



**AN INVESTIGATION OF FACTORS INFLUENCING
THE ADOPTION OF MAKEUP AMONG MALE
MILLENNIALS IN BANGKOK**

BY

MISS KANRAWEE VECHVIBOONSOM

**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 2018

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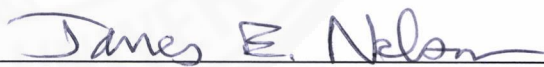
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AN INVESTIGATION OF FACTORS INFLUENCING THE ADOPTION OF
MAKEUP AMONG MALE MILLENNIALS IN BANGKOK

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

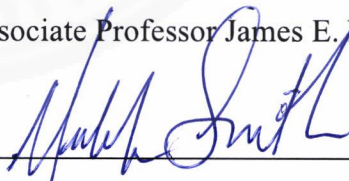
on **13 MAY 2019**
on

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Independent Study Title	AN INVESTIGATION OF FACTORS INFLUENCING THE ADOPTION OF makeup AMONG MALE MILLENNIALS IN BANGKOK
Author	Miss Kanrawee Vechviboonsom
Degree	Master of Science Program in Marketing (International Program)
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Independent Study Advisor	Professor Malcolm C. Smith, Ph.D.
Academic Years	2018

ABSTRACT

The global trend is shifting and the phase of makeup, formerly only for feminine beauty, is blurring. The traditional concept of a male's appearance is strength and masculinity. However, men's lifestyles today have changed and allowed men to have more freedom. The male grooming industry is growing and male makeup comprise a new trend for 2019. Big brands have started to promote new products for male makeup. Male makeup viral videos have been launched to test the market and build awareness. However, there is no research relating to cultural norms and makeup adoption among Thai male millennials. A study of the factors influencing the adoption of makeup among male millennials in Bangkok would help to understand consumer attitudes and cultural norms as well as the barriers faced by male makeup.

This study is a contemporary topic in applied marketing focused on a socially- related subject. The first objective was to investigate men's attitudes towards other men wearing makeup, while the second was to identify the key factors that affect the adoption of men's makeup according to Thai sociocultural norms. The third objective was to identify the factors that influence men to purchase makeup as well as the barriers that prevent them from purchasing makeup based on the marketing mix.

The results can assist marketing managers of retailers and manufacturers' decision-making for product development and the design of marketing strategies.

Data and insights were obtained through primary and secondary data. Qualitative research was employed through face-to-face interaction and phone calls for semi-structured, in-depth interviews with 26 young millennial Bangkok urbanites, defined as Thais aged between 18-28 years living in the Bangkok area and classified as makeup users and non-users.

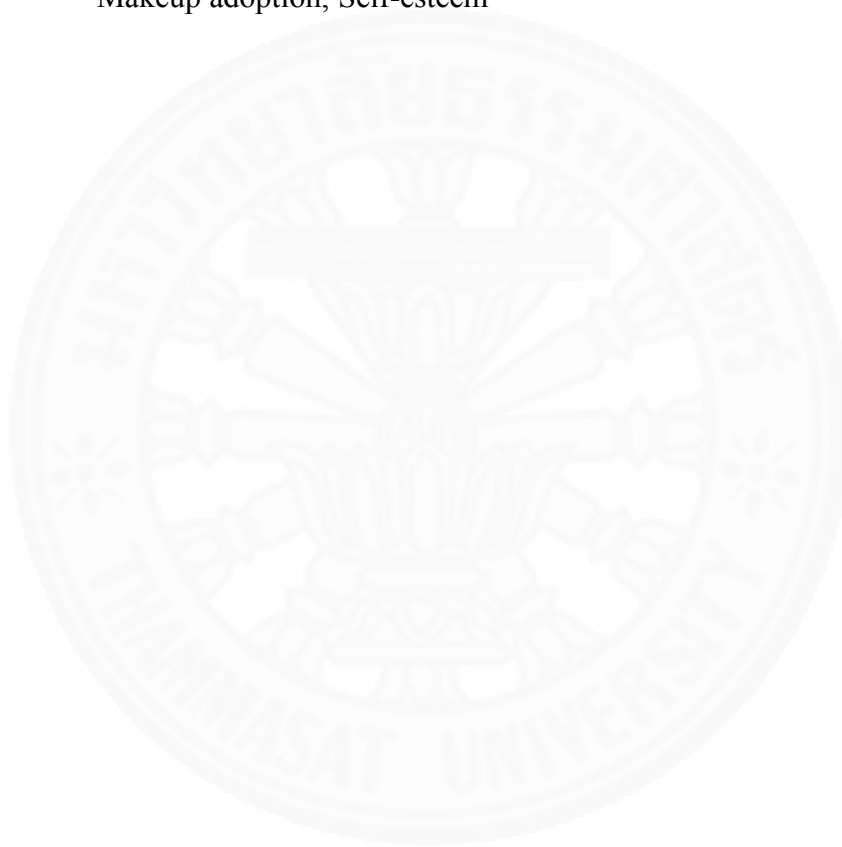
Independent key variables of this study were set as (1) Men's attitudes towards other men wearing makeup, (2) Sociocultural factors, and (3) Marketing mix factors. These three major variables lead to the dependent variable, which is purchasing decisions for makeup products.

The results showed that most respondents and those that surround them do not have a negative perception towards men wearing makeup, yet they remain afraid of being accused as gay. Family, friends and role, status and occupation have a slight impact on makeup adoption among users and non-users. With respect to social factors, girlfriends are the most crucial influencers who can trigger the need, act as sources of information, and recommend products. There are six criteria regarding product attributes which lead to adoption of makeup which are Invisibility, Function matches need, Quality, Non-allergenic, Easy to use, and Easy to remove. The majority of users and non-users do not see the difference between women's and men's makeup. However, they remain interested in trying out 'For men'. Store experience creates the product trial; however, non-users felt uneasy to purchase 'For men' makeup that is mixed with women's products in the store. The majority of users and non-users have little knowledge about makeup because makeup is not widespread among men. All these consequences cause slow makeup adoption.

Therefore, (1) the industry and makeup entrepreneurs should continue to raise awareness and create viral advertisements of men wearing makeup to loosen up the cultural norms. The results also underline that a company should consider a Thai celebrity who has a masculine look with slightly tanned skin to reflect Thai culture. (2) Regarding the social cultural factors, the company should consider using girlfriends as micro influencers. (3) A company or manufacturer should first focus on the attribute of light texture because men do not want others to obviously see that they wear makeup.

Moreover, the company should clearly distinguish between men's and women's makeup, such as the design, color of the packaging and the scent. (4) The store should place 'For men' makeup in the men's section separately from women's. (5) To increase the consumers knowledge, the company should focus on tutorial videos or testimonial advertisements to boost attraction among men.

Key words: 'For men' makeup, Influencing factors, Cultural norms, Men grooming, Makeup adoption, Self-esteem



ACKNOWLEDGEMENTS

Firstly, the completion of this independent study could not have been successful without the support of my advisor. I would like to express my gratitude to Professor Dr. Malcolm C. Smith for his contribution throughout the entire independent study course via e-mails, Skype and face-to-face meetings during his visits to Thailand. Prof. Malcolm C. Smith gave me his expert guidance, insightful comments, understanding, and encouragement throughout my research.

Secondly, I would also like to extend my deepest appreciation to all the young Bangkok urbanites for their valuable time and treasurable insights while serving as respondents. I would further like to thank all my friends, colleagues, and beloved classmates of MIM 31, especially Miss Nuttha Thongmanee, who helped me to find numerous interviewee samples. All information and data was helpful and contributed significantly to my study. I am also grateful for the high quality of support received from the MIM director and MIM office in terms of the helpful information and guidance provided.

Lastly, I would like to take this opportunity to express my profound gratitude from the deepest part of my heart to my parents, who have always supported me in every step of my life, including this study.

Miss Kanrawee Vechviboonsom

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The trend of Thai men's grooming continues to grow and was valued at 13.9 billion baht in 2017. This value is expected to reach 16.9 billion baht by 2022 (Euromonitor International, 2018). Makeup such as makeup have been introduced recently in the men's grooming category. The traditional concept of a male's appearance is one of strength and masculinity. However, men's lifestyles today have changed and it has allowed men to have more freedom. Modern men pay more attention to their appearance, investing time and money to enhance their image (Sankaranarayanan & Mekoth, 2014, p. 6).

Thai popular media channels and websites such as Pantip, YouTube and Hamburger magazine Thailand revealed that Thai men have adopted more makeup trends in the past few years. Many Thai men still perceive that makeup is only for women and homosexual/effeminate men (Pantip, 2016). However, social acceptance is increasing among both Thai men and women, offering a more accepting attitude towards men wearing makeup.

As will be seen in the literature review below, there are gaps of knowledge concerning this topic. We do not understand the attitudes of Thai male consumers towards makeup. We also do not know what specific factors influence men to purchase makeup, such as the reasons for men to purchase makeup or why men do not use makeup products in Thailand.

