



**STUDY A TREND OF MEN FACE CARE PRODUCT IN  
THAILAND AND HOW IT AFFECT MEN  
ATTITUDE, BEHAVIOR**

**BY**

**MR. PARAWAT PATTARAPUTISET**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
FULFILLMENT OF**

**THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF SCIENCE PROGRAM IN MARKETING  
(INTERNATIONAL PROGRAM)**

**FACULTY OF COMMERCE AND ACCOUNTANCY  
THAMMASAT UNIVERSITY**

**ACADEMIC YEAR 2015**

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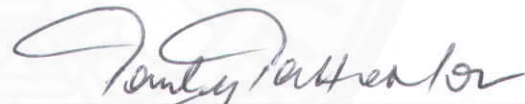
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STUDY A TREND OF MEN FACE CARE PRODUCT IN THAILAND AND HOW  
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was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)

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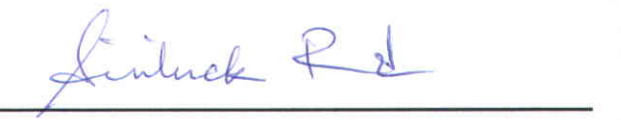
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Independent study Title	STUDY A TREND OF MEN FACE CARE PRODUCT IN THAILAND AND HOW IT EFFECT MEN ATTITUDE, BEHAVIOR
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Degree	Master of Science Program in Marketing (International Program)
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Independent Study Advisor	Prof. Dr. Douglas Hoffman
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## ABSTRACT

Study a trend of men face care product in Thailand and how it effect men attitude, behavior has been chosen to be part of contemporary topic in applied marketing self-study in the area of health and social. This research focusing on understanding the key trigger and barrier men choose to buy men face care product. Also how this product can effect men attitude and behavior.

The research will be consist of two parts. For secondary research, 8 articles which is related to men face care trend was selected to be literature review. The research show that majority of men believe appearance can significantly impact to their work and social life. And men face care product is a new trend among urban men in Thailand since men believe that men face care product can significantly improve their appearance which will lead to the better work and social life. For primary research, conducted in-depth interviews with 4 Thai men who live in Bangkok urban area. Research result show that men can be categorize in to 2 segments. Basic groomer believe that men face care product can really help enhance their look and also believe that with better look, it can help make they have better work and social life. However, they only use basic men face care product such as face cleanser and face moisturizer. For Expert groomer segment. They strongly believe

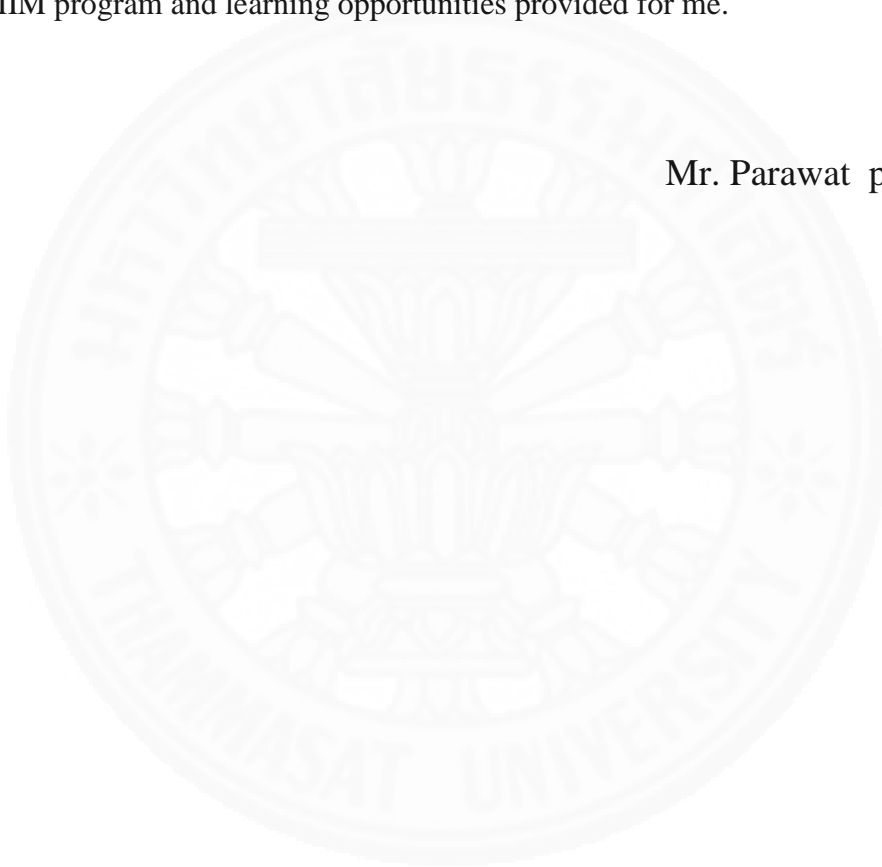
that men face care product can really help enhance their look. And better appearance is the key for good work and social life. They cannot live without men face care product. And finally the survey of 150 Thai men who live in Bangkok urban area has been conduct. The result show deeper understanding in consumer by classified consumer into 4 segments. Resistor is the segment that not believe in men face care product and also not believe that appearance effect much to work and social life. Adopter is the segment that just start using men face care product. They believe product can help enhance their look and will lead to better work and social life. For Striver, men face care product is very important to them since they believe it can significantly enhance their look and will lead to better work and social life. For the last group is Expert, this segment fell men face care product is very important thing that they cannot live without. They believe that men face care product is the fundamental to their look and appearance is the basic requirement for work and social life.

**Keywords:** Men Face Care Product, Fast Moving Consumer Goods, Men Attitude & Behavior

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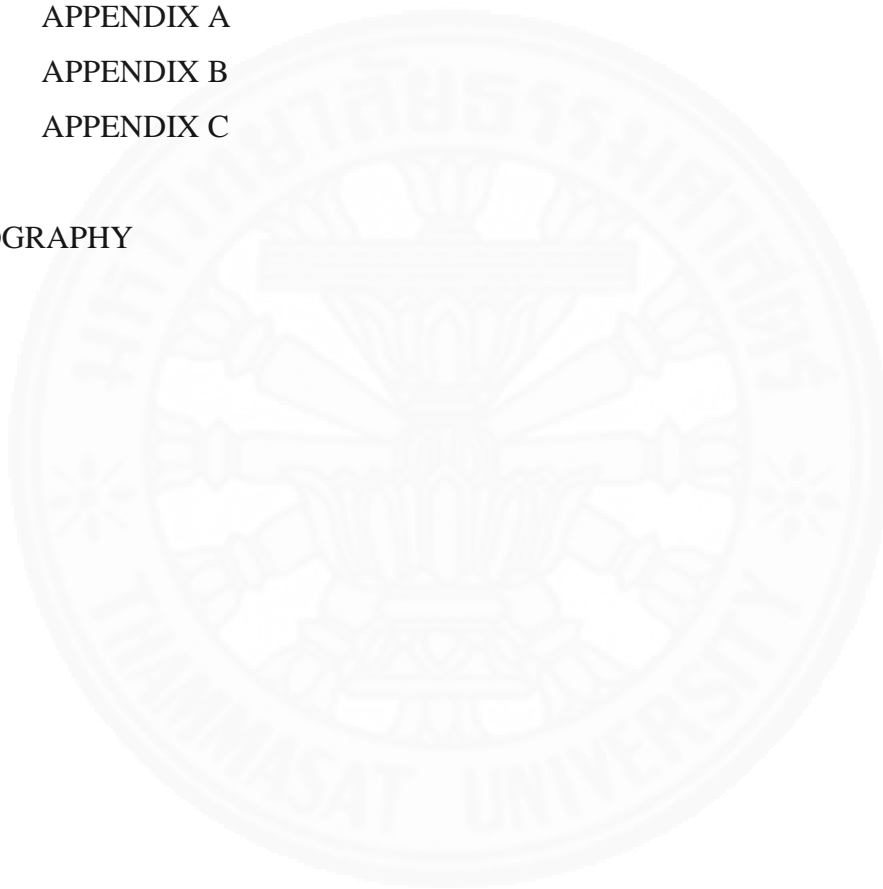
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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of study

Currently there're new emerging trend in Thailand. More and more men in Thailand start to better take care of themselves. Which can see from the healthy lifestyle trend. Men pay more attention to their appearance. Low self-confidence is common among many men. Even the guys who seem to have it all often feel a sense of decreased self-worth concerning their appearance, careers, relationships or other personal circumstances. (How to Boost Your Confidence, 2013) Our culture is consumed by image; in fact, economists have even dubbed the success phenomenon as the "beauty premium." The facts are that, on average, handsome men earn five percent more than less good-looking males. The fact is pretty people get more attention. According to economist Daniel Hamermesh, a good-looking man will make around \$250,000 more over the course of his career than a less attractive individual. (Appearance Matters – The Link Between Looks & Success)

Men face care product is becoming more and more popular among Thai men consumer. Since Thai men believe that men face care product can help solve / prevent their skin problem. And some even believe that it can help improve their appearance. So, the penetration rate of men face care product in Thailand is keep increasing every year

Not only number of consumer is increasing. But also the business opportunity is also rise. According to Euromonitor research, Thai skin care market has a healthy performance over a past few years and is anticipated to register a positive performance with CAGR of 5% in constantvalue terms to reach Bt12.2 billion in 2017. (McDougall, 2014)

## 1.2 Study purpose and objectives

The objective of this research is to understanding the key trigger and barrier men choose to buy men face care product. Also how this product can effect men attitude and behavior.

1. The first objective is to study How to capture trend of men face care product in Thailand. (To Study marketing mixes in term of 4ps strategy from selected men face care brand in Thailand)

2. The second objective is to identify what is the key factor to drive men customer to buy men face care product. (To study consumer decision making process, criteria on buying and choosing men face care product. Together with trigger and barrier for them to start buying face care product)

3. The third objective is to study how face care product effect Thai men attitude and behavior. (To study the effect of men face care product toward Thai men appearance. Also see the effect of better appearance that help improve Thai men successful in their career)

The purpose of this study can be separate in to 2 parts.

