

FACTORS AFFECTING CONSUMER PURCHASE BEHAVIOR TOWARDS MEN SKINCARE PRODUCTS IN INDONESIA

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Abstract. Skincare products has been conventionally seen as a women business. As the economy, society, and purchasing power increased, it causes a higher standard of living. The new standard of living causes a shifting behavior on men, who start to have a concern on their health and appearance. As a result, men skincare market in Indonesia is blooming lately. The shifting behavior of men causes dilemma for skincare marketer on how sell the men skincare products. This research intends to find out Indonesian men skincare consumption habits, factors affecting men purchase decision towards men skincare products, and recommendations that can be done by skincare marketers in selling the skincare products. Researcher explores factors (health concern, self-image, aging concern, physical attractiveness, and product attributes) which are adopted from related journals. This research will use PLS-SEM to analyze the relationship between the factors, attitude of using skincare, subjective norms, purchase intention, and purchase behavior. In addition, semi structured interview is conducted to gain more insights. The result indicates that aging concern, self-image, and health concern are affecting men purchase behavior towards men skincare products in Indonesia. The finding of this research is expected to enhance the skincare marketers' knowledge about Indonesian men and can maximize the selling of men skincare products in Indonesia.

Keyword: Attitude of Using Skincare; Men Skincare Products; Purchase Behavior; Purchase Intention

INTRODUCTION

For generations, skincare has conventionally seen as women business. This can be seen by the way skincare company promote their products in advertisement by using woman models and their packaging is sleek, meant to attract the women's interest. As the time goes by, economy, society, and technology improved, and purchasing power is increased. That cause a higher standard of living. People become more conscious about beauty, health, and hygiene. This results in the growing of men skincare market. During the forecast period 2016 to 2022, men personal care market is estimated to grow in 2022 until nearly \$166 billion has CAGR of 5.4% (Allied Market Research, 2016). The data shows that men personal and skincare market have large potential to grow and becoming more popular. The men skincare market in Indonesia have just become blooming lately. These men skincare trend is seen as shifting behavior from masculinity to metrosexual, which means man in touch with his feminine side. The men trend shifting phenomenon has factors that affect men purchase behavior on men skincare. Indonesia, as a diverse country, consists of many different ethnicities that possess different physical appearances. Although Indonesia is an Asian country geographically, Indonesian male do not necessarily have the same skin color and body image with the male from other Asian countries such as Japan, China, Korea, etc. Research discovered that beauty product commercials in Indonesia view male with lighter skin color as more beautiful than male with darker skin color (Prianti, 2013). Indonesian men have different value, culture, and lifestyle that will influence their attitude towards skincare products. In accordance with that, this study will examine Indonesian men skincare consumption habits, factors that affect men purchase decision on men skincare, and marketing recommendations that can be adapted towards the promotion of men skincare in Indonesia.

LITERATURE REVIEW

Health Concern: According to Sturrock and Pioch (1998), health concern persuade male customers to purchase cosmetics and to prevent them for healthy problems. Health consciousness cause the increasing of male personal products' consumption (Souiden & Diagne, 2009). The connection between health and beauty is visible in our daily lives. For example, the appearance of radiant healthy skin reflects a good health. Skin could tell a lot of individual's health. Thus, an ill health feeling (for instance, poor skin condition), encourage men to purchase cosmetic products (Sturrock & Pioch, 1998) that able to help them counter and avoid the types of health problems.

H1 : Health concern has positive significant correlation to attitude of using skincare

Aging Concern: Sturrock and Pioch (1998) said men would choose to stay young to get a particular desired condition. Men begun to see their body as an essential indicator of self, thus the apparent of physical aging is seen as a problem. As a result, the men concern about aging effects and the action of maintain youthful appearance are two popular motives for men's consumption on skincare products. The consumption of skincare is seen as an action that fulfill the desire, so it affect their attitude of using skincare.