This study is an applied topic in marketing. The area of knowledge concerns societal issues and opportunities. Therefore, the purpose of this research is to investigate the key factors affecting the adoption and use of makeup among Thai male millennials in Bangkok. The results could be used as guidelines for marketing managers of retailers and manufacturers to design and implement a more effective marketing mix to potential male consumers.

1.2 Research Objectives

1.2.1 To investigate men's attitudes towards other men wearing makeup.

1.2.1.1 To investigate the description of men wearing makeup.

1.2.1.2 To investigate men's perceptions towards the change of societal norms.

1.2.2 To identify the key factors that affect the adoption of men's makeup according to Thai sociocultural norms.

1.2.2.1 To determine the personal factors that influence men to purchase makeup.

1.2.2.1.1 Self-esteem

1.2.2.1.2 Feel-embarrassed

1.2.2.2 To determine the social factors that influence the adoption of men's makeup.

1.2.2.3 To identify the factors relating to role, social status and occupation that affect the adoption of men's makeup.

1.2.3 To identify the factors that influence men to purchase makeup as well as barriers that prevent them from purchasing makeup based on the marketing mix.

1.2.3.1 To identify the criteria for choosing products.

1.2.3.1.1 Product attributes

1.2.3.1.2 Importance of 'For men' products versus 'For women' products

1.2.3.2 To measure the willingness to pay for makeup among men.

1.2.3.3 To identify the channels customers use for purchases (Offline versus Online).

1.2.3.3.1 To identify the physical environment that affects the decision to purchase.

1.2.3.4 To identify the promotion strategy that affects the adoption of men's makeup.

1.2.3.4.1 To identify the advertising channels.

1.2.3.4.2 To identify celebrity endorsers that influence target segments.

1.3 Outline of the Report's Organization

This report is organized into five key sections, beginning with an introduction section and followed by a review of the literature, the research methodologies used, a summary of the research results, and finally the recommendations.

Chapter 1 is an introduction section that contains the problem statement and research purpose, as well as the research objectives and report outline.

Chapter 2 is the literature review section, which provides a broad picture of the reason why this topic is important to Thailand today.

Chapter 3 comprises the research methodology that explains the structure of this study, including the theoretical framework, research methodology and sampling procedures.

Chapter 4 is the data analysis and results section that describes the findings of the qualitative research as well as the detailing the limitations of the study.

Chapter 5 comprises the conclusions that refer to the key findings from Chapter 4. It also provides recommendations for retailers and manufacturing managers.

CHAPTER 2

LITERATURE REVIEW

2.1 Thailand and International ‘For men’ Makeup Industry

Makeup such as BB cream, cushion, concealer and facial powder have been introduced into the men’s grooming category. The Chief of L’Oreal, Vismay Sharma, stated that he expected to see men’s makeup products on the counter within five years (Attitude Magazine, 2018). Rochet Podvin (the Founder and Chief Executive Officer of the Paris-based trends and consulting agency Cosmetics Inspiration & Creation) stated that the male market is changing because of the love of transformation among the young millennial generation (Weil, 2018).

The trend of Thai men's grooming continues to grow and was valued at 13.9 billion baht in 2017. This value is expected to reach 16.9 billion baht by 2022. Nowadays, Thai teenagers and young adults tend to adopt male grooming trends at a younger age (Euromonitor International, 2018). Leading fashion brands throughout the world have come into play in the men’s makeup category. *GQ* magazine (Thangsirisakul, 2018) announced that Boy de Chanel, a men’s makeup collection by Chanel, was launched online in Thailand in November 2018. It was officially launched at Chanel boutique stores worldwide in January 2019 (*See Appendix A*).

Today, limited ‘For men’ makeup products and brands are being offered in Thailand. Srichand is one of the well-known Thai brands which launched ‘For men’ facial powder puff in 2015 and are distributed to Boots, Watson’s and Eve & Boy. L’Oréal’s BB men Instant skin fixer moisturizing gel, which launched in 2014, is distributed to supermarkets, Eve & Boy, Boots and Watson’s. (*See Appendix A*)

2.2 Men’s Attitudes Towards Other Men Wearing Makeup

The shift in culture and social norms has impacted the conventional notion of masculinity. Today, men are more sensitive, gentle and in touch with their feminine side (Moir & Moir, 2000, p. 23). To express their manliness and secure their

heterosexual position, men no longer feel the need to express hyper-masculinity (Rangkaputi, 2017, p. 82). Men have begun to look after themselves more through such behaviors as wearing perfume, shaving and using moisturizing creams. Still, makeup products remain relatively uncommon among straight men. Many men perceive that makeup is only for women, homosexuals and actors. Over a decade of the emerging commonness of the male homosexual group, people are getting used to seeing these men wearing makeup and women's clothes. Thus, the consumption of cosmetics by men has become labeled as gay (Blanchin, Chareyron & Levert, 2007, p.40). Accordingly, many men do not dare to buy or use makeup products for fear of being subject to society's judgment of 'being gay.'

In contrast, Hamburger Magazine (November, 2018) launched a viral interview clip on Facebook of a famous young actor, Teeradon Supapunpinyo, concerning men wearing makeup. Mr. Supapunpinyo argued that there is nothing wrong with straight men wearing makeup to make themselves look better. He is a straight man who regularly uses concealer, foundation and eyebrow makeup. He also pointed out that makeup can be worn naturally "Wear makeup like no makeup" (*See Appendix B&C*). Having straight male actors discuss the topic of makeup so frankly has helped to improve ordinary men's attitudes towards makeup. Over 2,500 comments on Facebook have expressed both positive and negative comments. However, they confirm that consumers' attitudes are changing towards the idea of men wearing makeup.

2.3 The Evolution of Masculinity

Maleness is not fixed at birth, but rather is built and shaped by the assumptions of the culture in which a male grows up (Moir & Moir, 2000, p. 15). Manliness is explained by the biological perceptions of men, while masculinity is from cultural construction. Being masculine is learned and has evolved from social conduct that considers what is appropriate for being male (Rangkaputi, 2017, p.75).

The meaning of masculinity is moving away from traditional male aspirations as being rough, powerful and aggressive. Many modern men have become metrosexual and pay more attention to their appearance. Metrosexual is a group of men

who have distinct tastes in fashion, art, and style in addition to having a strong concern for their aesthetic appearance (Salzman, Matathia & O'Reilly, 2005, p. 57). In 2003, an American survey revealed that 49 percent of men believe there is nothing wrong with a man getting facial treatments or manicures (Salzman et al., 2005, p. 36). Some studies have confirmed that metrosexual men's behavior can be linked to cosmetics consumption rate (Rangkaputi, 2017, p. 90). Makeup in society are becoming more common and are creating a new image for becoming male.

2.4 Thai Sociocultural Factors Influence Purchasing Behavior

Cultural, social and personal factors are fundamental influences on consumer buying behavior (Kotler & Keller, 2016). Every individual has a different set of basic values, beliefs, perceptions, and behavior learned by family, background, and other social institutions. These factors may form or change male makeup adoption rates and consumption behaviors.

2.4.1 Personal Factors

Cast and Burke (2002, p. 1043) noted that self-esteem relates to an individual's overall positive or negative evaluation of personal value. People with positive self-esteem expect self-improvement and typically adapt well in society. Consumers are encouraged to develop an ideal appearance by society and the media. The face is the most significant and visible part of the body for both sexual attraction and social interaction (Hall, Gough, & Seymour-Smith, 2013, p. 227). The more attractive an individual believes him/herself to be, the more social acceptance that individual will believe he/she has. Facial appearance can be modified by using makeup and skincare products. For this reason, makeup has a significant impact on boosting self-esteem.

2.4.2 Family and Friends

Thailand is a collectivist society that emphasizes group-oriented, corporate and social hierarchies (Hofstede, 1984). The millennial generation tends to be more influenced by reference groups and opinion leaders. They are also more likely to trust their friends' reviews than professional reviews (Kvidahl, 2015). The adoption

of makeup products is daring for men; if an entourage gives value to certain products, men will likely purchase such products more readily. On the opposite side, if the group does not accept these products, the use of makeup products could become a threat to the sense of belonging (Blanchin, Chareyron & Levert, 2007, p.37). Thai people value long-term relationships with their group members, so they are concerned about social interest more than individual interest. Thus, social acceptance is a critical factor for makeup adoption among men.

