

An Empirical Study on Purchase Decision Process of Shaving Foam in Bangladesh

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Abstract

Now-a-days men are more aware of their body. The demand for beautifulness, aesthetics, youthfulness, healthiness, and thinness drag them away from old opinion of “only sanitation”. Shaving foam is an essential skin care product for men and it is a daily use of modern male. To be presentable men needs shaving. Like other products, purchasing shaving foam involves a decision making process. This paper basically aims to identify the stages of males’ decision process of purchasing shaving foam in details; all the activities that men perform in each of the stages. Both primary and secondary data were used in preparing this report. Percentage and descriptive statistics were used to reveal the results. The study found the major reasons for using shaving foam is hygiene purpose. Hopefully the survey findings will be helpful to existing and upcoming shaving foam companies in making better decisions.

Keywords: Buying process, Men’s skin care product, Consumer behavior, Shaving foam.

1. Literature review

Changes of time and advancement of technology, economy and education have caused the changes in standard of living, styles and fashion of ours. People have become more aware of their hygiene and beauty than before as the improvement of their purchasing power and market trend (Souiden & Diagne, 2009).

Both men and women like to have a smooth and bright skin along with an ideal body shape. In the everyday life models are presented on the television, in commercials, in magazines, on billboard, in fashion shows and in the streets. There is a common phenomenon that people want to associate themselves with the models; they want to have a beautiful, healthy and better looking like models.

It was traditional notion that mostly women would think of looking after their beauty comparing to the men. Cole (2008) described the gap or distance between men and beauty products or skin care products has shorten by the bridge nowadays, their demand for skin care products are revealed to fulfill their pleasure and wellness, start from clean their skin, use the cream, feed the skin nutrition, anti aging treatment, body and hair cares, spa centers or even beauty institutions.

Nichol (2010) reported new generation is positively accepting the changing of men’s perception towards their personal appearances. Blanchin, Chareyron & Levert (2007) identified approximately 64.6% to take care of their skin, 73.8% to pay attention more likely on hair, and 31.8% like trying novelties. Moreover, 38.7% pointed they dedicated time to look after of themselves.

The “only sanitation” is no longer an idea men are aware of as now they have become more conscious of their health and beautification. The demand for beautifulness, youthfulness, healthiness and thinness has risen. The mass of fashion magazines for men changed this notion against their appearances (Souiden & Diagne, 2009).

Conseur (2004) outlined now-a-days men are consuming more and more than before. Their consumption includes not only just products like car, sport equipments or electronic products but also products like clothes, accessories and jewelry cosmetics and shoes which are seen feminine.

In last few decades the market for men skin care products has bloomed with products like shaving foam, aftershave, deodorant, body spray, hair gel and many others. Shaving foam is an essential skin care product for men. Shaving foam is in daily use of a modern male. Now-a-days it is very much important to every man and women to be presentable all the time. To be presentable men needs shaving. Shaving foam makes shaving comfortable by softening beard. Shaving foam also serves the purpose of cleanliness. Some males also believe that shaving foam helps enhance beauty. Like all other products purchasing shaving foam involves a decision making process. Levy (1959) noted that people do not buy the product for what they do but for what they mean. This means people do not consider the benefits a product provides or tasks it performs but also the roles it play in their lives. Choosing a particular brand or product is influenced by the consistency between product image and underlying ideas a purchaser holds.

Several researchers have conducted studies to identify the factors contributing to purchase decision process towards men skin care products. Khuong and Duyen (2016) identified four personal factors of self-image, skin’s health attention, body attraction, and age and aging process which had significant effects on male consumer purchase decision of skin care items.

Bailey (2009) found information sources, product attributes and shopping orientation have a positive

influence on consumer decision of cosmetic products.

Moungkhem & Surakiatpinyo (2010) illustrated factors like age group, financial condition, personal hygiene, product quality, marital status etc have relationship with purchase decision of men skin care products. Results suggest that personal hygiene is the major reason for using skin care products.

Prakask & Vinith (2007) identified age (Deshmukh 2015), gender, place of residence, income (Deshmukh 2015) as influencing factors.

Kawa, Rahmadiani & Kumar (2013) found that the factors which have positive relationship with consumer decision-making on imported cosmetics are only brand name, packaging, location and store environment.

Most of the studies conducted previously focused on the factors contributing to purchase decision process of skin care products. The main concentration of this paper is to identify how a person goes through the different stages' of decision making process for purchasing a particular brand of shaving foam. The factors a person considers in different stages of purchase decision making process also identified in the paper. The topic is comparatively new to this area which lacks adequate and concrete studies as well as calls for further ample studies.

