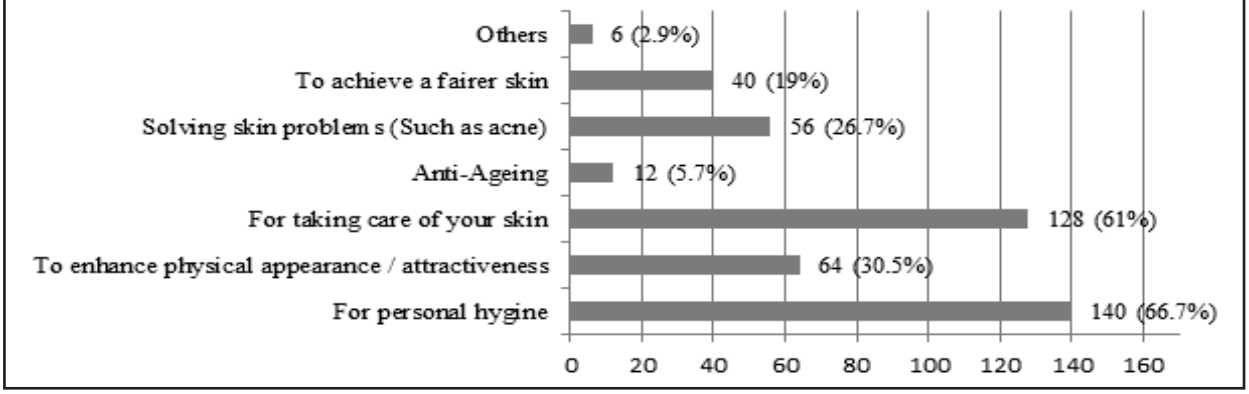


Figure 4. Reasons for Using Skincare Products



using Cronbach's alpha. The reliability analysis results showed that the Cronbach's alpha was 0.873 for 30 items. The Cronbach's alpha value of 0.7 and above ensures internal consistency of the measurement. In this study, the reliability analysis results showed a value of more than 0.7, therefore, there were internal consistencies of the scales. Hence, the instrument used in this study had a high reliability value.

(3) Factor Analysis : Factor analysis was used to organize, identify, and minimize big items from the questionnaire to certain constructs under one variable. It was used to construct the new factors affecting consumer behaviour towards male skincare products from the survey done among the respondents. Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy are both tests that can be used to determine the factorability of the matrix as a whole. The value of Bartlett's test of sphericity is significant ($p < 0.001$, $p = 0.000$). In addition, the Kaiser - Meyer - Olkin measure (KMO) is 0.791, which is greater than 0.6. It is suggested that if the Bartlett's test of sphericity is significant, and if the Kaiser-Meyer-Olkin measure is greater than 0.6, then factorability is assumed. Thus, on the basis of the results, it is appropriate to proceed with factor analysis to examine factors that affected consumer behavior towards male skincare grooming products.

The Table 3 displays the total variance explained at seven stages for factors that affected consumer behaviour towards male skincare products. Eight factors are extracted based on their Eigenvalues. The eight factors account for 65.369% of the total variance.

The Table 4 shows the rotated factor matrix for the questionnaire. After performing varimax rotation method with Kaiser normalization, using the extracting method of principal component analysis, Factor 1 comprises of nine items with factor loadings ranging from 0.49 to 0.75. Factor 2 comprises of four items with factor loadings ranging from 0.43 to 0.72. Factor 3 comprises of four items with factor loadings ranging from 0.56 to 0.72. Factor 4

Table 3. 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	Cumulative %
1	7.995	26.649	26.649	7.995	26.649	26.649	4.882	16.275	16.275
2	3.160	10.534	37.184	3.160	10.534	37.184	2.730	9.101	25.376
3	1.972	6.574	43.758	1.972	6.574	43.758	2.243	7.475	32.851
4	1.557	5.190	48.948	1.557	5.190	48.948	2.230	7.435	40.286
5	1.402	4.673	53.621	1.402	4.673	53.621	2.065	6.884	47.170
6	1.332	4.438	58.059	1.332	4.438	58.059	1.910	6.365	53.535
7	1.117	3.723	61.782	1.117	3.723	61.782	1.841	6.137	59.672
8	1.076	3.586	65.369	1.076	3.586	65.369	1.709	5.697	65.369