2.4.3 Role, Social Status and Occupation

Kotler and Keller (2016, p.185) stated that people choose products that reflect and communicate their roles and social status. Additionally, one's occupation also influences their consumption pattern. A survey in America revealed that 89 percent of men see proper grooming as essential in the business world (Salzman, Matathia & O'Reilly, 2005, p. 36). Beiersdorf's survey supported the idea that male grooming is motivated by work and social situations (Bird, 2008). Men use cosmetics such as care products as a way to show their status and differentiate themselves from others. A well-groomed appearance is one of the keys to success. "If you want to be president, you have to comb your hair" Kaufman quoted (2009). Kaufman further explained that personal image is significant. If you look like you have not slept well and you cannot manage yourself, then you are not going to succeed. Baiersdorf and Kaufman gave an excellent indication that men are compelled to continue improving their image to increase their chances of success in career as well as life.

2.5 Summary of Literature Review

Makeup such as BB cream, cushion, concealer and facial powder have been introduced into the men's grooming category. The trend for Thai men's grooming continues to grow. Boy de Chanel was launched worldwide in Chanel boutique stores in January 2019. However, there are limited 'For men' makeup products and brands in Thailand. Thai teenagers and young adults tend to adopt male grooming trends at a younger age, which creates a huge opportunity for companies in the men's makeup segment.

To express their manliness and secure their heterosexual position, men no longer feel the need to express hyper-masculinity. Many men still perceive that makeup is only for women, homosexuals and actors. Accordingly, many men do not dare to buy or use makeup products for fear of being subjected to society's judgment of 'being gay.' However, men's attitudes towards other men who wear makeup have stretched and gained a level of acceptance.

Being masculine is learned and evolves from social conduct that considers what is appropriate for being male. Still, many modern men have become 'metrosexual' and pay more attention to their appearance. Cosmetics in society have become a tool for the metrosexual group to enhance their image, thus formulating a new image of becoming a male.

Self-esteem relates to an individual's overall positive or negative evaluation of personal value. The face is the most visible aspect for both sexual attraction and social interaction. Makeup can help improve one's facial appearance as well as boost self-esteem.

The millennial generation tends to be more influenced by reference groups and opinion leaders. They are also more likely to trust their friends' reviews over professional reviews. The adoption of makeup products is daring for men; if an entourage gives value to certain products, men will likely purchase such products more readily.

People choose products that reflect and communicate their roles and social status. Modern men use cosmetics such as skincare products as a way to show their status and differentiate themselves from others. Therefore, key influences for makeup consumption include role, social status, and occupation.

No study currently exists with regard to men's behavior and attitudes towards makeup in Thailand. This emerging trend is very new, meaning it creates an excellent opportunity to develop the men's makeup market and industry in Thailand. This research will explore the attitudes that could encourage men to purchase and use makeup. Additionally, the research will explore the key barriers that prevent men from purchasing or using makeup. The results from this study would be beneficial to marketers of men's makeup product lines to develop a compelling marketing mix to attract male consumers in Thailand.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research was conducted entirely using a **qualitative method**. Exploratory research consisted of secondary research. Primary research was semi-structured in-depth interviews (*See Figure 1*). The target respondents were comprised of Thai metrosexuals aged between 18-28 years living in the Bangkok area who either purchase or do not purchase makeup.

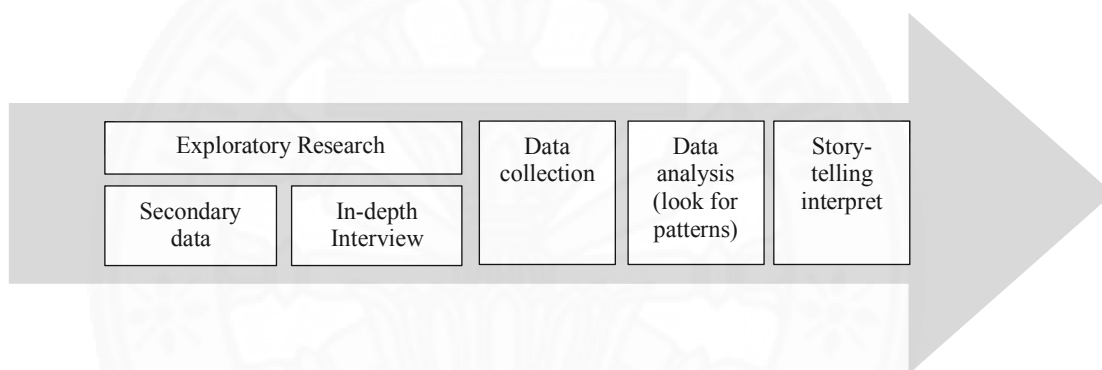


Figure 3.1: Research Framework

3.2 Exploratory Research

3.2.1 Secondary Research

Secondary data research was conducted to get an overview related to the men's makeup industry in Thailand as well as men's purchasing decisions. The data was sourced from credible published sources, existing academic journals and websites in Thailand as well as internationally in order to understand men's grooming behavior and the men's makeup trend. The findings were used to develop the questions employed in the in-depth interviews.

3.2.2 Primary Research

3.2.2.1 In-Depth Interviews

The key question for the in-depth interviews focused on the attitude of young millennial men, cultural norms, and behavior towards makeup adoption among males. The questions were led by laddering and projective technique to avoid bias and reveal respondents' insights. The question guide framework was developed through pilot in-depth interviews during October 2018. The pilot interviews allowed the researcher to ensure the question guide covered all key variables and also examined the extent of the framework.

Twenty-six in-depth interviews were conducted from January 1 to February 15, 2019 to gain insights and attitudes towards makeup adoption. Users comprised straight men who wore makeup (1) regularly and (2) occasionally for special events, while non-users included straight men who had never worn makeup as (1) rejecter and (2) non-rejecter. The questions for the interviews are shown in *Appendices D-a & D-b*.

3.3 Sampling Plan

The respondents were diversified by age and occupation in order to avoid similar results and extend the segment span. The sample was divided into two groups of makeup users and non- makeup users using the following criteria:

- Straight men who live in Bangkok
- Young millennial men age between 18-28 years old
- Must have Thai nationality
- Users: must have purchased makeup in the past year
- Users are split into 2 groups: 1) wear makeup three to four days a week, 2) occasionally wear makeup such as for special events.
- Non-users: must have never purchased makeup or worn makeup; 1) Rejecter
2) Non-rejecter.

Note:

Non-rejecter: Males who never wear makeup, but do not refuse to adopt makeup.

Rejecter: Males who never wear makeup and fully decline to adopt makeup.

3.4 Data Collection

Due to the limitation of time, respondents were selected through non-probability sampling, including convenience and snowball sampling. Respondents were acquired through personal connections, Facebook, fashion magazine pages and postings on Pantip, one of Thailand's famous discussion forums. The data was collected from January 1 to February 15, 2019. The twenty-six in-depth interviews were semi-structured face to face and via phone call, which took approximately 40-50 minutes each. The interviews were standardized as much as possible to ensure that all key topics were covered. The interview questions were separated into two sets for makeup users and non- makeup users. Each interview was recorded and later transcribed into Microsoft Excel data. The types of respondents are shown in Table 1 below.

Table 3.1: Respondent Type

Makeup users (n=13)		Non-Makeup users (n=13)
Regularly (n=8)	Products used	Non-Rejecter (n= 8)
Respondent 1: Doctor aged 26 Respondent 2: Doctor aged 25 Respondent 3: University student aged 20 Respondent 4: University student aged 23 Respondent 5: Restaurant owner aged 28 Respondent 6: Video producer aged 25 Respondent 7: Family business aged 26 Respondent 8: Family business aged 23	Foundation powder BB cream, shading Foundation powder Foundation powder Cushion, Powder Foundation powder Concealer, eyeliner, lip Cushion, concealer, lip palm, Powder	Respondent 14: Hair dresser aged 25 Respondent 15: Family business aged 27 Respondent 16: University student aged 21 Respondent 17: University student aged 21 Respondent 18: University student aged 21 Respondent 19: University student aged 22 Respondent 20: Audit aged 26 Respondent 21: Government officer aged 28
Occasionally (n =5)		Rejecter (n= 5)
Respondent 9: Business analyst aged 24 Respondent 10: Marketer aged 27 Respondent 11: Model aged 25 Respondent 12: Model aged 28 Respondent 13: Food Reviewer aged 22	Concealer BB, CC cream BB, Concealer, Powder BB cream, Powder Concealer, Foundation powder	Respondent 22: Ambassador aged 28 Respondent 23: Engineer aged 28 Respondent 24: Engineer aged 24 Respondent 25: Audit aged 25 Respondent 26: Marketer aged 26

3.5 Data Analysis

This study obtained all data through in-depth interviews. The unstructured and subjective data was first transcribed. Then the data was manually categorized, grouped by the patterns of responses and categorized into four segments based on usage of makeup and the potential adoption of makeup, including 1) regular user, 2) occasional user, 3) non-user as rejecter and 4) non-user as non-rejecter. The purpose of data classification was to identify the linkages to key influencers of makeup adoption. The interview results were used for interpretation and analysis following the study objectives through story-telling. The theoretical framework was applied to define the key research variables which reflects the understanding of the attitudes of millennial men in Bangkok towards other men wearing makeup, cultural factors, and how parts of the marketing mix act as key influences and barriers to adopting makeup. Also, quotes were used to provide evidence supporting the summary, as well as for assertions concerning the segments, insights and illustrated relationships between variables.