H2 : Aging concern has positive significant correlation to attitude of using skincare

Self-image: Regarding skincare consumption, self-image has a role as a stimulus and as a tool to boost self-image. Consumer tend to buy products which is closer to their self-image. The use of skincare products is perceived as a proper and quick solution to maintain self-image. The self-image creation, development, and maintenance is the stimulus for men to use skincare products (Featherstone, 1991).

H3 : Self-image has positive significant correlation to attitude of using skincare

Physical Attractiveness: According to Souiden & Diagne (2009), physical beauty's meaning are dominated by what is able to be seen externally, such as body shape, face, and body proportions (Halliwell & Dittmar, 2003). For individuals, beautifulness is the key to success. Physical appearance influence career development and earnings for labor market. Individuals who focus on using personal care products are accepted nowadays in the society (Souiden & Diagne, 2009). Hence, it can be concluded that men consumers spend their money on skincare products to improve their physical attractiveness.

H4 : Physical attractiveness has positive significant correlation to attitude of using skincare

Product Attributes: According to Shimpi and Sinha (2012), product in this context is described as the prior usage experience, promised effects, the suitability to skin type, and the texture of the product. Based on the study of Anderson and He (1998), they stated that advertising, brand, packaging, price, quality, and salesperson are influential attributes for Chinese customers in choosing cosmetics. Wong and Siu in 2002 investigated about packaging, price, promotion, store distribution, and salesperson for cosmetics attributes in Hongkong. This shows that product attributes could affect individual's evaluation to skincare products.

H5 : Product attributes have positive significant correlation to attitude of using skincare

Attitude of Using Skincare: Attitude is an evaluation from individuals, whether it is positive or negative, to perform the behaviour. According to Verbecke & Vackier (2005), if an individual has a positive attitude towards a certain behaviour, the more likely they will intend to purchase. Contrary, negative attitude would incline the consumers' intend to purchase.

H6 : Attitude of using skincare has positive significant correlation to purchase intention

Subjective Norms: Subjective norms defined as the extent to which close people such as family, peers, friends, or society pressurize or expect to do a behaviour (Autio et al., 1997). In other words, the decision making of an individual to do a behaviour is affected by the attitude and behavior of other people (Taylor & Todd, 1995).

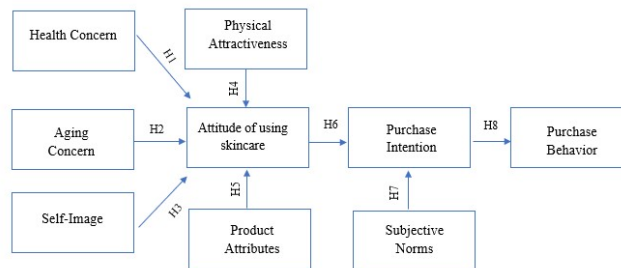
Regarding individual's intention to perform a behaviour, subjective norms are considered as an instantaneous variable and it shows an individual's significant referent's approval of behaviour (Shim, Eastlick, Lotz, & Warrington, 2001)

H7 : Subjective norms have significant correlation to purchase intention

Purchase Intention: Purchase intention defined as the tendency of customers preferences to buy service or products. Brown et al., (2003) stated that consumers who have intentions to purchase certain products will show higher rates of actual buying behavior than those who do not have intention or purchase

H8 : Purchase intention has significant correlation to purchase behaviour

Purchase Behavior: Armstrong and Kotler (2003) stated that consumer purchase behavior is defined as the final buying behavior of consumers who buy services or goods for their personal consumption.



The framework and variables are generated from Icek Ajzen (1985) Theory of Planned Behavior. Theory of Planned Behavior is defined as a general theory which can reveal and explain motivation of individuals behaviour.

