

## **Understanding the Factors Influencing Consumer Choice of Old Spice Shaving Cream**

P.ROJ KIRAN REDDY, Prof.Brijesh Singh

Department of Management

PES UNIVERSITY

### **ABSTRACT: -**

This paper tells that complex network of factors influencing consumer decisions on grooming goods, with an emphasis on Old Spice Shaving Cream. A wide range of factors are considered as independent factors, such as price, availability, branding innovation, quality, design, functionality, price, promotional tactics, and past purchasing experiences. The purchase of Old Spice Shaving Cream serves as dependent variable and is crucial to our investigation. I got total of 102 samples and also our results demonstrate  $R^2$  value of 0.326, indicating combined effect of independent factors on dependent variable, using strong dataset & an extensive regression model. Furthermore, Adjusted  $R^2$  of 0.313 clarifies complex dynamics at work in customer choice by highlighting cumulative influence of each independent variable. In addition to adding to our knowledge of variables influencing consumer choices, our research offers marketers in this fast-paced market useful information for improving their tactics.

### **INTRODUCTION: -**

The personal care business is rapidly evolving sector characterized by changing trends and discriminating customer tastes in the dynamic terrain of consumer behaviour. This study explores one well-known product in this field, Old Spice Shaving Cream, in depth. Knowing what influences customers to select this specific taking care of product over its many alternatives is not just a matter of academic curiosity; it has significant consequences for marketers looking to improve their approaches as well as consumers traversing an ever-more-varied range of options. In personal care industry, Old Spice Shaving Cream holds special place due to its unique scent and historical significance. Deciphering complex network of factors that lead consumers to choose Old Spice becomes relevant as grooming habits continue to change in accordance with societal changes and personal expressions. This study aims to explore domains of situational motion, product features, brand perceptions, & demographic subtleties that together influence customers' preferences inside this particular product category. This study is important because it has potential to add to our understanding

of consumer behaviour in personal care business as well as provide insights into unique aspects influencing customer decisions. This study seeks to close gap in the literature by focusing on specific instance of Old Spice Shaving Cream and provide a thorough analysis that goes beyond basic product features. By doing this, it hopes to provide nuanced viewpoint that will be very helpful to researchers, business leaders, and marketers who are trying to understand complex relationship that exists between grooming goods and customers. As we begin our investigation, main query that will direct our research becomes clear: What are primary characteristics that influence consumers to choose Old Spice Shaving Cream over competing grooming products? This research seeks to provide a respond for that question as well as practical findings that will influence advertising tactics and add to changing narrative of customer spending in personal care industry. It will do this by carefully examining trends in demographics, product attributes, associations with brands, and impact of situational thinking dynamics

### **REVIEW OF LITERATURE: -**

The American cologne & aftershave company Old Spice has gained global recognition thanks to particular marketing strategy that suggests Old Spice is ideal fragrance for ideal guy. Old Spice has impacted what it meant being man in 20th century by becoming interdependent with customers' notions on masculinity as result of rise of modern media as well as technological advances. This essay examines evolution of Old Spice branding throughout course of 20th century, in addition to its views on masculinity. These commercials reveal Old Spice's perspective on masculinity and way it influences it, for good or ill. (POPOVIĆ, S. (2015)).

This study aims to investigate how men view cosmetics and products they choose. Three men, ages 24 to 30, underwent interviews using an anthropological framework to learn more about their backgrounds, lifestyles, views on masculinity, personal grooming, and cleaning habits. A total of 141 questions were asked of men. The findings revealed five main themes: (1) All of those surveyed had early encounters with personal hygiene products; (2) "Calm" as well as "practical" were used to describe masculinity; (3) Fathers were viewed as primary role models by all of people who took part; and (4) all of respondents valued enduring connections. and (5) respondents only buy for cosmetic at place that they work at any given moment, suggesting that they are reluctant to travel to specialized store to buy grooming products. place accessibility drives cosmetic shopping. Using research's findings, managerial ramifications are also covered. (Thota, S., Hermosillo, S. N., Keyhani, N. N., & Walker, J. A. (2014)).

Men's grooming has grown to be competitive, profitable, and appealing area in personal care sector. Considering how sophisticated men's grooming routines are becoming, businesses must react to local trends

& adjustments. For this reason, the current study decided to analyze Austrian male grooming routines and behaviours. The results indicate that since skin care industry presents so many growth prospects, businesses ought to concentrate on it. In addition, decision-making process for male consumers has become multifaceted cycle. Therefore, in order to captivate consumer, tailored marketing initiatives must be implemented along with provision of information to support decision-making & trigger requirements. (Seyler, P. (2017)).

