



**MEN'S BEHAVIOR TOWARDS MEN'S FACIAL
SKINCARE PRODUCTS IN THAILAND**

BY

MISS PATCHARAPAT CHAROENPOL

**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 2016
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INDEPENDENT STUDY

BY

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ENTITLED

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IN THAILAND

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

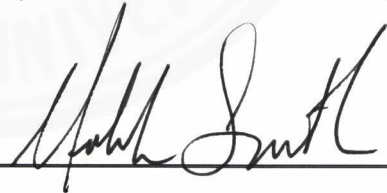
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ABSTRACT

We are living in a world where not only women want to keep their appearance up, look good, and take care of their skin. It is becoming increasingly obvious that men also want to and do it too. The men's grooming market in Thailand has grown a lot in the past years, and is projected to continue growing steadily.

Nowadays male consumers are becoming more complex. They started to adopt skincare products to the extent that facial skincare products dominated the male skincare market in 2015. Both international and local brands have started to launch "for men" product lines to directly target male consumers. With the fact that almost everything is available on the internet and there are plenty of channels available for consumers to reach, this group of consumers is now more knowledgeable. With the competitive landscape and more complicated purchasing behavior of Thai men, skincare products will need to express attractive claims and selling points in order to capture this demand in the marketplace.

This study is an applied topic in marketing. The area of knowledge is within health issues and opportunities. The study presents factors relative to skin problems, lifestyles, or attitudes that could affect men in buying skincare products. In a similar manner, these factors will also be presented but in terms of barriers that prevent men from using these products.

The research methodology was divided into 2 main parts, exploratory research and descriptive research. Exploratory research was conducted to gain a better understanding about target respondents. The results from the exploratory research were used as guidelines to develop the questionnaire in later stages. All possible attributes were also quantified during the descriptive stage.

A questionnaire was used for the descriptive study. Knowledge obtained from the qualitative phase was utilized in this phase for data quantification. Information was gathered online to satisfy the target sample size. SPSS program was used as a tool to interpret and summarize the results in terms of statistics.

The result indicated that the overall demographic profile of users and non-users did not play an important role that could impact their decision to buy or use skincare products. Users trusted their friends and family the most, such that they mainly made their purchasing decisions on them. It was recommended that in addition to direct communication to targeted male consumers, the company should utilize bloggers among female friends so that they could recommend the products to their brothers, male friends, or boyfriends. On the other hand, non-users need to acknowledge the importance to take a good care of their skin. The kind of products that would appeal to them should be carrying the usage instructions written as simple as possible. To reach both groups, the first channel in which companies should make their products available is personal care stores.

Keywords: Men's Skincare Consumer, Skincare Products, Men's Attitude towards Skincare Product, Male skincare users, Male Skincare Non-users, Men's Grooming

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CHAPTER 1

INTRODUCTION

1.1 Introduction to Study and Research Purpose

Healthy facial skin is one of the first things people notice about you. It can also create a first impression about a person. Women taking good care of their skin is already almost a norm, but interest in men's grooming products has been growing in recent years due to strong trends of image-consciousness and urbanization. Asian men's skin care market is the largest in the world, with South Korea as the number one market (Mcdougall, 2014). In Thailand, the men's grooming industry showed a robust growth of 8% in 2015, with a total market size of Bt12.7 billion. It is expected to see 4% CAGR, reaching Bt15.6 billion in 2020 (Euromonitor International, 2016). With this growing market, many international brands and local brands have been entering the landscape, launching products that target male consumers. Regarding all prospects mentioned, there is a great opportunity to target men's skincare in Thailand, as it seeks to follow in the footsteps of South Korea, the largest men's skincare market in the world.

Consumers are now becoming more knowledgeable about skincare products as they are available in many places online. They will tend to search for information about products or brands before making purchases. With the competitive landscape and increasingly complicated purchasing behavior of Thai men, skincare products will need to express attractive claims and selling points in order to capture the demand in the marketplace.

This study is an applied topic in marketing. The area of knowledge is within health issues and opportunities. The results from this study would benefit marketing managers of men's skin care products in that it could act a guide for deciding on the marketing mix to attract male consumers in Thailand. In the upcoming parts, research objectives will be presented to give readers ideas of what to expect from this study.

1.2 Research Objective

The overall research questions are to explore men's most concerned skincare problems or attitudes that would trigger them to buy skincare products and thus, the specific objectives for this study are:

1. To identify consumer profiles.
 - 1.1 Demographic: measured by age, gender, education, occupation, and income
 - 1.2 Lifestyle: measured by studying the interests and opinions of respondents
2. To identify men's decision journey in purchasing skincare products.
3. To understand men's perception and attitude towards skincare products.
4. To determine factors that influence men in purchasing skincare products, and barriers that prevent them from buying in terms of marketing mixes.
 - 4.1 Product: skincare family, skincare texture.
 - 4.2 Price: acceptable range, value for money, etc.
 - 4.3 Place: online, in-stores.
 - 4.4 Promotion: advertising communication, sales promotions, etc.
5. To identify opportunities and recommend marketing activities to attract male customers to buy skincare products.

The next chapter reviews relevant literature concerning skin care products. This is followed by a chapter describing the research methodology, and the procedures of how this study was conducted. Then, the results and discussion chapter will present key findings from the research and will be followed by the researcher's conclusion and recommendation.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Review of Consumer Knowledge and Behavior

There is a great opportunity for both international and local manufacturers to target men's skin care in Thailand as it seeks to follow in the footsteps of South Korea, says market researcher Euromonitor (Mcdougall, 2014). Interest in men's grooming products has been growing in recent years with respect to strong trends of image-consciousness and urbanization among males. The Asian men's skin care market is the largest in the world, with South Korea as the number one. In Thailand, the men's grooming industry showed a robust growth of 8% in 2015, with a total market size of Bt12.7 billion (Euromonitor International, 2016). It is expected to see a 4% compound annual growth rate (CAGR), reaching Bt15.6 billion in 2020. With this growing market, many international brands have entered the landscape while some local brands have grown to target male consumers as well (Positioning Magazine, 2014).

The growth of the grooming market as seen in Thailand is due to men being increasingly concerned about their appearance. Research from Ellemen Thailand stated that men now want to consume more content about fashion and lifestyle (Siamturakij, 2014). With respect to that, men aged between 25-35 years old are the most active in that they attend more activities than average men and will follow new lifestyle trends from other countries as well. However, the content regarding fashion or lifestyles should not be too long. Magazines are one of the recommended sources to reach and target them.

2.2 Review of Consumer Decision Journey

Even though some men are uneducated about male skincare products and still use unisex products, they have gained more confidence and perceive that "for men" formulae were more suitable for their hair and skin (Euromonitor International, 2016). There are similarities between "for men" and "for women" product claims and attributes. However, men will be selective and are more likely to purchase "for men"

products that are fast-acting, easy to use, less processed, and with visible results (Kinasih, Henry, Chatikavanij, & Moursalien, 2016). Now that there is an increased interest in “for men” products, it is a challenge for marketing managers but also a big opportunity for them in trying to convert men to adopt male-specific skin care products.

In 2014, the shift to use specific gender products was most obvious in the shower care category. This was due to the launch of a “For Men” shower care product by Protex (Siamturakij, 2014). The strategy that the company used was to link the product communication with activities that men are interested in, which was exercising. The major claim of this product was that it could prevent unwanted body odor. Product samples were handed out at fitness centers and gyms to strengthen the communication. Moreover, facial skincare products dominated men’s skincare category in 2015 (Euromonitor International, 2016) and is projected to grow more. This is why there is an opportunity to study the nature of male consumers in this product category. And due to the growing trend of image-consciousness, men are now interested in adopting men’s skin care products to improve their facial skin condition. However, it will be a challenge in terms of communication aspects. Men want instantaneous effects from using the product (Mahathanagulthorn, 2013). So, it is important to advertise the quality and effects that they are going to get. Sometimes, for faster effects, they may go seek dermatologic services instead of buying skincare products. But once men are satisfied with the product, their brand loyalty tends to be higher such that brand switching is rarer compared to women.

