



Munich Personal RePEc Archive

**Identifying the Factors affecting the customer's Buying Behavior: A case study of Men's cosmetic Market in Karachi, Pakistan.**

Khan, Amber Yamin and Karim, Emadul and Abbas, Omair

Greenwich University, Karachi, Greenwich University, Karachi,  
Greenwich University, Karachi

14 April 2016

Online at <https://mpra.ub.uni-muenchen.de/75569/>  
MPRA Paper No. 75569, posted 14 Dec 2016 08:33 UTC

## **“Identifying the Factors affecting the customer’s Buying Behavior”: A case study of Men’s cosmetic Market in Karachi, Pakistan.**

**Amber Yamin Khan\*, Emadul Karim\*\* and Omair Abbas\*\*\***

### **Abstract**

*The purpose of this study was to determine various factors such as age, occupation, income, models and celebrity influence, as well as the role of metrosexuals (independent variables), which have an effect on consumers in buying men’s cosmetic products (dependent variable). Specific objectives were to study the impact of factors affecting customers buying behavior in the men’s cosmetic market, to determine the impact of appearance on a person’s success in their professional life, as well as to ascertain the age group which uses men’s products the most. A study of the literature review suggested factors which affect the buying behavior of men purchasing male cosmetic products include age, occupation, income, celebrity influence and a rise in the metrosexual phenomenon, however, the research problem pertained to a lack of knowledge on how much of these factors individually affect consumer behavior with regards to purchases. As such, the study was significant and therefore needed to be carried out to examine the impact of various factors on the buying of men’s cosmetic products. Methodology used in this study was quantitative in nature. The method of primary data collection was carried out through a close ended questionnaire administered to 50 participants. Collected data was tabulated, and the analysis was conducted with the help of SPSS. It was concluded that age, occupation, and role of metrosexuals has had a significant impact on the consumer’s buying behavior in relation to the purchase of men’s cosmetics especially in Karachi. It was found out that majority of the people believed that using men’s cosmetics helps them in succeeding in their occupation, improves their appearance, spend a sum of money on buying men’s cosmetics. This study will be helpful for new researchers to understand the impact of these various factors on consumers in buying men’s cosmetic products in Karachi, and for manufacturers to align their promotion strategies for maximum effect.*

**Keywords:** *behavior, men’s cosmetic market, age, income, metrosexuals, models influence*

---

\*Student of Greenwich University, Karachi

\*\*Assistant Professor at Greenwich University, Karachi

\*\*\*Student of Greenwich University, Karachi

## **Introduction**

The cosmetics for women are successively in demand all over these years but now men are also becoming self-conscious and the cosmetic market for men is increasing rapidly. The increase in purchasing power has increased due to the people being more alert and aware of beauty and fitness. This has led to increasing demand of men's cosmetics in the market. Many cosmetic companies such as Nivea, L'Oréal etc have introduced their collection of men products in order to satisfy the needs of their customers, (Souiden, 2009).

Earlier there were just aftershaves, shaving creams but now cosmetic companies have increased their product line to adapt to the needs of the customers. The products now include day and night creams, facial foam, anti-aging creams etc.

There are many factors which affect the consumer buying behavior of buying men's cosmetic products, and we have selected the following major factors for investigation in the current study:

- Age affected the buying behavior of customers in the men's cosmetic market.
- Occupation affected the buying behavior of customers in the men's cosmetic market.
- Income affected the buying behavior of customers in the men's cosmetic market.
- The role of metrosexuals affects the buying behavior of customers in the men's cosmetic market.
- Models, celebrities and actors affected the buying behavior of customers in the men's cosmetic market.

Keeping in view the above facts we came to know that there was a gap in the knowledge related to customer buying behavior of men's cosmetic products and the factors which affect it. The present title has never been properly studied in this particular area.

Therefore the research question and problem statement are given as under:

### **Research Questions:**

The main research questions were:

1. Does the factors affect customer's buying behavior in the men's cosmetic market?
2. Is there a link between the factors and the customer's buying behavior?
3. In a working environment in order to succeed in professional life, should men take care of their appearance and use cosmetic products?
4. Does younger people tend to use more hair and body products than people as compare to older people?
5. Does celebrities have an influence on men when purchasing men's cosmetics?

## **Objectives of the Study:**

This study was carried out under the following specific objectives:

- To understand the factors affecting customers buying behavior in the men's cosmetic market.
- To explain whether there is a link between the factors and the customer's buying behavior.
- To investigate whether appearance is important in succeeding in professional life.
- To understand whether there is a relationship between age and the factors.
- To find out that whether younger people use more men cosmetic products than older people.

## **Hypotheses:**

H<sub>1</sub>= Age affects the buying behavior of customers in the men's cosmetic market.

