

FACTORS INFLUENCING PURCHASING BEHAVIOR OF GEN Y MALE TOWARDS COSMETICS IN BANGKOK AND METROPOLITAN AREA

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ABSTRACT

Nowadays, men cosmetics market in Thailand has been growing significantly, especially for generation Y in Bangkok and Metropolitan areas. . In order to better understand their needs, studying factors influencing the purchasing behavior of Gen Y towards men cosmetics is imperative. This study collected data from 104 men in the range of age between 24-39 years old (Gen Y men), in Bangkok and Metropolitan area. The questionnaire were distributed via google form. Data was analyzed by using descriptive statistics, Chi-square test and correlation analysis.

The results revealed that majority of respondents are 24-27 years old, single and hold bachelor degrees. Most of them are employees of private companies and has average income 15,001-25,000 baht per month. Hypothesis testing revealed that product, distribution, promotion, influencer and social media have effect on purchasing behavior, at a significant level 0.05 . The results will be useful guidelines for making the decision to invest and develop appropriate marketing plan for cosmetics business in the future.

Keywords: Gen Y Men in Bangkok and Metropolitan Area, Cosmetics, Marketing Mix Strategy, Influencer Marketing, Purchasing Behavior

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Introduction

Nowadays, Cosmetic products are something that consumers of all ages consume on a daily basis for the sake of cleanliness and beauty, and cosmetics have a greater role in everyday life, even if they are not classified as indispensable.

As a trending in Thailand, Beauty bloggers become important influencers which convince the audiences to watch and trust them for using the product. Both of men and women in these days, taking care of themselves is becoming a part of life which produce the growth rate of cosmetics industry in Thailand.(SCB SME,2017)

Table 1: Growth rate of cosmetic in Thailand.

Year	Value in Thai baht
2016	2.5 Billion
2017	2.7 Billion
2018	2.9 Billion

Source: Marketeer (2018)

Year 2019, cosmetics and skin care businesses is the third business in the future. In addition, it is forecasted that the Thai cosmetic market in the year 2019-2023 will grow by 7.14% from the growth rate of 7.8% in 2017, with a total value of 2.7 billion baht, divided into skin groups. The highest care is 47% of the total, followed by 18% of hair care, 14% cosmetics, 16% body cleansing products and 5% perfumes. (Marketeer, 2018)

Men in these day, are considered about taking care of themselves by making up or using skincare for being good looking and feel confident and cosmetics is getting more. The interestedness for SMEs is that Thailand currently has a group of people aged 25-35 years or men in the age of 4.0, about 5 million people have income 15,000-45,000 per month and their income were used to eat, travel, and buy things, most of them are self-care products to enhance your social life. The purchasing power of men 4.0 is 76,000 - 200,000 million baht per month in the market of men's products, which can be seen that there are many brands of businesses turning to entry in this market. This group of men has a high market opportunity, with personal care products for men growing at 15 percent. So men cosmetics is turning to interesting market. (SME Thailand,2017) Many men products are launched in many brands for the needs of men for example, type of skin for men and women are different. Men's skin is more likely to be oily and women have more sensitive skin than men, etc. (Marketing Oops, 2018)

As the information, Men pays more attention to themselves both in terms of health and appearance so men cosmetics becomes popular in Thailand which makes interesting topic "Factors influencing purchasing behavior of Gen Y male towards cosmetics in Bangkok and Metropolitan area" to study about purchasing behavior of men and the researcher hope that the result will be useful for who are involved in the cosmetic industry.

This study aims to determine the effect to marketing mix strategy on purchasing behavior and influencer marketing on purchasing behavior of Gen Y male towards cosmetics in Bangkok and Metropolitan area.

H1: Marketing mix (4Ps) will have effect on purchasing behavior of Gen Y male towards cosmetics in Bangkok and Metropolitan area.

H2: Influencer marketing will have effect on purchasing behavior of Gen Y male towards cosmetics in Bangkok and Metropolitan area.

Investigating constructs

This study addresses the purchasing behavior of Gen-Y male consumer in Bangkok and Metropolitan area. The proposed factors of marketing mix (4Ps) were used to examine the relationship with purchasing behavior of Gen-Y male consumer in Bangkok and Metropolitan area. The definitions of key terms in this study are described as follows:

- **Gen Y male** – The generation of people born during the 1976s and early 1987s, which now is aged 24- 39 years old. This research focuses on Gen-Y male consumer in Bangkok and Metropolitan area.
- **Cosmetic** - substances that you put on your face or body that are intended to improve your appearance.
- **Marketing mix (4Ps)** – product, place, price, promotion
- **Influencer Marketing** – who involves marketing products and services to those who have a sway over the things other people buy. This market influence typically stems from an individual's expertise, popularity, or reputation. Marketing to an audience of influencers is similar to word of mouth marketing, but it doesn't rely strictly on explicit recommendations
- **Purchasing Behavior** - consumer analysis rules, the 6W1H which are who, what, where, when, why, whom and how
- **Demographic profile** – Demographic segmentation is divide the market on variables such as age, marital status, education level, occupation and average income.

