

# Determinants of Purchase Behaviour among Gen Z Consumers in the Grooming Products Market

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## Abstract:

This study examines the determinants of purchase behaviour among Gen Z consumers in the grooming products market. The findings reveal that Gen Z purchase behaviour is primarily influenced by three major factors identified through factor analysis: Self-Expression and Personal Care & Hygiene, Curiosity and Experimentation, and Trend Following. Among these, self-expression and personal care emerged as the most influential factor, explaining the highest proportion of variance. The study highlights that Gen Z consumers perceive grooming products not only as personal care essentials but also as tools for identity expression, exploration of new products, and alignment with social media-driven trends.

**Keyword:** Purchase behaviour, Gen Z, Grooming Products

## Introduction

The purchase behaviour of Gen Z customers toward grooming products has emerged as an important area of consumer research due to the increasing convergence of personal care, self-expression, digital influence, and sustainability consciousness in this cohort. Unlike previous generations, Gen Z consumers view grooming products not only as functional tools for hygiene and appearance maintenance but also as symbolic products that reflect personal identity, confidence, lifestyle preferences, and social belonging. Their purchase decisions are strongly shaped by multiple psychological, social, and market-driven factors, including the desire for self-presentation, the influence of social media trends, peer recommendations, curiosity toward innovative products, loyalty toward trusted brands, and growing preference for eco-friendly alternatives. In the grooming products category, where visual appeal, personal image, and social validation play a major role, these factors collectively determine how Gen Z evaluates, selects, and repeatedly purchases products. Therefore, examining the factors influencing the purchase behaviour of Gen Z customers on grooming products is essential for understanding contemporary youth consumption patterns and for developing effective marketing, branding, and sustainability strategies in the personal care industry.

## Review of Related Literature

**Shreya Sangal, et.al (2022)** examined the growing complexity of consumer decision-making in a market characterized by numerous brand choices and the increasing presence of new entrants. Their study specifically explored the online purchasing behaviour of Generation Z female consumers in emerging economies with respect to beauty products. The findings revealed that consumers often lack sufficient confidence when making purchase decisions involving new or unfamiliar brands in online environments. However, the study further observed that when consumers are provided with complete, transparent, and authentic product information through block chain technology (BCT), their hesitation toward considering new beauty brands is significantly reduced. This study highlights the importance of trust, product information transparency, and technological assurance in influencing Gen Z consumers' online purchase decisions for grooming and beauty products.

**Megawati Simanjuntak, et.al (2025)** investigated the influence of healthcare concerns, perceived physical benefits, aging effects, and subjective norms on purchase intention toward men's personal care products, with attitude toward behaviour acting as a mediating factor. The study found that healthcare orientation, perceived physical benefits, and subjective norms had a significant and positive effect on consumers' attitudes toward the use of personal care products. In addition, both subjective norms and attitudes toward

behaviour were found to positively influence purchase intention. The findings provide valuable insights into how personal, psychological, and social factors shape consumer intentions in the personal care segment. This study is particularly relevant in understanding how attitude formation and social influence contribute to grooming product purchase behaviour, especially among image-conscious consumer groups such as Generation Z.

**Sai Lakshmi Y. P. et.al (2019)** provided a broad conceptual discussion on the general factors influencing consumer behaviour toward cosmetics. The authors emphasized that in contemporary society, individuals are often evaluated based on their physical appearance, which increases the relevance of the cosmetics and personal care industry in everyday life. The paper offered an overview of how and why consumers are drawn toward cosmetic products, highlighting the complexity of consumer behaviour in this domain. It explained that consumer behaviour encompasses the actions, reactions, and responses associated with the purchase of products and the seeking of services. The study identified several internal and external determinants of consumer behaviour, including personality, perception, attitude, and learning, as well as product characteristics, price, physical attributes, advertising, and social influence. This review is useful for understanding the multidimensional nature of grooming and cosmetic product consumption and supports the inclusion of psychological, product-related, and social variables in consumer purchase behaviour research.

