

FACTORS INFLUENCES MEN'S TOWARDS BUYING THE SKIN CARE PRODUCT IN MALAYSIA

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Abstract. In the contemporary environment, modern men are aware of their looking as women compare to previous decade. The majority of men nowadays believed that a healthy skin is vital for them in their life aspect as the first impression of good looking is so important in the social life activities. Therefore, this study aims to examine the factors which will contribute to men purchase decision on skin care products. Five factors that included in this study are self-image, celebrity endorsement, ageing-concern, lifestyle, and advertising. 110 males have participated in this study with a structural questionnaire was employed for data collection. The findings of the multiple linear regression analysis showed that only four independent variables which are celebrity endorsement, ageing-concern and lifestyle and advertising significantly influence men's purchase decision on skin care products. Furthermore, celebrity endorsement has shown the strongest relationship towards men's purchasing on skin care products. This finding has thus suggested the marketers to hire the good physical appearance celebrities on their advertising programme. In conclusion, this study has contributed to the men's skin care product industry where the marketer and provider can obtain more mental perception about men purchasing decision in the future.

Keywords: Men, Skin Care Product, Purchase Decision and Purchasing Determinants.

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Introduction

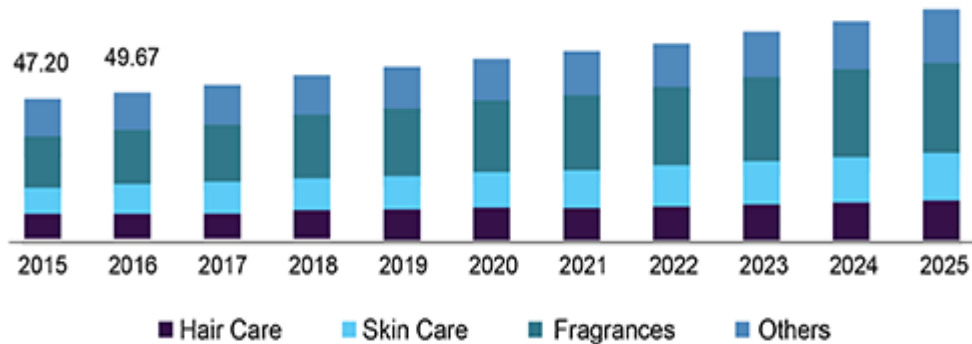
Improvement of technology, changing consumer behavior and education provide people to have better standard of living and styles. Connecting with the development of purchasing power in consumers and market trend that people become more conscious of hygiene and beauty (Lavanya, 2014 ; Souiden & Diagne, 2009), it affects to the rapid growth in beauty care industry, especially in this millennium decade. As for representative for this market, it's can attracts many companies to enter to this market frequently. Not only for local companies to take these advantages but multinationals companies also desire to reach the market. Even though there is high competition in beauty care market, but many companies still give pay attention to invest in this market to respond in the high demand from changing consumer behavior.

The cosmetic or beauty industry has for a long time relied on women as their main target consumers but this is slowly changing. Currently men are more aware for masculinity and beautifulness and also healthiness (Souiden & Diagne, 2009). These phenomenon are lead to an emerging male market for cosmetics product. Most of the cosmetic manufacturers have started acknowledging this fact, and are now trying to find ways of tapping into the male market and exploiting the huge potential there.

According to Industry Report Store (2018), the global market value for men's grooming products is approximately USD 55.0 billion in 2018 and the men's skin care market is growing at higher rate in Asia as compared to the more mature women's market. Similar growth trends are being seen in Asia, especially in those countries that readily embrace western lifestyle ideas like Japan, South Korea and China. Hong Kong has emerged as one of the best markets for doing cosmetics business in this region.