1. First, for social purpose, Since men really believe that men face care product can really help enhance their look. And also have more confident from using men face care product which will lead to the action that they will take. With better confident they tend to go out and take more action both in social and work life. This will help improve Thailand since more men are going to take action to develop country. So, the fist propose of this research is to really understand on how men face care product can effect men attitude and behavior which will lead to Thailand development.

2. The second propose is in term of business. The research try to gert the information for brand manager in men face care product to be able to make decision base on consumer insight which will make they able to capture trend of men face care product in Thailand. This will help equipped brand manager with important information and give them the competitive edge compete with other men face care brand in Thailand market.

The report will be organized into 5 key parts which are

1. Introduction part, this part mentions the background of this research, what is the situation, issue and opportunity. To make the reader understand why the research needs to be conducted

2. Literature review, this part summarizes all the information that's already available. So, the reader can get initial information of this subject.

3. Research methodology, this part takes the reader through how the research has been conducted including research objectives, exploratory research and descriptive research.

4. Result, this part includes all the results from research which will be summarized into key findings from exploratory research and key findings from descriptive research.

5. Conclusion and recommendations, the final part has all the conclusions for the data that have been collected, this section will be divided based on consumer segments. Which are Rejector, Adopter, Striver and Expert. There are strategic recommendations specifically for all 4 segments.

## CHAPTER 2

### REVIEW OF LITERATURE

Our culture is consumed by image; in fact, economists have even dubbed the success phenomenon as the “beauty premium.” The facts are that, on average, handsome men earn five percent more than less good-looking males. The fact is pretty people get more attention. According to economist Daniel Hamermesh, a good-looking man will make around \$250,000 more over the course of his career than a less attractive individual. This make men pay more attention to take care of themselves. And men face care product become more and more popular because of this trend. From the article can be summarize that currently appearance is very important in term of work life. Since there’s an evidence show that people with better looking make more money than the one who have inferior look. Which make the product that can enhance appearance become popular. Men face care product also enjoy this believe and now also become the growing trend among men. (Appearance Matters – The Link Between Looks & Success)

#### Top-selling men's personal care products

- a. Deodorant/antiperspirant
- b. Shampoo
- c. Bar soap
- d. Shaving gel/cream
- e. Shower gel
- f. Moisturizing lotion/cream
- g. Conditioner
- h. After-shave
- i. All-in-one shower product
- j. Facial cleansing products
- k. Facial moisturizers

This ranking show that men face cleanser and men face moisturizer is rank 10 and 11 on the ranking of top men’s personal care product. This can be

evidence that men's face cleanser and men's face moisturizer is one of the important categories for marketers and for consumers. (Booth, 2014)

Low self-confidence is common among many men. Even the guys who seem to have it all often feel a sense of decreased self-worth concerning their appearance, careers, relationships or other personal circumstances. Appearance is also one of the key issues that can lower men's confidence. Face condition is one of the significant factors that can lower or increase men's confidence. This article is the support that appearance directly affects men's confidence level. (How to Boost Your Confidence, 2013)

The Thai skin care market has a healthy performance over a past few years and is anticipated to register a positive performance with a CAGR of 5% in constant value terms to reach Bt12.2 billion in 2017. Not only has this trend shown the great business opportunity. But actually this trend also shows that consumer attitude and behavior is changing. This article can be summarized into two big pieces of information which are first, the men's face care market is growing aggressively hence very interesting for marketers. Second, men's attitude and behavior can be affected by this trend. (McDougall, 2014)

"Who has chronic self-doubt may need an extra boost to pursue dreams they are certainly able to achieve," This article's main message is to inform that self-confidence is a highly important factor that will drive men to take action. And anything that can help boost men's confidence will directly affect men's attitude and behavior. (Nargi, 2014)

People care about their physical appearance because it is tied to their perceptions of their social status. Specifically, we predicted that when people think that they are more physically attractive, they believe that they belong to a higher social class, independent of their actual level of physical attractiveness and objective social status. And the reverse is also true: When people think that they are less physically attractive, they believe they belong to a lower social class. (Neale, 2014)

"The images men have of themselves is a powerful motivator of purchase behavior because what men buy frequently acts as an extension of the self, even younger men, such as Millennials, are invested in their looks, and this investment may influence the types of grooming products they purchase." This article can be

summarize that if any product can make men believe that it can help enhance men look. Men will buy that product. (Strubel, 2015)

“There is more competition at the workplace and jobs are going to younger guys as a result. Anti-aging products that solve some of these concerns and issues are becoming more and more common place with men” This article show that men believe that appearance can help give them the edge in competition at work, this they will invest in any product they believe that it can make them have a better appearance. (Strubel, 2015)



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Objective**

The research will be consisted of two parts which is secondary research and primary research. For secondary research, 8 articles which are related to men face care product, men attitude and behavior, relationship of level of men confident and their attitude & behavior was selected to be literature review with the initial result showing that appearance is very important to men since it can help boost their confident which will lead to attitude and behavior change. Also real data show that men with better appearance can make more money than the one who have inferior appearance thus make men face care product become very important for men since they believe it can help enhance their look.

For primary research conducted In-depth interviews with 4 men who live in Bangkok urban area who have purchased men face care product in the past 6 months. The objective is to gather initial information and assumption to be able to design and develop questionnaire for descriptive research. The respondents of this survey are men, aged 18-30 years old, living in urban Bangkok who bought men face care product at least once in the past 6 month. After collecting data, the Statistical Package for the Social Sciences (SPSS) has been used for analysis.

#### **3.2 Research Methodology**

Exploratory and descriptive research has been conducted as the means of data collection and analysis methodology.



### **3.2.1 Exploratory Research**

#### **Focus Group:**

Interview: In-depth interviews conducted on October 17 - 18. Interview 4 men who live in Bangkok urban area. All have purchased men face care product (Face Cleanser and / or Face Moisturizer) in past 6 months. Two men (age 28, 32) work in sales department in Thai company selling color. Another two men (age 27, 32) have their own SME business. The objective is to find out how men face care product effect men attitude, behavior. And identify key criteria for choosing and buying men face care product and also trigger and barrier for buying.

From focus group we can categorize men consumer in to 2 segments. Basic groomer and Advance groomer.

### **3.2.2 Descriptive Research**

#### **Questionnaire:**

A quantitative approach will be adopted. Using a sample of 150 Thai men, a survey is developed and conducted in Bangkok, Thailand in online practice.

Identification of key research variable

- Independent Variable: Age / Occupation / Martial status / Income / household status (Stay alone or stay with family) / Shopping place
- Dependent Variable: Awareness of men face care brand and it's marketing activities / Attitude towards grooming / criteria of choosing men face care product / trigger and barrier of using men face care product / Attitude toward appearance impact to social & work life

Target population

A quantitative approach will be adopted. Using a sample of 150

- Working men
- Working in Bangkok urban area
- Age between 18-30 years old,
- Buy men face care product within past 6 months
- Income level B up (at least 20,000 THB / Month up)
- User: Must purchase men face care product in past 3 months

- Non-User: Never purchase men face care product

#### Data Collection Plan

- A survey is developed and conducted in Bangkok, Thailand
- Via online practice with Survey Monkey.
- The respondents will be selected by using convenience sampling (non-probability sampling.)

#### Data analysis plan

- The research uses quantitative analysis.
- Quantitative information will be obtained from questionnaire surveys analyzed by using Statistical Package for the Social Science (SPSS)
- And other statistical methods such as
  - o Mean
  - o Mode
  - o ANOVA
  - o t-test
  - o z-test
  - o chi-square

## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Key findings from Exploratory Research**

In this study, both exploratory research and descriptive research were conducted. Besides retrieving information from the results of exploratory research, results and findings from secondary research and focus group, Questionnaire also used for the descriptive purpose. The analysis of descriptive research was done by software of statistical analysis in social science (SPSS). The data and results were analyzed and interpreted to answer the three objectives of the research.

##### **4.1.1 Focus Group**

From focus group we can categorize men consumer in to 2 segments. Basic groomer and Advance groomer.

##### **Perception toward current marketing activities**

Basic groomer pay attention on facial features, body shape and body size. They show to have limit knowledge on male grooming and perceived that women's product are more advance than men's. They are willing to learn more about men's product and opening to try new brands and product. Their source of male grooming info are from TV, In-store and from online. Top 3 brands recall are Nivea Men, Garnier Men and Pond's Men. They mainly shop in Tesco Lotus and 7-11. Mostly shop as part of the big routine.

Advance groomer are more demanding when it comes to grooming. They look for all the elements of the brand and product when making decision, not only product quality and effectiveness. They enjoy, committed and highly involved with male grooming. The main focus is on "For men" product. Because they believe that men's skin need stronger ingredients than women's. Their source of male grooming info are similar to Basic groomer which are from TV, In-store and from online. Top 3 brands recall are Nivea Men, Garnier Men and Pond's Men. When go to shopping.

They go to shop specifically for male grooming products. They mainly shop in Tesco Lotus, Big C and 7-11.

**Criteria of choosing men face care product, Trigger / Barrier to the category**

Basic groomer, they are groom to conform the norm, they use standard regime with possible extra cleaning & nourishing. They also mention that celebrity have high influent on them in choosing men product. Also their wife play important role in influencing them on which men face care product to choose. Promotion also have high impact on Basic groomer. They're willing to switch brand to experiment new product and brands if the brand offer deep price cut promotion. They also mention that they ask product info from Beauty Advisor (BA) or call cheer girl before making decision on buying product.

For Advance groomer, they are groom to boost up confidence, the key ingredient towards life accomplishment, they use more extended regime with sophisticated cleaning & nourishing. Possible additional intake of vitamin supplements and professional treatment for grooming purpose. In term of influencer, Similar to Basic groomer, they mention that celebrity have highly impactful on them. But also mention that their friend also have high influent when choosing men face care product. Advance groomer have low sensitivity on promotion. They mention that quality is more important criteria to choose which brand to choose. Unless brand in same level of quality do a very deep cut price like 50% discount or buy one get one free, they will consider to switch brand. Also they prefer "For Men" product. They also mention that they spend time read packaging to find out more on product information when they shop.

Even there're clear two segment of consumer. But in each group have mix of product benefit that consumer are looking for. Each group have people who want whitening benefit. And also have people who look for other benefit like oil control / Acne control. So, The real key different is on the attitude toward men face care product. But the need for functional benefit is mixing.