2.3 Review of Consumer Decision Journey and Research Methodology

Consumers are now becoming more knowledgeable about skincare products. They tend to search for information about products or brands before making purchases. From in-depth interviews, there were two major types of men when it came to skincare product buying decisions. One group would seek for more information before buying, while the other would not dig through much information but would rather make purchases from brands they recognize. For the first group, the process that led to making a purchase fits well into 5 stages of purchasing decision process; 1) Problem recognition, 2) Information search, 3) Evaluation of alternatives, 4) Purchase, and 5)

Post-purchase evaluation (Chernatony, McDonald, & Wallace, 2011, p.78). The model represents a good frame of reference when there is a high level of involvement of consumer with the purchase. The major challenge for brand managers is to get their products through consideration noise and to communicate brand proposition content that consumers can take away and still match with their needs. When consumers are more likely to search for information, it is important to present brand advertising in such a detailed manner, and also in a way that can reinforce brand uniqueness positioning. The process will repeat itself quickly if consumers are satisfied with their purchase.

The other group of men had lower involvement with the product such that their buying decision process is better fitted with limited problem solving brand purchase. There are 4 steps in this process; 1) Problem recognition, 2) Brand beliefs from passive learning recalled from memory, 3) Purchase made, and 4) Brands may or may not be evaluated afterwards (Chernatony, McDonald, & Wallace, 2011, p.82). In this group of consumers, they perceived small differences between brands and would more likely seek products that minimize their problems, not maximize the benefits. In other words, they just look for functional problem solvers. The advertising should be simple and minimal because consumers would not pay much attention to it. Brand trial is important to provide chances for consumers to form favorable attitudes about the brand. And as this group of consumers was not motivated to search for low involvement products, brand availability was important because stock-out situations could lead to switching to alternative brands.

2.4 Summary on Literature Review

With the competitive landscape and more complicated purchasing behavior of Thai men, skincare products will need to express attractive claims and selling points in order to capture the demand in the marketplace. For example, by giving better deals not available when shopping offline, (such as free samples or discounts on product sets), you can convert them to this channel (Kinasih, Henry, Chatikavanij, & Moursalien, 2016). Moreover, in the online world, anyone is entitled to anonymity. So it is also

interesting to see from the research whether men crave for anonymity when it comes to grooming themselves.

From literature review, it is known that there is a great opportunity in Thailand to target men's grooming market because it has been growing in line with the South Korean market. Men aged between 25-35 years old are most active. As they are getting closer to being 30 years old, men seek for ways to look after themselves. They tend to search for information over the internet or any sources that they trust. Some will just decide to buy from famous brands that they have heard of. Many brands now know that there is an opportunity in the market such that they have launched "for men" product lines to target these consumers. Because the market is very big and has high growth potential, this research explores men's biggest facial skin concerns, and attitudes that could trigger them to buy and use skincare products. On the other hand, the research also explores key barriers preventing men from buying skincare products as well. The result could be used as guidelines for marketing managers in designing the right marketing mix to target male consumers.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The research was conducted with two research designs, which were exploratory research and descriptive research. Target respondents were mainly Thai males who purchased men skincare products. Thai males who did not use these products were also included in the target respondents in order to investigate barriers that stop them from buying it.

3.2 Exploratory Research Methodology

Secondary data and in-depth interviews were conducted to explore Thai male attitudes towards skincare products and to understand consumer purchasing behavior. Results obtained through exploratory research were used as guidelines in designing the questionnaire for quantitative research purposes later.

3.2.1 Secondary Research

Relevant data sources were obtained from the internet, newspaper, magazines, articles, and books. The data was obtained mainly to understand the current industry overview of skincare products and helped the researcher in identifying key variables for quantitative research.

3.2.2 Primary Research

In-depth interviews were open-ended questions and were conducted to explore the purchasing behavior of Thai male consumers and gain insight towards skincare products. Questions asked during this process are listed in *Appendix A: In-depth Interview Question Guides*. The age of targeted respondents ranged between 25-35 years old. Results of in-depth interviews were used further to develop a questionnaire for quantitative purposes. Areas of questions asked covered purchase decision journey, benefits and preferences of the products, places and occasions to buy, any experiences

or suggestions that consumers came up with, and reasons that may have stopped them from buying skincare products.

3.3 Descriptive Research Methodology

After conducting exploratory research, descriptive research was conducted to describe the characteristics of consumers and measure consumer attitudes, consumer behaviors and factors affecting decision making towards skincare products. Questionnaires were distributed online to collect data. All questions were closed-ended.

3.4 Target Population and Sampling Procedure

The sampling was non-probability sampling using convenience sample method.

3.4.1 Sample Size

In-depth interview: Total 10 respondents were interviewed, 6 users and 4 non-users.

Questionnaire: Total of 115 users and 50 non-users were recruited.

3.4.2 Respondent Qualification

For the questionnaire, the sample target was male consumers who, at that moment, normally used skincare products and used them at least 3 times a week. To explore key barriers that prevented males from buying skincare products, non-users were also included. They were all between 25-35 years old and lived in Thailand (mostly in Bangkok area). The reason of choosing a target group within this age range was based on the fact that men will start to see changes in their skin and body in their 30s (Praetorius, 2016) It was interesting to see the attitude and habits of men aged more or less than 30 years old.

3.5 Identification of key research variables

The key research variables included were:

- Consumers' characteristics: age, individual income, hobbies, occupation, education, media consumption

- Current skincare usage among consumers: frequency of usage, types of skincare products
- Consumers' attitude towards skincare products: about personal beliefs, noticeable results, willingness to pay
- Factors influencing the purchase of skincare: reasons for buying, barriers for not buying

3.6 Data Collection

3.6.1 In-depth Interviews

Respondents were recruited through personal connections, friends, and friends of friends. They were asked with initial screening questions via LINE messenger. When the person fit the criteria, the researcher called the person on the phone to proceed with the in-depth interview. The duration of each interview averaged 30 minutes per person.

3.6.1 Questionnaire

Pi-Lot set of questionnaires was distributed among small groups of people for testing purposes. Then, the real version of the questionnaire was distributed online using a convenience sampling method. The total number of respondents obtained was 165 persons (115 users and 50 non-users). The set of questions was spread out using SurveyMonkey, an online survey software to reach target respondents. Each questionnaire took approximately 15-20 minutes to complete.

3.6.1 Questionnaire Design

The questionnaire was divided into 6 sections as shown in *Table 3.1* below.

Table 3.1: Sections of Questionnaire

Section	Content	Respondent
Section 1	Screening questions	Users and Non-users
Section 2	Purchasing behavior and decision making process	Users
Section 3	Factors influencing/stopping the purchase of skincare product	Users and Non-users
Section 4	Attitude towards skincare products	Users and Non-users
Section 5	Lifestyle of respondent	Users and Non-users
Section 6	Personal information	Users and Non-users

The types of scales used were Dichotomous Scales, Multiple choice, Likert Scales, Multiple Selections and Semantic Differential. The final version of the questionnaire can be seen in *Appendix B: Questionnaire*.

3.7 Data Analysis

Questions from in-depth interviews and findings from the questions covered:

Consumer profile and general question

- Age, status, occupation
- Lifestyles (outdoor/indoor working environment, regularly do sports)
- Personal interests (face, body, health, travel, fashion)
- Attitude towards skincare products

Factors affecting skincare product purchasing

- Key factors that influence the purchasing of skincare products

Media Consumption

- Internet, Facebook, Instagram, TV, newspaper, radio, billboards, LINE, etc.

After the interview process was completed, key attributes from the respondents were used in aiding questionnaire development in the quantitative phase. Results from the questionnaire were checked if any correction was needed or if there was any missing

data. Then the results were cleaned and coded before the analysis. The research used the Statistical Package for the Social Sciences (SPSS) software as a statistical analytic tool. After the questionnaire answers were entered into the software, a frequency check was run for all questions to prevent any errors before proceeding to the next steps. Multiples techniques used for this study included Compare Mean, Visual Binning, Cross Tabulation, and T-test and Top Two-Boxes.

3.8 Limitations of the Research

There were three main angles that that researcher considers as limitations of the research.

