

A STUDY ON SELECT DEMOGRAPHIC VARIABLES AFFECTING CONSUMER BEHAVIOUR FOR MALE COSMETICS PRODUCTS IN PUNE CITY

PROF. SIDDHARTH SHRIRAM SHIMPI *; SUNITA NIKHIL SHAH **

* ASSISTANT PROFESSOR
SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & COMPUTER APPLICATION,
LONAVALA

** ASSISTANT PROFESSOR
SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & COMPUTER APPLICATION,
LONAVALA

ABSTRACT

The present study investigates and evaluates 'demographics variables' which affects consumer buying behaviour of male cosmetics products in Pune city. The study was conducted during January 2010 to July 2012 in Pune city. A questionnaire was developed and distributed to Pune male consumers aged 20 to 50 years by using convenience sampling technique. The total sample consists of 563 respondents. Data was analyzed by using non parametric test i.e. chi-square analysis in SPSS version 17.0. The study provides evidence and an insight on various demographics variables used for analysis and reveals significant relationship between use of cosmetics with age, family's monthly income with amount spent on cosmetics products and occupation with amount spends on cosmetics products. Moreover study also reveals that there is no significant relationship between occupation of respondents with use of cosmetics and efforts to maintain health with use of cosmetics

KEY WORDS: Male Cosmetics Products, Consumer Behaviour, Age, Occupation and Income