### Objective

To study the Purchase Behaviour among Gen Z Consumers in the Grooming Products Market

### Research Design and Sample

In the present study descriptive research design were adopted. Descriptive research studies are those studies which are concerned with describing the characteristics and attitude of a particular individual, or a group. Here the study describing the Purchase Behaviour among Gen Z Consumers in the Grooming Products Market. Descriptive research is a widely accepted method in fact-finding, and the study includes adequate and accurate interpretation of results. The convenience sampling technique is applied to this study to Purchase Behaviour among Gen Z Consumers in the Grooming Products Market. 150 sample data was collected from Gen Z Consumers.

### Analysis and Interpretation

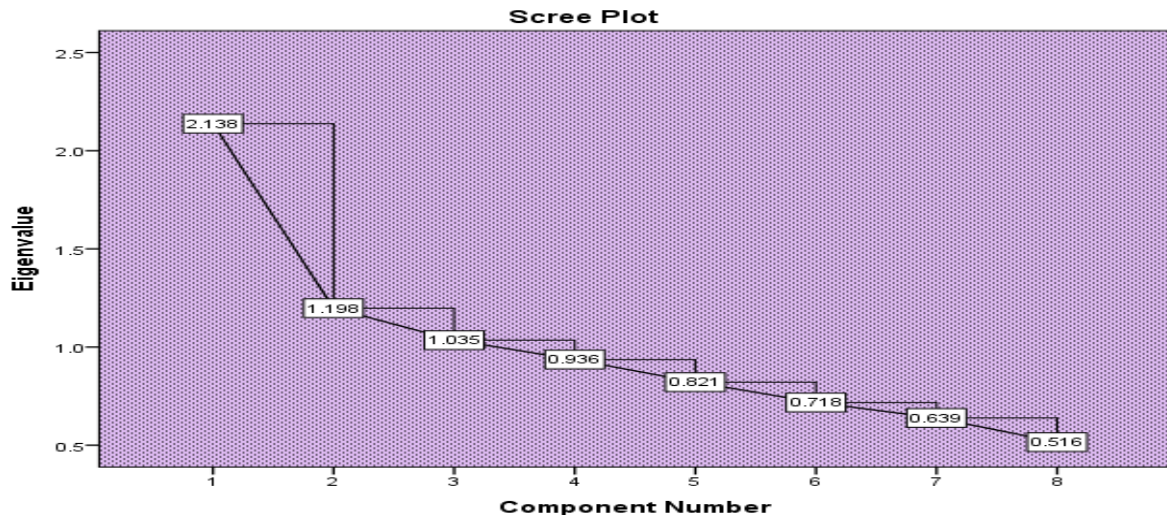
Kaiser-Meyer-Olkin (1958) Measure is an index which defines of sampling adequacy. The KMO test value is 0.643 which is more than 0.5, can be considered acceptable and valid to conduct data reduction technique. The Bartlett's test of Sphericity helps to the research to decide, whether the result of factor analysis is worth considering and whether the study continue analysing the research work. Bartlett's test of Sphericity significant to a level of significance is  $< 0.001$ , which shows that there is a high level of correlation between variables, which make it adequate to apply factor analysis through the extraction, Principal Component Analysis and Varimax rotation are used which are the standard rotation methods.

**Table-1: KMO and Bartlett's Test of Purchase Behaviour among Gen Z Consumers in the Grooming Products Market**

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.643
Bartlett's Test of Sphericity Approx. Chi-Square	106.303
Df	28
Sig.	0.000

Purchase Behaviour among Generation Z Consumers in the Grooming Products Market variables are 'Grooming products play a role in expressing my personal style and identity' (PB-1), 'My primary reason for using grooming products is to maintain personal care and hygiene' (PB-2), 'The use of grooming products enhances my confidence in my physical appearance' (PB-3), 'I am influenced by social media trends when purchasing grooming products' (PB-4), 'I prefer to purchase grooming products consistently

from a trusted brand’ (PB-5), ‘My grooming product choices are influenced by my friends or peers’ (PB-6), ‘I am willing to try new or different grooming products out of curiosity’ (PB-7), and ‘I prefer grooming products that are environmentally friendly’ (PB-8)



The Scree plot shows the components as the X axis and corresponding Eigen value as the Y axis. First three components are 2.138, 1.198, and 1.035. Hence 2.138 is the maximum Eigen value hence this factor is most significant followed by other factors. Since the three factors are having Eigen sharing maximum variance hence, they are essential in the present study.