- Budgetary constraints: This research was done by a student as a researcher, who had limited budget to spend for data gathering and data processing.
- Time constraints: This research was a 5-month period research and was done by only one researcher. This was a short time when considering that one researcher had to perform all procedures from the start including collecting secondary data and primary data, questionnaire designing, data analysis and report writing.
- Reliability of data: The researcher used convenience sampling method to recruit target respondents. This was why the result may not be representative of the total target population. However, the researcher put more effort to ensure that data would be most accurate and could be representative.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key Results from Exploratory Research

4.1.1 Secondary Research Result

Interest in men's grooming products has been growing during recent years with respect to strong trends of image-consciousness and urbanization among males. In Thailand, the men's grooming industry showed a robust growth of 8% in 2015, with a total market size of Bt12.7 billion (Euromonitor International, 2016). With the growing market, many international brands have been entering the landscape while some local brands have grown to target male consumers more. Research from Ellemen Thailand stated that men wanted to consume more content about fashion and lifestyle (Siamturakij, 2014). It was found that the most active group of men would be those who are between 25-35 years old. They attended more activities than average men and would follow new lifestyle trends from other countries as well. As they were getting closer to being 30 years old, men sought for ways to look after themselves. They tended to search for information over the internet or any sources they trusted. Some would just decide to buy from famous brands that they have heard of. Many brands have come to know that there is an opportunity in the market such that they have launched "for men" product lines to target these consumers. However, it would be a challenge in terms of communication aspects. Men want instantaneous effects from the products (Mahathanagulthorn, 2013). So, it is important to advertise the quality and effect that they are going to get. Sometimes, for faster results, men would go to dermatologic services instead of buying skincare products. But once they are satisfied with the product, brand loyalty tends to be high such that brand switching was rarer compared to women. Because the market is very big and has high growth potential, it would be interesting to use results from this research as guidelines for marketing managers to design the right marketing mix to target male consumers.

4.1.2 In-depth Interview Result

The researcher conducted in-depth interviews from 10 - 15 January, 2017 with a total number of 10 respondents, 6 users and 4 non-users. They all were between 25-35 years old and lived in Thailand (mostly in Bangkok except one that lives in Phitsanulok). Respondents were the researcher's friends and friends of friends. It took approximately 25 minutes to interview each respondent.

For the users group, the respondents mutually agreed that it is important to take good care of their facial skin as they are getting older. Aging skin was mentioned by 70% of the users as their main concern. All of the users admitted that they could notice the results after they had been using the products for a while, so they kept using it. Half of the users believed that "for men" products were just a marketing strategy for targeting male customers. They felt that unisex products and "for men" products could provide the same results. The researcher also asked about the current skin problems that the users were facing. The answers included pimples, unclear skin, sensitive skin, oily skin, and wrinkles. These answers were later used as choices in several questions in the quantitative survey. There were also some other points about how the users spent their free time. However, the answers were scattered. Examples of them were that respondents spent their time playing sports, or that 2 respondents mentioned that they normally did not get enough sleep at night. So, the researcher included such statements to be quantified in the lifestyle section of the questionnaire.

On the non-users' side, all of them said that they may have noticed that their skin showed some signs of problems. However, it was not their priority in life to spend time using skincare products to improve their skin condition. Half of the non-users spoke out loud that they were too lazy to use any products. However, once they get older in the future, they might reconsider. Other barriers that stopped them from buying skincare products were that the products were too expensive and so they were not interested.

4.2 Key Results from Descriptive Research

4.2.1 General Profile of Respondents

Data was collected using a survey method through SurveyMonkey. The total number of respondents obtained was 165, 115 of which were regular skincare users and 50 were non-users. In this report, the term “identity” is used to segregate between users and non-users. All of them were men between 25-35 years old. Over 90% of all respondents hold bachelor’s degree or higher, and the majority of them are employees or office workers. Their personal income was clustered around THB 20,000 to THB 60,000. Internet and Facebook were the most popular channel for respondents’ media consumption (*See Table 4.1*).

Table 4.1: Summary of Respondents’ Demographic (n=165)

Respondent Demographic		Count	%
Education	High school or lower	5	3.0%
	Vocational Certificate / Diploma	1	.6%
	Bachelor’s Degree	79	47.9%
	Master’s Degree	80	48.5%
	Doctoral Degree	0	0.0%
Occupation	Student	11	6.7%
	Government or State enterprises official	17	10.3%
	Employee	101	61.2%
	Business owner/Freelance	34	20.6%
	Unemployed	2	1.2%
	Retired	0	0.0%
Monthly Salary	Lower than THB20,000	18	10.9%
	THB20,000-39,999	39	23.6%
	THB40,000-59,999	46	27.9%
	THB60,000-79,999	21	12.7%
	THB80,000-100,000	16	9.7%
	Above THB100,000	25	15.2%
Media Consumption	Internet	147	89.1%
	Facebook	143	86.7%
	TV ads	60	36.4%
	Magazine	37	22.4%
	LINE	74	44.8%
	Instagram	51	30.9%
	Friends/Family	92	55.8%
	At point of sales	63	38.2%

The results showed that each demographic category was distributed in the comparable proportion among users and non-users (*See Appendix C: General Profile of Respondents by Identity*) To confirm this, the Chi-square test of independence in Custom Tables function was used to determine whether there were relationships between categorical variables of demographic and Identity (users and non-users). The hypothesis was that, at alpha level of 0.05, there was no relationship between Media Consumption and Identity. Since the results showed that the significance value was .000 (*See Table 4.2*), less than the alpha level of 0.05, so it could be concluded that Media consumption and Identity were related, or more specifically, users and non-users consumed different levels of media from Instagram and their trusted contacts.

Table 4.2: Test of Independence between Media Consumption and Identity

Pearson Chi-Square Tests		
		Identity
Media Consumption	Chi-square	37.911
	df	8
	Sig.	.000*
Instagram	Chi-square	5.598
	df	1
	Sig.	.018*
Friends/Family	Chi-square	25.752
	df	1
	Sig.	.000*

Table 4.3 showed the crosstabulation of Media Consumption by Identity. The differences of proportion suggested that users spent more time for their media consumption on Instagram. Moreover, they tended to get news updates from their close friends and family a lot more than non-users did. However, the most popular channels in which they would choose to receive updated content were the Internet and Facebook for both users and non-users.

Table 4.3: Crosstabulation of Media Consumption by Identity

Respondent Demographic		Non-user		User	
		Count	%	Count	%
Media Consumption	Internet	42	84.0%	105	91.3%
	Facebook	43	86.0%	100	87.0%
	TV ads	23	46.0%	37	32.2%
	Magazine	8	16.0%	29	25.2%
	LINE	23	46.0%	51	44.3%
	Instagram	9	18.0%	42	36.5%
	Friends/Family	13	26.0%	79	68.7%
	At point of sales	19	38.0%	44	38.3%

4.2.2 Respondents Skin Condition

The researcher also wanted to go further than knowing just the general profile of respondents, so she became more specific and also asked about respondents' current skin condition. There were nine major skin problems that researcher got from in-depth interviews. Those problems were oily skin, dry skin, acne prone skin, sensitive skin, wrinkled skin, freckles or dark spots, dehydrated skin, large pores, and unclear skin. The Likert scale of 1 to 5 (1 being "never" and 5 being "all the time") was used as a measurement tool for respondents to score how often they encountered these 9 skin problems. For each skin problem, there was also an additional choice available for respondents who have never had that certain problem.

Table 4.4 showed means of rating scale by identity of respondents. The top three problems that were encountered by respondents were oily skin, large pores and unclear skin. These problems applied to both users and non-users.

