ABSTRACT
The Indian cosmetic industry landscape has been witnessing a phenomenal transition from female focused product to male grooming product category. The consumption of cosmetics products by Indian male has witnessed upward trend driven by changing lifestyle and increasing rate of urbanization. In India, male consumers are now coming at par with female consumers when it comes to using cosmetics products like fairness cream, anti dark circle cream or even anti wrinkle products. The purpose of this study is to identify the purchase behavior and consumption pattern towards face cream among young consumers in Kerala. The study tries to identify the significance of factors and sources which is having an influence on the buying behavior.
KEYWORDS: purchase decision, Buying Behaviour, facial care products, cosmetics

INTRODUCTION
According to a Nielsen study on the Indian male grooming segment, 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 34%. Nielsen study shows that the skin creams segment in male grooming grew at 41%, much faster than the overall skin cream category in India, which grew at 27%. South India is the largest market for Skin lightening products among male in India. While the women's fairness cream market is growing at 8%-10% per annum, the growth figure for their counterparts is almost 20-25% per annum. Large companies are therefore focusing on men's skin products to cash in on the potential growth.

LITERATURE REVIEW
Feiz, D., Fakharyan, M., Jalilvand, M. R., & Hashemi, M. (2013) The results show that there is a positive, direct, and significant relationship between: advertising appeals and attitude towards advertising; advertising appeals and brand attitude; and attitude towards advertising and brand attitude

Kumaravel, K., & Vikkraman, P. (2013), studied the consumer behavior towards Fast Moving Consumer Goods (FMCG) personal care products in Coimbatore district of
Tamilnadu, the result of the study indicates that consumer behavior is largely affected by place, product, price, promotional, psychological and people influences.

**Guo, X. (2011),** Although the relatively higher average reflected their positive attitudes towards the purchase of cosmetics, they still maintain traditional consumption behaviors. It is crucial for marketers to develop their awareness through employing appropriate marketing communicating tools.

**Junaid, A. B., Nasreen, R., & Ahmed, F. (2013).** It is found that as the income level of female consumers is increasing their expenditure for cosmetic product is also increasing. It is also found that there is an increase in the awareness as well related to cosmetic products. One major finding in the study is that female consumers prefer more of cosmetic products which are made from the natural Ingredients in other words / they prefer herbal cosmetic products.

**SueLin, C. (2010),** the factors that drive cosmetics consumption When the factors that drove and influenced consumer decisions presented in the consumer models were used to analyze the Japanese Cosmetics consumption, they revealed the prevalence of Maslow’s higher order needs such as self-esteem, sense of belonging and self-actualization in driving cosmetics consumption and brand choice

**Shimpi, S. S., & Sinha, D. K. (2010).** self-esteem, anxiety, self presentation and conformity have given more significance by Pune men for purchasing male cosmetics products

**Herdiyanti, N., & Titus, A. (2013).** differences in terms of place of purchase preferences, brand consideration, brand endorsers, and occasions of using face cleansers product among the upper social economic class versus lower economic class consumers.

**Jang, D. (2007).** It seems that the more educated (experienced) customers actively search word-of-mouth information when they feel more risk about the restaurant choice and when they see more of image congruence between the restaurant and themselves.

**STATEMENT OF THE PROBLEM**

There are many disparities between men’s and women’s market for cosmetics. Hence,
it is important for the companies to have a very deep understanding about the target market and to plan excellent strategies for marketing this to the target market and to persuade young men’s attention towards the cosmetic products.

**OBJECTIVES**

1. To identify the most preferred source for purchasing face creams
2. To identify the most important factor which influence purchase
3. To identify the most preferred brand of face cream
4. To identify the purpose of using face cream
5. To identify the consumption pattern of face cream among young males

**HYPOTHESIS**

There is any kind of association between various factors such as age and source of influence, preferred source of purchase, factors influencing purchase, favorite brand of face cream, reason for buying, type of face cream and source of influence and factors influencing purchase.