METHODOLOGY

This research use qualitative and quantitative approach. For qualitative approach, researcher use semi-structured interview to men age range 17-50 years old. Researcher use qualitative approach to have deeper insights towards this problem which can support the data findings from quantitative and to find real motivation why men choose to use skincare. Both qualitative and quantitative are using judgmental sampling. According to Malhotra (2010), judgmental sampling is a method of selecting the elements of population based on the researcher's judgment. The interview data will be analyzed through open coding and triangulation by comparing it to previous research to conclude the result. For quantitative approach, researcher use survey method

and questionnaire as a tool, which is defined by Malhotra (2010) as a tool to obtain information by questioning the respondents. The survey data will be analyzed by PLS (Partial Least Square). PLS is a technique of multivariate statistic that can be used to solve various explanatory and response variables simultaneously. PLS is used in constructing predictive models where they are collinear or have many factors (Budi, 2010).

FINDINGS AND ARGUMENT

Interview Findings

The interview data got saturated on the 5th interviewees because no new information obtained. From the interview, the results found are facial wash and acne treatment are the most essential skincare products for daily use. The result indicates that men perceived skincare as functional and hygiene tools that help them to be clean and fresh. In line with the skincare products that they mostly use, the reason for men consumers to use it is due to the concern of acnes on their face, and to take care of their skin because of physical appearance. It indicates that men consumers now are more conscious about themselves and are more aware about their health and appearance, which is consistent with the finding of Rangkaputi (2017).

All interviewees have used skincare for around 2-3 years. This result shows the cause of growing cosmetic and personal care market in Indonesia, that had been reported by Euromonitor on 2016. The interviewees also agreed that it is normal for men nowadays to use skincare as an action to take care of themselves and based on this interview result the interviewees thought that skincare is not just a women business right now. Based on the interview result, mostly interviewees are influenced by their closed family, partners, and friends and from youtuber recommendations to buy skincare products. Interviewee desire to have more variation of skincare range products. This finding is related to the fact that the interviewee is a millennial. Millennial is the children generation who born on year ranging from 1982 to relatively 2002 (Howe & Strauss, 2000). According to Junaid & Nasreen (2012), millennial tends to seek for a range of product and services because they grow up with a big number of choices in their daily life.

Survey Findings

Hypothesis	Structural Path	T-Values	P Value	Result
H1	Health Concern -> Attitude of Using Skincare	7.622	0.000	Accepted
H2	Aging Concern -> Attitude of Using Skincare	2.027	0.043	Accepted
H3	Self-image -> Attitude of Using Skincare	4.544	0.000	Accepted
H4	Physical Attractiveness -> Attitude of Using Skincare	0.552	0.581	Rejected
H5	Product Attributes -> Attitude of Using Skincare	1.010	0.313	Rejected
H6	Attitude of Using Skincare -> Purchase Intention	14.149	0.000	Accepted
H7	Subjective Norms -> Purchase Intention	0.009	0.993	Rejected
H8	Purchase Intention -> Purchase Behavior	18.358	0.000	Accepted

Health concern has positive significant correlation to attitude of using skincare

Health concern has the highest score among the other variables towards attitude of using skincare. This can be caused by the number of respondents who are mostly college students, who is an active person and in that range of age facing health problems in their face. This result is aligned with the result finding by Souiden and Diagne (2009). They stated that many male consumer use skincare products indicate that they are psychologically interested to beauty, healthiness, and hygiene. The increasing number of men using personal care products shows that they are more conscious about their health now. This result indicates that men consumers perceived skincare products as solution for their health concern in their face, and how important skin's healthiness is for them. When they are facing skin problems such as acnes, pale and dry skin, they are motivated to find the remedy for it and they looked to skincare products as the remedy for the condition.

Aging concern has positive significant correlation to attitude of using skincare

As for the relationship of aging concern and attitude of using skincare, it shows a positive relationship. This result shows that men in Indonesia have become more aware of the aging process and they use skincare product as a tool to prevent the aging process.

This finding supports the research of Sturrock and Pioch (1998) and Coupland (2007) who stated that the shifting behavior of men towards skincare and grooming products are because the rising of their awareness to aging's effects.