**Appearance toward career**

Basic groomer, they groom just to conform the norm. They believe that men face care product can help solve their skin problem i.e. oily skin, acne, dry skin,

dark skin etc. They believe that skin with problem can create negative effect to their social and work life. Because with skin problem, they will have lower confident. That's why they use men face care product to solve and prevent the skin problem. They also believe that better looking person have some advantage in social and work life. Because of the effect of higher confident and people always like person that have good looking.

Advance groomer, they are groom to boost up confidence, the key ingredient towards life accomplishment. They believe that men face care product can help boost their appearance to become better i.e. more healthy look, whiter, no skin problem etc. They cannot leave the house without using men face care product because they will not have confident to live their life. Also they cannot accept visible skin problem especially acne, dry or oily face. They believe that without confident, they will not perform well in their social and work life. That's why they usually use men face care product not only to solve and prevent the skin problem but also to boost their appearance. They also believe that better looking person have significantly advantage in social and work life. Because of the effect of higher confident and people with better looking will be more successful in both social and career life.

## 4.2 Key findings from Descriptive Research

**Table 4.1** Men attitude toward important of good appearance

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
I think that good appearance can help increase self-confident.	150	3.7667	.87789
With higher self-confident, I will more willing to go out and meet other people.	150	3.6133	.78396
With higher self-confident, I will more willing to nominate myself for presentation session.	150	3.7267	.80182
With higher self-confident, I will more confident to go out and do business.	150	3.4200	1.01842
With higher self-confident, I will more confident to take action.	150	3.6467	.81213
With higher self-confident, I will more confident to take risk.	150	3.8533	.76313
I think that good appearance can help to get career advance faster.	150	3.7267	.86619
If people have similar performance. The better appearance will advance in career faster.	150	3.7200	.82021
People who have better appearance always get better opportunity in work place.	150	3.6133	.91803
Majority of people tend to better remember good appearance person.	150	3.6000	.91959
People perceived that good looking person also should take good care of work.	150	3.7600	.80000
Using men face care product can really help to achieve better appearance.	150	3.8333	.83880
Not using men face care product will lead to bad appearance	150	3.6667	.91715

The mean data in table above show that majority of men in Thailand have the attitude that good appearance can help make them get career advance faster, like if there're two people who have similar work performance. The one who have better appearance will advance in career faster, get better opportunity in work place, more chance for people to remember them make people perceive that if they can good take care of themselves, they will also can take care of good work. And not only about career advantage. Good appearance also help increase their self-confident which will

make them more willing to go out and meet people, more willing to nominate themselves for presentation session, more confident to go out and do business, more confident to take action and finally more confident to take risk.

And the interesting thing is that, majority of men in Thailand also perceived that using men face care product can really help to achieve better appearance. In contrast, not using men face care product can create negative impact to face which will lead to bad appearance. This show that men face care product can really effect men attitude and behavior, On how to make them think of themselves and also the behavior and action that they will take regard on that perception which make this study very important to Thailand culture and economic.

**Table 4.2** Thai men segmentation by attitude & behavior

Segment	Frequency	Percent	Mean (Attitude)	Std. Deviation
1	7	4.7	2.5934	.12335
2	56	37.3	3.2266	.15203
3	61	40.7	3.8802	.20997
4	26	17.3	4.5266	.19177
Total	150	100.0	3.6882	.55426

And with data above, Thai men can be classify in to 4 segments which is based on their attitude on good appearance & confident effect, as well as how much they believe that using men face care product can affect their appearance. The segment can be classify as per below.

1. Resistor (4.7%): Mean 1.00 - 2.75, this group is considered as the one who tend to disagree that appearance can really affect their work and social life. Also this group feel that men face care product don't help much in term of help improving their appearance. And also tend to disagree on the sentence that "Not using men face care product can create negative impact to face which will lead to bad appearance"

2. Adoper (37.3%): Mean 2.76 - 3.50, this group is the second largest group in term of size (approx. 38%). They feel neutral to agree that appearance can help make their work and social life better, and also feel neutral to agree that men face care product can really enhance their look and not using men face care product can create negative impact to face which will lead to bad appearance

3. Striver (40.7%): Mean 3.51 – 4.25, this group is the largest group in term of size (Approx 41%). They tend to agree that appearance can affect their work and social life, they also tend to believe that men face care can really help enhance their appearance. And not using men face care product can create negative impact to face which will lead to bad appearance

4. Expert (17.3%): Mean 4.25 – 5.00, this segment is the segment that show strongly believe in the effect of appearance towards their wok and social life. They also put important to men face care product since they also strongly believe that it can really help enhance their appearance. And not using men face care product can create negative impact to face which will lead to bad appearance



**Table 4.3** Relationship between segment and age

<b>Crosstab</b>									
			Q1_age					Total	
			Below 15	15-19	19-22	23-26	27-35		More than 35
Group	1	Count	0	2	2	2	1	0	7
		% within Group	.0%	28.6%	28.6%	28.6%	14.3%	.0%	100.0%
	2	Count	4	14	20	9	5	4	56
		% within Group	7.1%	25.0%	35.7%	16.1%	8.9%	7.1%	100.0%
	3	Count	7	18	13	5	14	4	61
		% within Group	11.5%	29.5%	21.3%	8.2%	23.0%	6.6%	100.0%
	4	Count	1	5	5	5	9	1	26
		% within Group	3.8%	19.2%	19.2%	19.2%	34.6%	3.8%	100.0%
Total		Count	12	39	40	21	29	9	150
		% within Group	8.0%	26.0%	26.7%	14.0%	19.3%	6.0%	100.0%
<b>Chi-Square Tests</b>									
			Value	df	Asymp. Sig. (2-sided)				
Pearson Chi-Square			16.568 <sup>a</sup>	15	.345				
Likelihood Ratio			17.694	15	.279				
Linear-by-Linear Association			1.817	1	.178				
N of Valid Cases			150						
a. 13 cells (54.2%) have expected count less than 5. The minimum expected count is .42.									

Testing segment and age using Chi-Square, the result show that age range between each segment is not significantly different ( $P > 0.05$ )

**Table 4.4** Relationship between segment and income

<b>Crosstab</b>							
			Q2_income				Total
			Below 20,000	20,001- 60,000	60001- 100000	More than 100,000	
Group	1	Count	2	3	2	0	7
		% within Group	28.6%	42.9%	28.6%	.0%	100.0%
	2	Count	16	23	8	9	56
		% within Group	28.6%	41.1%	14.3%	16.1%	100.0%
	3	Count	6	21	22	12	61
		% within Group	9.8%	34.4%	36.1%	19.7%	100.0%
	4	Count	1	4	15	6	26
		% within Group	3.8%	15.4%	57.7%	23.1%	100.0%
	Total	Count	25	51	47	27	150
		% within Group	16.7%	34.0%	31.3%	18.0%	100.0%
	<b>Chi-Square Tests</b>						
			Value	df	Asymp. Sig. (2-sided)		
Pearson Chi-Square		26.522 <sup>a</sup>	9	.002			
Likelihood Ratio		29.043	9	.001			
Linear-by-Linear Association		15.904	1	.000			
N of Valid Cases		150					
a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.17.							

Testing segment and income by Chi-Square, The result show that income from each segment is significantly different, Expert have significantly higher income compare to Striver, Adopter and Resistor by order.

**Table 4.5** Relationship between segment and career

Crosstab									
		Q3_career						Total	
		Still in school, college	Own business	Office worker	Free lance	Other			
Group	1	Count	5	0	1	0	1	7	
		% within Group	71.4%	.0%	14.3%	.0%	14.3%	100.0%	
	2	Count	38	6	6	4	2	56	
		% within Group	67.9%	10.7%	10.7%	7.1%	3.6%	100.0%	
	3	Count	39	4	15	1	2	61	
		% within Group	63.9%	6.6%	24.6%	1.6%	3.3%	100.0%	
	4	Count	11	5	8	2	0	26	
		% within Group	42.3%	19.2%	30.8%	7.7%	.0%	100.0%	
	Total		Count	93	15	30	7	5	150
			% within Group	62.0%	10.0%	20.0%	4.7%	3.3%	100.0%
	Chi-Square Tests								
			Value	df	Asymp. Sig. (2-sided)				
Pearson Chi-Square		16.585 <sup>a</sup>	12	.166					
Likelihood Ratio		17.617	12	.128					
Linear-by-Linear Association		.991	1	.320					
N of Valid Cases		150							
a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .23.									

Testing segment and career using Chi-Square, the result show that career between each segment is not significantly different ( $P>0.05$ )

**Table 4.6** Relationship between segment and working area

<b>Crosstab</b>							
			Q4_workarea			Total	
			Bangkok	Outer Bangkok	Upcountry		
Group	1	Count	1	4	2	7	
		% within Group	14.3%	57.1%	28.6%	100.0%	
	2	Count	10	39	7	56	
		% within Group	17.9%	69.6%	12.5%	100.0%	
	3	Count	33	19	9	61	
		% within Group	54.1%	31.1%	14.8%	100.0%	
	4	Count	22	2	2	26	
		% within Group	84.6%	7.7%	7.7%	100.0%	
	Total		Count	66	64	20	150
			% within Group	44.0%	42.7%	13.3%	100.0%
	<b>Chi-Square Tests</b>						
			Value	df	Asymp. Sig. (2-sided)		
Pearson Chi-Square		42.472 <sup>a</sup>	6	.000			
Likelihood Ratio		45.635	6	.000			
Linear-by-Linear Association		22.537	1	.000			
N of Valid Cases		150					
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .93.							

Testing segment and work area using Chi-Square, the result show that work area between each segment is significantly different. Striver and Expert are tend to work in Bangkok more than Resistor and Adopter.