3.6 Identification of Key Research Variables

3.6.1 Independent variables are:

3.6.1.1 Men's Attitude towards other men wearing makeup:
Masculinity, Gay-like, Common

3.6.1.2 Sociocultural norms

- Personal factor: Self-esteem, Feel embarrassed, Lifestyles
- Social factor: Family, Friends, Girlfriend, Co-workers
- Roles, Status and Occupation

3.6.1.3 Marketing mix

- Product: Matching needs, Quality, Packaging design, 'For men' products, and women's products
- Price: Acceptable price range
- Place: In-store experience, Product trial, Purchasing channels,

- Promotion: Sales promotion, Sale assistant, Advertisement channel and Celebrity endorsement

3.6.2 Dependent variable is a purchasing decision towards 'For men' makeup.

3.7 Limitation of the Study

Due to the limitation of time and resources, this qualitative study aimed to be a preliminary research to explore insights and the key factor that influence makeup adoption among millennial men in Bangkok. The limitations are as follows:

1. Regarding the small sample size through non-probability sampling method, the findings from in-depth interviews may not be representative of the entire Bangkok population.
2. The limitations of this study may not make the results sufficient for appropriate use as proof supporting business decisions. Therefore, further quantitative study is recommended to gain more solid and accurate data to represent the entire population of the target group.

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 Definition in this Study

1. Foundation is defined as a thick creamy nude color applied to the face to even out skin tone, cover flaws or sometimes to change the natural skin tone.
2. Concealer is defined as a thick creamy nude color corrector that is used for particular areas to cover dark spots, dark circles and other small blemishes visible on the skin. Normally, it is used to cover pimple spots and dark circles under the eyes.
3. Cushion is defined as a liquid mix powder of nude color formed in sponge and puff. Cushion provides a smooth undetectable finish and is used to even out the skin tone. It can be substituted for foundation.
4. BB cream is defined as a light creamy texture used to even out facial skin tone and smooth skin. BB cream is lighter than foundation but heavier than cushion.
5. CC cream is a very light creamy or opaque color corrector. CC cream is lighter than BB cream and is used to even out facial skin tone.
6. Powder puff is a nude color light texture powder which is applied on the face after makeup creams. Powder puff helps to reduce oil on the face and is in a soft pad form.
7. Foundation powder puff is a nude color thick texture powder which is applied on the face after foundation or other makeup creams. Foundation powder puff helps control oil on the face and is in a soft pad form.

4.2 In-Depth Interview Result

The interpretation of makeup adoption among men was investigated through the terms given to 'makeup user' and non- 'makeup user' across the 26 in-depth interviews with young millennial men who live in Bangkok (Regular user = 8,

Occasionally user = 5, Non-rejecter =8 and Rejecter = 5). Six of the respondents were university students, though most of them were employees (n=16) in diversified fields such as auditing, marketing, ambassador, food reviewers, video production, engineering, fashion models and doctors. Four of the respondents were business owners or worked in the family business.

The user group was subdivided into regular and occasional users, which were identified by the frequency of makeup usage. Regular users wore makeup at least three days per week. Meanwhile, occasional users wore makeup only for special occasions such as attending a wedding or social event that they needed to dress for, including taking photos or going out with friends. Regular users are more concerned about physical appearance and self-satisfaction.

The non-user group was subdivided into non-rejecters and rejecters as determined by the willingness to adopt makeup. Non-rejecters are willing to try or adopt makeup, while Rejecters completely decline to adopt makeup. Non-rejecters do not have a high barrier to adopt makeup compared to Rejecters.

Men's attitudes towards other men wearing makeup

“Thai culture is more open about men wearing makeup than before, yet many people still see it as inappropriate. Especially for the younger generation, being gay and transgender have more widespread acceptance and so is straight men wearing makeup. However, the older generation like our parents would view these groups of men strangely. In my opinion, if I see a male who wears makeup, I would assume that he is gay. It's not common for guys to wear makeup.”

Respondent 23, Rejecter non-user

All users and non-users think it is uncommon for straight men to wear a full set of makeup such as foundation, eyebrow liner, and powder puff. However, they are not offended by straight men who wear makeup, including gay and transgender groups. Likewise, it is understandable and acceptable for men to wear makeup for particular purposes such as covering dark spots and pimples.

“I wear concealer, cushion and powder puff every day. I have been accused of being gay many times. Thai cultural norms might be more open than in the old days, but a very small number of straight men wear makeup, so it is still unusual for society.”

I honestly think the majority of women would doubt the true gender of men who wear makeup.”

Respondent 8, Regular user

More than half of users are judged by other people who are not close to them. Among friends, they do not have negative perceptions towards men wearing makeup. However, nine users said that they did not care what other people thought because they wanted to look better and feel good about their appearance. Therefore, wearing makeup lightly or almost invisibly is very important for users to avoid judgment by others.

All respondents, both users and non-users, described men who wear makeup as men who take extra care of themselves and pay attention to their appearance, wanting to be neat and wanting to be seen in good condition all the time. Six respondents from both users and non-users mentioned the word ‘Metrosexual’ for men who wear makeup. Eight respondents, especially non-users, assumed that men who wear makeup would be actors, models, bloggers or air cabin crew. Meanwhile, the rest (n=18) were more open towards men wearing makeup being anyone. The majority of respondents (n=23) had seen other straight male friends wearing makeup, apart from their peer group, so they were used to it and perceives it is common.

Factors that influence makeup adoption among men relating to Thai culture

Personal factors

“Wearing makeup builds up my confidence. I feel my face is smooth, fresh and looks better. It helps cover my unpleasant dark spots from pimples or scars. I want everyone to see me in the best condition, so wearing makeup is very important for me.”

Respondent 7, Regular user

Both regular and occasional users mentioned that makeup helped to boost their self-esteem; they felt more confident and good about themselves. Most regular users are more appearance conscious and revealed that makeup is indispensable. They lose confidence when they do not wear makeup, similar to women. One regular user stated that makeup is an investment. It is worth investing money on makeup to develop the appearance and increase personal satisfaction. All regular users gave the opinion that wearing makeup was another symbol of cleanliness and self-attentiveness.

The most mentioned trigger points among regular users include skin problems such as acne, rashes, dark spots, scars or dark circles under the eyes, in addition to an oily face. Therefore, the majority of regular users (n=10) only wore one or two makeup products such as concealer, powder or cushion to cover skin problems.

Putting on makeup in the morning does not change Regular users' behavior and consumes their time compared to women. Only a few (n=4), who are heavy users in terms of wearing more than two makeup products, are willing to spend more time in the morning to modify themselves for the best outcome.

Meanwhile, all occasional users wear makeup to make them look better and neat for photographic opportunities and events. They are lazier and care less about self-expression compared to regular users. One Occasional user stated:

“I don't need to look my best all the time. I can't be bothered to wear makeup every day. Everyone at a wedding ceremony wears makeup, so I don't feel the need to stand out.”

Respondent 12, Occasional user

This group does not see the necessity in wearing makeup every day. They do not want to spend time every morning and are still afraid of being accused of being gay. Moreover, occasional users do not have serious problems with their facial skin. All occasional users (n=5) stated that they were willing to spend time getting dressed only for special events. It is common for straight men to wear makeup for events such as weddings. They feel relaxed and enjoy wearing makeup to such events.

“The main reason for not wearing makeup is that I'm too lazy to spend time putting on makeup in the morning. I don't like cream on my face, it feels sticky. I don't see the necessity in wearing makeup. I don't have skin problems that I need to cover.”

Respondent 15, Non-rejecter user

The most commonality among the non-user group were the laziness to prepare themselves in the morning. They wanted to spend the least time as possible in the morning. Most men lack makeup knowledge and do not know how to wear makeup. They have experience in seeing family members or girlfriends during the makeup process, so they perceive that wearing makeup takes time spanning at least fifteen to thirty minutes.

Secondly, most non-user respondents including non-rejecters and rejecters do not have serious problems with their skin such as pimples, dark circles under the eyes or dark skin tone. Therefore, they do not feel the necessity and value in wearing makeup. If they have skin problems, they prefer to invest in skincare products rather than makeup to solve the problems.

Lastly, all non-rejecter respondents (n=8) were not offended by male makeup and were interested in testing 'For men' makeup. However, they felt somewhat embarrassed and did not know where to start because they had no male friends with experience using makeup. All non-rejecters confessed that if the norm had changed and makeup became a viral trend in Thailand, they would follow the trend and wear makeup because they also wanted to look better with brighter and fresher skin.