Table 4. Rotated Factor Matrix

Rotated Component Matrix[a]

	Component							
	1	2	3	4	5	6	7	8
The type of product packaging & size affects my decision to buy (e.g., tubes, sachets, bottles, bottles with pumps etc.).			.611				.448	
The brand design / logo influence me to buy the product.							.737	
I believe skincare products are only meant for women.					.726			
The effectiveness / performance of the product is very important while buying skincare products.		.719						
I am very brand conscious when buying skincare products.								.682
Price plays an important role in making the decision to buy skincare products.		.453					.692	
Quality of the product is important while buying a skincare product.		.725						
Attributes/features of a product are important while buying a skincare product.						.672		
A trusted brand/ well-known brand is important while buying skincare products.		.610						
I think men should limit themselves to using razors/trimmers and face wash.					.796			
I only buy gender specific products.								.665
I believe in today's world, it is important for men to look good/take care of their skin.	.492				-.413			
I prefer to buy multipurpose skincare products.	.660							
My perception of a product being masculine greatly affects my purchase decision.		.432						
After using a skincare product, I feel confident about myself.	.492		.651					
Using skincare products helps to enhance my physical appearance.			.723					
By using skincare products, I feel good about myself.	.691							
I like to keep up with the latest trends in the skincare market.	.744							
Using skincare products provides me recognition amongst people/makes me stand out.	.675							
Looking good makes me feel accepted by people around me.	.635							
I try to project a certain image about myself through my appearance and grooming.	.754							
I prefer quality over price when it comes to buying skincare products/ I don't mind paying extra if I get best quality of products.	.492							
I think twice before buying a new skincare product from a new firm.						.612		
I am concerned about my appearance.	.677							
I prefer to try out products before buying/adopting the same.							.445	.411

I prefer to buy any one or two brands of skincare products / I am loyal to one or two brands of skincare products.	.561		
I mostly use products bought by my family members at home instead of buying a product for myself.		.627	.403
Sales representatives' inputs influence my purchase decision for skincare products.		.706	
Peer pressure influences the decision to buy skincare products.		.725	
Reviews and feedback by family and friends play an important role in choosing the skincare product.		.600	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
[a.] Rotation converged in 17 iterations.

comprises of four items with factor loadings ranging from 0.60 to 0.72. Factor 5 comprises of three items with factor loadings ranging from 0.40 to 0.79. Factor 6 comprises of two items with factor loadings 0.61 and 0.67. Factor 7 comprises of three items with factor loadings ranging from 0.44 to 0.73. Factor 8 comprises of two items with the factor loadings 0.66 and 0.68, respectively.

Eight new factors are successfully constructed using factor analysis and assigned as the factors affecting consumer behaviour towards male skincare products. The Table 5 shows the names of the new factors and percentage of variance explained by each of the factors. The first factor shows the highest percentage of variance explained when it is extracted, that is, when the first factor, Personal Orientation is extracted, then 26.649% of the variance is explained.

Table 5. Names of New Factors with Percentage of Variance

Factor	Name	% of Variance
1	Personal Orientation	26.649
2	Brand Drivers	10.534
3	Affective Congruence	6.574
4	External Influences	5.190
5	Gender Beliefs	4.673
6	Buyer's Expectations	4.438
7	Comprehensive Decision Making	3.723
8	Product Specific Behaviour	3.586

(4) Normality Test : The eight new factors affecting consumer behaviour towards male skincare products are tested using the Kolmogorov - Smirnov normality test. The Table 6 shows the results of the normality test for the eight new factors that affect consumer behaviour towards male skincare products. When the significant p - value for the variable is bigger than 0.05 ($p > 0.05$), then the data is considered normal. The results using the Kolmogorov-Smirvnov test show that the normality assumption for the eight new factors did not fulfill the normality assumption ($p < 0.05$).