**Table 4.7** Relationship between segment and product benefit

Test of Homogeneity of Variances				
Product benefit / attribute	Levene Statistic	df1	df2	Sig.
Clean skin thoroughly	6.294	3	146	.000
Make skin fairer	2.537	3	146	.059
Moisturize skin	1.259	3	146	.291
Make skin feel refresh	.583	3	146	.627
Reduce dark spot	.330	3	146	.804
Oil control	1.080	3	146	.359
Nice fragrance	.095	3	146	.963
Protect skin from sun light	.218	3	146	.883
Soft and smooth skin	5.221	3	146	.002
Reduce Wrinkle	1.607	3	146	.190
Good for sensitive skin	.083	3	146	.969
Clear acne	.742	3	146	.529
Brand I can trust	2.147	3	146	.097
Attractive packaging	1.267	3	146	.288
Reasonable price	1.025	3	146	.383
Easy to purchase (Product availability)	.897	3	146	.444
Attractive promotion	.850	3	146	.469

Test result show that question number 10.1 and 10.9 have different variation between each segment ( $P < 0.05$ ) thus will test relationship using Brown-Forsythe method. While question 10.02-10.08 and 10.10-10.17 have similar variation between each segment ( $P > 0.05$ ) thus will test relationship using F value from One-Way ANOVA table.

Robust Tests of Equality of Means					
		Statistic <sup>a</sup>	df1	df2	Sig.
Clean skin thoroughly	Welch	.600	3	26.791	.621
	Brown-Forsythe	.569	3	65.053	.638
Soft and smooth skin	Welch	13.703	3	27.435	.000
	Brown-Forsythe	13.251	3	78.942	.000

Test result using Brown-Forsythe show that each segment have significantly different in term of “Make skin smooth” ( $P < 0.05$ ) this compare different of mean between each group using Dunnett T3 method

Dunnett T3 Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Soft and smooth skin	1	3.00	-	-0.29	-0.83*	-1.19*
	2	3.29	-	-	-0.55*	-0.91*
	3	3.84	-	-	-	-0.36
	4	4.19	-	-	-	-

Test result using Dunnett T3 method show that Striver and Expert significantly give more important to smooth skin compare to Resistor and Adopter.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Make skin fairer	Between Groups	25.290	3	8.430	16.890	.000
	Within Groups	72.870	146	.499		
	Total	98.160	149			
Moisturize skin	Between Groups	30.774	3	10.258	17.783	.000
	Within Groups	84.220	146	.577		
	Total	114.993	149			

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Make skin feel refresh	Between Groups	20.952	3	6.984	11.782	.000
	Within Groups	86.548	146	.593		
	Total	107.500	149			
Reduce dark spot	Between Groups	14.561	3	4.854	8.050	.000
	Within Groups	88.032	146	.603		
	Total	102.593	149			
Oil control	Between Groups	1.184	3	.395	.700	.553
	Within Groups	82.316	146	.564		
	Total	83.500	149			
Nice fragrance	Between Groups	3.695	3	1.232	2.254	.085
	Within Groups	79.798	146	.547		
	Total	83.493	149			
Protect skin from sun light	Between Groups	.737	3	.246	.506	.679
	Within Groups	70.923	146	.486		
	Total	71.660	149			
Reduce Wrinkle	Between Groups	11.437	3	3.812	5.159	.002
	Within Groups	107.896	146	.739		
	Total	119.333	149			
Good for sensitive skin	Between Groups	5.221	3	1.740	3.032	.031
	Within Groups	83.819	146	.574		
	Total	89.040	149			
Clear acne	Between Groups	.480	3	.160	.339	.797
	Within Groups	68.960	146	.472		
	Total	69.440	149			

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Brand I can trust	Between Groups	.088	3	.029	.053	.984
	Within Groups	81.306	146	.557		
	Total	81.393	149			
Attractive packaging	Between Groups	1.430	3	.477	.999	.395
	Within Groups	69.643	146	.477		
	Total	71.073	149			
Reasonable price	Between Groups	23.475	3	7.825	14.513	.000
	Within Groups	78.718	146	.539		
	Total	102.193	149			
Easy to purchase (Product availability)	Between Groups	30.728	3	10.243	26.023	.000
	Within Groups	57.465	146	.394		
	Total	88.193	149			
Attractive promotion	Between Groups	23.648	3	7.883	13.200	.000
	Within Groups	87.186	146	.597		
	Total	110.833	149			

Test result using F value from One-Way ANOVA table show that each segment show significantly on the attributes “Make skin brighter”, “Moisturize skin”, “Feel refresh”, “Reduce dark spot”, “Reduce wrinkle”, “Suitable for sensitive skin”, “Suitable price”, “Product availability” and “Have attractive promotion” ( $P < 0.05$ ) thus compare the different between mean using LSD statistic method.



LSD Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Make skin fairer	1	3.29	-	-0.11	-0.78*	-1.14*
	2	3.39	-	-	-0.67*	-1.03*
	3	4.07	-	-	-	-0.36*
	4	4.42	-	-	-	-
Make skin feel refresh	1	2.71	-	-0.57	-1.11*	-1.71*
	2	3.29	-	-	-0.53*	-1.14*
	3	3.82	-	-	-	-0.60*
	4	4.42	-	-	-	-

Test result show that Expert feel that “Brighter skin” and “Moisturize skin” is more important compare to Striver. Striver segment also feel that this 2 attribute is significantly more important compare to segment Resistor and Adopter.

LSD Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Make skin feel refresh	1	3.86	-	-0.52	0.22	0.36
	2	4.38	-	-	0.74*	0.88*
	3	3.64	-	-	-	0.14
	4	3.50	-	-	-	-

Test result show that Adopter segment give more important to attribute “Make skin refresh” than other segment.

LSD Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Reduce dark spot	1	3.43	-	-0.09	-0.70*	-0.73*
	2	3.52	-	-	-0.61*	-0.64*
	3	4.13	-	-	-	-0.02
	4	4.15	-	-	-	-

Test result show that Resistor and Adopter give significantly less important to attribute “Reduce dark spot” compare to Striver and Expert.

LSD Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Reduce Wrinkle	1	4.43	-	0.84*	0.35	0.24
	2	3.59	-	-	-0.49*	-0.60*
	3	4.08	-	-	-	-0.11
	4	4.19	-	-	-	-

Test result show that Adopter segment have significantly less important on “Reduce wrinkle” compare to other segment.

LSD Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Good for sensitive skin	1	2.71	-	-0.32	-0.29	-0.75*
	2	3.04	-	-	0.04	-0.43*
	3	3.00	-	-	-	-0.46*
	4	3.46	-	-	-	-

Test result show that Expert segment have significantly higher important on “Suitable for sensitive skin” compare to other segment.

LSD Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Reasonable price	1	4.43	-	0.07	0.71*	1.08*
	2	4.36	-	-	0.64*	1.01*
	3	3.72	-	-	-	0.38*
	4	3.35	-	-	-	-
Easy to purchase (Product availability)	1	4.29	-	-0.16	0.60*	1.02*
	2	4.45	-	-	0.76*	1.18*
	3	3.69	-	-	-	0.42*
	4	3.27	-	-	-	-
Attractive promotion	1	4.43	-	0.04	0.64*	1.08*
	2	4.39	-	-	0.61*	1.05*
	3	3.79	-	-	-	0.44*
	4	3.35	-	-	-	-

Test result show that Resistor and Adopter have significantly more important in attribute “Suitable price”, “Product availability” and “Attractive promotion” than Striver. And Striver also show to have significantly important in these 2 attributes compare to Expert segment.

**Table 4.8** Relationship between Segment and optimum face cleanser price  
(Using Face Cleanser 100ml as benchmark)

<b>Crosstab</b>								
		Optimum Price Face Cleanser 100ml				Total		
		Less than 100BHT.	100-200BHT.	201-500BHT.	More Than 500BHT.			
Group	1	Count	4	3	0	0	7	
		% within Group	57.1%	42.9%	.0%	.0%	100.0%	
	2	Count	27	21	6	2	56	
		% within Group	48.2%	37.5%	10.7%	3.6%	100.0%	
	3	Count	12	28	17	4	61	
		% within Group	19.7%	45.9%	27.9%	6.6%	100.0%	
	4	Count	2	10	9	5	26	
		% within Group	7.7%	38.5%	34.6%	19.2%	100.0%	
	Total		Count	45	62	32	11	150
			% within Group	30.0%	41.3%	21.3%	7.3%	100.0%
	<b>Chi-Square Tests</b>							
			Value	df	Asymp. Sig. (2-sided)			
Pearson Chi-Square		29.444 <sup>a</sup>	9	.001				
Likelihood Ratio		31.166	9	.000				
Linear-by-Linear Association		25.386	1	.000				
N of Valid Cases		150						
a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .51.								

Testing segment and optimum face cleanser price by Chi-Square, The result show that optimum face cleanser price from each segment is significantly different, Expert have significantly higher optimum face cleanser price compare to Striver, Adopter and Resistor by order.

**Table 4.9** Relationship between Segment and optimum face moisturizer price  
(Using Face Moisturizer 50ml as benchmark)

Crosstab								
			Optimum Price Face Moisturizer 50ml				Total	
			Less than 200BHT.	200- 300BHT.	301- 500BHT.	More Than 500BHT.		
Group	1	Count	5	2	0	0	7	
		% within Group	71.4%	28.6%	.0%	.0%	100.0%	
	2	Count	31	15	8	2	56	
		% within Group	55.4%	26.8%	14.3%	3.6%	100.0%	
	3	Count	18	18	21	4	61	
		% within Group	29.5%	29.5%	34.4%	6.6%	100.0%	
	4	Count	4	8	12	2	26	
		% within Group	15.4%	30.8%	46.2%	7.7%	100.0%	
	Total		Count	58	43	41	8	150
			% within Group	38.7%	28.7%	27.3%	5.3%	100.0%
	Chi-Square Tests							
				Value	df	Asymp. Sig. (2-sided)		
Pearson Chi-Square			22.105 <sup>a</sup>	9	.009			
Likelihood Ratio			24.800	9	.003			
Linear-by-Linear Association			19.412	1	.000			
N of Valid Cases			150					
a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .37.								

Testing segment and optimum face moisturizer price by Chi-Square, The result show that optimum face moisturizer price from each segment is significantly different, Expert have significantly higher optimum face moisturizer price compare to Striver, Adopter and Resistor by order.