Family

For the majority of respondents, both users and non-users, family culture does not have an impact on makeup adoption. Parents today are open-minded. They might feel strangely at first, but they would not be offended because they understand that their children are old enough to make their own decisions concerning what they wanted to do. Four of thirteen user respondents said their family, especially mothers, suggested makeup products to them and even sometimes purchased for them. On the other hand, families may feel uneasy about a son wearing makeup, though respondents would continue to wear makeup regardless. Thus, family had a slight impact on three respondents, especially the fathers, who might believe that their son was gay.

Friends

"None of my straight friends wear makeup like me, but they don't perceive that I'm gay. I'm the only one in the group that wears makeup. I wear makeup very lightly so that it's almost unnoticeable. Most of my friends take care of themselves by going to the gym, so the makeup topic is totally out of scope for discussion."

Respondent 4, Regular user

The majority of regular and occasional users' friends do not wear makeup. However, it does not prevent users from purchasing and using makeup. Regular users are more independent and confident than occasional users. Regular users wear makeup to express themselves and follow their interest rather than follow peers' interest. They wear makeup very lightly and almost unnoticeably. Users' friends are aware of them

wearing makeup, yet they do not say anything or judge them because they know the reasons behind wearing makeup, such as having an oily face or trying to cover pimples. Most of the users never give makeup suggestions to peers because they find it is an unusual topic to discuss among peers. Moreover, they do not ask guy friends for makeup references, but they would ask makeup experts such as female colleagues, older women or gay friends. A few respondents (n=4) got recommendations from gay friends and two respondents got references and tested products from female university classmates. More than half of users did not do website searches or read makeup reviews. They trusted their peers' recommendations and word of mouth from real people concerning makeup products.

“None of my friend group wear makeup, so I never consider wearing makeup before. It’s not common for men to discuss makeup among peers.”

Respondent 24, Rejecter non-user

Both rejecters and non-rejecters also mentioned that none of their friends wear makeup which is one of the critical reasons that could affect their trigger point and makeup adoption. Nonetheless, they assumed that their friends would not mind if they wear makeup.

Half of the non-users (n=7) valued friends' recommendations and would follow their guidelines similar to cosmetic users' behavior. However, they were more dependent in terms of following their peer group if they wore makeup. Conversely, five respondents would not follow friends' suggestions and were more independent. They would consider the need for themselves first. Only a few respondents (n=3) asked for skincare recommendations from peers. The rest (n=10) had the mutual thought that men did not talk about skincare with each other, so they never asked for a recommendation or suggested skincare to each other.

Girlfriends

“I started wearing makeup because my girlfriend told me that I should take care of myself more. I never do makeup research; I just follow my girlfriend’s suggestions.”

Respondent 4, Regular user

“I never took care of myself until my girlfriend bought skincare for me. I started using it and my face looks better. Most of the time, I listen to her suggestions.”

Respondent 20, Non-rejecter

Most makeup users and non-users who have girlfriends (n= 19), listen to their girlfriends' suggestions based on skincare consumption. A girlfriend is a source of trigger point, information, choice of selection and decision in the purchase. Respondents revealed that they did not research skincare much. Instead, their girlfriend helped them to select products, visited the offline store together and sometimes even purchased skincare for them.

The majority of respondents, both in a relationship and single, stated that they would try makeup if their girlfriend recommended to it. They believed that the girlfriend always searched for good things for them. Only four respondents of makeup rejecters did not listen to girlfriends' recommendations because of the laziness to groom themselves.

Role, social status and occupation

“Wearing makeup is very important to me to meet client at work. First impression is very important.”

Respondent 1, Regular user

Social status and occupation are very important for more than half of the users. They want to look neat and professional. Two respondents are students. They mentioned that the first impression is significant. They definitely have to wear makeup for a job interview. Two of thirteen were models for attending social events, they had to look extra fine, so makeup is a must for them. Another half of users (n= 6) do not have an impact from career. They do not have to meet people. Thus, their objective for wearing makeup is for their personal satisfaction.

“Wearing makeup is inappropriate for my job because I have to meet a lot of foreigners and governors who are older than me. With diverse cultures, I think makeup is uncommon among foreign countries. I am a representative of Thailand, so they might get the wrong perception from me and Thai people.”

Respondent 22, Rejecter non-user

According to the statement above, one respondent is an ambassador who frequently attends social events. He said his hair needs to be set, his suit needs to be

nice, fit and expensive, while his shoes need to be polished. The necktie is very important as well. However, he viewed that with his social status and occupation, makeup is inappropriate for his job.

“I’m mostly working in the office, so I don’t have to meet customers or attend events often. I don’t need to take extra care of my appearance and look handsome all the time.”

Respondent 21, Non-rejecter

Most of the respondents mentioned that their current occupation did not require meeting people or having to attend events. Therefore, it is not necessary to make themselves look extra good, unlike models and celebrities who need facial treatment and to look flawless for public events. Therefore, role and occupation cause these men to not adopt makeup because of the lack of necessity in their career path.

Overall, the results showed that personal factor is the most important factor to drive cosmetic adoption based on personal issues and self-satisfaction. Nevertheless, a girlfriend is the most powerful influencer among cultural factors to create a trigger point, information search and at the point of purchase, followed by friends, occupation and social status and family.

Criteria for choosing makeup

The results of the interviews can be summarized that there are six important factors that have an impact on purchasing makeup. Regarding users and non-users, all respondents (n=21) mentioned ‘invisibility’ as the most important element for inexperienced men, followed by ‘function match need’ (n=19), ‘Quality’ (n=17) and ‘Non-allergenic’ (n=14) as attributes or criteria to purchase makeup. Meanwhile, rejecter respondents (n=5) were not interested in any makeup product attributes because, no matter what, they would not adopt makeup. Table 2 below shows the most important product attributes that users and non-users mentioned during the interviews that drive makeup decisions.

Table 4.1: Criteria of Product

Product Criteria	Users (N=13)	Non-rejecters (N=8)	Total (N=21)
Invisibility	13	8	21
Function matches need	12	7	19
Quality	10	7	17
Non-allergenic	8	6	14
Easy to use	7	6	13
Easy to remove	4	5	9

‘Invisibility’ - All respondents clarified that they did not want makeup to be visible to other people. They wanted to wear makeup with confidence that enhanced their image, without worrying about gay judgments from other people. If the makeup was thick and too obvious on the face, they would not purchase that product.

‘Function matches need’ – The majority of users and non-users concluded that makeup could be any brand and product type as long as the product attributes matched their need, such as the color of cream matching skin tone, ability to cover dark spots from scars and pimples or make skin smoother. Alternatively, makeup could be replaced by the current skincare they are using. For example, powder puff could help reduce an oily face and also possibly substitute for sunblock.

‘Quality’- The quality of the product such as texture must be smooth and absorb well into their skin. 17 respondents from users and non-users gave the opinion, ‘If the quality of product is not good, the texture of cream won’t be smooth, which will lead to uneven color on the face’. Moreover, quality is signified by good condition skin and the lack of allergy, rash or acne swelling.

‘Non-allergenic’ - Fourteen respondents were concerned about allergies from makeup products. They were afraid of being allergic from makeup, which may cause acne and face rashes. As seven respondents mentioned, ‘Face is the most critical part of the body. I have to think cautiously and choose the right products that suit my skin’. They prefer to test the product for a few weeks to see the results of whether or not they receive any effect. If they did not get allergies, they would continue to wear makeup under the same brand.

‘Easy to use’ - This is explained as only one step in the makeup process, which should take only a few seconds. 14 of 21 respondents mentioned that men did not like to get involved in the makeup process like women. They seek a one stop product with various functions such as sunblock, powder, and cream to make their smoother skin. They also agreed that they did not want to adjust their morning lifestyle or routine much. Therefore, they seek simple and easy to use makeup. Non-rejecters (six out of eight) emphasized this criterion more than other users.

‘Easy to remove’ - Nine respondents suggested that men’s makeup should not take time to remove like women. One non-rejecter respondent said, ‘It would be great if I could remove makeup with only water’. Easiness in removing makeup would draw more men’s attention, especially the lazy men who do not want to alter their routine and think makeup are a burden. Convenience is important. However, this factor is not a priority concern compared to product attributes or quality.

‘For men’ versus ‘Women’ makeup

Regarding users and non-users, half of respondents did not see the importance of ‘For men’ makeup. If they wanted to purchase makeup, they would select products and brands based on product function and quality suitable for their skin. Six respondents believed that women’s makeup was better than men’s and did not see the benefit of switching from women’s to men’s makeup. Therefore, the launching of ‘For men’ products is irrelevant for some groups of men.

‘For men, it is just branding because the product quality is the same as women’s. I don’t see the difference between men’s and women’s products.’

Respondent 12, occasional user

The majority of users, both regular and occasional users, do not see the difference between women’s and men’s makeup. They believe that it is a marketing ploy to position a product differently and add value to men’s makeup. However, more than half of regular and occasional users (n=8) remained interested in ‘For men’ makeup and would try them under the condition of men’s makeup needing to be under the brand they are currently using. They think men’s scents would differentiate men’s product from women’s and they would feel more comfortable about wearing them. Most users are loyal customers towards using a brand and do not switch brands easily.