H<sub>2</sub>= Occupation affects the buying behavior of customers in the men's cosmetic market.

H<sub>3</sub>: Income affects the buying behavior of customers in the men's cosmetic market.

H<sub>4</sub>: The role of metrosexuals affects the buying behavior of customers in the men's cosmetic market.

H<sub>5</sub>: Models, celebrities and actors that affects the buying behavior of customers in the men's cosmetic market.

## **Literature Review**

Every individual is different and has different and unique needs and wants. What one desires may not be necessary liked by another person. Similarly, tastes and choices differ in different age groups. People of the same lifestyle, age, family background might use similar products. In a study conducted, (Askegaard, Ger, & Christensen, 1999) it was concluded that age is considered as a major factor that influences the buying patterns of an individual. Younger people tend to use more hair and body products as compare to older people. Similarly, another study (Larasati, 2013) carried out research on a similar topic. The questionnaires were distributed and it was found out that the people between the ages of 17-24 stating that the younger people take more effort and care of their physical self.

Tiainen, (2010) carried out a survey on 99 respondents. The majority of the individuals that purchased cosmetics were teenagers and youngsters mainly aged under 25. They believed that in order to attract others appearance has an important part. As (Audrey, Cyrielle, & Levert Quentin, 2007) stated in their findings that younger people are more open minded and concerned about their appearance.

Antoinette, (2007) researched that individuals in the working environment believe that in order to succeed in their professional life, they should take care of their hygiene and appearance as a person's looks affects their promotion.

Income plays an important part in the buying decision of customers. This means that individuals having a high income will buy expensive and sophisticated grooming and skin care products where as individuals with income lesser than others will buy or purchase products that are less costly and that meets their requirements.

Celebrities' endorsements affect customers buying decision. It plays an important role in drawing customers towards buying men's cosmetics. Cheng, (2010) noted that famous celebrities such as David Beckham and Brad Pitt are well known for their appearances and looks that shows that they take care of themselves and are metrosexuals. This was further highlighted by (Tiainen, Pauliina, 2010) who stated that people buy those products that are represented by their favorite stars.

Metrosexual is a word that is used to label men in the urban and big cities which show immense importance on the physical part of themselves. They believe that appearance plays a major part in your personality. Janowska, (2008) believed that the rise of metrosexuals has led to other people to also try and use men's cosmetics and make themselves aware about hygiene and beauty.

## **Methodology**

Quantitative research method was used in the research, since it is based on variables which are measured in numbers and then by statistics it will be analyzed. The quantitative data was collected with the help of questionnaires survey. This research studied various factors that have an influence on customers buying behavior in the men's cosmetic market.

The research dimension used was "Causal Research" to know how different factors affect the buying behavior of customers in the men's market. A causal research is one in which the research is carried out on the cause and effect relationships of different variables on the consumer buying behavior.

Time orientation used in the research was "cross-sectional" because in this research the respondent/participant responded at one point of time. Fifty respondents were selected for the research. Convenience sampling was used in conducting the research.

Primary data was used in the research with the help of close – ended questionnaires. The primary data consisted of questionnaires that contained questions about different factors which affect the purchasing decision of the customers in the

men’s cosmetic market. In order to check the reliability of responses of the questionnaires conducted on 50 participants, Cronbach Alpha was used.

The data collected for the research through questionnaires was analyzed via descriptive statistics that consists of bar charts, tables and pie charts. The data of the questionnaires was first computed via Microsoft Excel where the data was coded and then shifted to SPSS where it was labeled to derive the tables and pie charts. For better modification, the tables were copied to excel and then the graphs and charts were derived.

### **Data analysis, Findings, and Discussion**

Table 1

Correlation among variables

		Age average	income	Models	Occupation	metrosexuals
Age average	Pearson Correlation	1	-.027	.186	.377**	.419**
	Sig. (2-tailed)		.854	.201	.008	.003
	N	49	49	49	49	49
Income	Pearson Correlation	-.027	1	-.053	.055	.137
	Sig. (2-tailed)	.854		.715	.709	.347
	N	49	49	49	49	49
Models	Pearson Correlation	.186	-.053	1	.322*	.344*
	Sig. (2-tailed)	.201	.715		.024	.016
	N	49	49	49	49	49
Occupation	Pearson Correlation	.377**	.055	.322*	1	.288*
	Sig. (2-tailed)	.008	.709	.024		.045
	N	49	49	49	49	49
Metrosexuals	Pearson Correlation	.419**	.137	.344*	.288*	1
	Sig. (2-tailed)	.003	.347	.016	.045	
	N	49	49	49	49	49

\*\**. Correlation is significant at the 0.01 level (2-tailed).*

\**. Correlation is significant at the 0.05 level (2-tailed).*

Correlation is a statistical technique which is used to identify the relationship or association between 2 variables. It does so by identifying the direction and magnitude of the relationship. The above table shows the Pearson correlation between different variables like age, occupation, income, models and metrosexuals. The hypotheses are:

H<sub>1</sub>: There is a significant correlation between age related questions and income.