The purpose of study was to ascertain how consumer's choice of retailer is influenced by selection of products available. It also sought to determine relative significance of other variables that affect store selection. Data was gathered using survey method. Regular shoppers from major, medium, & tiny grocery stores were randomly picked to make up general population of users. A survey was conducted with 50 supermarkets that were randomly selected from three distinct groups (big, medium, and small) in Nairobi. A list was not accessible to every customer. Out of 50 supermarkets, a group with three hundred as well as 30 respondents (that's one hundred along with ten from every cluster) was chosen. The research findings lead to conclusions that are suitable and consistent with study's goals. Comparing with additional assortment parameters (width, length, and depth), results showed that product selection uniformity is most significant element in influencing shoppers' store decision in Nairobi. This discovery has significant marketing implications. The supermarket's position and cost of products it offers are two other crucial considerations when choosing a store. Given limitations of study, additional research could examine retail sector's relationship with other sectors. It also suggests looking into additional resource groups. (Okwany, D. O. (2003)).

By taking into account how the competitive advertising environment affects consumer response, we contribute to broader definition of advertising contextual effects. This situational variable shows the manner in which brands in given product category use advertising methods either normally or atypically. Research 1 indicates that using an advertising strategy that customers view as unusual for the category reduces its impact on perceptions of the brand. Study 2 demonstrates that creative strategies are used to get around this persuasive penalty brands via the phenomena known as advertising adaptability that makes it possible for creative brands to use advertising strategies in an array of situations than unoriginal brands. The third study illustrates how this impact is produced by demonstrating brand's attitudes are dictated by the content of advertisements for cutting-edge brands, but by taking into account the backdrop of competitive marketing for unoriginal brands. (Barone, M. J., & Jewell, R. D. (2014)).

In actuality, this novel is about individuals just like you. It has to do with goods and services you purchase, utilize, and integrate into your daily life. A little jargon first: investigation of how people or groups choose,

pay for, utilize, or discard goods, services, concepts, or experiences in order to satiate their wants and needs is known as consumer behaviour. Customers can take many different forms: a manager in a huge organization choosing a multimillion-dollar laptop, or an eight-year-old pleading with her mom for a Webkinz plush animal. The things we "consume" might range from famous people like Lindsay Lohan to canned peas, massages, democracy, and reggaeton music. (Solomon, M. (2008)).

One category of consumer goods that is used to disinfect or modify look of body is cosmetics. In addition to cosmetics & fragrances, phrase "cosmetics" also refers to products like body wash, perfume, body cream, shaving cream, shampoo and conditioner, and hair gels. Chemicals which are dangerous to humans or environment can be found in cosmetics. These substances could be inadvertent pollutants or purposefully introduced components. With few notable exceptions, majority of substances are not reviewed or approved by FDA in United States before being used in beauty products, and when they are, there is no regulatory oversight. Chemicals in cosmetics can enter body through skin, food, or air, exposing people to risks. (Olympia, W. (2023)).

The creation and implementation of successful methods that can produce eWOM and cause an organization to go viral are crucial components of social media advertising. As result, this study highlights a number of viable tactics for businesses looking to leverage social media to boost their marketing initiatives. Initially, just like any other communication endeavour, internet marketing efforts must be thoroughly planned before they are launched. Additionally, managers must create fresh types of advertorial material that promote user interaction in contrast with conventional marketing, which requires little involvement from customers. In addition, distinct approaches must be developed for every social media platform, the appropriate persons must be hired to disseminate word, online groups of like-minded individuals must be formed, and buzz-generating goods and services must be designed. marketing message needs to be emotionally charged and sufficiently remembered to encourage eWOM. Marketers need to make use of emotional appeals, offer exclusivity, exploit power of narratives, ask for feedback, and be more visible on social media. Lastly, the remaining components of communication strategy must be used in conjunction with online marketing. (Adeola, O., Hinson, R. E., & Evans, O. (2020)).

## **METHODOLOGY: -**

I have got the response of 55 and also collected the data in Likert scale

- 1). Strongly Disagree
- 2). Disagree
- 3). Neutral
- 4). Agree
- 5). Strongly Agree

## **FACTOR ANALYSIS: -**

### **KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Approx. Chi-Square		355.727
Bartlett's Test of Sphericity		df
		36
Sig.		.000