**Table 4.10** Relationship between segment and promotion

Test of Homogeneity of Variances				
Promotion type	Levene Statistic	df1	df2	Sig.
Discount	5.190	3	146	.002
Buy1 get 1 free	2.047	3	146	.110
Free Premium	2.838	3	146	.040
Raffle	6.662	3	146	.000
Free Sample	31.807	3	146	.000

Test result show that “Discount”, “Premium”, “Raffle” and “Sample” have significantly different variation between each segment ( $P < 0.05$ ) thus using Brown-Forsythe method to check relationship. While “Buy one get one free” have similar variation between segment. Thus will use F value from One-Way ANOVA table to test relationship.

Robust Tests of Equality of Means					
		Statistic <sup>a</sup>	df1	df2	Sig.
Discount	Welch	27.267	3	33.548	.000
	Brown-Forsythe	27.926	3	120.994	.000
Free Premium	Welch	9.679	3	30.739	.000
	Brown-Forsythe	10.852	3	107.305	.000
Raffle	Welch	9.328	3	26.746	.000
	Brown-Forsythe	9.488	3	50.889	.000
Free Sample	Welch	215.427	3	34.812	.000
	Brown-Forsythe	89.859	3	116.059	.000

a. Asymptotically F distributed.

Test result using Brown-Forsythe method show that each segments show significantly different interest in each type of promotion ( $P < 0.05$ ) thus using Dunnett T3 method to check different of mean between each segments.

Dunnett T3 Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Discount	1	4.14	-	-0.05	0.81*	1.49*
	2	4.20	-	-	0.87*	1.54*
	3	3.33	-	-	-	0.67*
	4	2.65	-	-	-	-

Test result show that Resistor and Adopter have significantly higher interest in “Discount” compare to Striver. Also Striver show significantly higher interest in “Discount” compare to Expert.

Dunnett T3 Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Free Premium	1	2.86	-	0.07	0.48	0.86*
	2	2.79	-	-	0.41*	0.79*
	3	2.38	-	-	-	0.38
	4	2.00	-	-	-	-
Raffle	1	2.00	-	-0.02	0.43	0.62
	2	2.02	-	-	0.44*	0.63*
	3	1.57	-	-	-	0.19
	4	1.38	-	-	-	-

Test result show that Resistor and Adopter have significantly higher interest in “Free Premium” and “Raffle” Compare to Striver and Expert

Dunnett T3 Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Free Sampling	1	1.14	-	-0.36	-2.28*	-3.59*
	2	1.50	-	-	-1.93*	-3.23*
	3	3.43	-	-	-	-1.30*
	4	4.73	-	-	-	-

Test result show that Expert segment have significantly higher interest in “Free Sampling” than Striver. Also Striver show to have significantly higher interest in “Free Sampling than Resistor and Adopter.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Buy 1 get 1 free	Between Groups	3.412	3	1.137	2.125	.100
	Within Groups	78.161	14	.535		
	Total	81.573	14			
			6			
			9			

Result using F value from One-Way ANOVA table show that each segment don't have significantly different interest in “Buy one get one free” promotion.

**Table 4.11** Relationship between segment and place

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
Hyper Market	.153	3	146	.927
Super Market	.695	3	146	.557
Convenience Store	.746	3	146	.526
Mom&Pop Store	.640	3	146	.590
Online	2.275	3	146	.082

Test result on variation show that each segment don't have significantly different variation ( $P > 0.05$ ) thus testing relationship using F value from One-Way ANOVA table.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Hyper Market	Between Groups	4.015	3	1.338	.831	.479
	Within Groups	235.245	146	1.611		
	Total	239.260	149			
Super Market	Between Groups	1.246	3	.415	.372	.773
	Within Groups	162.894	146	1.116		
	Total	164.140	149			
Convenience Store	Between Groups	3.070	3	1.023	.920	.433
	Within Groups	162.403	146	1.112		
	Total	165.473	149			
Mom&Pop Store	Between Groups	7.138	3	2.379	1.992	.118
	Within Groups	174.435	146	1.195		
	Total	181.573	149			
Online	Between Groups	.353	3	.118	.548	.650
	Within Groups	31.387	146	.215		
	Total	31.740	149			

Test result using F value from One-Way ANOVA table show that each segment don't have significantly different in channel to purchase men face care product ( $P > 0.05$ )

**Table 4.12** Relationship between segment and media

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
Instore	.930	3	146	.428
TVC	1.320	3	146	.270
Print	9.093	3	146	.000
Radio	4.375	3	146	.006
Online	6.535	3	146	.000
OutOfHome	1.555	3	146	.203



Test result show that “Print”, “Radio” and “Online” have significantly different between each segments thus using Brown-Forsythe method to test relationship. While “Instore”, “TVC” and “Out of home” don’t have significant variation between each segments ( $P>0,05$ ) thus using F value from One-Way ANOVA table to test relationship.

<b>Robust Tests of Equality of Means</b>					
		Statistic <sup>a</sup>	df1	df2	Sig.
Print	Welch	21.124	3	28.206	.000
	Brown-Forsythe	22.072	3	83.997	.000
Radio	Welch	2.035	3	25.028	.135
	Brown-Forsythe	2.244	3	13.357	.130
Online	Welch	51.952	3	28.748	.000
	Brown-Forsythe	42.401	3	92.061	.000
a. Asymptotically F distributed.					

Test result from using Brown-Forsythe show that each segments don’t have significantly different in “Print” ( $P>0.05$ ) while for “Radio” and “Online” each segment have significantly different ( $P<0.05$ ) thus using Dunnett T3 method to compare different between each segments mean.

<b>Dunnett T3 Multiple Comparison</b>						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Print	1	3.57	-	0.05	1.18*	1.73*
	2	3.52	-	-	1.12*	1.67*
	3	2.39	-	-	-	0.55*
	4	1.85	-	-	-	-

Test result show that Resistor and Adopter have significantly higher exposed to “Print” compare to Striver. Also Striver show to have significantly higher exposed to “Print” compare to Expert.

Dunnnett T3 Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Online	1	1.43	-	*1.79-	*3.08-	*3.76-
	2	3.21	-	-	*1.29-	*1.98-
	3	4.51	-	-	-	*0.68-
	4	5.19	-	-	-	-
ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Instore	Between Groups	8.819	3	2.940	4.658	.004
	Within Groups	92.141	146	.631		
	Total	100.960	149			
TVC	Between Groups	2.310	3	.770	1.458	.228
	Within Groups	77.084	146	.528		
	Total	79.393	149			
OutOfHome	Between Groups	6.475	3	2.158	2.520	.060
	Within Groups	125.025	146	.856		
	Total	131.500	149			

Test result from F value using One-Way ANOVA table show that “TVC” and “Out of home” not have significantly different in term of exposed to this type of media between each segment ( $P > 0.05$ ) But for “Instore” each segment show to have significantly different in term of exposed to this type of media ( $P < 0.05$ ) thus using LSD statistic to compare different of mean between each segments.

LSD Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Instore	1	5.43	-	0.73*	0.99*	1.12*
	2	4.70	-	-	0.25	0.39*
	3	4.44	-	-	-	0.13
	4	4.31	-	-	-	-

Test result show that Resistor have significantly higher exposed to “Instore” compare to other segments ( $P < 0.05$ )

**Table 4.13** Relationship between segment and brands

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
Nivea Men	.229	3	146	.876
Garnier Men	.748	3	146	.525
Vaseline Men	1.626	3	146	.186
Loreal Men	7.050	3	146	.000
Pond's Men	5.219	3	146	.002

Test result show that there's significantly variation of perception towards brand “Loreal men” and “Pond's men” thus using Brown-Forsythe to test relationship. While for brand “Nivea men”, “Garnier men” and “Vaseline men” show to have not significant variation between each segments thus will test relationship using F value from One-Way ANOVA.

Robust Tests of Equality of Means					
		Statistic <sup>a</sup>	df1	df2	Sig.
Loreal Men	Welch	8.013	3	28.897	.000
	Brown-Forsythe	7.322	3	101.933	.000
Pond's Men	Welch	7.830	3	28.138	.001
	Brown-Forsythe	8.615	3	93.378	.000

Test result using Brown-Forsythe show that brand “Loreal men” and “Pond's men” have significantly different perception between each segments ( $P < 0.05$ ) thus using Dunnett T3 to test different of mean between each segments.

Dunnett T3 Multiple Comparison						
Variation	Group	Mean	Group 1	Group 2	Group 3	Group 4
Loreal Men	1	3.29	-	-0.34	-0.83*	-0.95*
	2	3.63	-	-	-0.49*	-0.61*
	3	4.11	-	-	-	-0.12
	4	4.23	-	-	-	-
Pond's Men	1	3.43	-	-0.21	-0.75*	-0.96*
	2	3.64	-	-	-0.54*	-0.74*
	3	4.18	-	-	-	-0.20
	4	4.38	-	-	-	-

Test result show that Striver and Expert show to have significantly preference towards brand “Loreal men” and “Pond’s men” more than Resistor and Adopter

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Nivea Men	Between Groups	7.772	3	2.591	2.277	.082
	Within Groups	166.101	146	1.138		
	Total	173.873	149			
Garnier Men	Between Groups	9.220	3	3.073	2.404	.070
	Within Groups	186.620	146	1.278		
	Total	195.840	149			
Vaseline Men	Between Groups	3.767	3	1.256	1.238	.298
	Within Groups	148.107	146	1.014		
	Total	151.873	149			

Test result using F value from One-Way ANOVA table show that each segment don't have significantly different in term of preference between “Nivea men”, “Garnier men” and “Vaseline men” ( $P > 0.05$ )

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Marketing strategies to capture each segment

**1. Resistor:** Key barrier for this segment is they tend to not believe that men face care product can really enhance their look. So, key strategy is to educate and demonstrate real life efficacy to convince them.

Positioning: Efficacy proof product

Product: Product that offer basic benefit such as “Cleanse thoroughly” since they not look for any advance benefit

Price: Affordable pricing to ensure lowest first purchase barrier

Face cleanser price (100ml): 100-200 BHT.

Face moisturizer price (50ml): 200-300 BHT.

Place: Only place that will not work is “Online”. So, ensure to have product availability in other normal channel.

Promotion: “Discount” will help lessen first purchase barrier. Or “Premium”, “Raffle” that have very attractive prize. In term of media, Instore will be key media channel since it is the place that they pay attention to check for product detail. And the best place to convince them and let them take action for first purchase.