Another occasional user also supported Respondent 12's opinion that, *'Makeup are not like perfume, where men's fragrance is stronger and have a different scent from women's. Cosmetic's scent is normally quite light and men's scent really doesn't apply in makeup.'* Therefore, five users were not interested in men's makeup at all.

"For Men products are important because some men might not want to use women's makeup. Separating makeup products from women will encourage men to adopt them more."

Respondent 14, non-rejecter

Six respondents preferred to start with 'For men' products. They believed that 'For men' would have a different formula from women and be more suitable for men's skin. Even though there was some bias about the gay perception among the non-user respondents, eleven respondents, both non-rejecter and rejecter, positively foresaw the opportunity of launching 'For men' makeup. 'It is good for men to have more alternatives as women have.' Only two of rejecters were not interested in 'For men' makeup.

Packaging draws attention

The concept of 'For men' packaging was raised during the interview when discussed about the reason to purchase 'For men' products. Only three of thirteen users said that packaging had an impact on them to switch from women's to men's makeup. One respondent expressed,

"I normally put on makeup in the morning before going out and I don't carry makeup around, so I don't see the importance of color or design of packaging because no one will see it anyway."

Respondent 5, Regular user

Ten respondents from users and non-users said packaging had only a slight impact on choosing a brand, but they still focused on the product quality and matching their needs. Moreover, most mentioned brands among regular and occasional users such as Skinfood, Bobby Brown and Laneige's packaging are appealing as unisex, so packaging was not a significant factor for users.

On the contrary, eight non-users from both rejecter and non-rejecter agreed that packaging is critical to differentiate from women's makeup. One respondent gave his opinion,

“Men don't really want to associate with women's products that much because they are perceived as feminine, girly, soft beauty. Men don't want to carry women's products around; if it's men's makeup, it's okay for other people to see.”

Respondent 21, Non-rejecter

The color of the packaging, such as navy, black, and grey, like Nivea 'For men' facial cleansing, is one of the indicators of whether these products are 'For men' or women. makeup would become more common and acceptable among straight men and others. Their mindset would perceive that there is nothing wrong with using the product.

The willingness to pay for makeup among men

Regarding users (n=13), the willingness to pay for makeup is based on their purchasing experience in currently using products. Each respondent expressed the maximum price that they could spend on each product. The price range for makeup was between 400-3,000 baht.

Non-rejecters (n=8) stated they had never purchased makeup before. Therefore, willingness to pay for makeup is based on their random guess and presumption. The estimated price range of makeup falls between 300-2,500 baht. Willingness to pay among non-rejecters of makeup was slightly lower than the users. The overall product price range from users and non-rejecters is shown in the table below.

Table 4.2: Willingness to pay for Makeup

Product	Suggested Price (Baht)
Powder puff	300-800
BB cream	500-1,200
Foundation	1,000-3,000
Cushion	500-1,500
Concealer	700-2,000

The rejecters (n=5) who are not interested in purchasing any makeup considered that makeup are a pricy and luxury product. They seek to spend money on skincare products rather than makeup.

Student respondents, both users and non-users (n=6), are more price sensitive than others including employees and business owners. Price is one of the indicators in purchasing products for this group. If they cannot differentiate the product benefits among brands or product types such as BB cream and cushion, they would select the cheaper product. On the contrary, most employees and business owners (n=20) agreed that price has a slight impact on purchasing. Nevertheless, they are more focused on other criteria such as product function and quality. One respondent gave the opinion: *“If the product is excellent and has a positive referral, I would spend money on expensive makeup because it is a worthwhile investment for my precious face.”* They believe price relates to product quality.

Two non-rejecter respondents suggested that ‘For men’ makeup should be priced a bit lower than women’s makeup. The price should be set 20%-25% lower than women’s makeup because men do not use makeup as often as women. Thus, the need for men is not as critical as for women. If the set price is similar to women’s product, ‘For men’ products might not be attractive enough for non-users to adopt. Men who currently purchase makeup might not switch from women’s to men’s makeup.

Convenient channels for purchasing

Most respondents prefer the offline channel because product trial is one of the most critical processes at the point of purchase. The most common offline channels mentioned in the interviews were Boots, Watson and Eve & Boy. Only four respondents from users and non-users suggested online channel because they trusted the reviews and referrals. Additionally, an online price would be cheaper than offline. However, half of the respondents (n= 22) said that offline channel is convenient for only the first-time purchase. They did not mind purchasing either offline or online for the second or third purchase if they continued to use the same brand.

Store experiences

“The first time, I went with my girlfriend. I knew what product and what brand that I wanted. I went into the store, grabbed the product and purchased it quickly. I didn’t walk around or spend much time in the store. The second time, I felt a lot better

and went to buy the product myself.”

Respondent 1, regular user

The experience concluded that first time purchasing makeup were crucial and they felt embarrassed. Half of respondents (n=6) had a companion accompany them to the offline store such as a mother or girlfriend. These companions gave suggestions and helped users test the product. At the point of purchase, the influencer is also important to encourage and motivate the purchase.

Seven users among regular and occasional respondents went to purchase makeup alone. Although they felt a bit embarrassed, they were brave and did not care about others' judgements. They are independent and the majority of them have products and brands in mind before visiting the store.

On the contrary, the inexperienced non-user (n=9) seems to be confident to walk into the store to purchase makeup without worrying about gay judgment from others. *“If I decided to buy makeup, then I should be confident to purchase on my own,”* said Respondent 15. However, they would grab and purchase the product as fast as possible without testing, similar to first-time experience users.

Two non-rejecters respondents pointed out an interesting fact that ‘For men’ makeup should be distributed in the store that provides a variety of ‘For men’ or everyday use products. They can pick and drop makeup products into the basket, which mixes with other grooming products such as razors, facial cleansing foams and lotions. Consequently, they will not feel awkward or embarrassed about purchasing makeup. The mutual response among non-users pointed out that they felt uneasy about purchasing makeup under the condition the ‘For men’ products are mixed with women’s products.

Promotion discount is not important when it comes to makeup

Most users and non-users said promotion had little impact on them and was less important compared to product function and brand. They would not deviate from the product that they had in mind even though another brand had a promotion discount on a similar product.

Impact of Sales Assistant

Regarding users and non-users, all respondents have similar behavior for having products in mind before visiting the store. They would check the reviews from

Pantip, the internet and peer recommendations to conclude which brand and product to purchase. Therefore, salespersons in the store have a slight influence on purchasing. They would ask for minor suggestions about the product details and color to match their skin. They would not change their mind about the product to purchase.

In addition, sales assistants generally are gay or women. Most of them wear heavy, thick or too much makeup. Sales assistants wear makeup to demonstrate the product color and quality to customers. However, this will not attract men. One respondent said, *'Salespersons who wear too much makeup look scary to me. I don't want to look like them or a ladyboy.'* Sales assistants with thick makeup would cause men to shy away from checking or trying a product.

Lack of knowledge about makeup

Makeup are not widespread among men and there are few product testimonials or tutorials for men makeup by men influencers. The majority of users revealed that they had little knowledge about any makeup.

"My first time wearing makeup, the outcome was not impressive because I did not know how to wear makeup properly. I just used trial and error until I got it right."

Respondent 7, Regular user

The majority of respondents do not know how to wear makeup and most of users' girlfriends taught them. They stick with limited makeup options such as concealer and powder because they are easy to apply and do not consume their time.

Meanwhile, all non-users, especially non-rejecters, do not know how to start searching for products and brands to look at. One regular user said, *'It seems complicated to start. I have no idea about makeup and what products to buy.'* Makeup knowledge, product testimonials and tutorials by straight men are not pervasive unlike makeup tutorials and product testimonials by gay men and women. However, this consequence puts most users and non-users off. Most respondents declared they did not want to watch gay reviews. This concern has an impact on slow cosmetic adoption among men, especially the non-rejecter group.

Communication channel and best-fit celebrity endorsements

The most seen advertisement channel is Facebook followed by YouTube, IG, and Billboard as well as on BTS Sky train. Conversely, the most memorable

advertisement channel is YouTube, followed by TV commercial, Billboard and Facebook. All respondents see an advertisement as a tool to raise awareness of a brand. Fourteen respondents found that advertisements such as billboards or TV commercials have a slight impact on them if they are interested in that brand or product. They would do further research on that product.

“A celebrity endorser should be Thai, have a masculine look and tanned skin because Thai people are not as white as Europeans. Also, it should be a person who looks after himself and is ageless.”