**RESEARCH METHODOLOGY**

The study is descriptive in nature. Total population comprises of young male customers in pathanamthitta District of Kerala. Sample size was 100 customers. Individual respondents were the sampling element. Convenient sampling technique was used. Since the study includes the primary data, a self designed questionnaire was used for collecting the responses of the customers. To identify the most preferred source of influence and most preferred factor of influence a five point Likert Scale ranging from 5=Very Important to 1=Not Important was used. The secondary data has been collected from different sources of literature like journals, magazines, textbooks and internet.

**Results & Discussion**

**Table: Source of influence in purchasing face creams**

<table>
<thead>
<tr>
<th>sl no</th>
<th>Source of influence</th>
<th>Very important</th>
<th>Important</th>
<th>Neutral</th>
<th>Less important</th>
<th>Not important</th>
<th>Total(percentage)</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Friends</td>
<td>62</td>
<td>30</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>454(22.50%)</td>
<td>Rank1</td>
</tr>
<tr>
<td>2</td>
<td>Word of mouth</td>
<td>7</td>
<td>63</td>
<td>12</td>
<td>18</td>
<td>0</td>
<td>359(17.79%)</td>
<td>Rank3</td>
</tr>
<tr>
<td>3</td>
<td>Advertisement</td>
<td>24</td>
<td>62</td>
<td>10</td>
<td>4</td>
<td>0</td>
<td>406(20.13%)</td>
<td>Rank2</td>
</tr>
</tbody>
</table>
Majority of the respondents are purchasing the face creams by the recommendation by the friends (22.50%), then influenced by word of mouth communication (17.79%), followed by beauticians (15.86%), followed by family (12.54%) and neighbors (11.15%).

Table: 5 Factors influencing purchasing of face creams

<table>
<thead>
<tr>
<th>sl no</th>
<th>Very important</th>
<th>Important</th>
<th>Neutral</th>
<th>Less important</th>
<th>Not important</th>
<th>Total(percentage)</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand image</td>
<td>53</td>
<td>44</td>
<td>0</td>
<td>0</td>
<td>441(19.16%)</td>
<td>Rank2</td>
</tr>
<tr>
<td>2</td>
<td>Price</td>
<td>56</td>
<td>40</td>
<td>4</td>
<td>0</td>
<td>448(19.46%)</td>
<td>Rank1</td>
</tr>
<tr>
<td>3</td>
<td>Availability</td>
<td>48</td>
<td>23</td>
<td>17</td>
<td>12</td>
<td>407(17.68%)</td>
<td>Rank4</td>
</tr>
<tr>
<td>4</td>
<td>Ingredients</td>
<td>39</td>
<td>45</td>
<td>12</td>
<td>4</td>
<td>419(18.20%)</td>
<td>Rank3</td>
</tr>
<tr>
<td>5</td>
<td>Packaging</td>
<td>0</td>
<td>11</td>
<td>12</td>
<td>40</td>
<td>197(8.56%)</td>
<td>Rank6</td>
</tr>
<tr>
<td>6</td>
<td>Ease of use</td>
<td>50</td>
<td>35</td>
<td>0</td>
<td>0</td>
<td>390(16.94%)</td>
<td>Rank5</td>
</tr>
</tbody>
</table>

Majority of the respondents are giving prime importance to price (19.46%), closely followed by brand image (19.16%), followed by ingredients in the face cream (18.20%), followed by availability (17.68%), followed by ease of use (16.94%) and packaging (8.56%).