Since the data did not fulfill the normalcy assumption ($p < 0.05$), non - parametric tests were to be used for analysis. Kruskal-Wallis is a rank based non-parametric test, and it is used to determine statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable. Therefore, the Kruskal - Wallis test is used.

(5) Kruskal - Wallis Test : The Kruskal - Wallis test was conducted on all new eight factors because the factors did

Table 6. Normality Test for New Factors

Tests of Normality						
	Kolmogorov - Smirnov[a]			Shapiro-Wilk		
	Statistic	*df*	Sig.	Statistic	*df*	Sig.
Factor 1	.079	210	.003	.968	210	.000
Factor 2	.068	210	.018	.977	210	.002
Factor 3	.089	210	.000	.978	210	.002
Factor 4	.086	210	.001	.967	210	.000
Factor 5	.058	210	.079	.967	210	.000
Factor 6	.059	210	.069	.990	210	.137
Factor 7	.093	210	.000	.974	210	.001
Factor 8	.081	210	.002	.970	210	.000

a. Lilliefors Significance Correction

not fulfill the normality assumption. The Kruskal-Wallis Test was conducted to test the mean difference of the demographic factors and factors affecting consumer behaviour towards male skincare products. The demographic factors that are analyzed in this study are age and occupation.

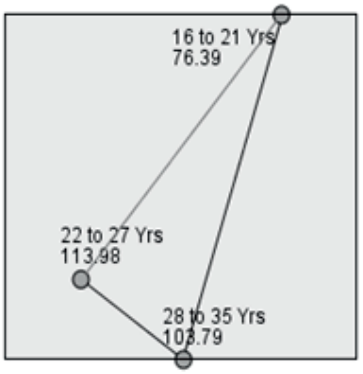
↳ **Hypotheses Testing (Age Related Hypotheses) :** The Table 7 shows the results of the non-parametric test using the Kruskal-Wallis test for the eight factors that affect consumer behaviour towards male skincare products and age. The results show that the distribution of Personal Orientation (Factor 1), ($X^2 = 10.870$, $p < 0.05$, $p = 0.004$), External Influences (Factor 4), ($X^2 = 15.438$, $p < 0.05$, $p = 0.000$), and Gender Beliefs (Factor 5), ($X^2 = 12.147$, $p < 0.05$, $p = 0.002$) is not the same across categories of age. The results show that the distribution of other factors of consumer behaviour towards male skincare products is the same across various age groups ($p > 0.05$).

Table 7. Kruskal - Wallis Test Among Age Groups

Hypotheses Test Summary				
	Hypothesis	Test	Sig.	Decision
H1	The distribution of Personal Orientation is the same across all categories of age.	Independent - Samples Kruskal - Wallis Test	.004	**Reject the hypothesis.**
H2	The distribution of Brand Drivers is the same across all categories of age.	Independent-Samples Kruskal - Wallis Test	.635	Retain the hypothesis.
H3	The distribution of Affective Congruence is the same across all categories of age.	Independent-Samples Kruskal - Wallis Test	.210	Retain the hypothesis.
H4	The distribution of External Influences is the same across all categories of age.	Independent-Samples Kruskal - Wallis Test	.000	**Reject the hypothesis.**
H5	The distribution of Gender Beliefs is the same across all categories of age.	Independent-Samples Kruskal - Wallis Test	.002	**Reject the hypothesis.**
H6	The distribution of Buyer's Expectations is the same across all categories of age.	Independent-Samples Kruskal - Wallis Test	.056	Retain the hypothesis.
H7	The distribution of Comprehensive Decision Making is the same across all categories of age.	Independent-Samples Kruskal - Wallis Test	.319	Retain the hypothesis.
H8	The distribution of Product Specific Behaviour is the same across all categories of age.	Independent-Samples Kruskal-Wallis Test	.483	Retain the hypothesis.

Note. Asymptotic significances are displayed. The significance level is .05.