Table 4.4: Statistics Summary of Skin Problems Rating Scores by Identity

Group Statistics					
Identity		N	Mean	Std. Deviation	Std. Error Mean
Oily Skin	non-user	50	3.56	1.013	.143
	user	115	3.76	1.073	.100
Dry skin	non-user	50	2.76	.981	.139
	user	115	2.77	.965	.090
Acne prone skin	non-user	50	2.58	.810	.115
	user	115	3.18	1.048	.098
Sensitive skin	non-user	50	2.80	1.229	.174
	user	115	2.75	1.115	.104
Wrinkled / fine lines	non-user	50	2.68	1.133	.160
	user	115	2.76	1.073	.100
Dark spots / freckles	non-user	50	2.22	1.055	.149
	user	115	2.22	1.130	.105
Dehydrated skin	non-user	50	2.34	.798	.113
	user	115	2.53	.994	.093
Large pores	non-user	50	3.60	1.050	.148
	user	115	3.60	1.130	.105
Unclear skin	non-user	50	3.20	1.030	.146
	user	115	3.37	1.046	.098

To see if there were any statistically significant differences between users and non-users in terms of specific skin problems, an Independent Samples T-test was used as a decision making tool. *Table 4.5* shows the output from that test. The only different level of problems encountered by users and non-users was acne prone skin. Levene's Test showed $p\text{-value} < .05$, so we accepted the null hypothesis of equal variances between users and non-users. The first line of t-test results was then chosen. Since the two-tailed $p\text{-value} < .001$ was less than our chosen significance level of $\alpha = .05$, we rejected the null hypothesis and concluded that, on average, users and non-users faced different severity of acne. Non-users mean was 2.58, meaning that they admitted that they rarely got acne, while users ($\text{Mean}_{\text{user}} = 3.18$) acknowledged that they had more acne prone skin. ($t = -3.21, p < .001$)

Table 4.5: Independent Samples T-Test Output of Skin Problems and Identity

Independent Samples Test										
		Levene's		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95%	
Acne prone skin	Equal variances assumed	2.107	.149	-3.621	163	.000	-.603	.166	-.931	-.274
	Equal variances not assumed			-4.001	119.080	.000	-.603	.151	-.901	-.304

4.2.3 Users' Profile

From Cross Tab Function, it was able to see which products were being used the most by users, where they usually shopped for those products, and how much they were willing to pay (*See Appendix D: User's Profile.*) Among users, moisturizers and sun care were the most used products such that over 40% respondents were using those products. Acne treatment product family ranked at number three and was used by 29% of respondents. 49% of users shopped for the products at personal care stores like Boots and Watsons, while 34% shopped at department stores and duty-free shops. When speaking of preferred price ranges, the biggest portion of users, 26%, would prefer if the price would range from THB 501-1000. 18% of users would rather it be priced below THB 500. However, 9% of users were willing to pay at any prices higher than THB 3000 as long as they were satisfied with the products.

4.2.4 Decision Journey in Purchasing Skincare Products and Key Factors that Impact Skincare Products Purchasing

In terms of the decision journey in purchasing skincare products, users were asked to rate a level of agreement on how much each factor or step was important to them during each decision journey stage. There were 5 stages of decision making process that the researcher has taken into consideration; 1. Problem Recognition, 2. Information Search, 3. Evaluation of Alternatives, 4. Purchase, and 5. Post-purchase. A Likert scale of 1 to 5 was used (1 being strongly disagree and 5 being strongly agree.) Then, the Visual Binning Function was used to group between users who rated 4 or 5 and users who rated 1, 2, or 3. Then, the top Two-boxes scores were calculated from crosstabulation between each stage and binned count of ratings (*See Table 4.6.*) This part not only summarized what the decision journey process of purchasing skincare products might look like but also illustrated some important factors that would have an impact on the user's purchasing decision.

It could be concluded that during Problem Recognition, it was more likely that users would recognize that they had problems once they thought that it was important to take care of their skin. Then, they tended to search for more information about the

products or seek solutions to their problems from their friends and family. Half of them said that they would also search for more information online from reviews and bloggers. After that, the evaluation of products' functions and benefits was the most important factor when they needed to compare between alternatives. During the Purchase stage, top two-boxes indicated that 85% of respondents would likely make decisions based on suggestions of friends and family first, which matched with the fact that they would mostly seek more information from their trusted contacts during Information Search stage. Aside from trusted contact suggestions, functions and benefits matching their needs were the second most important factor that made them decide to buy. The following important factors were budget and place to buy. For the Post-purchase stage, the respondents were more willing to try another product from the same brand once they were already satisfied with that brand. After they have tried the products, over 70% were likely to share or talk about the products regardless of whether they were satisfied or not. So, it could be concluded that word-of-mouth surely played an important role in passing information throughout the pool of consumers.

Table 4.6: Users' Decision Making Process in Purchasing Skincare Products

Decision Journey in Purchasing Skincare Products	Count of users rating 4 or 5	Top Two-Box Score
Problem Recognition		
Skin problems(Binned)	71	62%
The importance of taking care of your skin	99	86%
Information Search		
Manufacturer's channel (Websites, hotlines) (Binned)	40	35%
Family, friends or trusted contacts (Binned)	88	77%
Personal care stores, supermarket etc. (Binned)	51	44%
Third parties (Reviews, bloggers). (Binned)	61	53%
Evaluation of Alternatives		
Prices(Binned)	67	58%
Functions and benefits(Binned)	75	65%
Promotion (Binned)	54	47%
Purchase: Important Factors		
Budget (Binned)	81	70%
Place to buy (Binned)	79	69%
Face to face suggestion(friends and families) (Binned)	98	85%
Salesperson' face to face suggestion (Binned)	36	31%
Online suggestion (bloggers, reviews, websites) (Binned)	68	59%
Function and benefits (Binned)	93	81%
Post-purchase: Behavior		
Share about products when satisfied (Binned)	85	74%
Share about products when NOT satisfied (Binned)	81	70%
Try another product under the same brand when satisfied. (Binned)	86	75%
Try another product under the same brand when NOT satisfied. (Binned)	46	40%

One-Sample t-test was used to identify what elements were important or not important during each stage. The test score of 3 was used in the model because the researcher wanted to test whether the means of respondents' answers during certain stages were statistically different from rating score of 3 (3 = neutral in a 1 to 5 Likert scale) at P-value level of .05. The result showed that P-values were below .05 except for manufacturer's channel in the Information Search stage, salesperson's face to face suggestion during the Purchase stage, and willingness to try another product under the same brand when not satisfied during the Post-Purchase stage. So, it could be concluded that users would not likely search for product information from manufacturer's websites. Salespersons' suggestions were also not considered important enough to make them buy the product. Lastly, it was not likely that they would be willing to buy another product under the same brand if they were not satisfied with the current product of that brand (*See APPENDIX E: One-Sample Test Output of Decision Making Process.*)

4.2.5 Attitude towards Skincare Products

To measure the attitude towards skincare products, all respondents, both users and non-users, were asked to rate whether they agreed with the listed statement towards skincare products. A Likert scale of 1 to 5 was used as a measurement tool (1 being strongly disagree and 5 being strongly agree.) The rating means of all statements were all above 3 (*See Table 4.7*), meaning that overall, respondents were aware that skincare is a good cause for their skin. Both users and non-users believed that men's and women's skin are different. However, the means showed that there were some differences between users and non-users in the aspect of believing that skincare would actually help in maintaining or improving their skin condition.

Table 4.7: Statistic Summary of Respondents' Attitude

Group Statistics					
Respondents' Attitude		N	Mean	Std. Deviation	Std. Error Mean
Using skincare can keep skin in good	non-user	50	3.20	1.069	.151
	user	115	3.82	.823	.077
Using skincare can improve skin	non-user	50	3.24	.916	.130
	user	115	3.98	.649	.060
Men and women skin are different.	non-user	50	4.22	.737	.104
	user	115	4.14	.936	.087
"For men" products are more appropriate	non-user	50	3.36	.964	.136
	user	115	3.76	1.014	.095

An Independent sample t-test was used to indicate whether there were significant differences between users and non-users' attitudes. The output of Independent Samples Test is shown in *Table 4.8*. The result of each statement is explained below.

- **“Using skincare can keep skin in condition”**. Levene's Test showed p-value $> .05$, so we accepted the null hypothesis of equal variances between users and non-users. The first line of t-test results was then chosen. Since the two-tailed p-value $< .001$ was less than our chosen significance level of $\alpha = .05$, we rejected the null hypothesis and concluded that, on average, users and non-users had statistically different levels of agreement to the statement asked; $t(163) = -4.0$, $p < .001$. Looking at the means of both groups in *Table 4.7*, we could say that users (mean =3.82) agreed more than non-users (mean = 3.20) that using skincare could keep skin in good condition.
- **“Using skincare can improve skin condition”**. Levene's Test showed p-value $< .05$, so we rejected the null hypothesis of equal variances between users and non-users. The second line of t-test results was then chosen. Since the two-tailed p-value < 0.001 was less than our chosen significance level of $\alpha = .05$, we rejected the null hypothesis and concluded that, on average, both users and non-users agreed in the statistically different level that using skincare could improve

skin condition; $t(163) = -5.2, p < .001$. Table 4.7 suggested that users (mean = 3.98) agreed more than non-users (mean = 3.24) to the statement.