H<sub>2</sub>: There is a significant correlation between age related questions and occupation.

H<sub>3</sub>: Age averages and models have a significant correlation.

H<sub>4</sub>: Age averages and metrosexuals has a significant correlation.

There is a negative weak correlation of -0.027 between the age related questions and income, which meant that there was a 2.7% correlation between the two variables; age groups and income. This meant that people who grow old tend to spend less income on men's cosmetics and vice versa. Furthermore, the sig value of 0.854 which is more than 0.05 shows that it was not significant so there was no significant correlation between income and age averages. Therefore, the hypothesis H<sub>1</sub> was rejected. The correlation between age and models was 0.186, this showed that there was an 18.6% correlation between the two variables. The correlation was weak, which meant that the older the customers, the less likely customers are to buy men's cosmetics advertised by models and celebrities. The sig value was 0.201 which was more than the required sig value 0.05. So the H<sub>3</sub> hypothesis was rejected. Furthermore, the correlation between occupations was 0.377, which meant that there was a 37.7% weak correlation between age and occupation. The sig value was 0.008 which shows that it was less than 0.05, therefore we failed to reject the hypothesis as the correlation was not significant. The correlation between the age groups and metrosexuals was 0.419; this showed a moderate correlation between the two variables. The sig value was 0.008 which showed that it was less than the benchmark, which was 0.05. This showed that there was the correlation was statistically significant so the hypothesis was accepted. In short, the hypothesis H<sub>1</sub> and H<sub>3</sub> were rejected and the hypothesis H<sub>2</sub> and H<sub>4</sub> were accepted.

There was a negative weak correlation of -0.053 between models and income which meant that people who have more income tend to buy less men's cosmetics targeted by models and celebrities rather than people with lower income. Lower income people use men's cosmetics that are advertised by using models and celebrities which are used to attract customers. Further, the sig value was 0.715, which was more than 0.05, showed that it was not significant and there was no significant correlation between income and models, so the hypothesis was rejected.

Table 2  
Anova

		Sig.
Models	Between Groups	.037
Income	Between Groups	.103
Metrosexuals	Between Groups	.161
Occupation	Between Groups	.211
Age_average	Between Groups	.141

Anova was used to understand the similarity and difference between the means of more than two populations. The hypotheses were:

H<sub>1</sub>: there is a significant relationship between groups of models.

H<sub>2</sub>: there is a significant relationship between groups of income.

H<sub>3</sub>: there is a significant relationship between groups of metrosexuals.

H<sub>4</sub>: there is a significant relationship between groups of occupation.

H<sub>5</sub>: there is a significant relationship between groups of age.

The sig value is 0.037, which was less than 0.05 showed that there was a positive relationship between age groups and models. Sig value showed the level of confidence which was used to check the significance. Moreover, income had a sig value of 0.103 which showed that it was greater than 0.05. The Anova value for metrosexuals is 0.161 which was also more than 0.05. The Anova value for occupation and age were 0.211 and 0.141 respectively. This showed that there was a negative relationship between age groups, occupations, income and metrosexuals, meaning that if one variable increased, the other variable decreased. Therefore we failed to reject the H<sub>1</sub> hypothesis and rejected the hypotheses H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub> and H<sub>5</sub>.

## Reliability Analysis

Table 3  
Case Processing Summary

Cases	N	%
Valid	50	100.0
Excluded <sup>a</sup>	0	.0
Total	50	100.0

a. List wise deletion based on all variables in the procedure.

Cronbach Alpha is a statistical technique that is used to analyze the reliability of questionnaires. It was used to check the response consistency. The requirement of Cronbach Alpha should be more than 6. If it's less than 6 it is not reliable. The table above shows that the total number of respondents are 50, out of which all 100% cases were valid and 0 cases were excluded.



Table 4  
Reliability Statistics

Cronbach's Alpha	N of Items
.608	10

This table shows the reliability statistics for 10 items is 0.608 which is a good score. The recommended value was of 0.6, meaning that data was generalizable. The Cronbach Alpha's value shows that the responses were reliable and it was accepted. Furthermore, the data used was authentic and reliable since there was consistency in results.