Figure 5 & Table 8. Pairwise Comparison of Age in Personal Orientation



Each node shows the sample average rank of Age.

Sample 1-Sam...	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
0-2	-27.397	13.801	-1.985	.047	.141
0-1	-37.596	11.425	-3.291	.001	.003
2-1	10.199	10.765	.947	.343	1.000

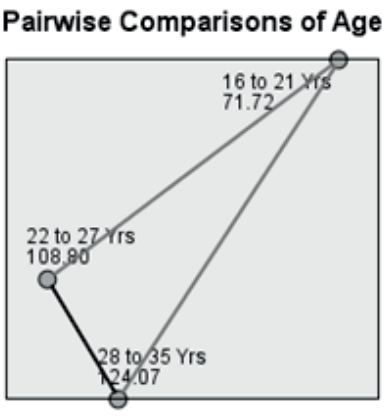
Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

(6) Dunn's Test : Since in three cases, we reject the hypothesis (H1, H4, and H5), it was essential to conduct a pair-wise test among the groups to find out which age category showed a significant impact on consumer behavior related to those factors. Hence, pair-wise Dunn's test was conducted using Bonferroni correction ($\alpha = 0.05$/no. of comparisons) as the corrected α value to interpret the results. In this case, since we have three groups, hence we have to do $3C2 = 3$ comparisons, and so, $\alpha = 0.05/3 = 0.016$ will be used to interpret the results.

↳ **H1.1 :** The distribution of Personal Orientation is the same across all categories of age.

Dunn's pairwise test was conducted on the three pairs of groups. According to Figure 5 and Table 8, there is strong evidence ($p < 0.05$, and after adjusted using Bonferroni correction, $p = 0.003$, $p < 0.016$) of a difference in Personal Orientation between age groups 16 - 21 years and 22 - 27 years. However, in the other two comparisons, no significant difference is noticed. The mean rank for 16 - 21 years is 76.39 and for 22 - 27 years, it is 113.79. A higher rank leads to a higher average value, which means most people in the 22 - 27 years age group agreed to have

Figure 6 & Table 9. Pairwise Comparison of Age in External Influences



Each node shows the sample average rank of Age.

Sample 1-Sam...	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
0-1	-37.081	11.425	-3.246	.001	.004
0-2	-52.349	13.801	-3.793	.000	.000
1-2	-15.268	10.765	-1.418	.156	.468

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

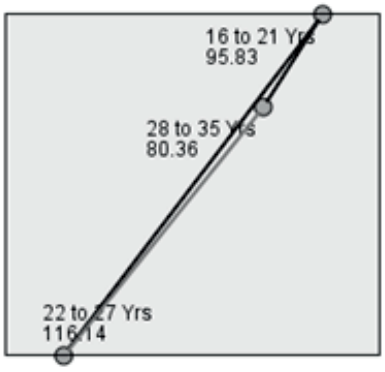
Personal Orientation as an important factor in that group as we considered '1' as *'strongly disagree'* and '5' as *'strongly agree'*.

↳ **H4.1 :** The distribution of External Influences is the same across all categories of age.

Dunn's pairwise test was conducted on the three pairs of groups. According to Figure 6 and Table 9, there is strong evidence ($p < 0.05$, and after adjusted using Bonferroni correction, $p = 0.004$, here $p < 0.016$) of a difference in external influence between age groups 16 - 21 years and 22 - 27 years. Also, there is very strong evidence ($p < 0.05$, and after adjusted using Bonferroni correction, $p = 0.000$, here $p < 0.016$) of a difference in external influence between the age groups 16 - 21 years and 28 - 35 years. However, the groups 22 - 27 years and 28 - 35 years are not significantly different from each other. The mean rank for 16 - 21 years is 71.72 ; for 22 - 27 years, it is 108.80 ; and for 28 - 35 years, the mean rank is 124.07. A higher rank leads to a higher average value, which means most people in the 28 - 35 years age group agreed to have External Influence as an important factor in that group as we considered '1' as *'strongly disagree'* and '5' as *'strongly agree'*.

