

MALE CONSUMERS' BEHAVIOR TOWARDS "FOR MEN" FACIAL WASH SKINCARE PRODUCT

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Abstract – This study focuses on male consumers' behavior towards men facial wash products, consumers' values, and the influencing factors of it. The current globalization occurs and impacts to men's behavior in consuming beauty products. The masculinity mindset has moved from "men are seen by what they produce" to "men are seen by what they consume". The questionnaire which contains demographic, consumers' value, loyalty, influencing external factors was conducted by adapting from previous research journal related to men's consumption behavior. The questionnaires were distributed for men who use facial wash product in Bandung and Jakarta with 250 respondents in age range between 16 to 30 years old. Data were analyzed by using Ms. Excel and IBM SPSS 19 for Windows through descriptive analysis, cross tabulation, linear regression analysis, conjoint analysis, discriminant analysis, and factor analysis. The data showed that there is a relationship between the influencing external factors and consumers' value towards male consumers in purchasing facial wash products.

Keywords: Men facial wash, men's consumption behavior, skincare

Introduction

This decade, globalization impacts to almost all countries, including Indonesia. The science and technology, economy, society, and education have been improved and enhanced. It leads people to have more demanding standards of lifestyles, particularly, in beauty care market. Many companies from both national and multinational companies desire to enter this market because they are attracted by the high value of beauty care industry. The companies try to take advantages in their local market and even there exists an intensive competition in beauty care market, they still pay high attention in investment to this market for the high demand in the market. We live in the world where becoming models is in the sets of the stereotypes, where men and women would like to be beautiful, and good-looking. Those stereotypes occur due to impact of models that are shown in public and even everywhere in our daily life such as in the commercials, on the television, in the magazines, in the fashion shows, on the billboard, in the streets, and also at the private area like schools or at workplace.

Literature Review

Personal Care Consumption

Being physically attractive means having improved opportunities for finding a preferred mate, it is related to the theory that states our body and physical appearance play increasingly important roles in contemporary society (Tumer, 2008; Gill et al., 2005). According to several theorists (Featherstone, 2007; Shilling, 2003, pp. 4-7; Giddens, 1991, pp. 7, 99-102) body shaping has become a lifelong process, forming an essential part of every individual's identity. Certain principles have therefore been adopted to deal with the mentioned problems, for example, there is a long tradition

both in economics and sociology on the study of decision-making processes and power relations within families (Blumberg and Coleman, 1989; Gillespie, 1971).

It is true that grooming consumption can be perceived as an extremely personal type of consumption. However, a major part or even this type of consumption takes place within households. Spending on personal care includes elements of shared consumption, for example, in the term of shared toothpastes, body lotion, hair care, and face care. It follows that household composition as a whole necessary creates boundary conditions for individual choices. We may assume that traditional socio-demographic characteristics play a significant role also when examining personal care practices as the household level. There is an increasing body of literature on gender and consumption (Casey and Martens, 2007; Russell and Tyler, 2002; Lury, 1996).

Traditionally, taking care of one's looks has been associated with females (Coulter et al., 2003; Nixon, 1992). It has been stated that young girls are socialized at an early stage of their life to construct their femininity through consumption and particularly through spending on beauty care (Russell and Tyler, 2002; Lury, 1996). Because shopping for cosmetics and other appearance-related products has such a strong feminine tag, men do not necessarily buy these products themselves. The hedonistic consumption and spending on clothing and personal care tends to form a more significant part of female rather than male consumer identity (Berg and Teigen, 2008; Rasanen and Wilska, 2007). Nevertheless, it has also been argued that men are nowadays increasingly buying their own personal care products (Souiden and Diagne, 2009).

Consumers' Value

Since the 1920s, retailers have purchased and have merchandised women's apparel differently than men's. The way women's apparel is sold to the retailer is different than men's and the retailers themselves have a different system for pricing women's apparel than men's, even though in areas where garments are unisex, like knit shirts, a shirt in the men's department will sell for less than the same knit shirt in the women's department (American Apparel Association, pp. 13). According to Whittelsey and Carroll, women pay more than men for clothes that are virtually the same.

Products directed at one gender or the other therefore reinforce the idea that gendered products are rooted in sex-based differences (e.g., pH levels, hormones), as well as gender-based differences (e.g., personal care, grooming practices). The apparent acceptance of gender-based price differentials in society reflects the cultural perception that gender categories are fixed and that women and men are radically different types of human beings, in need of different products. (Susan M. Alexander, 2003)

Product Preference

Based on the findings of a recent report from independent market analyst Data-monitor, the male grooming segment still represents a great opportunity for consumer packaged goods companies, but the market needs a different approach from the female market in order to succeed because of the differences in attitudes and behaviors that exist between the sexes.