- **“Men’s and women’s skin are different”**. Levene’s Test showed p-value $> .05$, so we accepted the null hypothesis of equal variances between users and non-users. The first line of t-test results was then chosen. Since the two-tailed p-value = .081 was greater than our chosen significance level of $\alpha = .05$, we accepted the null hypothesis and concluded that, on average, both users and non-users agreed in the statistically same level that men and women skins were different; $t(163) = .5, p = .60$.
- **“For men products are more appropriate for men”**. Levene’s Test showed p-value $> .05$, so we accepted the null hypothesis of equal variances between users and non-users. The first line of t-test results was then chosen. Since the two-tailed p-value = 0.02 was less than our chosen significance level of $\alpha = .05$, we rejected the null hypothesis and concluded that, on average, both users and non-users agreed in the statistically different level that men’s and women’s skin were different; $t(163) = -2.3, p = .02$. The mean in Table 4.7 showed that users ($\text{Mean}_{\text{user}} = 3.76, \text{Mean}_{\text{non-user}} = 3.26$.) agreed more that “for men” products would be more appropriate for them.

Table 4.8: Independent Sample Test Output for Attitudes

Respondents' Attitude		Independent Samples Test								
		Levene's		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% CI	
									Lower	Upper
Using skincare can keep skin in good condition.	Equal variances assumed	2.543	.113	-4.032	163	.000	-.617	.153	-.920	-.315
	Equal variances not assumed			-3.642	75.338	.000	-.617	.170	-.955	-.280
Using skincare can improve skin condition.	Equal variances assumed	7.892	.006	-5.930	163	.000	-.743	.125	-.990	-.495
	Equal variances not assumed			-5.194	71.236	.000	-.743	.143	-1.028	-.458
Men and women skin are different.	Equal variances assumed	1.351	.247	.542	163	.588	.081	.149	-.214	.375
	Equal variances not assumed			.595	117.093	.553	.081	.136	-.188	.350
"For men" products are more appropriate for men.	Equal variances assumed	.303	.583	-2.343	163	.020	-.397	.169	-.731	-.062
	Equal variances not assumed			-2.390	97.762	.019	-.397	.166	-.726	-.067

4.2.6 Lifestyles of Respondents

Apart from the factors that might have an impact during the decision journey process, how respondents lived their lives could potentially be the indicators of why they might become skincare product users. The researcher designed the questionnaire to ask about respondents' lifestyles through 7 statements. Users and non-users were asked to rate from 1 to 5 (1 being strongly disagree and 5 being strongly agree) on how much they agreed with the statements. Independent Samples T-test was then again used as the method to find the differences between users and non-users.

For each statement, Levene's Test was used to decide whether to reject the null hypothesis of equal variances between users and non-users. When Levene's p-value < .05, we accepted the null hypothesis of equal variances and the first line of t-test result should be used, and vice versa. The result from Independent Samples T-test suggested that there were 4 statements that showed statistically different means among users and non-users at $\alpha = .05$ (See Table 4.9 and Appendix F: Full Result of Independent Samples Test of Lifestyles.)

Table 4.9: Independent Samples Output of Respondents' Lifestyle

Respondents' Lifestyle		Independent Samples Test								
		Levene's Test		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% CI	
								Lower	Upper	
Play outdoor sports	Equal variances assumed	.011	.916	-2.336	163	.021	-.440	.188	-.812	-.068
	Equal variances not assumed			-2.300	90.088	.024	-.440	.191	-.820	-.060
Get enough sleep	Equal variances assumed	.177	.674	-2.726	163	.007	-.458	.168	-.790	-.126
	Equal variances not assumed			-2.648	87.354	.010	-.458	.173	-.802	-.114
Regularly go to dermatological doctor.	Equal variances assumed	12.477	.001	-4.797	163	.000	-.783	.163	-1.105	-.460
	Equal variances not assumed			-5.703	142.025	.000	-.783	.137	-1.054	-.511
Like to get dressed up	Equal variances assumed	2.258	.135	-3.330	163	.001	-.473	.142	-.754	-.193
	Equal variances not assumed			-3.071	78.488	.003	-.473	.154	-.780	-.166

From the four statements that showed statistically different means among users and non-users, it could be interpreted from *Table 4.10* that the users group actually spent more time playing outdoor sports than the non-users group ($\text{Mean}_{\text{user}} = 3.40$, $\text{Mean}_{\text{non-user}} = 2.96$). They also acknowledged and agreed more that they got enough sleep during the night ($\text{Mean}_{\text{user}} = 3.28$, $\text{Mean}_{\text{non-user}} = 2.82$.) Moreover, the users also liked to get dressed up more ($\text{Mean}_{\text{user}} = 3.71$, $\text{Mean}_{\text{non-user}} = 3.24$.) The other statement that showed a difference in means on how often all respondents went to see dermatological doctor. However, the means of both users and non-users were below 3, which meant that they both did not usually go to see dermatological doctor. So it could be concluded that users tended to live their lives in a healthier way by taking good care of themselves and caring more about their looks. The mean of rating scores in *Table 4.10* also indicated that both male users and non-users did not agree that they would prefer shopping for skincare products online.

Table 4.10: Summary of Statistics for Respondents' Lifestyle

Group Statistics					
Respondents' Lifestyle		N	Mean	Std. Deviation	Std. Error Mean
Play outdoor sports	non-user	50	2.96	1.142	.162
	user	115	3.40	1.099	.102
Get enough sleep	non-user	50	2.82	1.044	.148
	user	115	3.28	.969	.090
Travel a lot	non-user	50	3.98	.820	.116
	user	115	3.97	.863	.080
Work outdoor during the day.	non-user	50	2.74	1.275	.180
	user	115	3.05	1.206	.112
Regularly go to dermatological doctor.	non-user	50	1.60	.670	.095
	user	115	2.38	1.064	.099
Like to get dressed up	non-user	50	3.24	.960	.136
	user	115	3.71	.781	.073
Prefer shopping for skin care products online	non-user	50	2.72	1.031	.146
	user	115	2.54	1.020	.095

4.2.7 Key Barriers that Prevent Men from Buying Skincare Products

As discussed in earlier sections, there were some differences between users and non-users in terms of their skin conditions, attitude towards skincare, and lifestyles.

Some of those differences were shown to be statistically different and acted as barriers that, more or less, prevented non-users to become users. The researcher also wanted to obtain direct responses to this point, so there were two questions asking for reasons why non-users did not buy any skincare products. There were a total of nine reasons or barriers that researcher put into the questions. These choices were obtained from researcher's own hypothesis and in-depth interviews. The first question was multiple selection, where non-users were allowed to select more than one choice out of nine. In the second question, respondents were required to select only the most important reason about why they were not buying skincare products.

One-Sample T-test was used to indicate the significance of each barrier in the first question. If that barrier was selected by a non-user, the answer would be decoded as 1, if not, the answer would be decoded as 0. In this case, the test value used was 0 because researcher wanted to test the difference between mean values of the answers and 0, which represented that the certain barrier was not selected by any respondent at all. The result shown in *Table 4.11* suggested that all barriers were statistically shown to be significant. However, the top two most selected barriers, which were selected by 62% of the respondents, were that non-users did not want to go shopping for skincare products and they thought that using skincare took too much effort. Furthermore, non-users did not buy skincare products because they were not aware that they had skin problems.