**2. Adopter:** This segment is feel neutral to partly agree that men face care product can help enhance men appearance. So, easier to convince if compare to Resistor

Positioning: Efficacy proof product with good sensorial

Product: This segment already use basic product and they’re starting to find some additional benefit. Sensorial is the benefit that they most value “Make skin refresh”. So, should offer them basic benefit product with refreshment sensorial.

Price: Affordable price since they only want basic product

Face cleanser price (100ml): 100-200 BHT.

Face moisturizer price (50ml): 200-300 BHT.

Place: Only place that will not work is “Online”. So, ensure to have product availability in other normal channel.

Promotion: Since they already use the product. To make them purchase with higher volume, should use the promotion that best attract to this segment which are “Buy one get one free”, “Discount”, “Raffle” and “Premium”. In term of communication this segment don’t have any specific media consumption. So, the more the better.

**3. Striver:** This segment already use men face care product both face cleanser and face moisturizer, they keep seeking for product with better efficacy to further enhance their appearance.

Positioning: Superior product with reasonable price

Product: Product with extra superior benefit which is “Smooth skin”, “Brighter skin”, “Reduce dark spot”

Price: Reasonable price for superior product.

Face cleanser price (100ml): 100-500 BHT.

Face moisturizer price (50ml): 200-500 BHT.

Place: This segment start to buy men face care product in digital. So, in addition to other basic channel, digital can help reach this segment more effectively.

Promotion: Since they are looking for superior product. “Sampling” play important role to make them experience the product efficacy. In term of media channel. This segment exposed to all media except “Print” and “Radio”

**4. Expert:** This segment looking for the best product available in the market. They willing to pay for high price product as long as they believe that the product efficacy is the best.

Positioning: Best product with high price to signal quality

Product: High quality product that come with superior benefit which is “Smooth skin”, “Brighter skin”, “Reduce dark spot”, “Suitable for sensitive skin”

Price: High price that signal premium product quality

Face cleanser price (100ml): 200 - more than 500 BHT.

Face moisturizer price (50ml): 200 - more than 500 BHT.

Place: Place: Digital is a must for this segment. Since they tend to gather all the information online and this segment is the segment that mostly exposed to online compare to other segment.

Promotion: Sampling is critical, since they want to ensure they buy the best product. Try to avoid deep cut price promotion since it will create lower quality perception. In term of media, Online will be key media to reach this segment, also they are exposed to all media except “Print” and “Radio”

**Table 5.1** Marketing strategies to capture each segment

	Segment			
	Resistor	Adopter	Striver	Expert
Positioning	Efficacy proof product	Efficacy proof product with good sensorial	Superior product with reasonable price	Best product with high price to signal quality
Product	Basic benefit such as “Cleanse thoroughly”	basic product with additional benefit especially sensorial “Make skin refresh”	Product with extra superior benefit which is “Smooth skin”, “Brighter skin”, “Reduce dark spot”	High quality product with superior benefit “Smooth skin”, “Brighter skin”, “Reduce dark spot”, “Suitable for sensitive skin”
Price	- Face cleanser price (100ml): 100-200 BHT. - Face moisturizer price (50ml): 200-300 BHT.	- Face cleanser price (100ml): 100-200 BHT. - Face moisturizer price (50ml): 200-300 BHT.	- Face cleanser price (100ml): 100-500 BHT. - Face moisturizer price (50ml): 200-500 BHT.	- Face cleanser price (100ml): 200-500 BHT. - Face moisturizer price (50ml): 200-500 BHT.
Place	All except online	All except online	All channel	Focus Online + 2nd prioritize other channel
Promotion	Discount, Premium, Raffle	BOGO, Discount, Raffle	Sampling	Sampling

## 5.2 Best segment to capture

The segment to target is depend on the positioning that the brand would like to own. Since there’s no one size fit all. Below is the recommendation for each type of positioning to capture each segment

**Mass brand:** For mass brand there’re 2 positioning which are

Mass affordable brand: This positioning will be best fit with segments Resistor & Adopter since this segment is not ready to invest a lot of money in to men face care product. And pricing is one of the key barrier preventing these segments to buy. Brand with affordable price will have advantage fighting to capture these segments.

Premium Mass: for mass brand that would like to position itself as a premium mass. Key target segment to capture is Striver. Since this segment looking for superior benefit but not yet to pay for super high price like premium brand. So, Premium mass brand with sensible price will best fit with this segment.

**Premium brand:** Expert will be key segment for this brand since this segment is looking for best product and for them pricing is the signal of product quality. So, Premium brand with high price will best fit with this segment

In conclusion, Appearance is very important to men since it can alter men attitude which will finally lead to men behavior. Men face care product play an import role since men believe that men face care product can really help enhance their appearance. Thus can be conclude that men face care product can really shape Thai men attitude and behavior. And men behavior and action that they choose to take can directly affect Thailand as a country. Because if men perceive that they have good appearance they will be more confident and will take action such as start to do business, take risk, connect with other people, more open to presentation session etc. This will help improve the country since men are taking action. This make men face care product really important to Thailand. In term of business, men face care product market is also consider as a huge business opportunity. Since the research result show that no brand yet dominate this market. Men still perceive each brand not different between each other. So, this is big opportunity for marketer to really understand men and capture this big market opportunity.

### **5.3 Implication to marketing academic**

The implication for marketing academic is that in term of classified consumer in to segmentation. It highly relate to the questionnaire design and also on the target that selected. For example, when do focus group the segmentation can be classified to only 2 segments which are basic groomer and advance groomer. However, when done proper descriptive research (Questionnaire) the result show that there're actually 4 segments of consumer which give more insight. So, need to carefully craft questionnaire to ensure that the data can be interpret in to the most accurate and meaningful way.



#### **5.4 Limitation of the Study**

This research cannot be represented to the entire population due to limitations below.

1. The study is using non-probability sampling method (convenience sampling method).
2. The questionnaires are mainly distributed via online channel. So, there are some missing of data.
3. This research is meant to target specific target sample which is men in urban Bangkok. So, the sample size is much targeted which is only men 18-30yrs, and also limited to Bangkok urban areas.
4. With given time and budget available. There are the constraints that make this research cannot be represented entire population.

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<http://www.cosmeticsdesign.com/Market-Trends/Men-s-trends-natural-youthful-primal>





**APPENDICES**

## APPENDIX A

### SEGMENTATION DETAIL

The result from research show that in men face care product category, there are four segments

**1. Resistor (4.7%):** This group is considered as the one who tend to disagree that appearance can really affect their work and social life. Also this group feel that men face care product don't help much in term of help improving their appearance. And also tend to disagree on the sentence that "Not using men face care product can create negative impact to face which will lead to bad appearance".

Segment profile

Age: Majority (86%) is 15-26 years old, and some (14%) is 27-35 years old.

Income: Majority (72%) is 20,000 – 100,000 BHT. per month

Career: Majority in school, college (71%)

Work area: Majority Outer Bangkok (57%)

Purchasing criteria that different from other segment: "Suitable price", "Product availability" and "Attractive promotion"

Optimum face cleanser price (100ml): less than 100 – 200 BHT. (100%)

Optimum face moisturizer price (50ml): less than 200 – 300 BHT. (100%)

Attractive promotion: "Buy one get one free", "Discount", "Raffle" and "Premium"

Prefer channel: Each segment don't have significantly different in channel to purchase men face care product

Brand preference: No preference brand

**2. Adoper (37.3%):** This group is the second largest group in term of size (approx. 38%). They feel neutral to agree that appearance can help make their work and social life better, and also feel neutral to agree that men face care product can really enhance their look and not using men face care product can create negative impact to face which will lead to bad appearance.

#### Segment profile

Age: Majority (76%) is 15-26 years old

Income: Majority (70%) is below 20,000 – 60,000 BHT. per month

Career: Majority in school, college (68%)

Work area: Majority Outer Bangkok (70%)

Purchasing criteria that different from other segment: “Make skin refresh”, “Suitable price”, “Product availability” and “Attractive promotion”

Optimum face cleanser price (100ml): less than 100 – 200 BHT. (86%)

Optimum face moisturizer price (50ml): less than 200 – 300 BHT. (82%)

Attractive promotion: “Buy one get one free”, “Discount”, “Raffle” and “Premium”

Prefer channel: Each segment don't have significantly different in channel to purchase men face care product

Brand preference: No preference brand

**3. Striver (40.7%):** This group is the largest group in term of size (Approx 41%). They tend to agree that appearance can affect their work and social life, they also tend to believe that men face care can really help enhance their appearance. And not using men face care product can create negative impact to face which will lead to bad appearance.

#### Segment profile

Age: Range from below 15 to more than 35 years old. But majority is on 15-19 years old (30%), 27-35 years old (23%) and 19-22 years old (21%)

Income: Majority (70%) is 20,000 – 100,000 BHT. per month

Career: Majority in school, college (64%) and Office worker (24.6%)

Work area: Majority Bangkok (54%)

Purchasing criteria that different from other segment: “Smooth skin”, “Brighter skin”, “Reduce dark spot”

Optimum face cleanser price (100ml): 100 – 500 BHT. (74%)

Optimum face moisturizer price (50ml): less than 100 – 500 BHT. (95%)

Attractive promotion: “Buy one get one free” and “Free sampling”

Prefer channel: Each segment don't have significantly different in channel to purchase men face care product

Brand preference: "Loreal men" and "Pond's men"

**4. Expert (17.3%):** This segment show strongly believe in the effect of appearance towards their wok and social life. They also put important to men face care product since they also strongly believe that it can really help enhance their appearance. And not using men face care product can create negative impact to face which will lead to bad appearance.