↳ **H5.1 :** The distribution of Gender Beliefs is the same across all categories of age.

Figure 7 & Table 10. Pairwise Comparison of Age in Gender Beliefs



Sample 1-Sam...	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
2-0	15.476	13.801	1.121	.262	.786
2-1	35.779	10.765	3.324	.001	.003
0-1	-20.303	11.425	-1.777	.076	.227

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

According to Figure 7 and Table 10, there is strong evidence ($p < 0.05$, and after adjusted using Bonferroni correction, $p = 0.003$, here $p < 0.016$) of differences in Gender Beliefs between age groups 22 - 27 years and 28 - 35 years. The mean rank for 22 - 27 years is 116.14 and for 28 - 35 years, the mean rank is 80.36. A higher rank leads to a higher average value, which means most people in the 22 - 27 years age group agreed to have Gender Beliefs as an important factor in that group as we considered '1' as *'strongly disagree'* and '5' as *'strongly agree'*.

↳ **Hypotheses Testing (Occupation Related Hypotheses) :** The distribution of factors of consumer behaviour towards male skincare products is the same across all categories of occupation. The Table 11 shows the results of the non - parametric test using the Kruskal - Wallis Test for the eight new factors that affect consumer behaviour towards male skincare products and occupation groups.

The results show that the distribution of Personal Orientation (Factor 1), ($X^2 = 6.010, p < 0.05, p = 0.050$), Brand Drivers (Factor 2), ($X^2 = 9.007$, $p < 0.05$, $p = 0.011$), Affective Congruence (Factor 3), ($X^2 = 17.010$, $p < 0.05$, $p = 0.000$), External Influences (Factor 4), ($X^2 = 15.527$, $p < 0.05$, $p = 0.000$), Gender Beliefs (Factor 5), ($X^2 = 9.558, p < 0.05, p = 0.008$), and Product Specific Behaviour (Factor 8), ($X^2 = 6.343, p < 0.05, p = 0.042$) is not

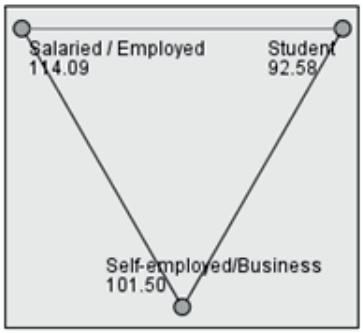
Table 11. Kruskal - Wallis Test Among Occupation Groups

Hypotheses Test Summary				
	Hypothesis	**Test**	**Sig.**	**Decision**
H9	The distribution of Personal Orientation is the same across all categories of occupation.	Independent-Samples Kruskal - Wallis Test	.050	**Reject the hypothesis.**
H10	The distribution of Brand Drivers is the same across all categories of occupation.	Independent-Samples Kruskal - Wallis Test	.011	**Reject the hypothesis.**
H11	The distribution of Affective Congruence is the same across all categories of occupation.	Independent-Samples Kruskal - Wallis Test	.000	**Reject the hypothesis.**
H12	The distribution of External Influences is the same across all categories of occupation.	Independent-Samples Kruskal - Wallis Test	.000	**Reject the hypothesis.**
H13	The distribution of Gender Beliefs is the same across all categories of occupation.	Independent-Samples Kruskal - Wallis Test	.008	**Reject the hypothesis.**
H14	The distribution of Buyer's Expectations is the same across categories of occupation.	Independent-Samples Kruskal - Wallis Test	.294	Retain the hypothesis.
H15	The distribution of Comprehensive Decision Making is the same across all categories of occupation.	Independent-Samples Kruskal - Wallis Test	.610	Retain the hypothesis.
H16	The distribution of Product Specific Behaviour is the same across all categories of occupation.	Independent-Samples Kruskal-Wallis Test	.042	**Reject the hypothesis.**

Note. Asymptotic significances are displayed. The significance level is .05.

Figure 8 & Table 12. Pairwise Comparison of Occupation in Personal Orientation

Pairwise Comparisons of Occupation



Each node shows the sample average rank of Occuptation.