To future understand the relationship between marketing mix (4Ps) and purchasing behavior and influencer marketing with purchasing behavior, the following relevant studies have been reviewed. Studies of Previous studies suggested the relationships between Purchasing Behavior, Marketing Mix Strategy (4P's) and Influencer Marketing. For example, Alisa (2015) studied integrated marketing communication and marketing mix affecting y generation consumers buying behavior at Watsons shop. The objective of this research was to study integrated marketing communication and marketing mix affecting buying behavior of generation Y consumers at Watsons shops in Bangkok metropolis and its vicinity. The samples in this research were 400 respondents who answered questionnaires used for data collection. Statistics used for data analysis were percentage, arithmetic mean, standard deviation, T-test, one-way variance analysis and multiple-regression analysis.

The result indicated that,

1. The majority of the consumers was female between 27-30 years old, single, graduated with a bachelor's degree, had an average monthly income between 20,001-30,000 baht, and worked in a private company.

2. The majority of the consumers selected shopping as their activity, travelling as their interest, and expressed opinions about shopping in retail specialty stores because of cheaper products.

3. The majority of the consumers placed importance of overall integrated marketing communication and of individual aspects namely advertising, sales promotion by employees, and billboard usage in high level.

4. The majority of the consumers placed importance of overall marketing mix and of individual aspects namely produce, price, place of distribution, and promotion in high level.

The chief purpose of the research from Nuntasaree (2009) is to examine in some depth the phenomena of male consumer behaviour in buying skin care products in Thailand. In order to cope with the research purpose, Fishbein and Ajzen's theory of reasoned action model is employed as a theoretical framework and modified by adding the self-image construct.

The research question is "To what extent do beliefs in product attributes, selfimage, normative influences, and attitudes toward applying skin care products, affect Thai male consumers' purchase intention and purchase behaviour in buying skincare products?" A questionnaire was developed and distributed to Thai male consumers aged 21 to 50 years in Bangkok metropolitan by using shopping mall-intercept and cluster sampling. 422 completed questionnaires were returned and then were analysed by using factor analysis, correlation, regression analysis, and path analysis in SPSS version 15.0. The results of the study confirm that beliefs, self-image, normative influences, and attitudes have impacts on purchase intention and purchase behaviour in buying skin care products among Bangkok male consumers, and therefore, the modified theory of reasoned action is appropriate to explain male consumer behaviour in the purchase of specific cosmetic product in the Thai setting.

Considering the profile of respondents, the largest age groups were 21-25 (31.3%), followed by age group of 26-30 (30.1%). Over half of the respondents had obtained a Bachelor Degree (53.8%). Most of the respondents were single (63.7%). About 30% of respondents were married. Of all respondents, nearly 40 % earned a monthly income of between 10,001 and 20,000 Baht. The majority worked in the private sectors (61.4%) and the remaining had other types of employment. states that beliefs in product attributes positively affect Thai male consumers' attitudes toward applying skin care products.

The result revealed that some parts of beliefs in product attributes such as salesperson, promotion, and packaging positively affected Bangkok male consumers' attitudes toward applying skin care products.

Methodology

The research is a survey research design that uses a self-administrative questionnaire to collect data from respondents. The research adopted quota and convenience sampling method by using online questionnaire to collect data. The respondents are age between 24-39 years old and who live in Bangkok and Metropolitan

area. Convenience sampling was used for this study because the respondents are selected to be in the right place at the right time and least time consuming compared to other sampling techniques. Due to the number of population is unknown, the researcher use Taro Yamane table to calculate by the approximately sample size for this study (Poldongnok 2009). The sample size is calculated based on 95% confidence level and 5% sampling error. However, this study collected data from 384 samples due to the limitation in terms of only 5 months study period for the independent study course, the researcher was allowed to collect 104 samples. Data has performed normal distribution with $-1 < \text{Skewness} < 1$ and $-2 < \text{Kurtosis} < 2$ (Tabachnick & Fidell, 2007). Data was analyzed using descriptive statistic to describe variables by mean, frequency standard deviation and percentage. Chi-Square was used to delimit the relationships between marketing mix (4Ps) and purchasing behavior of Gen-Y male consumer in Bangkok and Metropolitan area and influencer marketing with purchasing behavior of Gen-Y male consumer. Pearson Correlation was used to find the relationships between marketing mix (4Ps) and purchasing behavior of Gen-Y male consumer in Bangkok and Metropolitan area. at the confidence level of 95% or $\alpha < 0.05$.

Results and Discussion

The study of factors affecting the purchasing behavior of Gen y men cosmetic in Bangkok and Metropolitan area. Some of findings can be discussed as follows:

Descriptive results : The study has found a significant relationship between different demographics profiles of purchasing behavior of Gen y men cosmetic, such as status, monthly income which has effect on different purchasing behavior such as social media. The result was The result of demographic profiles from Kittipot (2019) were similar to this study. Most respondents had Bachelor's degree as their highest education level, and earned around 15,000 – 25,000 baht per month. All respondents in this study usually used social media in their daily lives, in which Facebook was mostly used and also were the result likely to Alisa (2015)'s study, The majority of the Gen Y was between 27-30 years old, single, graduated with a bachelor's degree, had an average monthly income between 20,001-30,000 baht, and worked in a private company

This study collected data from Gen-Y male age between 24- 39 years old who live in Bangkok and Metropolitan area. Questionnaires were distributed to 150 respondents through online channel and 104 acts were received and all were used in data analysis, resulting the response rate of 69% were achieved.