Respondent 20, Non-rejecter

Regarding users and non-users, the majority of respondents agreed that using Thai celebrities to promote men’s makeup would be good and attractive. Most mentioned celebrities including Ananda, Nadech, Mario, Pope and Weir. Most respondents said the endorser should be slightly tanned, manly gentlemen who are not too adventurous and look after themselves well. The celebrities’ images are shown below.



Ananda Everingham



Nadech Kugimiya



Mario Maurer



Thanawat Wattanaputi (Pope)



Sukolawat Kanarot (Weir)

Figure 4.1: Celebrity endorsers

Eight respondents mutually pointed out that advertisements should be divided into young and mature versions. The young version attracts university or amateur employee targets, while the mature version would target professional employees and business owners.

Five respondents raised James, Theeradon because they have seen the video clip of Hamburger magazine and thought his presence represented metrosexual men well. However, James, Theeradon could also shut many straight men off because his appearance does not look manly; he has often been accused as gay. One respondent pointed out an interesting opinion,

‘Seeing James makes me feel that the makeup I’m wearing right now is so minor and it makes me feel so good that there are people like James who are more obvious than me. I feel more confident to wear makeup because I’m not standing out.’

Respondent 8, Regular user

Respondent Eight expressed his ease and positive attitude towards wearing makeup. Having extreme metrosexual influencers could possibly be a good start to provoking straight men, both users and non-users. See James Theeradon image in Figure 3 below.



Figure 4.2: Teeradon Supapunpinyo (James), Fetish Celebrity

Another non-rejecter respondent also shared an interesting point: “A makeup endorser should be someone that is manly, has a comedic character and seems

to not really look after himself. People would never expect that person to wear makeup.”

Respondent 21, non-rejecter

Celebrities such as Sunny and Oat, Pramoth were raised during the interviews as comedy actors (N=4). Besides, one respondent raised athletes and Thai football players, who represent masculine men who are not celebrities and do not have time to look after their skin. The unexpected circumstance would draw people’s attention, awareness and social norms could become more acceptable towards men wearing makeup. See the two celebrity images in Figure 4 below.



Sunny Suwanmethanon



Pramoth Pathan (Oat)

Figure 2.3: Comedy Celebrities

CHAPTER 5

SUMMARY AND CONCLUSION

Breaking cultural norms through communication

According to the interviews, the Thai cultural norms toward men wearing makeup are more open. Most respondents do not have a negative perception towards men wearing makeup, yet they remain afraid of being accused as gay from other people if they do wear makeup. Thus, industry and makeup entrepreneurs should continue to raise awareness and create viral advertisements of men wearing makeup to loosen up the cultural norms and decrease gay perceptions among Thai male consumers, which would help makeup become more widely accepted.

The results also underline that selecting the appropriate celebrity endorser is important to reflect Thai culture. A company should consider a Thai celebrity who has a masculine look with slightly tanned skin, such as Ananda, Nadech, Mario, Pope or Weir. Fetish or an unexpected celebrity would also be an attention-grabbing alternative to breaking the culture norms and increase the adoption rate among users and non-users.

Factors that influence makeup adoption among men relating to social norms

The family and friends among the majority of users and non-users do not feel negatively about men wearing makeup. Family and friends understand the reasons for users to wear makeup. The user group is independent, disregarding or paying less attention to judgments by others. Non-users still follow the norm, but non-rejecters are willing to try makeup if they are influenced by the surrounding environment. Most users and non-users are influenced by girlfriends. Role, status and occupation have a slight impact on makeup adoption among users and non-users.

The insight from the interviews gives more understanding of how users and non-users think about makeup in terms of personal influences, family, friends, girlfriends and their careers. A girlfriend is the most essential makeup influencer that triggers the need, recommends the product and at the point of purchase. All respondents are influenced most by a girlfriend, followed by friends, occupation and family. In order

to increase makeup' adoption, the company should consider using girlfriends as micro influencers or bundle 'For men' makeup with women's makeup for marketing tactics. This is because the girlfriend is the closest and most reachable to a large number of men.

Consumer preference regarding makeup product attributes

The research results can explain users and non-users' behavior towards makeup adoption. Regular users' trigger points are facial problems such as acne and an oily face, while occasional and non-users are lazier and do not have serious problems with facial skin. Makeup helps users to build more confidence and feel good about themselves.

Product attributes are critical. The six most mentioned criteria among users and non-users are Invisibility, Function matches need, Quality, Non-allergenic, Easy to use and Easy to remove which lead to makeup adoption. A company or manufacturer should first focus on the attribute of light texture because men do not want others to obviously see that they wear makeup. The color of the cream should have enough of a wide range for consumers to match their skin color. Even though men might seem to have more rough and tough skin compared to women, allergies are also a critical factor to consider. Thus, the product should be gentle and have ingredients similar to women's products.

The manufacturer should also consider developing products that are easy to use and functional such as 'All in one' BB cream, which consists of a light texture cream, sunblock and powder that helps oil control. As mentioned previously, most respondents, both users and non-users, would try an 'All in one' product. It would increase the adoption rate, especially among occasional users and non-rejecters that tend to be lazy to change their morning behavior.

Women's versus 'For men' Makeup

Users and non-users select products and brands based on function and quality suitable for their skin more than focusing on women's or men's products. Nonetheless, the majority of users and non-users remain interested in 'For men' makeup. They would try them under the condition that men's makeup need to be under the brand they are currently using or have a strong referral from experts. Therefore, existing brands should consider launching 'For men' products. It is not difficult to

switch male consumers to use 'For men' products. Moreover, 'For men' product packaging is essential for non-users more than users. The company should define clearly between men's and women's makeup, such as the color of the packaging and the scent. The product packaging should look masculine in blue, grey or black color. Packaging is one of the adoption factors to attract new adopters.

Willingness to pay for good quality products

The willingness to pay among users and non-users suggested a price between 300-3,000 baht, which covers products including Powder puff, BB cream, Foundation, Concealer and Cushion. Pricing is not as important because men are willing to spend more money on good quality makeup. The face is the most visible part of the body, so it is a worthwhile purchase.

Store experience creates the product trial

Offline channels are the most preferred among users and non-users, including Boots, Watson and Eve & Boy. The mutual response among users and non-users pointed out that they felt uneasy about purchasing makeup in the condition the 'For men' products are mixed with women's products. Hence, the store should place 'For men' makeup in the men's section separately from women and mix with other men's product such as facial cleanser, deodorant and hair gel. Moreover, sales assistants who look after cosmetic brands, regardless of being gay, women or straight men, should wear light makeup or natural makeup. Men would feel more comfortable to try a product without worrying or feeling embarrassed.

Educating 'For men' makeup

Makeup are not widespread among men and very few reviews exists about product testimonials or tutorials for men's makeup by men influencers. The majority of users and non-users have little knowledge about makeup. Non-rejecters do not know how to start searching for products, functions, brands and how to apply makeup. This consequence causes slow makeup adoption among men.

Facebook, YouTube, IG, Billboard and on BTS Sky train are the most common advertisement channels used by respondents. Hence, a company should focus on tutorial videos or testimonial advertisements through Facebook and YouTube to boost attraction among men. The communication should show that makeup is not hard to apply, is simple, and basic, like setting your hair in the morning and showing the

value of wearing makeup. Additionally, educating men using straight men would trigger users more and encourage non-users, especially non-rejecters, to have a product trial.

Future research suggestions

This is an initial research study to explore and understand the insights among Thai male millennials in Bangkok towards 'For men' makeup adoption. Future studies should attempt to enrich the results and broaden the outcomes through the following suggestions:

1. Quantitative studies of how millennial Bangkok men interpret 'For men' makeup should be conducted to identify their behaviors and preferences precisely.
2. The target sampling should be expanded from the Bangkok area to other major cities in Thailand. The data will be able to represent the entire Thai millennial population while giving more accurate recommendations to companies and manufacturers for further 'For men' research and development.
3. 'For men' products are very new to Thailand, so not all the interviewees have tried 'For men' products. Further investigation relating to 'For men' users would give better insight and recommendations to companies and manufacturers about consumers' attitudes towards 'For men' makeup.

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The image features a large, faint, circular watermark of the Thammasat University seal in the background. The seal contains the university's name in Thai script at the top and "THAMMASAT UNIVERSITY" in English at the bottom. In the center of the seal is a traditional Thai emblem, the Chakrasimukha, which is a multi-armed figure holding various symbolic objects.