Segment profile

Age: Range form 15-35 years old. Majority is on 27-35 years old (35%)

Income: Majority (81%) is 60,000 – more than 100,000 BHT. per month

Career: Majority in school, college (42%) and Office worker (30%)

Work area: Majority Bangkok (84%)

Purchasing criteria that different from other segment: "Smooth skin", "Brighter skin", "Reduce dark spot", "Suitable for sensitive skin"

Optimum face cleanser price (100ml): 100 – more than 500 BHT. (92%)

Optimum face moisturizer price (50ml): 200 – 500 BHT. (77%)

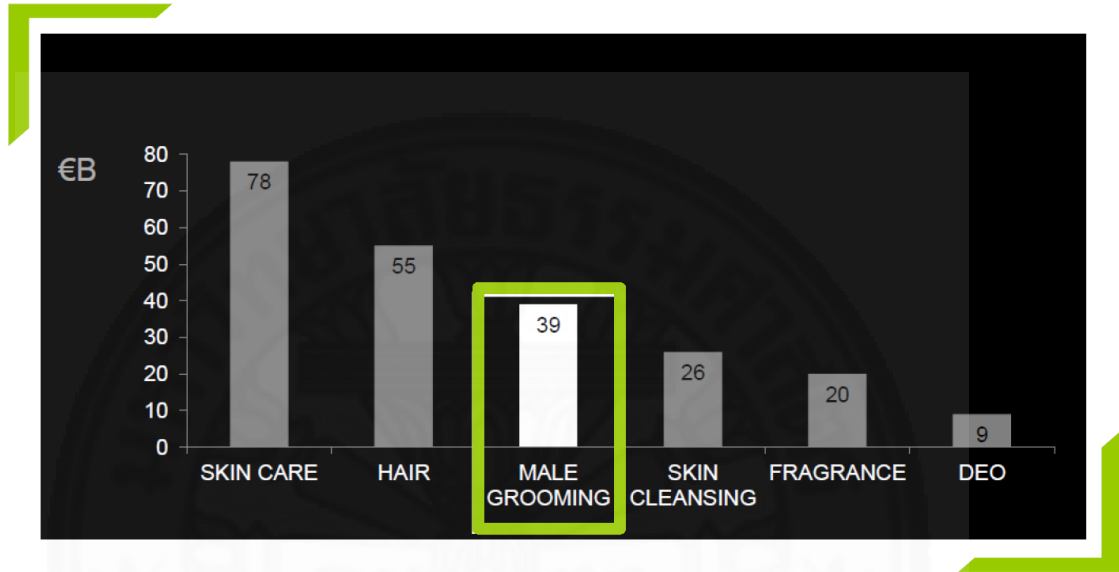
Attractive promotion: "Buy one get one free" and "Free sampling"

Prefer channel: Each segment don't have significantly different in channel to purchase men face care product

Brand preference: "Loreal men" and "Pond's men"

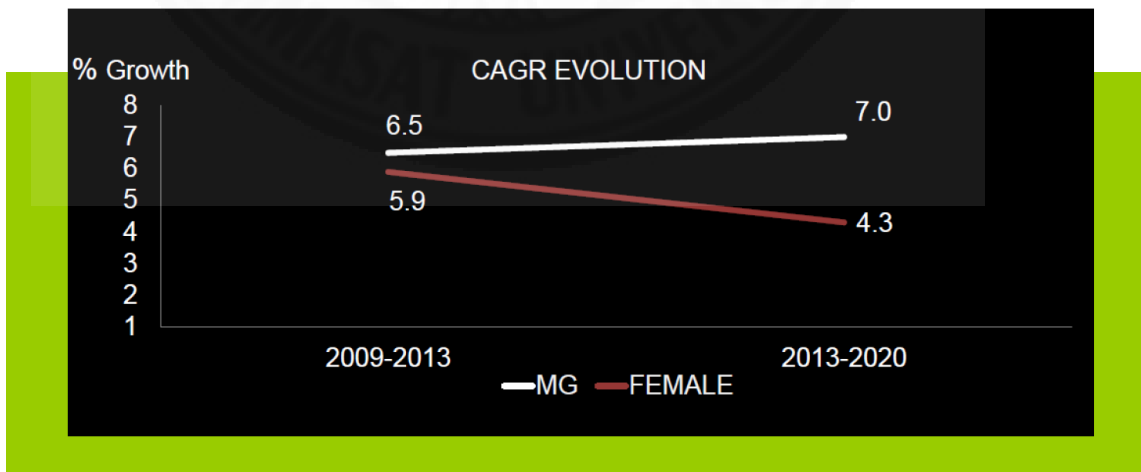
## APPENDIX B MEN GROOMING MARKET

### MALE GROOMING IS THE 3<sup>RD</sup> LARGEST PC CATEGORY, GLOBALLY



SOURCE: EUROMONITOR-GLOBAL SIZE VALUE 2013

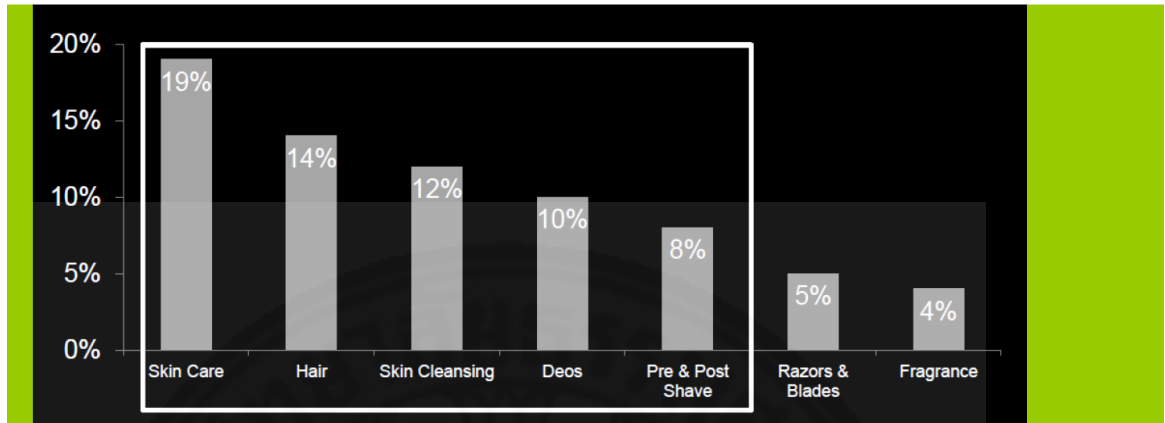
### MALE GROOMING IS EXPECTED TO GROW FASTER THAN FEMALE



Source: FEMALE FROM EUROMONITOR. MG ESTIMATES BASED ON TARGET USAGE INCREASE BY ULMARKETING, CMI & FINANCE



## EXPECTED CAGR GROWTH 2013-2020 OF MALE GROOMING



SOURCE: FEMALE FROM EUROMONITOR. MG ESTIMATES BASED ON TARGET USAGE INCREASE BY UL MARKETING, CMI & FINANCE

## APPENDIX C

### QUESTIONNAIRE

This research is part of the course MK703: Independent Study 2 at Thammasat University. The purpose of this research is to study a trend of men face care product in thailand and how it effect men attitude, behavior. Finding of this research will provide a significant implication to improve marketing strategy in order to fit actual customer's needs and insights. All responses will be held strictly confidential and no information, which could reveal your identity, will be used in any data report nor will it be shared in individual form with any outside party. The researcher thanks you very much for you great cooperation.

อายุ *Age*

- ต่ำกว่า 15 ปี *Less than 15 Years old*
- 15-19 ปี *15-19 Years old*
- 19-22 ปี *19-22 Years old*
- 23-26 ปี *23-26 Years old*
- 27-35 ปี *27-35 Years old*
- มากกว่า 35 ปี *Above 35 Years old*

รายได้ต่อครัวเรือน *What is your household income per month?*

- น้อยกว่า 20,000 บาท *Less than 20,000 Baht*
- 20,001 - 60,000 บาท *20,001-60,000 Baht*
- 60,001 - 100,000 บาท *60,001-100,000 Baht*
- มากกว่า 100,000 บาท *More than 100,000 Baht*

คุณทำอาชีพอะไร *What is your career?*

- ยังศึกษาอยู่ *Still study in School / College*
- กิจการส่วนตัว *Own business*
- พนักงานบริษัท *Office worker*
- รับจ้าง *Freelance*
- อื่นๆ โปรดระบุ..... *Other please identify.....*

คุณทำงานอยู่บริเวณไหน *Which area do you work?*

- กรุงเทพฯ *Bangkok*
- ปริมณฑล *Outer Bangkok*
- ต่างจังหวัด *Upcountry*

คุณได้ซื้อผลิตภัณฑ์ดูแลผิวหน้าสำหรับผู้ชายในช่วง 3 เดือนที่ผ่านมาหรือไม่ *Have you purchase men face care product in past 3 months?*

- ใช่ *Yes*
- ไม่ใช่ *No*

คุณซื้อผลิตภัณฑ์ดูแลผิวหน้าสำหรับผู้ชายในช่วง 3 เดือนที่ผ่านมาใช้เงินไปประมาณกี่บาท? *In past 3 months how much you spend for men face care product?*

- น้อยกว่า 600 บาท *Less than 600 Baht*
- 601 – 1,500 บาท *601-1,500 Baht*
- 1,501 - 6,000 บาท *1,501-6,000 Baht*
- มากกว่า 6,000 บาท *More than 6,000 Baht*

เมื่อคิดถึงรูปร่างหน้าตาซึ่งจะส่งผลต่อทัศนคติและพฤติกรรม, คุณรู้สึกเห็นด้วยกับข้อความด้านล่างหรือไม่

*Thinking about appearance effect on attitude and behavior, please rate on a scale of 1-5 on how you agree with the below statement( (1=ไม่เห็นด้วยอย่างยิ่ง strongly disagree, 2=ไม่เห็นด้วย Disagree, 3=เฉยๆ Neutral, 4=เห็นด้วย Agree, 5=เห็นด้วยอย่างยิ่ง Strongly Agree)*

- รูปร่างหน้าตาที่ดีจะช่วยทำมั่นใจมากขึ้น *I think that good appearance can help increase self-confident.*
- เมื่อมั่นใจมากขึ้น ทำให้อยากออกไปพบปะกับผู้คนมากขึ้น *With higher self-confident, I will more willing to go out and meet other people.*
- เมื่อมั่นใจมากขึ้น ทำให้กล้าอาสาเสนองานได้มากขึ้น *With higher self-confident, I will more willing to nominate myself for presentation session.*
- เมื่อมั่นใจมากขึ้น ทำให้กล้าออกไปติดต่อธุรกิจมากขึ้น *With higher self-confident, I will more confident to go out and do business.*
- เมื่อมั่นใจมากขึ้น ทำให้กล้าลงมือทำมากขึ้น *With higher self-confident, I will more confident to take action.*
- เมื่อมั่นใจมากขึ้น ทำให้กล้ารับความเสี่ยงมากขึ้น *With higher self-confident, I will more confident to take risk.*