Self-image has positive significant correlation to attitude of using skincare

For the relationship of self-image and attitude of using skincare, the hypothesis is accepted. The result corresponds to Souiden and Diagne (2009) who said that self-image is a stimulator to use skincare products and supports the self concept and image of male consumer. The result also supported by Featherstone (1991) who explained that desire of men to create, develop, and maintain self-image encourage them to use skincare products. This illustrates that men who concern about their self-image are more likely have intention to use skincare products.

Physical attractiveness has negative significant correlation to attitude of using skincare

The relationship between physical attractiveness to attitude of using skincare is rejected. This result is not consistent with the finding of Souiden and Diagne (2009) who stated that physical attractiveness have significant impact to attitude of using skincare. The possible explanation of this result is men in Indonesia use skincare because they need to maintain the skin's health, clear up their skin's problem, and to prevent the aging process. This result is also supported by the descriptive analysis result above, in which one indicator (statement "I use skincare because women like it") in physical attractiveness variable has the lowest mean score. It indicates that most respondents are disagree that they use skincare to attract women.

Product attributes have negative significant correlation to attitude of using skincare

The fifth hypothesis, which is product attributes to attitude of using skincare, is rejected. This result is not consistent with the finding from Sukato & Elsey (2009) that product attributes positively affect male consumers in Thailand's attitude of using skincare and finding from Shimpi & Sinha (2013) that product attribute variables affect attitude of using skincare. From this result, men consumers in Indonesia tend not to consider skincare product attributes.

Attitude of using skincare has positive significant correlation to purchase intention

The next relationship to discuss is attitude of using skincare to purchase intention. Based on the calculation, the hypothesis is accepted. The result shows that the male attitude of using skincare boost their purchase intention to skincare products. It indicates that the more male consumers have positive attitude of using skincare, it will lead to a greater purchase intention of skincare. This result finding is also strengthen the argument by Ajzen (1985) that when an individual has a positive attitude, the more likely the behavior will be attempted. It also in line to Kyung (2012) research's result, which stated that attitude towards skincare significantly influenced the purchase intention of skincare products.

Subjective norms have negative significant correlation to purchase intention

The seventh hypothesis is relationship between subjective norms and purchase intention. From the hypothesis testing result above, the hypothesis is rejected. This indicates that the intention to purchase skincare products is not influenced by the respondent's family and friends' opinions. The influence from family and friends does not always generate the purchase behavior. This finding result is not in line with Leung & Man (2002), Tajeddini & Nikdavoodi (2014), and Haro (2018) who stated that subjective norms influenced the purchase intention of skincare products.

Purchase intention has positive significant correlation to purchase behavior

The last hypothesis is relationship between purchase intention and purchase behavior. Based on the calculation, the hypothesis is accepted. It shows that when consumer have intention to buy skincare products, the more likely they will do actual purchase behavior of skincare products. This result is consistent with Ajzen (1991) theory of planned behavior (TPB), which stated that the stronger the intention that customers engage in certain behavior, the more likely they will perform that behavior.

CONCLUSIONS

This research found that purchase behavior is affected by aging concern, self-image, and health concern variables through attitude of using skincare and purchase intention as the mediating variables. Furthermore, there are some findings regarding Indonesian men consumption habits towards skincare products based on the interview and questionnaire results, which are on average Indonesian men buy skincare 1-3 times in 6 months. Most Indonesian men buy skincare in the drugstore, and they have used skincare products for the past 3 years. For skincare marketers, there are some marketing recommendations that can be done regarding the findings in this research. Skincare marketers could highlight health problems, aging process, and self-image in the promotion and. Moreover, a good brand image is needed in selling the skincare products to men.

For skincare marketers, they have to understand the target market in selling the skincare products. By understanding the target market and implementing the suitable marketing recommendations in selling the product, skincare marketer will be able to maximize their skincare products sales to men consumer.

For future research, it is suggested to find other factors that could significantly affect men purchase decision on men skincare

products. Researcher has given some marketing recommendations for skincare marketers to sell the skincare products, and to add some more, researcher recommends future research to build a marketing strategy for skincare marketers to sell men skincare products

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