APPENDICES

APPENDIX A
Men makeup in Thailand
(1) Boy de Chanel



Thangsirisakul, C. (2018, August 21). *Boy de Chanel: The first cosmetic collection for men from Chanel*. Retrieved September 20, 2018, from gqthailand: <https://www.gqthailand.com/style/article/boy-de-chanel>

(2) Srichand



Rabbit Moon. (2015, October 24). *Srichund 'For Men' Black Edition Review*. Retrieved February 14, 2019, from <http://www.rabbitmoon.com/srichand-for-men-black-edition-review/>

(3) L'Oreal BB men



**BB MEN
INSTANT SKIN
FIXER
MOISTURIZING
GEL
BB MEN**

★★★★★

INSTANT SKIN CORRECTION
CONCEAL IMPERFECTIONS
BRIGHTEN & HYDRATE SKIN

50ml

Vanilla.com. (2018, August 24). *L'Oréal Men Expert BB Men Instant Skin Fixer*. Retrieved February 14, 2019, from <https://www.vanilla.in.th/detail.cgi?mode=kuchikomi&pid=1396423456>

APPENDIX B

Makeup interview with an Actor, Teeradon




Hamburger magazine (November 6, 2018), Retrieved November 20, 2018, from <https://www.facebook.com/132236380800/posts/10156560742980801/>

“There is nothing wrong with men wearing makeup. I normally put concealer, cushion and draw eyebrows very lightly. We can wear makeup like there’s no makeup. We can wear light makeup and look natural so that people cannot even notice it. The idea of men wearing makeup does not necessarily mean putting on heavy contour and foundation like women. Why can’t men wear makeup to improve their appearance just like women can? Makeup helps you to look better and cleaner. I like to go buy makeup myself and I’m not ashamed of that. I like to try the products to find the right color match for my skin.”

Mr. Teeradon Supapunpinyo (James)


APPENDIX C

Makeup technique with Boy de Chanel by Teeradon

 **ELLE Thailand** January 31 at 6:36 PM · 🌐

#ELLEChallenge ส่งท้ายเดือนมกรากับเจมส์-ธีรदनย์ ทำให้โชว์หน้าสด ปลอดภัยจากแดดที่ผู้ชายไม่แต่งหน้า แต่เขาเนียนแหละจะมาทำให้ดู แต่งหล่อภายใน 15 นาที ไปค่ะ เริ่ม!!!

Director of Photography: Nuttapon Jindaluck, Kosit Kongmun
Digital Beauty Editor: Padhayanut Pothichapan
Digital Writer: Tananya Chotivorrvat
#ElleThailand #Elle25thAnniversary #JamyJamess #BoydeChanel



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👍❤️😱 1.4K 150 Comments 1,072 Shares 43K Views

ELLE Thailand (January 31, 2019) Retrieved February 7, 2019, from https://web.facebook.com/170108240445/posts/10156799386990446/?_rdc=1&_rdr

APPENDIX D-a

Question guide for in-depth interviews for Users

1. What do you think about Thai cultural norms towards men wearing makeup?
2. What do you think about men wearing makeup?
3. From your point of view, what types of men wear makeup?
4. When did you start using makeup?
5. How often do you wear makeup in a week?
6. What triggers you to wear makeup?
7. What makeup products are you currently using?
8. Why don't you use other makeup products?
9. How do you feel after you wear makeup?
10. Why is wearing makeup important to you?
11. What does your family think about men wearing makeup?
12. Does your male peer group wear makeup?
13. What do your friends think when they see you wearing makeup?
14. Do you feel you are different from other men?
15. Do you feel you are more accepted by others?
16. Have any of your male friends ever asked you for makeup recommendations?
17. Does your job have an impact on wearing makeup?
18. Can you describe your journey from trigger point to purchase makeup?
19. What are the important factors for purchasing makeup products?
20. Where do you find information about makeup products?
21. Where do you purchase makeup?
22. Please describe your first-time experience purchasing makeup in the store.
23. What is an acceptable price range you are willing to pay?
24. Does store/brand promotion influence you to purchase makeup products?
25. What do you think about 'For men' products?
26. Describe your thoughts about women's makeup versus men's makeup.
27. If the brand that you are using launches a 'For men' product, would you switch to use that product?
28. Does 'For men' packaging have an impact on you to purchase makeup?

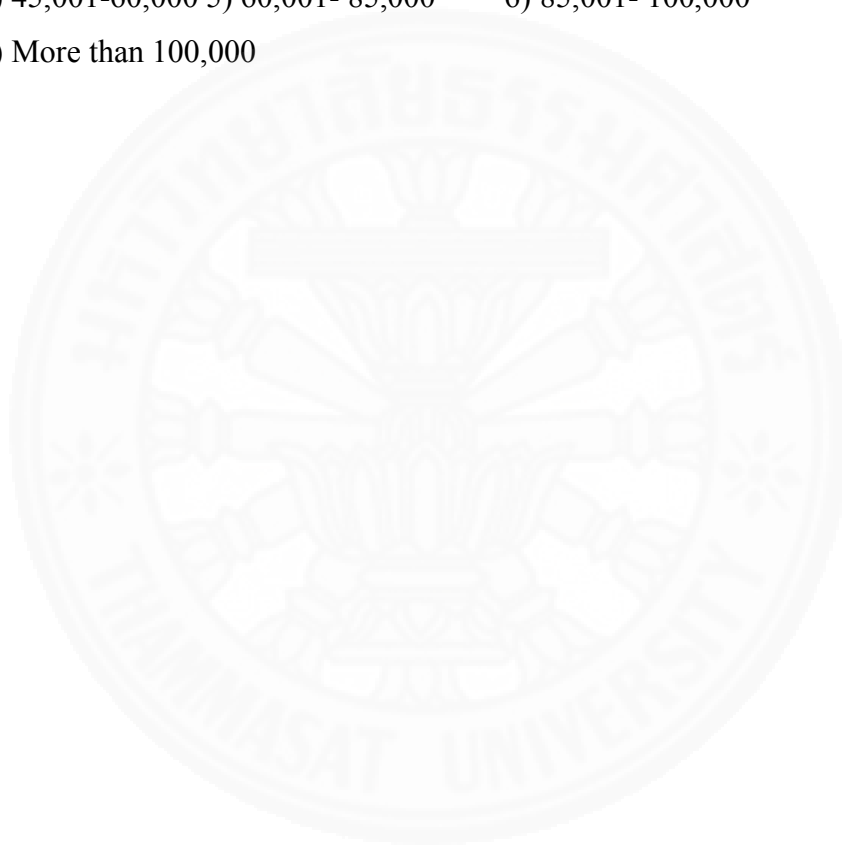
29. Does 'For men' packaging have an impact on you to switch from women's makeup to men's makeup?
30. Where do you prefer 'For men makeup' to be located in the store?
31. Have you ever watched male 'youtubers' demonstrate how to use makeup?
32. On which channels do you see advertisements the most?
33. Does K-pop have an influence on you to purchase makeup?
34. If a makeup brand uses a masculine male celebrity to promote its products, would you be more interested in using them?
35. Why do you suggest a certain celebrity?
36. Which male celebrity would be a perfect fit to endorse makeup products?
37. What is your salary range?
 - 1) Less than 15,000
 - 2) 15,001-30,000
 - 3) 30,001-45,000
 - 4) 45,001-60,000
 - 5) 60,001- 85,000
 - 6) 85,001- 100,000
 - 7) More than 100,000

APPENDIX D-b

Question guide for in-depth interviews for Non-users

1. What do you think about Thai cultural norms toward men wearing makeup?
2. What do you think about men wearing makeup?
3. From your point of view, what types of men wear makeup?
4. Have you heard that a trend of men's makeup is coming?
5. What do you think about 'For men' makeup products?
6. Will you adopt the makeup trend?
7. Why/why won't you adopt men's makeup products?
8. Do you have a problem with facial skin?
9. What kind of makeup are you interested in trying?
10. If you wear makeup, do you think you will be different from other men?
11. Does your family have an impact on you to not adopt makeup?
12. Does your friend group have an impact on you to not adopt makeup?
13. Do you know any straight male friends who wear makeup?
14. If your friend suggested makeup to you, would you try that product?
15. If your girlfriend suggested makeup to you, would you try that product?
16. Does your career, role and status have an impact on you to not adopt makeup?
17. If you're interested in purchasing makeup, what are the important factors in considering purchase makeup?
18. Do you think 'For men' product packaging is relevant to you?
19. Where do you find information about makeup?
20. Does pricing have a major impact on makeup adoption?
21. At what price are you willing to pay for a makeup product that you are interested in?
22. Where do you normally shop for men's grooming products?
23. If you wanted to buy makeup, where do you want the makeup products to be located in the store?
24. When purchasing skincare products, do sales assistant have an impact on you in choosing products?
25. Have you ever suggested skincare products to your friends?
26. Would you recommend makeup to your friends?

27. On which channels do you see advertisements the most?
28. If a makeup brand uses a masculine male celebrity to promote its products, would you be more interested in using them?
29. Why do you suggest a certain celebrity?
30. Which male celebrity would be a perfect fit to endorse makeup products?
31. What is your salary range?
 - 1) Less than 15,000
 - 2) 15,001-30,000
 - 3) 30,001-45,000
 - 4) 45,001-60,000
 - 5) 60,001- 85,000
 - 6) 85,001- 100,000
 - 7) More than 100,000



BIOGRAPHY

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