The hypothesis results: The study of Alisa (2015) which explored the integrated marketing communication and marketing mix affecting y generation consumers buying behavior at Watsons shop revealed that the most important factors of the marketing mix was place or distribution which was similar to the result of the study that mostly of y generation male prefer distribution factors from marketing mix (4Ps).

From the study of Nuntasaree (2009), The result revealed that some parts of beliefs in product attributes such as salesperson, promotion, and packaging positively

affected Bangkok male consumers' attitudes toward applying skin care products that be similarity to the results.

1. Demographic profile

From the study, the majority of the age of respondents was 24-27 years old and followed by 28-31 years old. Marital status was single with bachelor degree and followed by master degree. Most of respondents was employee of private company with has average income 15,001-25,000 baht per month.

2. Marketing Mix

The factors which have the mostly agree from marketing mix were product which were considered about the safety and the distribution with preferring to buy men cosmetics at department store and the stores should be located along their travel routes to home. For pricing, the respondents think the average price should be appropriated when compared with quality and they prefer to buy men cosmetics with discount and buy one get one free promotion.

3. Influencer marketing

Real user is the most influence who tends to make the y generation men decision to buy cosmetics. In the case of social media which is followed by the respondents were Facebook.

4. Purchasing behavior

Y generation men tended to buy cosmetics less than 1 time per month and spent under or 1,000 baht on buying per month with the reason " Taking care of themselves" . They usually buy necessary product like shampoo , hair gel , razor , shaving cream , toothpaste , toothbrush , body soap , facial care and fragrance in department store.

In summary, The study revealed that men tends to buy reliable, worthwhile, and functional product with reasonable price. The location of place should have sufficient goods enough for the consumer. Promotion might be concern by men because they will purchase only the necessary product such as shampoo, razor, body soap and facial care for taking care of themselves only once a month with expenses under 1,000 baht and the real user is a trustworthy influencer for men.

This leads to development of conceptual framework of the study and the following hypothesis:

H1: Marketing mix (4Ps) will have effect on purchasing behavior of Gen Y male towards cosmetics in Bangkok and Metropolitan area.

H2: Influencer marketing will have effect on purchasing behavior of Gen Y male towards cosmetics in Bangkok and Metropolitan area.

Note:* Partial support at significant level of 0.05.

Implication of the study

The majority of the age of respondents was 24-27 years old and followed by 28-31 years old. Marital status was single with bachelor degree and followed by master degree. Most of respondents was employee of private company with has average income 15,001-25,000 baht per month. From the study indicated that the respondents have a knowledge to choose the good product for taking care of themselves.

The factors which have the mostly agree from marketing mix were product which were considered about the safety which means the respondents are likely to use reliable product and functional needed such as the cosmeceuticals brand or the brand that is guaranteed by the Food and Drug Administration, cleansing and nourishing function. The distribution with preferring to buy men cosmetics at department store home could be implied that product from department store can be believable to buy and the stores should be located along their travel routes to home is revealed that the product should be sufficient for consumer needs in many shops. For pricing, the respondents think the average price should be appropriated when compared with quality which found that they are searching for worthwhile product and they might not concern about promotion because they feel neutral to buy men cosmetics. Some interesting of promotion, men agree to buy cosmetics with buy one get one free, voucher, personal selling, premium gift, free sampling gift, credit card and advertising from TV and online platform.

Real user is the most influence who tends to be trustworthy to make the gen y men decision to buy cosmetics. Men might not pay attention to any famous influencers such as celebrity, actor or famous athlete. In the case of social media which is followed by the respondents were Facebook which is the efficient way to promote the product via online platform.

Gen Y male usually buy cosmetics less than 1 time per month and spent under or 1,000 baht on buying per month with the reason "Taking care of themselves". They usually buy product such as shampoo , hair gel , razor , shaving cream , toothpaste , toothbrush , body soap , facial care and fragrance in department store. The study implied that men tend to purchase only necessary thing for everyday use even though they concern about their appearance.

Limitation of the study

The limitations of this study still leave the room for future studies in this area as follow;

1. The future study may replicate this study and extend sampling frame to other districts in different city which is important for economy, such as Phuket, Chang-Mai. The larger sample size may help to increase the explanation.

2. Another avenue for future study is choosing other generation to know the differentiation of their need to improve the better product.

3. To increase the spending amount, the entrepreneurs should produce product which has function needed from men such as cleansing or nourishing and easily to use with good packaging and appropriated price. They should prepare throughout the stock of goods to the retails. Using promotions such as buy one get one free, voucher, , personal selling, credit card, free sampling, premium gift and advertising from TV and online e.g. Facebook to persuade men to purchase the cosmetic products.

4. Real user will be a good influencer for men so the entrepreneurs should use real user such as friends, family and intimate who used to use the product to represent functions and benefits.

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