2. Theoretical Framework

According to Kotler & Keller (2010), there are 5 stages in customer buying decision making process. But it is not obvious that every time customers make purchase decision will go through all the stages.

2.1. Problem recognition: Unease about their skin and appearance and the need to be looking good may cause the people to use skin care products. Because they perceive using skin care products may help them maintaining a better look or solving their skin problem.

People are born with some needs like need for food, air, water which are categorized as biogenic needs. Some other intrinsic needs like need for social status, power and social affiliation are categorized as psychogenic needs (Solomon, Bamossy, Askegaard & Hogg, 2006). These needs can be categorized as needs generated from internal stimuli. Buying a particular product for fulfilling a personal need can also be influenced by external stimuli like advertisements.

2.2. Information search: Based on previous experiences people usually have a lot of information stored in their head. When a particular need or problem arises they primarily seek information for a probable solution to solve this problem. So the process of information search initiates with internal sources (Noel 2009). But sometimes internal search is not enough.

Internal search is frequently followed by external search as consumers seek for more information regarding particular product. Possible sources of information for external search include friends, advertisements and other media (Solomon et al. 2006)

In case of skin care products, males receive more information from advertisement. On the other hand females gather more information from friends and family members (Prakask & Vinith 2007).

2.3. Evaluation of alternatives: Assembling information on how to solve the current problem, a consumer evaluates the available alternatives. As so many options are available to choose in the marketplace, people generally place most efforts in this phase. (Solomon et al. 2006). Emphasis should be put on how consumers make decisions in different stages and criteria consumers they consider in preferring one particular product or brand to other.

2.4. Purchase decision: In case of making a decision for purchase from a set of different product and brand alternatives consumers may use decision rule. Decision rule also referred to as heuristics that allocates value on different product alternatives and determines criteria for consideration of available alternatives (Evans, Moutinho & Van Raaij, 1996). Intended purchase decision does not always lead to actual execution of the decision.

Two important factors may intervene between purchase intention and actual implementation of it. These are attitudes of others and unanticipated situational factors. The negative attitudes of someone else influence the purchaser to change the product or brand choice. The more close to the someone is, the greater the influence. Things like losing a job, disliking of a sales person or a sales point are included in the unanticipated situational factors (Kotler & Keller 2009).

Sometimes consumers do not spend a lot of time looking for information and evaluating alternatives but engage in impulse buying.

2.5. Outcome: If a man become satisfied using a particular brand, usually he will buy the same brand next time. On the other hand, if a man becomes dissatisfied by using a particular brand, he would not consider that brand to

purchase next time. It doesn't stop here; he would share his bad experience with others. Even he would discourage others to purchase that brand. Word of mouth has great impact on a product's reputation and sale. A satisfied customer is the best advertisement (Kotler & Keller 2009).

3. Objective of the study

The primary objective of this study is to use the theoretical concepts in analyzing real life scenarios to explore the decision process of males in purchasing shaving foam. The specific objectives are as follows:

1. To find out the need recognition state of males and reasons behind using shaving foam.
2. To find out the sources of getting information and which particular information are searched about shaving foam.
3. To find out the stage of evaluation of alternatives in detail including, on which attributes different brands are evaluated, which attributes are most important.
4. To find out the post purchase state of shaving foam buyers, their satisfaction & loyalty level.

4. Research Methodology

4.1. Research Approaches: A quantitative research is a method which is based on statistic data collected via questionnaires or surveys, in order to examine the general public behavior (Junaid & Nasreen 2012). Employing tools like standardized questionnaires, quantitative research method projects for reliability (Brymen & Bell 2007). This study targeted to use the theoretical concepts in analyzing real life scenarios to explore the decision process of males in purchasing shaving foam. To check the theory, a questionnaire has been administered. So the statistic data have been used in this study and the research approach was quantitative.

4.2. Type of Research: The research is exploratory in nature because problem as such is not clearly defined and the study targeted to explore the activities in different stages of purchase decision process. In order to address the problem exactly a closed ended questionnaire was administered through survey approach.

4.3. Population and Sample: As the shaving foam is a men skin care products, the study is concentrated in Bangladesh men skin care market only instead of the global market due to time constraint and cultural differences between nations. 120 samples were chosen based on simple random sampling (without replacement) aged between 20-35 years because it was found that younger generation tends to be more open to skin care items than older generation (Antoinette 2005; Nichol 2010). Samples were chosen from Dhaka and Barisal city.