In recent years, men's grooming was increase across the world and it show as witnessed a paradigm shift in recent years including in Malaysia. According to Euromonitor, in Malaysia, the men's grooming market grew by 8% from 2017's MYR 935 million to hit MYR 1 billion in 2018. This market is expected to hit MYR 1.57 billion by 2023 with a compound annual growth rate of 9 per cent. (<https://janio.asia/articles/malaysia-mens-grooming-ecommerce-market-trends/>). Figure below shown the prediction of men's grooming product market size in the global.

Global men's grooming products market size, by product type, 2015 - 2025 (USD Billion)



Source: www.grandviewresearch.com

Therefore, this study will be aimed towards male consumers in Malaysia, in which there is lack of related research study in Malaysia to investigate their purchasing behaviour on skin care products. Throughout this research, it can identify the variables in the decision process of buying skin care products by male consumers. This will indirectly help marketers to implement relevant marketing strategies especially in the aspects of advertising and promotion. Apart from that, it will also contribute to more variable options or functions of quality skin care products can be produced to meet the needs of this high growth potential market. The emergence of this new niche market and great company initiative in servicing the men's market will also help in boosting Malaysia's economic development via high consumptions incurred by citizens.

Hence, the objective of this study is to examine the relationship between self image, celebrity endorsement, ageing-concern, lifestyle and advertising towards buying decision in skin care product.

Literature Review

Purchase Decision Towards Skin Care Product

Mohammad & Davoud (2010) defined decision as the selection of an option from two or more alternative choices and consumer will go through the consumer buying decision process during the execution of a purchase intention. According to them, purchase decisions defined as 'two steps approach' namely push factors and pull factors in which push factors are considered as an internal factors which in still a desire and aims to satisfy various psychological needs while pull factors are considered as external factors that focus on the benefits of a purchase and these

factors influence where, when and how. Meanwhile, Girboveanu et al. (2008) explained that a purchase decision can be considered as an optimization process through which consumers seek the service, product or the brand that will give the best satisfaction for them. Achmad, Erna & Ariani (2017) described that belief in product attributes, self image, health concern and also ageing effects are influenced of male consumer behavior in buying skin care products in Indonesia. Study by Mei Ling, Kah Boon, Sook Fern, Seng Huat & Kai Sen (2015), mention that purchased decision for skin care product by men are influenced by celebrity endorsement, ageing-concern, lifestyle and social cultural factors.

Self – image

As in general, self-image is related to what you see when you look in a mirror. However, it goes much deeper than that. Self-image refers to how we see ourselves on a more global level, both internally and externally. (Bailey, J.A , 2003). According to Featherstone (1991), the primary motive for the men consumer to purchase the skin care products is to formation, improvement and upkeep of their self-image. Previous study by Souiden (2009) has shown that nature of each person's outlooks, behaviours, opinions and thoughts influence the use of skin care product by men to improve their image. Cheng, Ooi & Ting, (2010) have shown that self-image has significant positive impact on male purchasing skin care product.

Celebrity Endorsement

The usage of celebrities, to upsurge the sales and/or the recall significance of a product, is termed celebrity endorsement. Celebrity endorsement is commonly used in marketing to increase the efficiency of credible communication. Celebrity endorsement has long remained a prevalent marketing instrument and is known as a pervasive and vital phenomenon of contemporary marketing that includes well-known individuals using their reputation to help endorse goods and services (Biswas, Hussain & O'Donnell, 2009). According to Amanda et al. (2011), celebrity endorsement is considered to remain the best and effective advertising tool all over the global. It is support by Khatri (2006) studied that celebrity endorsement is the marketing strategy to appeal to consumers. Consumer will identify the important connection between the information, goods, and celebrity and then transfers the senses of that celebrity to the product (Cole, 2008). Previous studies have shown that there is positive relationship between celebrity endorsement and men's purchasing decision of skin care product (Cheng et al., 2010;).