Sample 1-Sam...	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
0-2	-8.923	20.410	-.437	.662	1.000
0-1	-21.513	8.809	-2.442	.015	.044
2-1	12.590	19.987	.630	.529	1.000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

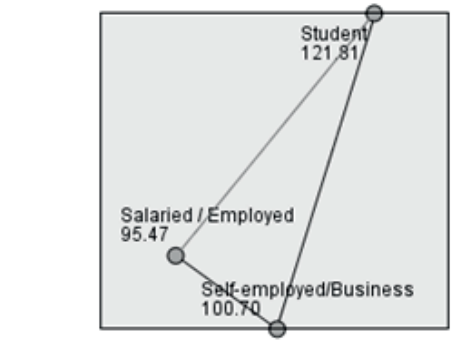
the same across the categories of occupation. The results show that the distribution of other factors of consumer behaviour towards male skincare products is the same across all categories of occupation ($p > 0.05$).

Since here also, in six cases, we reject the hypothesis (H9, H10, H11, H12, H13, and H16), a pair-wise test among groups was needed to find out which age category shows significant impact on consumer behavior related to those factors. Hence, pair-wise Dunn's test was conducted using Bonferroni correction (α = 0.05/no. of comparisons) as the corrected α value to interpret the results. In this case, since we again have three groups, hence we have to do $3C_2 = 3$ comparisons and so $\alpha = 0.05/3 = 0.016$ will be used to interpret the results.

↳ **H9.1 :** The distribution of Personal Orientation is the same across all categories of occupation.

According to Figure 8 and Table 12, there is evidence ($p < 0.05$, and after adjusted using Bonferroni correction,

Figure 9 & Table 13. Pairwise Comparison of Occupation in Brand Drivers



Sample 1-Sam...	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
1-2	-5.233	19.987	-.262	.793	1.000
1-0	26.340	8.809	2.990	.003	.008
2-0	21.108	20.410	1.034	.301	.903

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

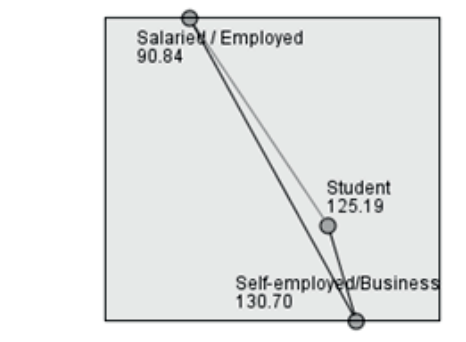
$p = 0.044$, here $p < 0.016$) of a difference in Personal Orientation between student group and salaried/employed group. The mean rank for the student group is 92.58 as compared to 114.09 as the mean rank of the salaried/employed group.

↳ **H10.1:** The distribution of Brand Drivers is the same across all categories of occupation.

According to Figure 9 and Table 13, there is strong evidence ($p < 0.05$, and after adjusted using Bonferroni correction, $p = 0.008$, here $p < 0.016$) of a difference in Brand Drivers between student group and salaried/employed group. The mean rank for student group is 121.81 and for salaried/employed, the mean rank is 95.47. A higher rank leads to a higher average value, which means most people in the student group agreed to have Brand Drivers as an important factor in that group as we considered '1' as *'strongly disagree'* and '5' as *'strongly agree'*. The other two comparisons do not have a significant difference between the groups.

↳ **H11.1:** The distribution of Affective Congruence is the same across all categories of occupation.