4.4. Data Collection: Data were collected from both the primary and secondary sources. Primary data were collected using survey approach. A Likert-type, five-point scale was used to identify the reasons for using shaving foam and the factors consumer considers evaluating available alternatives. Respondents were asked to rate their judgments on each of those two questions. If a respondent chose '1', it meant they strongly disagreed with the statement while '5' meant they strongly agreed. If the respondents did not feel too strongly about the statement, they chose a number in the middle. Secondary data were collected from published reports, magazines, online and printed journals.

4.5. Data analysis: The descriptive statistic was administered for the basic features of data in this study. Descriptive statistic provides simple conclusions about the sample and the measures (Trochim 2008). Data were processed through SPSS version 20 software

5. Results and findings

5.1. Demographics of the respondents: All the 120 respondents were aged between 20-35 years and all of them live in Dhaka and Barisal city. As the survey questionnaire was in English language so it was made sure that all of them have proficiency on English literacy. Among the 120 respondents 48 were service holder, 64 were students, 04 were doctors and 04 were entrepreneurs.

5.2. Brand preference: Here we see Gillette is the prominent brand of shaving foam, which occupies 63.33% of the market. 76 respondents use Gillette shaving foam. Kool is in the 2nd position, occupying 20% (24 respondents). Ice cool is in the 3rd position. It occupies 6.68 % (8 respondents). Axe, Arko, Edge are in the fourth position occupying 3.33% (4 respondents) each.

Now, the survey findings are represented according to the answers of the questions.

Need Recognition: Mounghkem & Surakiatpinyo (2010) revealed that the major reasons for using skin care products are medical reasons, personal hygiene, improving the skin and self-confident. As shaving foam is a skin care products, this study adopted and modified those reasons.

Table 01: Ranking the reasons for using shaving foam. (See Appendix 1.1)

Reasons to use	Mean	Rank
Hygienic	4.08	1
Beautification	3.40	4
Being presentable	3.99	2
Feel comfort in shaving	3.73	3

Results shows (Table 01) the major reason for using shaving foam is that “it is hygienic” followed by other reasons like for being presentable, feel comfort in shaving and for beautification.

Information search: Kotler & Armstrong (2012) categorized 4 major sources of collecting information about any product. They are; Personal sources (family, friends, neighbors, acquaintances), Commercial sources (advertising, salespeople, dealers, website, packaging, display), Public sources (mass media, internet search), Experiential sources (handling, examining, using the product).

Table 02: Sources of collecting information about shaving foam.

Sources	Frequency	Percent
Personal sources	64	53.33
Commercial sources	36	30.00
Public sources	12	10.00
Public sources	8	6.67
Total	120	100

Result shows (Table 02), majority of the buyers (53.33%) collect information about shaving foam through personal sources.

Different people search information about different variables. In survey respondents mentioned a total of 10 variables, about which they search information. Each respondent mentioned more than one variable. The most mentioned variable is Brand (40 respondents). It means 33.33% male search information about Brand. Both Price and quality hold the 2nd position with 36 respondents. That means 30% male search information about these. Third is Flavor with 13.33% (16 respondents). Hygiene factor is 4th with 12 respondents (10%). Features, Ingredients and smoothness are in the next position, each with 6.67% (8 respondents). Both Effectiveness and Availability are in the last position with 4 respondents each. That means, 3.33% male search information about these.

Evaluation of alternatives: A man can evaluate different of shaving foam before purchasing. He may also purchase shaving foam on impulse or relying on intuition. In the survey, 88 (73.33%) people mentioned that they evaluate different alternative brands shaving foam before making purchase decision. And 32 (26.67%) respondents mentioned that they purchase shaving foam on impulse or relying on intuition.

Different people evaluate brands based on different criteria. Mounghkem & Surakiatpinyo (2010) identified the factors that influence buying decision process which price, brand, quality, ingredient, promotion & advertising, packaging and store location. They also identified celebrity endorsement as an influencing factor of consumer purchasing behavior. This study adopted and modified those factors and 88 respondents (who evaluate different brands of shaving foam) were presented with those factors and asked to rate their judgments about different attributes/factors on which they evaluate different brands of shaving foam.