เมื่อคิดถึงรูปร่างหน้าตาส่งผลต่อความได้เปรียบในสังคมและหน้าที่การงาน, คุณรู้สึกเห็นด้วยกับข้อความด้านล่างหรือไม่ *Thinking about appearance effect toward social and career life, please rate on a scale of 1-5 on how you agree with the below statement( (1=ไม่เห็นด้วยอย่างยิ่ง strongly disagree, 2=ไม่เห็นด้วย Disagree, 3=เฉยๆ Neutral, 4=เห็นด้วย Agree, 5=เห็นด้วยอย่างยิ่ง Strongly Agree)*

- รูปร่างหน้าตาที่ดีจะช่วยทำให้ก้าวหน้าในหน้าที่การงานได้เร็วยิ่งขึ้น *I think that good appearance can help to get career advance faster.*
- ถ้ามีคนสองคนที่มีความสามารถใกล้เคียงกัน คนที่หน้าตาดีกว่าจะได้รับการเลื่อนตำแหน่งก่อน *If there're two people who have similar work performance. The one who have better appearance will advance in career faster.*
- คนที่หน้าตาดีกว่า มักจะได้รับโอกาสดีในการทำงานมากกว่า *People who have better appearance always get better opportunity in work place.*

- คนส่วนใหญ่มักจะจดจำคนที่หน้าตาดีได้มากกว่า *Majority of people tend to better remember good appearance person.*
- คนหน้าตาดีคือคนที่ดูแลตัวเองดี จึงทำให้คนส่วนใหญ่คิดว่าต้องทำงานดีด้วย *Good appearance people is the people who do good take care of themselves. So, majority of people will perceived that this person also should take good care of work.*

เมื่อคิดถึงการใช้ผลิตภัณฑ์ดูแลผิวหน้าสำหรับผู้ชายส่งผลต่อหน้าตา, คุณรู้สึกเห็นด้วยกับข้อความด้านล่างหรือไม่ *Thinking about men face care product effect to men appearance, please rate on a scale of 1-5 on how you agree with the below statement( (1=ไม่เห็นด้วยอย่างยิ่ง strongly disagree, 2=ไม่เห็นด้วย Disagree, 3=เฉยๆ Neutral, 4=เห็นด้วย Agree, 5=เห็นด้วยอย่างยิ่ง Strongly Agree)*

- การใช้ผลิตภัณฑ์ดูแลผิวหน้าสำหรับผู้ชายสามารถช่วยทำให้ดูดีขึ้นได้จริงๆ *Using men face care product can really help to achieve better appearance.*
- การไม่ใช้ผลิตภัณฑ์ดูแลผิวหน้าสำหรับผู้ชายจะทำให้ผิวหน้าไม่ดีเสียบุคลิก *Not using men face care product can create negative impact to face which will lead to bad appearance*

ปัจจัยต่อไปนี้มีผลต่อการเลือกซื้อผลิตภัณฑ์ล้างหน้าสำหรับผู้ชายของคุณอย่างไร *Thinking about buying men face care product. Please rate the scale of important from 1-5 (1=ไม่สำคัญอย่างยิ่ง unimportant, 2=ไม่สำคัญ somewhat unimportant, 3=เฉยๆ neutral, 4=สำคัญ important, 5=สำคัญอย่างยิ่ง very important)*

- ช่วยทำความสะอาดผิวอย่างหมดจด *Clean skin thoroughly*
- ทำให้ผิวขาวขึ้น *Make skin fairer*
- ทำให้ผิวชุ่มชื้นขึ้น *Moisturize skin*
- ทำให้ผิวรู้สึกสดชื่น *Make skin feel refresh*
- ลดจุดด่างดำ *Reduce dark spot*
- ควบคุมความมัน *Oil control*
- มีกลิ่นหอม *Nice fragrance*
- ปกป้องผิวจากแสงแดด *Protect skin from sun light*

- ทำให้ผิวเนียนนุ่ม *Soft and smooth skin*
- ลดริ้วรอย *Reduce Wrinkle*
- เหมาะกับผิวแพ้ง่าย *Good for sensitive skin*
- แก้ปัญหาสิว *Clear acne*
- เป็นยี่ห้อที่น่าเชื่อถือ *Brand I can trust*
- บรรจุภัณฑ์ดึงดูดใจ *Attractive packaging*
- มีราคาเหมาะสม *Reasonable price*
- หาซื้อง่าย *Easy to purchase (Product availability)*
- มีโปรโมชั่นดึงดูดใจ *Attractive promotion*

ราคาที่เหมาะสมสำหรับผลิตภัณฑ์ทำความสะอาดผิวหน้าสำหรับผู้ชาย (ขนาด 100 มล.) *What is your ideal price for men face cleanser product (size 100 ml.)*

- น้อยกว่า 100 บาท *Less than 100 Baht*
- 101 – 200 บาท *101-200 Baht*
- 201 - 500 บาท *201-500 Baht*
- มากกว่า 500 บาท *More than 500 Baht*

ราคาที่เหมาะสมสำหรับผลิตภัณฑ์ครีมบำรุงผิวหน้าสำหรับผู้ชาย (ขนาด 50 มล.) *What is your ideal price for men face moisturizer product (size 50 ml.)*

- น้อยกว่า 200 บาท *Less than 100 Baht*
- 201 – 300 บาท *101-200 Baht*
- 301 - 500 บาท *201-500 Baht*

กรุณาเรียงลำดับโปรโมชั่นที่จะทำให้คุณซื้อผลิตภัณฑ์ดูแลผิวหน้าสำหรับผู้ชาย *Please rank the promotion that will make you buy men face care product from 1-5 (1=ไม่สำคัญอย่างยิ่ง unimportant, 5=สำคัญอย่างยิ่ง very important)*

- ส่วนลด *Discount*
- ซื้อ 1 แถม 1 *Buy one get one*
- แคมของฟรีแถม *Free premium*
- ชิงโชคลุ้นรางวัล *Raffle*
- ทดลองสินค้าตัวอย่าง *Free sampling*

กรุณาเรียงลำดับโปรโมชั่นที่จะทำให้คุณซื้อผลิตภัณฑ์ดูแลผิวหน้าสำหรับผู้ชาย *Where the product should be available so you will consider it as easy to buy. Please rank number 1-5 (1=ไม่สำคัญอย่างยิ่ง unimportant, 5=สำคัญอย่างยิ่ง very important)*

- ไฮเปอร์มาร์เก็ต *Hyper market*
- ซูเปอร์มาร์เก็ต *Super market*
- ร้านสะดวกซื้อ *Convenience store*
- ร้านโชห่วย *Mom and Pop store*
- ออนไลน์ *Online*

คุณรู้จักผลิตภัณฑ์ดูแลผิวหน้าของผู้ชายยี่ห้อใดบ้าง *Which of the following men face care brand that you know? (สามารถเลือกได้มากกว่า 1 ข้อ, You can select more than 1 choice)*

- นีเวีย เมน *Nivea Men*
- การ์นิเย่ เมน *Garnier Men*
- วาสลีน เมน *Vaseline Men*
- รอลีอัล เมน *Loreal Men*
- พอนด์ส เมน *Pond's Men*

คุณรู้จักผลิตภัณฑ์ดูแลผิวหน้ายี่ห้อต่าง ๆ จากสื่อใด *Which of the following media that make you aware of men face care brand? Please rate the scale of important from 1-5 (1=ไม่สำคัญอย่างยิ่ง unimportant, 2=ไม่สำคัญ somewhat unimportant, 3=เฉยๆ neutral, 4=สำคัญ important, 5=สำคัญอย่างยิ่ง very important)*

สื่อ Media	
สื่อในร้านค้า Instore	
สื่อโทรทัศน์ TVC	
สื่อสิ่งพิมพ์ Print ad	
สื่อวิทยุ Radio	
สื่อออนไลน์ Online	
สื่อนอกบ้าน Out of home	



โปรดให้คะแนนคุณสมบัติต่อไปนี้กับแบรนด์ต่าง ๆ *Please give score to attribute below for each brand from 1-5 (1=คะแนนน้อยที่สุด least score, 5=คะแนนสูงสุด maximum score)*

คุณสมบัติ Attributes	นีเวีย เมน <i>Nivea Men</i>	การ์นิเย่ เมน <i>Garnier Men</i>	วาสลีน เมน <i>Vaseline Men</i>	รอลีอัล เมน <i>Loreal Men</i>	พอนด์ส เมน <i>Pond's Men</i>
ช่วยทำความสะอาดผิวอย่างหมดจด <i>Clean skin thoroughly</i>					
ทำให้ผิวขาวขึ้น <i>Make skin fairer</i>					
ทำให้ผิวชุ่มชื้น <i>Moisturize skin</i>					
ทำให้ผิวรู้สึกสดชื่น <i>Make skin feel refresh</i>					
ลดจุดด่างดำ <i>Reduce dark spot</i>					
ควบคุมความมัน <i>Oil control</i>					
มีกลิ่นหอม <i>Nice fragrance</i>					
ปกป้องผิวจากแสงแดด <i>Protect skin from sun light</i>					
ทำให้ผิวเนียนนุ่ม <i>Soft and smooth skin</i>					
ควบคุมความมัน <i>Oil control</i>					

เหมาะกับผิวแพ้ง่าย <i>Good for sensitive skin</i>					
แก้ปัญหาลิว <i>Clear acne</i>					
เป็นยี่ห้อที่น่าเชื่อถือ <i>Brand I can trust</i>					

กรุณาเรียงลำดับแบรนด์ที่คุณชื่นชอบ *Please rank men face care brand that you prefer from 1-5*

(1=ชอบมากที่สุด *Most prefer*, 5=ชอบน้อยที่สุด *Least prefer*)

- นีเวีย เมน *Nivea Men*
- การ์นิเย่ เมน *Garnier Men*
- วาสลีน เมน *Vaseline Men*
- รอลีอัล เมน *Loreal Men*
- พอนด์ส เมน *Pond's Men*

**BIOGRAPHY**

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