**Table-2: Total Variance of Purchase Behaviour among Gen Z Consumers in the Grooming Products Market**

Component	Initial Eigen Value			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	2.138	26.721	26.721	2.138	26.721	26.721	1.609	20.108	20.108
2	1.198	14.975	41.695	1.198	14.975	41.695	1.411	17.640	37.748
3	1.035	12.937	54.632	1.035	12.937	54.632	1.351	16.884	54.632
4	0.936	11.703	66.336						
5	0.821	10.264	76.599						
6	0.718	8.970	85.569						
7	0.639	7.985	93.555						
8	0.516	6.445	100.000						

**Table-3: Communalities and Rotated Component Matrix for Purchase Behaviour among Gen Z Consumers in the Grooming Products Market**

Purchase Behaviour	Communalities		Rotated Component Matrix		
	Initial	Extraction	1	2	3
PB-1	1.000	0.615	<b>0.717</b>		
PB -2	1.000	0.594	<b>0.758</b>		
PB -3	1.000	0.439			
PB -4	1.000	0.553			<b>0.739</b>
PB -5	1.000	0.569			
PB -6	1.000	0.565			
PB -7	1.000	0.636		<b>0.789</b>	
PB -8	1.000	0.400			

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 4 iterations

## Findings

Factor-1, has two significant loading Factor-2, and Factor-3 has one significant loading respectively. The first extracted factor of Purchase Behaviour among Generation Z Consumers in the Grooming Products Market is, ‘Grooming products play a role in expressing my personal style and identity’ (PB-1), ‘My primary reason for using grooming products is to maintain personal care and hygiene’ (PB-2), is accounted for 26.7% of the variance. The second extracted factor is ‘I am willing to try new or different grooming products out of curiosity’ (PB-7) is accounted for 14.9% of the variance. The third extracted factor is ‘I am influenced by social media trends when purchasing grooming products’ (PB-4), is accounted for 12.9% of the variance in Purchase Behaviour among Generation Z Consumers in the Grooming Products Market.

**Table- 4.: Variance Explained by Purchase Behaviour among Gen Z Consumers in the Grooming Products Market**

Factor	Components	Item Description	Rotated Loading	% of Variance	Eigen Value
Factor-I	<i>Self-Expression and Personal care &amp; Hygiene</i>	PB -1	<b>0.717</b>	26.7%	2.138
		PB -2	<b>0.758</b>		
Factor-II	<i>Curiosity &amp; experimentation</i>	PB-7	<b>0.789</b>	14.9%	1.198
Factor-III	<i>Trend Following</i>	PB -4	<b>0.739</b>	12.9%	1.035

## Conclusion:

The result of factor analysis comprises three factors from the eight components; the first prime factor of Purchase Behaviour among Gen Z Consumers in the Grooming Products Market is ‘*Self-Expression and Personal care & Hygiene*’ it has 26.7% of total variance, which is significant variables of ‘Grooming products play a role in expressing their personal style and identity’ and ‘their primary reason for using grooming products is to maintain personal care and hygiene’. Then second factor is ‘*Curiosity & experimentation*’ it has 14.9% of total variance, which is significant variable ‘they are willing to try new or different grooming products out of curiosity’. Then third factor is ‘*Trend Following*’ it has 12.9% of total variance, which is significant variable ‘they are influenced by social media trends when purchasing grooming products’.

## Suggestion

Based on the findings, grooming product marketers should emphasize products that support self-expression and personal care needs, as these are the strongest drivers of Gen Z purchase behaviour. Brands should also introduce innovative and trial-oriented products to attract curiosity-driven consumers while leveraging social media trends and digital campaigns to influence trend-following behaviour among young buyers.

## Implication of the Study

This study offers valuable implications for consumer behaviour and youth marketing literature by identifying the core factors that shape Gen Z grooming product purchases. It contributes to the understanding of how functional, psychological, and digital trend-based influences interact in the personal care market, making it highly relevant for publication in journals related to consumer behaviour, digital marketing, branding, and retail studies.

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