Figure 10 & Table 14. Pairwise Comparison of Occupation in Affective Congruence

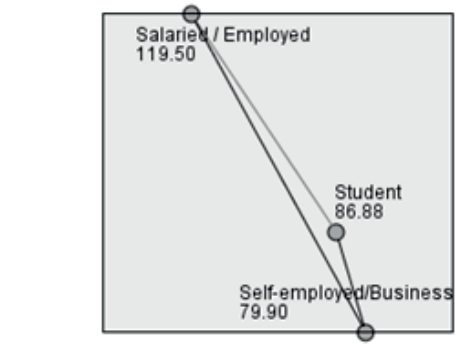


Sample 1-Sam...	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
1-0	34.348	8.809	3.899	.000	.000
1-2	-39.856	19.987	-1.994	.046	.138
0-2	-5.508	20.410	-.270	.787	1.000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

According to Figure 10 and Table 14, there is very strong evidence ($p < 0.05$, and after adjusted using Bonferroni correction, $p = 0.000$, here $p < 0.016$) of a difference in Affective Congruence between student group

Figure 11 & Table 15. Pairwise Comparison of Occupation in External Influences



Sample 1-Sam...	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
2-0	6.985	20.410	.342	.732	1.000
2-1	39.600	19.987	1.981	.048	.143
0-1	-32.615	8.809	-3.702	.000	.001

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

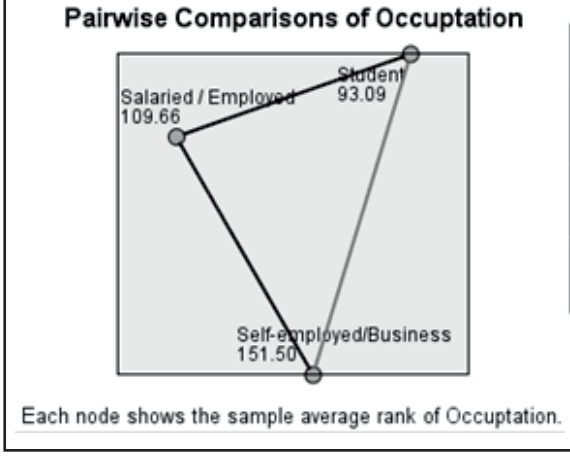
and salaried/employed group. The mean rank for student group is 125.19 and for salaried/employed, the mean rank is 90.84. A higher rank leads to a higher average value, which means most people in the student group agreed to have Affective Congruence as an important factor in that group, as we considered '1' as *'strongly disagree'* and '5' as *'strongly agree'*. The other two comparisons do not have significant difference between the groups.

↳ **H12.1:** The distribution of External Influences is the same across all categories of occupation.

According to Figure 11 and Table 15, there is strong evidence ($p < 0.05$, and after adjusted using Bonferroni correction, $p = 0.001$, here $p < 0.016$) of a difference in external influence between student group and salaried/employed group. The mean rank for student group is 86.88 and for salaried/employed, it is 119.50. A higher rank leads to a higher average value, which means most people in the salaried/employed group agreed to have External Influence as an important factor in that group as we considered '1' as *'strongly disagree'* and '5' as *'strongly agree'*. The other two comparisons do not have a significant difference between the groups.

↳ **H13.1:** The distribution of Gender Beliefs is the same across all categories of occupation.

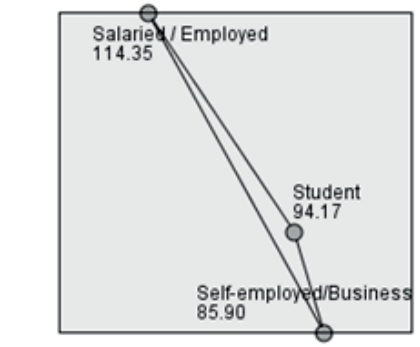
Figure 12 & Table 16. Pairwise Comparison of Occupation in Gender Beliefs



Sample 1-Sam...	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
0-1	-16.574	8.809	-1.881	.060	.180
0-2	-58.410	20.410	-2.862	.004	.013
1-2	-41.836	19.987	-2.093	.036	.109

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

Figure 13 & Table 17. Pairwise Comparison of Occupation in Product Specific Behavior



Sample 1-Sam...	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
2-0	8.267	20.410	.405	.685	1.000
2-1	28.452	19.987	1.424	.155	.464
0-1	-20.186	8.809	-2.291	.022	.066

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

According to Figure 12 and Table 16, there is evidence ($p < 0.05$, and after adjusted using Bonferroni correction, $p = 0.013$, here $p < 0.016$) of a difference in Gender Beliefs between student group and self-employed/business group. The mean rank for student group is 93.09 and for self-employed/business group, the mean rank is 151.50. A higher rank leads to a higher average value, which means most people in self-employed/business group agreed to have Gender Beliefs as an important factor in that group as we considered '1' as *'strongly disagree'* and '5' as *'strongly agree'*. The other two comparisons do not have any significant difference between the groups.