Ageing Concern

Attempts to control aging have become increasingly linked to science and medicine, and the cosmetic industry is capitalizing on this trend by giving its products a more scientific appearances (Amy & Serge, 2014). According to Castle and Honigman, (2006), with increasing age of people , they are more focus and concern about their facial appearance. Mounghkem and Surakiatpinyo (2010) in their study revealed that younger generation aged 18 to 24 is more ageing concern than the older generation whom has the higher expenditure on purchasing skin care products. Dano et al. (2003) has also opined that youthful looking has also raised the awareness of aging among men. Some previous studies have also proven that ageing concern

has positive relationship towards the men's purchase decision of skin care product (Coupland, 2007; Souiden, 2009)

Lifestyle

Solomon (2007) refers lifestyle to purchasing actions or method of purchasing behaviour that shows the ways of an individual assigns his or her time and money. According to Coley and Burgess (2003), lifestyle is one of the factors that affecting men purchasing skin care products. Men who focused on their career are likely to aware of their look because of their lifestyle which turned them to purchase skin care products and beauty treatment (Liu, 2006). Elsey and Sukato (2009) in their study have shown that different lifestyle of men influence their purchasing decision towards the skin care products.

Advertising

When compared to the female target market, men's cosmetic advertising still has a long way to go. However it has been significant progress, and there has been an increasing number of media campaigns aimed at men. Media ads related to men's cosmetic products and images of physically attractive men are now found all over (Iida, 2004). There has been an increase in the sales of media, like magazines that target men specifically, and they are being used for these advertisement campaigns. The increase in advertisement campaigns for male cosmetic products has made more men comfortable with the idea of using beauty products. It has also been noted that majority of these advertising do not stay on the traditional aspects of male masculinity (Mort, 1988). They try to project a modern image of men where grooming is the norm. The use of popular male icons like celebrities is bringing a lot of success in changing men's attitudes towards consumption of cosmetics.

The main is to change people's perception of cosmetics as a women's thing, but instead as a useful product that even macho men can benefit from. Many companies have run successful ad campaigns using movie stars and sportsmen for positive imagery.

Thus, the following five hypotheses have been established based on the literature review.

H1: Self- image has a positive influence on men's buying decision towards skin care products.

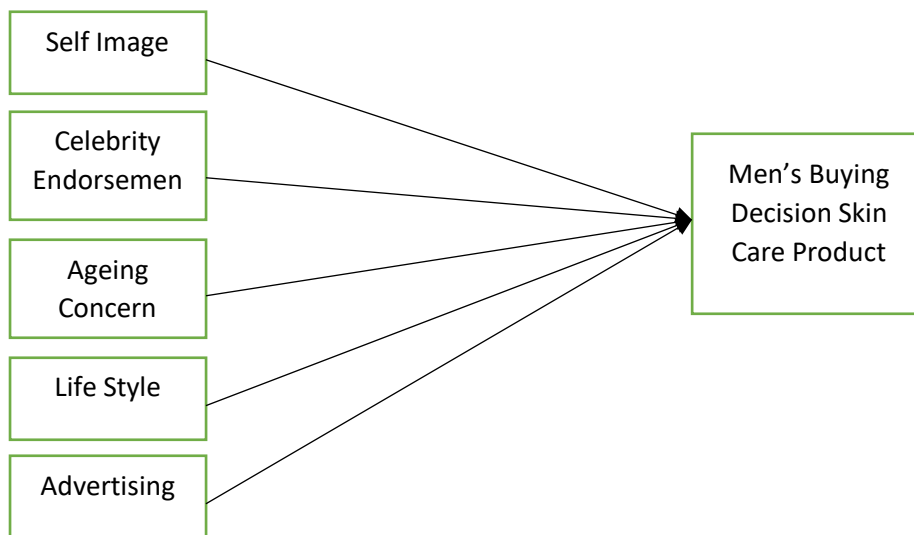
H2: Celebrity endorsement has a positive influence on men's buying decision towards skin care products.