Table 4.11: One-Sample T-Test for Barriers to become Skincare Users

One-Sample Test					
Reason for not buying	Test Value = 0				
	t	df	Sig. (2-tailed)	Mean Difference	Upper
I don't have problems with my skin.	5.024	49	.000	.340	.48
I don't notice the results.	4.365	49	.000	.280	.41
I have very sensitive skin.	2.585	49	.013	.120	.21
It is too much effort.	8.941	49	.000	.620	.76
It is not very masculine.	2.585	49	.013	.120	.21
I don't want to pay for them.	4.149	49	.000	.260	.39
I don't want to go and shop for them.	8.941	49	.000	.620	.76
I don't know how to use them.	3.934	49	.000	.240	.36
It is just not the time yet.	3.055	49	.004	.160	.27

Table 4.12 shows the frequency and proportion of each barrier that was selected by respondents as their most important reason for not buying any skincare products. The number one barrier that was selected by 24% of respondents to be their most important reason for not buying was that non-users thought that it took too much effort to use skincare products. The second reason was that they did not want to go shopping for those products and pay for them. The third most important barrier was that non-users did not acknowledge their skin problems.

Table 4.12: Barriers Preventing Non-Users from Buying Skincare Products

		non-user	
		Count	Column Total N %
Most important reason for not buying	I don't have problems with my skin.	6	12.0%
	I don't notice the results.	4	8.0%
	I have very sensitive skin.	4	8.0%
	It is too much effort.	12	24.0%
	It is not very masculine.	0	0.0%
	I don't want to pay for them.	9	18.0%
	I don't want to go and shop for them.	9	18.0%
	I don't know how to use them.	4	8.0%
	It is just not the time yet.	2	4.0%

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

General Background of Users and Non-Users

Overall, users and non-users were from the same distribution of education, occupation and received same level of month salary. However, users were more likely to consume media through Instagram and interacted more to get news updated from their friends and family. When looking at skin problems, both users and non-users were facing the same top three problems, which were oily skin, large pores, and unclear skin. However, users tended to admit that they had more acne problems with their skin.

Users Decision Journey in Purchasing Skincare Products and Factors that Impact Purchase Decision

During the 5 stages of decision making process, although users might have recognized that they had skin problems, it was more important to believe that taking care of facial skin was most important first. Even though they might be evaluating many factors, users would mainly trust their friends and family in the early stage of the Information Search and the latter stage was where they would make a decision to buy skincare products. Functions, benefits, and the price range of products evaluated would be the second most important factor to make them buy. Face to face suggestions from salespersons almost had no impact to their decision to buy. Lastly, word-of-mouth played a very important role since over 70% of users would share their opinions about the products whether they were satisfied with it or not. Men had high product loyalty, 75% would try another product under the same brand if they were satisfied with the current one. Moreover, users would prefer the price range to be in the range between THB 501-1000. However, since the products' functions and benefits also played important roles in the decision to buy, 9% of users would be willing to pay at prices higher than THB 3000 as long as they were satisfied with the products. The most popular place that users went to shop for skincare products were personal care stores. Moreover, both users and non-users would prefer to shop from physical stores than

online sites. However, half of users would search for product information online beforehand from bloggers and reviews.

Attitude towards Skincare Product and Respondents' Lifestyle that Could Act as Factors/Barriers Impacting Decision to Buy

Users agreed more than non-users that using skincare could keep their skin in good condition and would also help to improve their skin condition. Moreover, users also thought that men-specific products would be more appropriate for them than unisex products. In their free time, users usually spent more of their time playing sports, getting enough sleep, getting dressed up, and visiting dermatological doctor once in a while. Other than skincare usage, users were persons who took better care of themselves and cared more about their looks. The key reasons why non-users would not buy the products were because they thought that it would take too much effort in buying or shopping for skincare products. In other words, non-users were just lazy. The results from skin condition question suggested that users and non-users were aware at the same level that they might have certain skin problems except for acne problems, where users tended to have more issues with acne. However, non-users thought that their skin problems were no big deal such that they would not make it their lives' priority to use skincare products.

Recommendation

Utilize bloggers to initiate suggestions from trusted contacts: As half of users were already searching for more information from reviews and bloggers, companies should be utilizing these channels to influence customers' decision making processes. Moreover, it is recommended that the content reviewed should also be communicating to females, inducing them to take care of their beloved males brothers, friends or boyfriends. From the top two-boxes result that users rated suggestion from friends and family as their top factors to make them decide to buy, communication targeted to trusted contacts should be able to provide promising results. Suggested channels for communication include the Internet, Facebook and Instagram as top priorities.

Products for Non-users should be as simple as possible: Those who did not buy skincare products were mostly lazy people who did not want to spend time improving their looks or even their health (through exercise). So, the products that would convert them into users should be carrying simple usage instructions. Moreover, non-users need to aware that the skin problems they have are a big deal. Actually, they had no problem identifying their skin problems, but the strongest barrier was that they did not see the importance of correcting those problems. Once they acknowledge that there are products which are simple to use and can solve their big issues, they would opt for those products. The products should be made and promoted specifically for men.

Products must get into personal care stores: This was simply because these stores were the most popular places that men go to shop for skincare products. The price should be lower than THB1000 to easily draw customers, which made sense because the prices in these stores were normally lower than in department stores. However, should the price exceed THB1000, the products must be carrying functions and benefits that the consumers are looking for. It is recommended that the products are targeting to correct problems like oily skin, large pores, and unclear skin.

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APPENDICES

APPENDIX A-a

In-depth Interview Question Guides for Users

Current users questions	Open Ended Answer
1. Tell me about yourself (Age, work, hobby).	
2. Tell me about your facial skincare routine. (Steps, types or brands of products used)	
3. When or how often will you use skincare products?	
4. Do you have any skin problems or anything needed to be specially taken care of?	
5. Do you normally spend time outdoor?	
6. Why do you use skincare products?	
7. Do you buy skincare products by yourself or someone buys it for you?	
8. Are the products you are using are specific for men?	
9. Do you see obvious changes or improvement in your skin from the products used?	
10. Where do you usually buy the products?	
11. How often do you buy them?	
12. How much do you usually spend for a unit?	
13. What are your acceptable price range?	
14. Do you use these products alone or share them with someone else?	
15. Where do you find information about skincare products?	
16. What are your trusted sources for information before you decide to buy?	

APPENDIX A-b

In-depth Interview Question Guides for Non-Users

Non-Users	Open Ended Answer
1. Tell me about yourself (Age, work, hobby)	
2. Tell me about grooming products that you are currently using.	
3. In which occasion will you use these products?	
4. Do you normally spend time outdoor?	
5. Have you ever used facial skincare products?	
6. What did you use? And when did you use it?	
7. Why did you stop using it?	
8. So how do you take care of your facial skin today?	
9. Are you aware that there are skincare products that are specifically "for men"?	
10. Do you have any skin problems or anything needed to be specially taken care of?	
11. For men products are developed to solve those problems. If someone buys it for you or if there are free samples, are you interested to try them out?	
12. Is there any chance that you may buy facial skincare products in the future? What are they?	

APPENDIX B

Questionnaire



Questionnaire Survey
“Men’s Behavior Towards Men’s Facial Skincare Products in Thailand”
Master Degree Program in Marketing (MIM)
International Program, Thammasat University

This questionnaire survey is a part of MK702 Independent Study2 at MIM, Thammasat University. The objective of this research is to study men’s behavior towards men’s facial skincare products in Thailand. All information provided by respondents is for academic purposes only. We ensure that all information provided will be kept strictly confidential and would not be used for any commercial purposes.

The questionnaire consists of five main parts:

1. Respondents’ facial skincare types
2. Facial skincare users’ behavior
3. Users’ attitude and perception
4. Non-users’ attitude and perception
5. Respondents’ personal information

This survey takes about 10 minutes to complete.

We truly appreciate your time and would like to thank you for your kind cooperation. Should you have any queries, please do not hesitate to contact our team below.

Ms. Patcharapat Charoepol

Tel: 081-988-7442

E-mail: patcharapat.c@gmail.com

Instruction: Please answer the following questions by crossing (X) the relevant block or writing your answer in the space provided. Follow each question down the survey unless indicated at the end of each question. Most questions only require selecting one choice unless otherwise indicated.

Screening Questionnaire

SCR1.	Please specify your gender [Single Answer]	
	Male	1
	Female	2

Instruction: Terminate if code 2 is selected.