HYPOTHESIS TESTING

i) Chi-square analysis on the relationship between Age and source of influence

H0: There is no significant difference between age and source of influence on the purchase of face creams

H1: There is a significant difference between age and source of influence on the purchase of face creams

Chi-Square Tests

<table>
<thead>
<tr>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>36.165$^a$</td>
<td>15</td>
</tr>
</tbody>
</table>
p < .05 Since the p-value (.002) is less than .05. Reject the null hypothesis. There is a significant difference between age and source of influence on the purchase of face creams

2) **Chi-square analysis on the relationship between Age & Preferred source of purchase**

H0: There is no significant difference between age and source of purchase of face creams

H0: There is a significant difference between age and source of purchase of face creams

Chi-Square Tests

<table>
<thead>
<tr>
<th>Test</th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>33.766</td>
<td>12</td>
<td>.001</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>35.097</td>
<td>12</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear</td>
<td>4.302</td>
<td>1</td>
<td>.038</td>
</tr>
</tbody>
</table>

(X^2 = 33.766, N = 100, p < .05) Since the p-value (.001) is less than .05. Reject the null hypothesis. There is a significant difference between age and source of purchase of face creams

3) **Chi-square analysis on the relationship between Age & factors influencing purchase**

H0: There is no significant difference between age and factors influencing purchase of face creams

H1: There is a significant difference between age and factors influencing purchase of face creams

Chi-Square Tests

<table>
<thead>
<tr>
<th>Test</th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Since the p-value (.018) is less than .05. Reject the null hypothesis. There is a significant difference between age and factors influencing the purchase of face creams

4) Chi-square analysis on the relationship between Age & favorite brand of face cream
H0: There is no significant difference between age and favorite brand of face creams
H1: There is a significant difference between age and favorite brand of face creams

Chi-Square Tests

<table>
<thead>
<tr>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
</table>

(X² = 24.351, N = 100, p < .05)

Since the p-value (.018) is less than .05. Reject the null hypothesis. There is a significant difference between age and favorite brand of face creams

5) Chi-square analysis on the relationship between Age & reason for buying face cream
H0: There is no significant difference between age and reason for buying face creams
H1: There is a significant difference between age and reason for buying face creams

Chi-Square Tests

<table>
<thead>
<tr>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
</table>

(X² = 135.915, N = 100, p < .05)

Since the p-value (.000) is less than .05. Reject the null hypothesis. There is a significant difference between age and favorite brand of face creams
(X² = 69.977, N = 100, p < .05) Since the p-value (.000) is less than .05. Reject the null hypothesis. There is a significant difference between age and reason for buying face creams.

6) Chi-square analysis on the relationship between Type of face cream & factors influencing purchase

H0: There is no significant difference between type of face cream and factors influencing purchase

H1: There is a significant difference between type of face cream and factors influencing purchase

Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>69.977</td>
<td>15</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>88.523</td>
<td>15</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>.772</td>
<td>1</td>
<td>.379</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
image, ingredients, availability, ease of use & Package. Various personal sources such as friends, advertisement and word of mouth communication has a strong influence on purchasing of face creams

**RECOMMENDATIONS/SUGGESTIONS**

Increase in the purchasing power of consumers and the vast influence of media on all sections of the society made people more aware and more conscious towards the importance of hygiene and beauty. From the light of this study it was found out that the major reason for using face creams appears to be caused by individuals self perception and influences from various other sources like friends, advertisements, word of mouth communication, etc. While selecting the marketing tools marketers have to take care of these social influences groups into account. While coming up with the products for the Indian market the marketers should be aware that the Indian consumers are very price sensitive.

**CONCLUSION**

The Indian male is increasingly trying out new cosmetic products and services and experimenting with new hairstyles and looks. The metro sexual male, who is fast becoming a darling of the FMCG firms, doesn't think twice about trying fairness products and applying dollops of sunscreen lotion all till now considered very girlie items. As India is a very price sensitive market of the cosmetics and personal care products, the companies had to work out innovative strategies that suited the Indian preferences, by that they are able to establish a niche market for themselves.

**LIMITATIONS**

Questionnaires were distributed in one city in Kerala. Sample size was fairly normal, which could be increased to gather a more comprehensive view of respondents.

**BIBLIOGRAPHY**