Table 03: Factors a person considers in evaluating alternatives. (See Appendix 1.2)

Factors	Mean	Rank	Factors	Mean	Rank
Quality	4.24	1	Brand name	3.68	2
Suitability to skin	3.38	3	Price	3.35	4
Celebrity endorsement	2.90	5	Newness of product	2.78	6
Texture (smell, color)	2.70	7	Packaging	2.48	8

Results indicate (Table 03) that the quality, brand name, suitability to skin, price are the major factors or attributes, a person considers when evaluating different alternative brands of shaving foam. Celebrity endorsement, newness, texture and packaging are relatively less influential attributes.

Purchase Decision: A person may make the purchase decision on his/her own or, he may search advice from others. In the survey 80 people (66.67%) mentioned that they make the purchase decision of shaving foam on their own, and 40 respondents (33.33%) mentioned that they turn to others for advice.

Table 04: Points of purchase of shaving foam.

Points of purchase	Frequency	Percent
Superstore	48	40
Grocery store	36	30
Cosmetic store	36	30
Total	120	100

In case of points of purchase most of the respondents (40%) mentioned that they purchase shaving foam from superstore (Table 04). No respondent mentioned that they purchase shaving foam online or from drug store.

A man can make the purchase shaving foam by himself or by others. Here in the survey 112 people (93.33%) answered that they make purchase by themselves, and only 8 people (6.67%) mentioned they make the purchase by others. As reasons behind making the purchase by others 4 respondents (50%) mentioned that there is no specific reason, and the other 4 mentioned that for lack of time.

Some people make the purchase decision before going to the store; some make the decision in the store. 84 respondents (70%) mentioned they make the purchase decision of shaving foam before going to the store, and 36 respondents (30%) mentioned that they make the decision in the store.

A man can change his intention to buy a particular shaving foam brand. And there might be different reasons behind this. In this survey 48 respondents mentioned that they have changed their intention to buy particular shaving foam. This means 40% of male has changed intention of buying a particular shaving foam brand at least once in their lifetime.

Table 05: Reasons for changing purchase decision.

Points of purchase	Frequency	Percent
Negative attitudes of near ones	16	33.33
Price cut of a close brand	20	41.67
Affordability lacking	12	25.00
Total	48	100

Result (Table 05) shows out of 48 respondents (who have changed their purchase intention) most respondents (41.67%) mentioned the reason of price cut of a close alternative brand. Thus it can be implied that, price cut of a close alternative is the prominent reason behind changing the intention to purchase a particular shaving foam brand.

Table 06: Frequency of purchasing shaving foam.

Frequency of purchase	Frequency	Percent
Once in a month	8	6.67
Once in every two months	32	26.67
Quarterly	48	40.00
Half-yearly	20	16.66
Yearly	12	10.00
Total	120	100

From the survey (Table 06) it can be implied that most of the males purchase shaving foam quarterly.

Post-purchase behavior: A person can be satisfied or dissatisfied with a product that he is currently using. Surprisingly 120 out of 120 (100%) respondents claimed that they are satisfied with their current shaving foam brand. If there is a better offer in the market, there is a probability that some consumers will switch to that brand.

Table 07: Willingness to switch another brand.

Willingness	Frequency	Percent
Willing to switch another brand	76	63.33
Not willing to switch another brand	44	36.67
Total	120	100

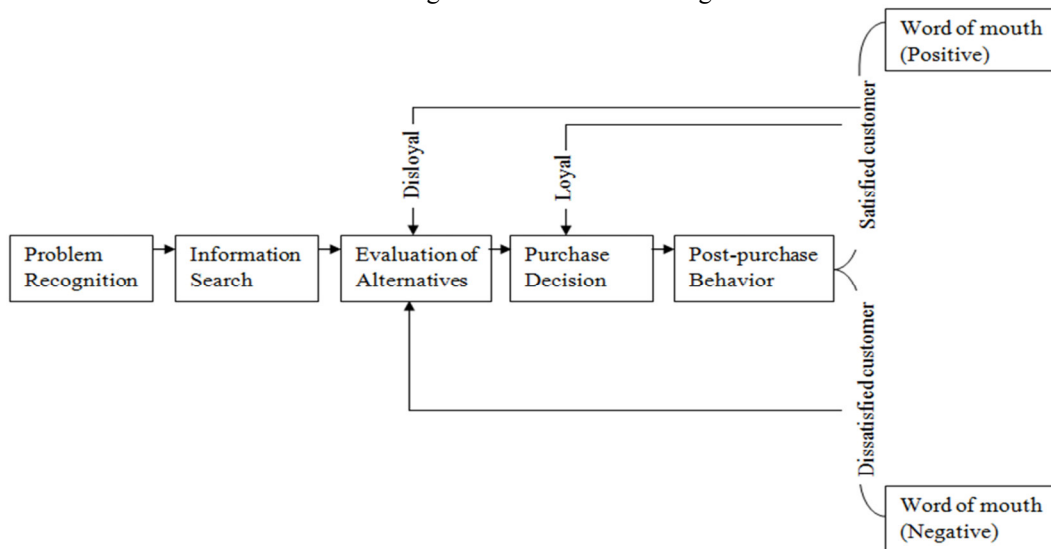
Thus from the survey (Table 07) it can be implied that 36.67% male are very much loyal to their current shaving foam brand. There is a huge potential market for new shaving foam brands, if they come up with better offers, as 63.33% male are willing to switch to a new brand.