One big difference: The level of engagement. Many personal care brands targeted at women have been successful in achieving a high degree of engagement, but that hasn't necessarily been the case among men. Most men did not pay much attention to new personal care products, suggesting that men simply stick with what they know and don't check out alternative products in the market place (Survey from Data-monitor, 2008).

More than half of all male respondents believed that price had either a "high" or "very high" influence on their choice of products. This was followed by habit/preferred brand and ease of use. High-engagement brands will obviously be more successful in achieving a sense of loyalty with

consumers, and marketers must strive to ensure that men feel a stronger attachment to their male grooming products and brands (Consumer survey: Data-monitor).

Influencing External Factors

Fragrance was found to be the major factors influencing the choice of brands followed by economic factors and attractive packaging (Kuldeep Singh et al., 2003). It was inferred that brand name is very essential to sell in the market and also the level of awareness among the rural consumers about the brand is very high in Pollachi taluk of Coimbatore district in Tamil Nadu (Nandagopal R. and Chinnaiyau P., 2003).

The increasing size of the middle-class population in India, representing a growth of disposable incomes, has led to more consumers for the cosmetic market. The Gen-X has strong positive attitude towards herbal cosmetics. Such consumers are more inclined to purchase higher-priced products. Although Indians are strongly attached and committed to their traditions and culture, the advent of television and the awareness of the western world are changing the tastes and customs of India (Urvashi Makkar et al., 2007).

Male and female consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers. It also reveals that one of the main sources of information among the females about different brands of cosmetics is friends group (Vinith Kumar Nair and Prakash Pillai R., 2007).

Visual aesthetics may be more important in purchase decision and preference for brands and products mostly satisfy the aesthetics needs. The importance of product aesthetics is undeniable, but some consumer segments are more design oriented than others. Some consumers are expected to have more than average concerns for visual aesthetics independent of product category or setting (Loewy, 1951; Bloch, Brunel & Arnold, 2003).

Loyalty on Cosmetics Products

Brand loyalty is a consumer's conscious or unconscious decision that is expressed through the intention or behavior to repurchase a particular brand continually. Brand loyalty has been proclaimed to be the ultimate goal of marketing (Reichheld & Sasser, 1990). In marketing, brand loyalty consists of a consumer's commitment to repurchase the brand through repeated buying of a product or a service or other positive behaviors such as word of mouth. This indicates that the repurchase decision very much depends on trust and quality performance of the product or service (Chaudhuri & Holbrook, 2001).

In higher learning institutions student's peer pressure plays important role on influence of the cosmetics to the students. Furthermore, this influencing can meet the brand loyalty's factor, for example: different kind of cosmetic, promotions, prices, product quality, brand names and even influencing of service quality. It has been shown elsewhere that cosmetics have a beautifying effect on the facial attractiveness on women (Bowen & Galumbeck, Cash, Davis, Dawson, 1989; Miller & Cox, 1982).

The "cool" brands that students tend to demonstrate loyalty toward. The inclusion of factors (e.g., grocery shopping) may lead students to become more active in consumer decision-making. Furthermore, when students begin to earn money, they establish an increased sense of independence, and are more likely to purchase the (branded) products they desire, without reverting to consultation of parents (Angeline, 2001).

Methodology

The researcher develops a research framework in order to obtain information needed to solve the research problem. The figure 1 below shows the research diagram process:



Figure 1. Research Process

Data Analysis

From the result provided in table below, factors influencing have been categorized into two types of factors; product experience impact factors, and marketing offering factors.

Table 1. Factor Analysis

No.	Factors	Factor Categories		KMO	Barlett's	Sig.
		Product Experience Impact	Marketing Offerings			
1.	Price	-	-	0.832	1069.369	0.000
2.	Packaging	-	-			
3.	Benefit	0.794	-			
4.	Brands	-	-			
5.	Variants	-	0.554			
6.	Location	-	-			
7.	Brand Ambassador	-	0.840			
8.	Advertisement	-	0.772			
9.	Soap forms	0.610	-			
10.	Impression after usage	0.779	-			
11.	Whitening composition	0.568	-			
12.	Anti-acne impact	0.679	-			
13.	Anti-aging effect	0.642	-			
14.	Fragrance	0.669	-			
15.	Product size	0.617	-			
Extraction Variance Explained		38.278%	15.117%			

Product experience impact factors consists of benefit, soap forms, impression after usage, whitening composition, anti-acne impact, anti-aging effect, fragrance, and product size affect

38.278% influence to male consumers in purchasing facial wash product. Moreover, marketing offering factor which consists of variants, brand ambassador, and advertisement affect only 15.117% influence to male consumers. Those factor analyses were valid with 0.832 of KMO value and level of significance 0.000. The undistributed factors like price, packaging, brands, and location is not included in both factors of product experience impact and marketing offerings because the value obtained from factor analysis test is less than 0.50.