CR2.	Please specify your age. Insert age: _____ years old	
	Under 25 years old	
	25-35 years old	
	35-45 years old	
	Above 45 years old	

Instruction: Terminate in case code 1 or code 3 is selected.

CR3.	How often do you normally use any of facial skincare products per week? Facial skincare: Range of products for facial skin, such as moisturizers, cleansers, treatment, masks, eye care, lip treatment, anti-aging, and sun care	
	I do not use any product.	1
	1-3 days per week	2
	4-6 days per week	3
	Everyday	4

Instruction:

- If code 1 is selected, respondents will not be required to answer Part 2 and Part 3 of the questionnaire.
- If code 2,3 or 4 is selected, respondents will not be required to answer Part 4 of the questionnaire.

Part1: Facial Skin Type (Users and Non-Users)

1.1 What is your skin condition? (Single answer)

Normal	1
Dry	2

Oily	3
Combination	4

1.2 How often do you encounter the following facial skin problems? (1 = “never” to 5 = “all the time”)

Problems	Frequency				
	All the time	Often	Somet imes	Rarely	Never
2.1 Oiliness	5	4	3	2	1
2.2 Dryness	5	4	3	2	1
2.3 Acne / Blemishes	5	4	3	2	1
2.4 Sensitive skin	5	4	3	2	1
2.5 Fine lines / Wrinkles	5	4	3	2	1
2.6 Dark spots	5	4	3	2	1
2.7 Dehydrated skin	5	4	3	2	1
2.8 Large pores	5	4	3	2	1
2.9 Unclear skin	5	4	3	2	1

Part 2: Facial Skincare Users' Behavior

Kindly answer following questions based on your skincare usage experience in the past six months.

2.1 Which of facial skin care products you are currently using since the last month? (Multiple answers)

Moisturizers	1
Cleansers	2
Treatments	3
Masks	4
Eye care	5
Lip treatment	6
Anti-aging	7
Sun care	8
Facial Scrub	9
Acne treatment products	10
Other. Please specify	11

2.2 During which time of the day that you normally use facial skin care products? (Multiple answers)

In the morning Yes=1, no= 0	1
During the day	2
At night	3

2.3 Where do you buy facial skincare product from? You can choose more than 1 answer.

Personal care stores (ex. Boots, Watsons)	1
Counter brands in the department stores / duty free shops	2

Official online shops	3
Social media (Facebook, Instagram etc.)	4
Third parties online shops (Ex. Konvy.com)	5
Markets	6
Others. Please specify	7

2.4 Choose only one that is the most frequent place that you buy skincare products from?

Personal care stores (ex. Boots, Watsons)	1
Counter brands in the department stores / duty free shops	2
Official online shops	3
Social media (Facebook, Instagram etc.)	4
Third parties online shops (Ex. Konvy.com)	5
Markets	6
Others. Please specify	7

2.5 What is your highest acceptable range for one unit of skincare product?

Below 500 THB	1
501 – 1000 THB	2
1001 – 1500 THB	3
1501 – 2000 THB	4
2001 – 3000 THB	5
I am willing to pay at higher prices as long as I am satisfied with the product quality.	6

Part 3: Users' Attitude and Perception

Kindly answer following questions based on your skincare usage experience in the past six months.

3.1 Please rate the satisfaction score of how well you think skincare products in the market can solve the following problems. (1 being very dissatisfied and 5 being very satisfied).

Instruction: Respondents who have no skin problems will skip this question.

Problems	N/A	Satisfaction score				
		Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
2.1 Oiliness		5	4	3	2	1
2.2 Dryness		5	4	3	2	1
2.3 Acne / Blemishes		5	4	3	2	1
2.4 Sensitive skin		5	4	3	2	1
2.5 Fine lines / Wrinkles		5	4	3	2	1
2.6 Dark spots		5	4	3	2	1
2.7 Dehydrated skin		5	4	3	2	1
2.8 Large pores		5	4	3	2	1
2.9 Unclear skin		5	4	3	2	1

3.2 Please rate the level of agreement that you have with the statement below. (1 being strongly disagree and 5 being strongly agree)

Statements	Level of Agreement				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Problem Recognition					
1 You recognize that your skin is changing or having problems.	5	4	3	2	1
2 You recognize that it is important to always take a good care of your skin.	5	4	3	2	1
Information Search					
3 You search skincare products from manufacturer's channel (Websites, hotlines).	5	4	3	2	1
4 You search skincare products from your family, friends or trusted contacts.	5	4	3	2	1
5 You search skincare products from personal care stores, supermarket, or department stores, etc.	5	4	3	2	1
6 You search skincare products from third parties (Reviews, bloggers).	5	4	3	2	1
Evaluation of Alternatives					
7 You evaluate prices between different skincare products.	5	4	3	2	1
8 You evaluate functions and benefits between different skincare products.	5	4	3	2	1
9 You evaluate promotion between different skincare products.	5	4	3	2	1
Purchase					
10 Budget is important for skincare product purchasing.	5	4	3	2	1

11 Place to buy is important for skincare product purchasing.	5	4	3	2	1
12 Face to face suggestion is important for skincare product purchasing. (friends and families)	5	4	3	2	1
13 Salesperson' face to face suggestion is important for skincare product purchasing.	5	4	3	2	1
14 Online suggestions is important for skincare product purchasing. (bloggers, reviews, websites)	5	4	3	2	1
15 Function and benefits are important for skincare product purchasing.	5	4	3	2	1
Post Purchase Behavior					
16 After experiencing a product, you will share when you are satisfied with it.	5	4	3	2	1
17 After experiencing a product, you will share when you are not satisfied with it.	5	4	3	2	1
18 You will try another product under the same brand when you are satisfied with your past purchase.	5	4	3	2	1
19 You will try another product under the same brand when you are not satisfied with your past purchase.	5	4	3	2	1

3.3 Please rate the level of agreement to the statements below. (1 being strongly disagree and 5 being strongly agree)

Statements	Level of Agreement				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1 I play outdoor sports.	5	4	3	2	1
2 I get enough sleep during the night.	5	4	3	2	1
3 I travel a lot.	5	4	3	2	1
4 I often work outdoor during the day.	5	4	3	2	1
5 I regularly go to dermatological doctor.	5	4	3	2	1
6 I like to get dressed up.	5	4	3	2	1
7 I believe that using skincare can keep my skincare in good condition.	5	4	3	2	1
8 I believe that using skincare can improve my skin condition.	5	4	3	2	1
9 I believe that men and women skin are different.	5	4	3	2	1
10 I believe that "for men" products are more appropriate for me.	5	4	3	2	1

11 I prefer shopping for skin care products online.	5	4	3	2	1
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Part 4: Non-users' Attitude and Perception

4.1 Please rate the satisfaction score of how well you think skincare products in the market can solve the following problems. (1 being very dissatisfied and 5 being very satisfied)

Problems	Satisfaction score				
	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied
2.1 Oiliness	5	4	3	2	1
2.2 Dryness	5	4	3	2	1
2.3 Acne / Blemishes	5	4	3	2	1
2.4 Sensitive skin	5	4	3	2	1
2.5 Fine lines / Wrinkles	5	4	3	2	1
2.6 Dark spots	5	4	3	2	1
2.7 Dehydrated skin	5	4	3	2	1
2.8 Large pores	5	4	3	2	1
2.9 Unclear skin	5	4	3	2	1

4.2 What are the reasons that you do not use facial skincare products? (Multiple select)

I don't have problems with my skin.	1
I don't notice the results.	2
I have very sensitive skin.	3
It is too much effort.	4
It is not very masculine.	5
I don't want to pay for them.	6
I don't want to go and shop for them.	7
I don't know how to use them.	8
It is just not the time yet.	9
Other. Please specify	

4.3 Select one major reason why you do not use any skin care products?

I don't have problems with my skin.	1
I don't notice the results.	2
I have very sensitive skin.	3
It is too much effort.	4
It is not very masculine.	5
I don't want to pay for them.	6
I don't want to go and shop for them.	7
I don't know how to use them.	8
It is just not the time yet.	9
Other. Please specify	