### **Conclusion**

The topic of the report was to find out the factors which affect the customers buying decision in the men's cosmetic market. The research was conducted and the survey questionnaires were filled by 50 males. The following conclusions can be drawn from the research that most of the men reported that they believe that the factors such as age, income, occupation, metrosexuals and models play an important part in the customer's buying decision. The data was collected and analyzed with the help of SPSS software in which correlation, Anova, reliability analysis were tested. The hypothesis for models was confirmed with the help of Anova which stated that models do have an influence on customers which increases their buying of men's cosmetics.

This Anova value of 0.037 meant that it was less than the requisite of 0.05. Furthermore, the research indicated that occupation and the influence of metrosexuals plays an important part in the purchasing decision of men. The correlation of metrosexuals and occupation with age averages shows that it is statistically significant and accepts the hypothesis.

The findings indicate that there is an emergence of men buying men's cosmetics. The idea that only women use cosmetics no longer exists. Many companies have launched products with a wide variety for men as there is a demand of men's cosmetics in the market. Also it was found that the younger the people the more men uses cosmetics and vice versa. People with higher income tend to use more expensive products as compare to people with low income.

It was also found that not all factors affect the customer's buying decision such as models and celebrities. The correlation between ages' related questions and models show a weak correlation. Moreover the sig value is also more than the standard that is 0.05 so it also means that the relationship between the two variables is statistically insignificant.

## References

- Amanda. (2008). Consumer masculinity behavior among college students and its relationship to self esteem and media significance. *Sex Roles, 58*(7), 549-555.
- Alexander, A. (2007). Men’s grooming gains social acceptance. *Drug Store News*, Nov 12, 66.
- Gnliz Ger, S°ren Askegaard, and Ania Christensen (1999) ,”Experiential Nature of Product-Place Images: Image As a Narrative”, in *NA - Advances in Consumer Research Volume 26*, eds. Eric J. Arnould and Linda M. Scott, Provo, UT : Association for Consumer Research, Pages: 165-169.
- Blanchin, Audrey, Cyrielle Chareyron, and Levert Quentin. “The Customer Behaviour in the Men’s Cosmetics Market.” Diss. University of Halmstad School of Business and Engineering, 2007. Print.
- Cheng, S.O., Ding, H.T. & Fan, S.C. (2010). Factors Affecting Consumption Behavior Of Metrosexual towards Male Grooming Products. *International Review of Business Research Papers, Vol.6* (No.1), 574–590.
- Firat, A. F. (1994). “Gender and Consumption: Transcending the Feminine?,” in J.A. Costa (cd.) *Gender Issues and Consumer Behavior*, Thousand Oaks, CA: Sage, 205-228.
- Imogen. (2005). Men’s Grooming Brands Drive Growth, GCI magazine of February 2005, 39-40.
- Imogen. (2010). A Study of Factors Affecting on Men’s Skin Care Products Purchasing, Particularly in Karlstad, Sweden (Unpublished master’s thesis). Karlstad University, 59.
- Janowska, K. (2008). Metrosexuals men’s shopping habits – study of modern men’s clothing brand selection (Unpublished master’s thesis). Vaxjo University, 7-47.
- Rai, N. (2013). IMPACT OF ADVERTISING ON CONSUMER BEHAVIOUR AND ATTITUDE WITH REFERENCE TO CONSUMER DURABLES. *International Journal of Management Research & Business Strategy, Vol. 2*(No. 2), 74-78.

- Larasati, K. W. (2013). Factors Affecting Consumer Decision Making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia, *The SIJ Transactions on Industrial, Financial & Business Management (IFBM)*, Vol.1(No.5), 175-179.
- L'Oréal. (2010). L'Oréal Report. *The L'Oréal UK Men's Grooming Report*, March 2010.
- Malhotra, P. (2003). 'The Beauty of Being a Beautician,' *The Tribune*, Chandigarh: Report Date: 04/04/2003.
- Moungkhem, C., & Surakiatpinyo, J. (2010). A Study of Factors Affecting on Men's Skin Care Products Purchasing, Particularly in Karlstad, Sweden (Unpublished master's thesis). Karlstad University, 8-12, 28.
- Mort, F. C. (1988). Boy's Own? Masculinity, Style and Popular Culture. In J. R. R. Chapman, *Male Order: Unwrapping Masculinity* (pp. 193-224). Lawrence and Wishart.
- Prakash, P.R. & Vinith, K.N. (2007), *Consumer Markets & Marketing: A Study on Purchase Pattern of Cosmetics among Consumers in Kerala*, 581-595.
- 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(No. 2), 97-109.
- Sturrock, F & Pioch, E (1998), 'Making himself attractive: the growing consumption of grooming products', *Marketing Intelligence & Planning*, vol. 16(no. 5), 337-343.
- Pauliina Tiainen. (2010). Marketing male cosmetics, a review of Lumene For Men products success to date and ideas for improvement, Finland (Unpublished master's thesis). Metropolia University of applied sciences, 21-25.