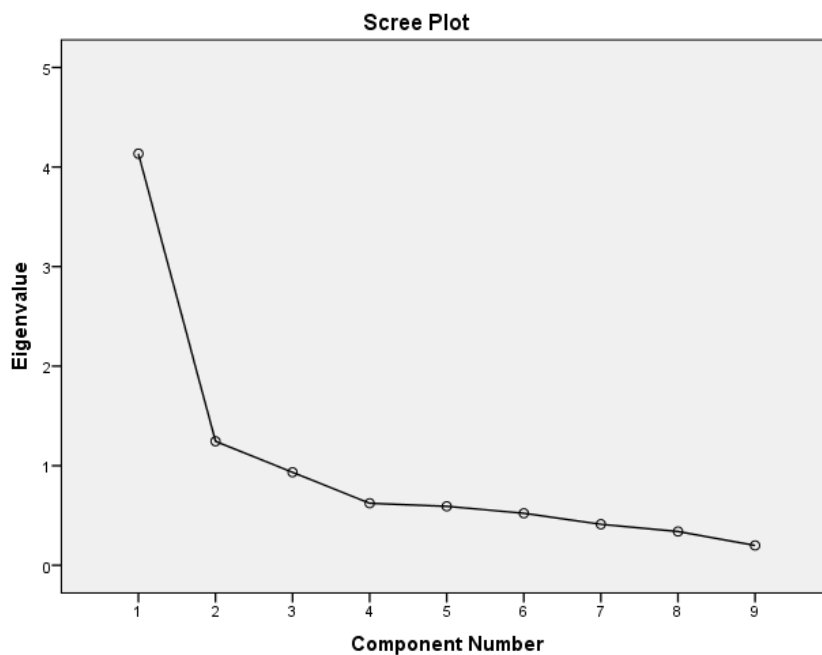
KMO: - tell that my nine independent variables explain only .772 out of 1.

Bartlett's test: - sig value is is.000. So model is good fit.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.134	45.935	45.935	4.134	45.935	45.935	3.068	34.094	34.094
2	1.245	13.836	59.771	1.245	13.836	59.771	2.311	25.677	59.771
3	.934	10.375	70.146						
4	.623	6.918	77.064						
5	.592	6.578	83.642						
6	.522	5.805	89.447						
7	.412	4.575	94.022						
8	.339	3.768	97.790						
9	.199	2.210	100.000						

Extraction Method: Principal Component Analysis.

The 1<sup>st</sup> and 2<sup>nd</sup> components together explaining 59.771 of cumulate%



Eigenvalue more than 1, we will consider the variables.

**Rotated Component Matrix<sup>a</sup>**

	Component	
	1	2
QUALITY	.744	
Design	.781	
functionality	.535	.505
Innovative	.682	
price		.786
promotional		.744
availability		.753
personal		
preferences	.759	
past buying	.690	

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 3 iterations.

Here we can see the 9 variables has distributed into two factors.

The 1<sup>st</sup> factor name design\_1

The 2<sup>nd</sup> factor name is price\_1

**MLR: -**

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.571 <sup>a</sup>	.326	.313	.865	.326	23.993	2	99	.000	1.698

a. Predictors: (Constant), REGR factor score\_2 for analysis 1, REGR factor score\_1 for analysis 1  
b. Dependent Variable: Purchase OSSC

R<sup>2</sup> will the impact of my independent variables on dependent variable. Here my R<sup>2</sup> is .326 explain the impact of independent variables on dependent variable. If we get zero means that independent variables don't have any impact on dependent variable. If we get 1 means that independent variables have perfect impact on dependent variable.

Adj R<sup>2</sup> will talk about addition another independent variable and how our dependent variable will affect. Here adj r<sup>2</sup> is .313. adj r<sup>2</sup> will be always less than the r<sup>2</sup> value.

Here Durbin-Watson test tells the autocorrelation, our value is 1.689 which is less than 2 so we can say that it's a positive autocorrelation.

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.898	2	17.949	23.993	.000 <sup>b</sup>
	Residual	74.063	99	.748		
	Total	109.961	101			

a. Dependent Variable: Purchase OSSC

b. Predictors: (Constant), REGR factor score\_2 for analysis 1, REGR factor score\_1 for analysis 1

Here we can see that sig value is .000, which we can say model is a good fit.

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.686	.086		43.043	.000					
	REGR factor score 1 for analysis 1	.445	.086	.427	5.174	.000	.427	.461	.427	1.000	1.000
	REGR factor score 2 for analysis 1	.396	.086	.380	4.606	.000	.380	.420	.380	1.000	1.000

a. Dependent Variable: Purchase OSSC

My regression equation: -

$$Y (\text{purchase of OSSC}) = 3.686 + \text{design\_1} * .445 + \text{price\_1} * .396$$

## **CONCLUSION: -**

This paper we have 9 independent variables and converted to 2 factors by running factor analysis. We named this factor as design\_1 and price\_1. R Square value of .326, which also highlights the importance of independent variables in encouraging consumers to purchase OSSC. This comprehension is furthered by Adjusted R Square of .313, which highlights distinct role that each independent variable plays in this intricate process of choice. In highly competitive grooming product sector, these insights provide marketers with plan of action that highlights opportunities for product improvement and refinement to better align items with consumer expectations. Thus, this study provides greater knowledge of complex dance between independent variables and final act of purchase, serving as an indicator in complex landscape of consumer preferences.



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