↳ **H16.1:** The distribution of Product Specific Behaviour is the same across categories of occupation.

According to Figure 13 and Table 17, there is an evidence ($p < 0.05$) of a difference in Product Specific Behavior between student group and salaried/employed group. But after adjusting using Bonferroni correction, $p = 0.066$, that is, $p > 0.016$, which gives an indication that there is not enough evidence of difference among occupation groups related to this factor.

Discussion and Managerial Implications

The huge growth in the male grooming industry due to the rise in metrosexuals, the consumer's lifestyle changes such as need to look presentable, and the infusion of Western culture have led to huge demand for male skincare products. This, in turn, has led to many firms offering products in the male grooming industry to meet the evolving needs of the consumers. There are significant differences in the male and female skincare market, so it is important for the firms to have a good understanding of the target audience and formulate strategies accordingly.

The theme of this research article was previously explored in foreign countries where the product range has now already captured a good market share. However, in the Indian context, the study is conducted for the first time. This study focuses to find out male specific factors, which leads to their decision making in buying skincare products. The study concentrates to catch the relative significance of the extracted factors in the consumers' decision making, and hence, aids in better managerial decision making by scrutinizing and analyzing the factors extracted to develop better marketing communication and strategies.

A study conducted by Ling et al. (2014) found that socio - cultural factors and age positively influenced men's skincare purchase decisions, which should be addressed by marketers to promote their products. Celebrity endorsements also have a positive impact (Cole, 2008). Khan, Dongping, Abdullah, Ahmad, Ghauri, and Ghazanfar (2017) found that self-image, aging effect, physical attractiveness, social beliefs, lifestyle, and

advertising were the influencing factors in skincare product purchase decision making. Nagananthi and Mahalakshmi (2016) discussed the factors like brand, quality, influence of other people, quality, and ingredients ; whereas, Cheong and Kaur (2015) were of the opinion that branding, image development, and gender beliefs were based on gender dichotomy. Sukato and Elsey (2009) discussed about self-image and found external influence in the form of family and friends. Arora and Gupta (2013) advocated for self-image and societal expectations. Koshy and Manohar (2015) investigated the significance of self-image, external source of influence, and brand image. All these observations are in line with the findings of the present study related to factor identification. Ling et al. (2014) also observed that aging concerns need to be addressed by marketers as these are quite product specific, but the current study does not obtain enough evidence to support this with respect to age. This may be probably because people tend to behave differently at different ages. Ling et al. (2014) were also of the opinion that self-image is not an important factor for deciding about skin-care products, which is again contrary to many studies and even the present study. A possible explanation could be that they considered self-image as one of the aspects of personal orientation, which is only one of its components.

Our findings suggest that out of eight extracted factors, that is, Personal Orientation, Brand Drivers, Affective Congruence, External Influences, Gender Beliefs, Buyer's Expectations, Comprehensive Decision Making, and Product Specific Behavior, age plays a vital role in case of Personal Orientation, External Influences, and Gender Beliefs, while type of occupation influences Personal Orientation, Brand Drivers, Affective Congruence, External Influences, and Gender Beliefs. So, it is evident that marketers should focus mainly on Personal Orientation, External Influences, and Gender Beliefs and try to capture the market as per the pulse of the segment.

Limitations of the Study and Scope for Future Research

The study provides some frame-breaking outline to business practitioners by focusing on two important demographic variables, which have an influential role on the weightage of the extracted factors leading to purchase or usage decision of men skincare products. Since the sample was taken only from one metropolitan city, the study can be further extended to cover more cities by considering other demographic variables, which could act as a precondition for other value creation and give a better judgement for managerial decision making.

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