4.4 Please rate the level of agreement to the statements below. (1 being strongly disagree and 5 being strongly agree)

Statements	Level of Agreement				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I play outdoor sports.	5	4	3	2	1
I get enough sleep during the night.	5	4	3	2	1
I travel a lot.	5	4	3	2	1
I often work outdoor during the day.	5	4	3	2	1
I regularly go to dermatological doctor.	5	4	3	2	1
I like to get dressed up.	5	4	3	2	1
I am concerned about my facial skin.	5	4	3	2	1
I believe that using skincare can keep my skincare in good condition.	5	4	3	2	1
I believe that using skincare can improve my skin condition.	5	4	3	2	1
I believe that men and women skin are different.	5	4	3	2	1
I believe that "for men" products are more appropriate for me.	5	4	3	2	1
I prefer shopping for skin care products online.	5	4	3	2	1

Part 5: Respondents' Personal Profile

5.1	What is your education level?	
	High school or lower	1
	Vocational Certificate / Diploma	2
	Bachelor's Degree	3
	Master's Degree	4
	Doctoral Degree	5

5.2	What is your current occupation?	
	Student	1
	Government or State enterprises official	2
	Employee	3
	Business owner/Freelance	4
	Unemployed	5
	Retired	6
	Other please specify.....	7

5.3	Q15 Which range of personal income per month do you belong to?	
	Lower than THB20,000	1
	THB20,000-39,999	2
	THB40,000-59,999	3

THB60,000-79,999	4
THB80,000-100,000	5
Above THB100,000	6

5.4	Please select your media consumption during the past three months. (Multiple select)	
	Internet	1
	Facebook	2
	TV ads	3
	Magazine	4
	LINE	5
	Instagram	6
	Friends/Family	7
	At point of sales	8

-----End of the questionnaire. Thank you for your time. -----

APPENDIX C

General Profile of Respondents by Identity

Respondent Demographic		Non-user		User	
		Count	%	Count	%
Media Consumption	Internet	42	84.0%	105	91.3%
	Facebook	43	86.0%	100	87.0%
	TV ads	23	46.0%	37	32.2%
	Magazine	8	16.0%	29	25.2%
	LINE	23	46.0%	51	44.3%
	Instagram	9	18.0%	42	36.5%
	Friends/Family	13	26.0%	79	68.7%
	At point of sales	19	38.0%	44	38.3%
Education	High school or lower	1	2.0%	4	3.5%
	Vocational Certificate / Diploma	1	2.0%	0	0.0%
	Bachelor's Degree	19	38.0%	60	52.2%
	Master's Degree	29	58.0%	51	44.3%
	Doctoral Degree	0	0.0%	0	0.0%
Occupation	Student	3	6.0%	8	7.0%
	Government or State enterprises	3	6.0%	14	12.2%
	Employee	34	68.0%	67	58.3%
	Business owner/Freelance	9	18.0%	25	21.7%
	Unemployed	1	2.0%	1	.9%
	Retired	0	0.0%	0	0.0%
Monthly Salary	Lower than THB20,000	6	12.0%	12	10.4%
	THB20,000-39,999	10	20.0%	29	25.2%
	THB40,000-59,999	16	32.0%	30	26.1%
	THB60,000-79,999	6	12.0%	15	13.0%
	THB80,000-100,000	6	12.0%	10	8.7%
	Above THB100,000	6	12.0%	19	16.5%

APPENDIX D-a

Products used by Users (Multiple Selection)

Types of Product	Count	%
Moisturizers	73	44.2%
Cleansers	33	20.0%
Treatments	18	10.9%
Masks	27	16.4%
Eye care	16	9.7%
Lip care	31	18.8%
anti-aging	16	9.7%
Sun care	72	43.6%
Facial scrub	10	6.1%
Acne treatment products	47	28.5%

APPENDIX D-b

Place to Buy Skincare (Multiple Selection)

Place to Buy Skincare Products	Count	%
Personal care stores (ex. Boots, Watsons)	80	48.5%
Counter brands in the department stores / duty free shops	56	33.9%
Official online shops	15	9.1%
Social media (Facebook, Instagram etc.)	6	3.6%
Third parties online shops (Ex. Konvy.com)	11	6.7%
Markets	1	.6%

APPENDIX D-c

Users' Preferred Price Range

Preferred Price	Count	%
Below 500 THB	30	18.2%
501 – 1000 THB	43	26.1%
1001 – 1500 THB	14	8.5%
1501 – 2000 THB	5	3.0%
2001 – 3000 THB	9	5.5%
I am willing to pay at higher prices as long as I am satisfied with the product quality.	14	8.5%

APPENDIX E

One-Sample Test Output of Decision Making Process

		One-Sample Test					
		Test Value = 3					
		t	df	Sig. (2-tailed)	Mean Difference	95% CI	
						Lower	Upper
Problem Recognition	Skin problems	9.854	114	.000	.626	.50	.75
	The importance of taking care of your skin	16.301	114	.000	1.130	.99	1.27
Information Search	Manufacturer's channel (Websites, hotlines)	1.297	114	.197	.113	-.06	.29
	Family, friends or trusted contacts	13.262	114	.000	.983	.84	1.13
	Personal care stores, supermarket etc.	4.364	114	.000	.391	.21	.57
	Third parties (Reviews, bloggers).	5.871	114	.000	.504	.33	.67
Evaluation of Alternatives	Prices	7.021	114	.000	.704	.51	.90
	Functions and benefits	9.161	114	.000	.861	.67	1.05
	Promotion	4.515	114	.000	.461	.26	.66
Purchase: Important Factors	Budget	10.636	114	.000	.809	.66	.96
	Place to buy	10.197	114	.000	.835	.67	1.00
	Face to face suggestion(friends and families)	17.640	114	.000	1.191	1.06	1.33
	Salesperson' face to face suggestion	1.401	114	.164	.104	-.04	.25
	Online suggestion (bloggers, reviews)	8.117	114	.000	.643	.49	.80
	Function and benefits	15.012	114	.000	1.209	1.05	1.37
Post-purchase: Behavior	Share about products when satisfied	12.452	114	.000	.939	.79	1.09
	Share about products when NOT satisfied	10.733	114	.000	.887	.72	1.05
	Try another product under the same brand when satisfied.	12.153	114	.000	.835	.70	.97
	Try another product under the same brand when NOT satisfied.	1.078	114	.283	.104	-.09	.30

APPENDIX F

Full Result of Independent Samples Test of Lifestyles

Respondents' Lifestyle		Independent Samples Test								
		Levene's		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% CI	
								Lower	Upper	
Play outdoor sports	Equal variances assumed	.011	.916	-2.336	163	.021	-.440	.188	-.812	-.068
	Equal variances not assumed			-2.300	90.088	.024	-.440	.191	-.820	-.060
Get enough sleep	Equal variances assumed	.177	.674	-2.726	163	.007	-.458	.168	-.790	-.126
	Equal variances not assumed			-2.648	87.354	.010	-.458	.173	-.802	-.114
Travel a lot	Equal variances assumed	.612	.435	.042	163	.966	.006	.144	-.278	.291
	Equal variances not assumed			.043	97.773	.966	.006	.141	-.274	.286
Work outdoor during the day.	Equal variances assumed	.207	.649	-1.502	163	.135	-.312	.208	-.723	.098
	Equal variances not assumed			-1.469	88.753	.145	-.312	.212	-.734	.110
Regularly go to dermatological doctor.	Equal variances assumed	12.477	.001	-4.797	163	.000	-.783	.163	-1.105	-.460
	Equal variances not assumed			-5.703	142.025	.000	-.783	.137	-1.054	-.511
Like to get dressed up	Equal variances assumed	2.258	.135	-3.330	163	.001	-.473	.142	-.754	-.193
	Equal variances not assumed			-3.071	78.488	.003	-.473	.154	-.780	-.166
Prefer shopping for skin care products online	Equal variances assumed	.521	.472	1.044	163	.298	.181	.173	-.161	.523
	Equal variances not assumed			1.039	92.380	.301	.181	.174	-.165	.527

BIOGRAPHY

Name	Miss Patcharapat Charoenpol
Date of Birth	February 20, 1989
Educational Attainment	2011: Bachelor of Industrial Engineering
Work Experiences	2011 to 2016: Process Engineer, Seagate Technology (Thailand) Ltd.

