FACTORS AFFECTING THE PURCHASING BEHAVIOUR OF CUSTOMERS TOWARDS MALE GROOMING PRODUCTS: A DESCRIPTIVE STUDY CONDUCTED AT ERNAKULAM, KERALA, INDIA

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ABSTRACT
Grooming products are not exclusive to women. In fact, there are a huge variety of products designed especially for men for shaving, cleansing, moisturizing, treating skin problems etc. The men’s grooming market in India is booming, with a growth rate of 25% every year. Industry experts attributed this rapid growth to the rising consciousness among men about how they look. Industry estimates suggested that the market size for men’s personal care products is Rs 1,700 cr. At present the monthly per capita consumption is Rs 850, a figure that is expected to touch Rs 1,774 by 2015 and Rs 3,739 by 2020. The purpose of this research is to identify the factors that influence customer behaviour and their buying decision making. The study tries to identify the significance of factors such as quality and attribute of products, price, product’s ingredient, product brand name and package, on the buying behaviour. The study made use of primary and secondary data. A detailed questionnaire was developed and distributed to customers who are in the age group of 15-45 years old and living in Ernakulam District, Kerala, India. The total sample consists of 200 respondents and is selected by using simple random sampling method. The results of the study indicated that the main reasons behind the usage of grooming products are for improving personal care, attractiveness and there by improvement in developing self confidence and result in status building.

KEYWORDS: JEL Code-M31, Brand Name, Buying Behaviour, Buying Decision Making, Grooming Products.