H3: Ageing concern has a positive influence on men's buying decision towards skin care products.

H4: Lifestyle endorsement has a positive influence on men's buying decision towards skin care products.

H5: Advertising has a positive influence on men's buying decision towards skin care products.

Figure 1 : Conceptual Framework of Men's Buying Decision Skin Care Product



Methodology

Sample and Data Collection

In this study, secondary data was attained. Quota sampling with only male respondents was used in this study with the recruitment of 110 male respondents from Klang Valley, Malaysia. Survey method with a set of structured questionnaire was used for the data collection purpose. The questionnaire was designed ranging from respondents' profile to the variables examined on the men's purchase decision towards the skin care products. This study using descriptive analysis, reliability test and multiple linear regressions.

Demographic Profile of Respondents

From 110 respondents that participated in this study, majority are (68%) are in the age group of 20-25. 40% of respondents are Chinese and followed by Malay (35%). From the data, 60% of the respondent are male students. As for income and education level, more than half of respondents have monthly income less than RM 2000 and obtained a degree.

Measurement of Constructs

All the variables studied are measured in multi-items scales which developed in 5-point Likert scale with 1 represents strong disagree to 5 represents strongly agree. The reliability test has shown that all the variables have the value of Cronbach's alpha of more than 0.75 as shown in Table 1. It show that all of the variables are at the acceptable level.

Table 1: Cronbach's alpha for each variables

Variable Cronbach's alpha	Cronbach's alpha
Purchase Decision	0.81

Self Image	0.86
Celebrity Endorsment	0.87
Ageing Concern	0.89
Life Style	0.79
Advertising	0.82

Results and Discussion

The preliminary assumption test of multiple linear regression shows satisfactory with no violation indicated. Multiple linear regression analysis has been performed to examine the predictive ability of all the five independent variables, namely self-image, ageing concern, celebrity endorsement, lifestyle and the advertising on the men's buying decision towards the skin care products. The results have shown that the multiple linear regression model is statistically significant at significance level of 5% with F- value of 26.376. R-squared of 0.648 implies that all the independent variables explained 64.8% of the total variations in men's buying decision towards skin care products. Four independent variables which are celebrity endorsement, ageing-concern, self image and advertising are significant but not lifestyle. Hence, hypothesis of H1, H2, H3 and H5 are supported except H4 as summarised in Table 2.

Table 2: Summary of Multiple Linear Regression Analysis and Hypothesis

Variable	t-Value	Significant	Hypothesis result
Self Image	2.522	0.052	Supported
Celebrity Endorsment	3.735	0.000	Supported
Ageing Concern	2.973	0.013	Supported
Life style	-0.632	0.642	Not Supported
Advertising	2.432	0.071	Supported

$$R^2 = 0.648 ; \alpha = 0.05$$

Conclusion

Skin care products have for a long time been associated with women. Women have for a long time used these products to enhance their appearance and improve their confidence (Brune, 2004). However, with time, a new trend has been slowly creeping up into the market. It has been identified that men also have started to venture into consuming skin care products (Temple, 2005). Over the years, several studies have been conducted to determine the trends that are related with the consumption of male skin care products.

This study was to examine the factors that influence the buying decision of men towards the skin care products. The results have shown that four independent variables which are self image, celebrity endorsement, ageing concern and advertising have positive relationship with men's buying decision towards the skin care products in Malaysia. This research is important for the current respondents to show their view towards men purchasing skin care products. Therefore, marketers who are responsible on men's skin care products output can know the trend of the market that happened in Klang Valley, Malaysia. Loo-Lee et al. (2005) have stated that the specialist of men's skin care products should proficient with the pertinent info to serve the customers who are purchasing skin care products.

The results also show that there is a proportion of a male population who utilize cosmetic products to boost their appearance and to increase their confidence (Brune, 2004). However, unlike women, these individuals use cosmetic products that boost their masculinity (Miller and Roo, 2004).

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