A person can change the brand of a particular product. And a number of reasons may work behind that. In the survey 60 respondents mentioned that they have changed shaving foam brand at least once in their lifetime. It indicates 50% of male have changed shaving foam brand at least once in their life. Out of these 60 respondents (who changed brand) 28 respondents (46.67%) have done so because of non-satisfactory performance of that brand. And 32 respondents (53.33%) have done this to get new experience. From this it can be implied that most of the male who changes shaving foam brand does so to get new experience.

Word of mouth has a great effect on the purchase of consumer products. Positive statement of a male, who is satisfied with a shaving foam brand, may encourage others to purchase that brand. On the other hand,

negative statement of dissatisfied consumers may cause decline in sales of a particular brand. In the survey, out of 28 males (who changed shaving foam brand because of non-satisfactory performance) 16 respondents (57.14%) mentioned that they told others not to buy that brand. And 12 respondents (42.86%) didn't share their bad experience with others. From this it can be implied that, if a person is dissatisfied with any particular shaving foam brand, he will disseminate negative statements and discourage others to not to buy that brand.

Below is a figure of the consumer decision-making process that is based on Kotler and Keller's (2009) model. The model has been modified according to the results and findings of this research.



6. Recommendations

Existing shaving foam companies should strictly maintain their quality, as according to the survey findings quality is the most important criteria of the shaving foam users. There is still some room for new shaving foam companies. Though 36% users are very loyal, other 64% are willing to switch to better offer. And a good percentage of shaving foam users have the tendency to switch to different shaving foam brands to get new experience. New companies should have to focus on Brand, Quality and Price, as this are the most important criteria to judge shaving foam offers. A price cut with maintaining better quality can be a good tactics for new brands, as according to survey findings a good percentage of shaving foam users has the tendency to change purchase intention because of the price cut of a close alternative brand.

7. Conclusion

It might be seen that skin care for men become more important in beauty care industry because skin care products are not seen as something that has been instigated only for women anymore. In today's competitive business environment being presentable has been a considerable issue for men. As well as now men are quite different from their elder generations. They are more concerned about their appearance, cleanliness, beautifulness and personal hygiene. Shaving foam as a skin care product is in the daily use of men of all ages. Research result suggests that men use shaving foam for personal hygiene and being presentable. Brand, product quality and price are the major criteria for evaluating the different shaving foam brands. As the shaving foam market is competitive, the existing and future companies should consider those criteria. Like other skin care products the market of shaving foam is intensifying day by day. Hopefully the findings of this paper will be in assistance for future companies.

8. Further Research

Future research can be conducted on a large scale longitudinal research project. Relatively large number of respondents of different social class from different areas of our country should be surveyed, which would be truly representative of mass shaving foam users of the country.

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Appendix 1.1: Reason behind using foam

Statistics

		It is hygeinic	For beautification	Being presentable	Comfort in shaving
N	Valid	120	120	120	120
	Missing	0	0	0	0
Mean		4.0833	3.4000	3.9917	3.7333
Std. Deviation		1.00070	1.31187	1.10382	1.09800
Minimum		1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00
Sum		490.00	408.00	479.00	448.00

Appendix 1.2: Considering attributes of evaluating shaving foam brands

Statistics

	Brand_name	Price	Package	Quality	Texture	Celebrity_endorsement	Suitability_to_skin	Newness_of_product
N	Valid	88	88	88	88	88	88	88
	Missing	12	12	12	12	12	12	12
Mean	3.6818	3.3523	2.4773	4.2386	2.7045	2.8977	3.3750	2.7841
Std. Deviation	1.16012	1.19424	1.20323	.69471	1.50218	1.41454	1.33315	1.40973
Minimum	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Sum	324.00	295.00	218.00	373.00	238.00	255.00	297.00	245.00