External factors are assessed to measure its relation to the beauty care consumption. Table 2 is provided below to explain the detail about the relationship between those two variables.

Table 2. Discriminant – External Factors toward Personal Care Consumption
Standardized Canonical Discriminant Function
Coefficients

External Factors	Function
	"Yes" Using Facial Wash
Price is reasonable	.134
Attractive packaging	.023
Product benefit	-.679
Famous brand	.151
Variants	.244
Purchase location is reachable	.859
Brand ambassador	-.179
Attractive advertisement	-.213
Soap forms	.297
Impression after usage	-.728
Whitening result	.011
Reduce acnes	.677
Anti-aging effect	.014
Fragrance of the product	-.372
Size options	.284

The table 2 above reveals the relation between the external factors towards male's personal consumption in facial wash. The bigger value in function of male consumers who said "yes" will reveal the factors which lead them to buy or purchase the facial wash. Based on the result, the reachable purchase location become the most influencing factor that affect male consumers in purchasing facial wash, it is because male consumers want to buy the product in many places, so they do not have to go to specific store only for purchasing facial wash. The second big value is the factor reducing acnes. It means that male consumers have more intention to purchase and consume the facial wash which is able to reduce acnes on their skin.

Consumers' Value towards Personal Care Consumption

The consumers' value are also assessed its relation toward the personal care consumption. Assessment for those both variables is purposed to find the most influencing value of consumers to the consumption of facial wash. The table 3 below shows the details about the relationship.

Table 3. Discriminant – Consumers' Value toward Personal Care Consumption
Standardized Canonical Discriminant
Function Coefficients

Consumers' Values	Function
	"Yes" Using Facial Wash
Sense of belonging	.822
Excitement	-.272
Warm relationship with others	-.293
Self-fulfillment	.422
Being well-respected	.048
Fun and enjoyment	.408
Security	-.865
Honor	.290
A sense of accomplishment	.105

Based on the result in table 3, there are several values which affect personal consumption in facial wash. Sense of belonging has the biggest rule in affecting male consumers to consume facial wash. It means, the biggest someone has sense of belonging, the more they want to consume facial wash. However, men consume facial wash does not mean that those men have sense of belonging, because sometimes, sense of belonging appear whenever men have already consume facial wash repeatedly.

Conclusion and Recommendation

Conclusion

personal factors which are divided into two parts such as demography; age, occupation, domicile, and monthly average expenditure, and personal values; sense of belonging, excitement, warm relationship with others, self-fulfillment, being well-respected, fun and enjoyment, security, honor and a sense of accomplishment positively influence male's personal care consumption in facial wash products. Besides, there are also external factors such product experience impact, and marketing offerings which influence male consumers in facial wash consumption and their loyalty to the product they use. The more those external factors influence men to consume facial wash, the more loyal the consumers to the product they purchased. That loyalty would be no limitation due to "For Men" label in the facial wash product, it means that male who uses men facial wash could be loyal and more loyal and also for male who use facial wash with no "For Men" label.

Recommendation

1. Based on this research, male consumers of facial wash are influenced by the external factors, and one of those external factors is product size. In Indonesia, there are only some brands which provide various product size of men facial wash, so it is necessary for the brand which is not yet market the size option to provide more option in size to make male consumers have more choice in purchasing facial wash. The additional product size must be done because there is still newbies of male consumers who will try the facial wash, so if there is more option in size, that will be easier to consumers to try the smaller size at first to see the benefit as the product is implemented regularly.
2. As the analysis of product preference shows that the combination of usage sensation, soap forms, and benefit resulting to 8 stimuli, the companies of facial wash should expand their product to make those 8 stimuli combination available in the market, especially for the most preferable product option; foam, oil control, and common sense. The more company provides

the needed combination mentioned, the more consumers will prefer to the product which contains that combination.

3. Consumers' value of sense of belonging becomes the most value which affects male's consumers in purchasing and consuming facial wash. It is important for the marketers to create reputation on the product which gain the sense of belonging of the consumers, so that they have more intention to consume more facial wash products.

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