



**A STUDY OF NON-USERS' ATTITUDES AND  
PERCEPTIONS TOWARD MEN'S FACIAL  
SKINCARE PRODUCTS**

**BY**

**MS. PONGLADDA PIMONWATTANACHOK**

**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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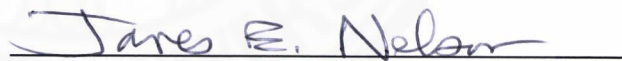
ENTITLED

A STUDY OF NON-USERS' ATTITUDES AND PERCEPTIONS TOWARD MEN'S  
FACIAL SKINCARE PRODUCTS

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 .....


Chairman

  
(Associate Professor James E. Nelson, Ph.D.)

Member and Advisor

  
(Professor K. Douglas Hoffman, Ph.D.)

Dean

  
(Associate Professor Pipop Udorn, Ph.D.)

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## **ABSTRACT**

This research is a study of a contemporary topic in applied marketing that highlighted major social issues in Thailand, particularly in respect of men's facial skincare. In the past, there was a lack of information pertaining to skincare products for men. Such inadequate information had prompted men to opt for women's skincare products, or simply neglect the importance of daily skincare routines. However, in the past couple years, the upturn in global men's grooming market has led to the emergence of various facial skincare products specifically designed for men. In that regard, this research aimed at exploring the attitudes and perceptions of non-users of men's facial skincare products.

The research consists of two main steps: exploratory research (secondary and primary research) and descriptive research. With respect to secondary research, 8 articles relating to men's facial skincare were selected for literature review, of which the findings indicate that men's facial skincare plays an important role in cultivating confidence, both in personal and professional life. Alternatively, for primary research, an in-depth interview was conducted with 10 males who were not regular users of facial skincare products. The results show that the majority of respondents could not differentiate between the types of

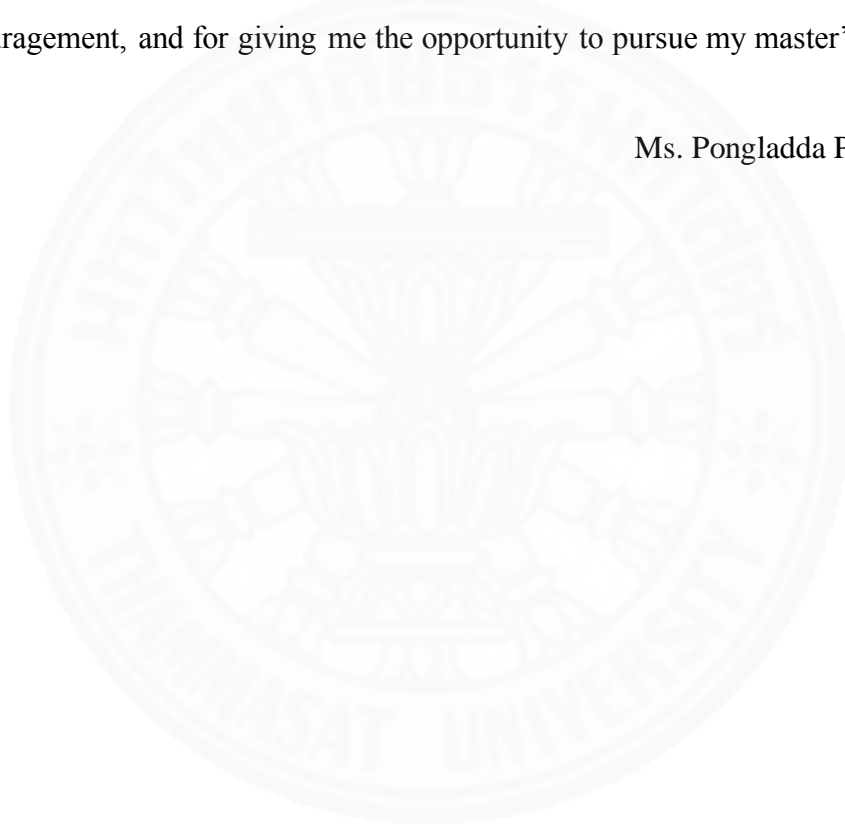
facial skincare products and had no knowledge of usage instructions, despite the fact that they expressed concerns about their facial appearance. Regarding descriptive research, a questionnaire was carried out on 150 male respondents who were non-users of facial skincare products. The results provide meaningful insights into men's attitudes and beliefs toward facial skincare, as well as their lifestyles and preferences for facial skincare products. More specifically, the results reveal that facial skincare products were not on the top of the respondents' mind when it comes to maintaining their appearance. Ultimately, the results obtained from this research will be instrumental in devising effective marketing and communication strategies. Likewise, the research will provide marketing managers and companies with insightful information for planning appropriate marketing activities to target male consumers.

**Keywords:** Men's grooming, non-users of facial skincare products, men's attitudes and beliefs

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Ms. Pongladda Pimonwattanachok



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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

*Definition:*

Skincare refers to a suit of practices that support skin integrity and treat skin conditions. Facial skincare products refer to any products designed to be applied to the face. In the context of this research, they include facial wash, moisturizer, lotion, sunscreen, anti-aging cream or serum, and eye cream.

In 2017, the beauty and personal care products market in Thailand was valued at approximately \$4.7 billion, of which 47% were accounted for by skincare products (International Trade Administration, 2018). Accordingly, this indicates that there is a significant growth opportunity for subcategory products. In addition, Thai culture and beliefs further contribute to the high demand for skincare products. More specifically, appearance plays a pivotal role in the way a person is being judged when it comes to first impressions. Not only does appearance increase the chance of getting a job, but it also enables individuals to gain social acceptance and credibility. Hence, adopting an appropriate skincare routine is essential for Thai men to boost self-confidence and reach their highest potential in life.

Undoubtedly, grooming products have gained popularity among male consumers as men are becoming more concerned about their appearance, especially in Thailand. Regarding Asia as a whole, it is evident that men's grooming market is growing faster than the personal care market. Apart from the shaving and fragrance segments, the products designed exclusively for men are somewhat limited. This suggests that there are huge opportunities for companies to capture a substantial share in the men's grooming market (Kang, 2014).

According to the key finding of an in-depth interview, the majority of Thai men perceived that facial skincare products are instrumental in enhancing their appearance

and cultivating confidence. Nonetheless, many of them lacked knowledge about men's skincare products, and therefore used women's or unisex skincare products as an alternative (Anuwong, 2014). In that respect, this research focused on exploring men's perceptions of skincare products by employing the concept of domain-specific innovativeness and balanced Likert scale with positively and negatively worded items (Goldsmith and Hofacker, 1991). Ultimately, the results of this research will provide marketing managers and companies with insightful information for devising effective marketing and communication strategies, as well as planning appropriate marketing activities to target male consumers.

## **1.2 Research Objectives**

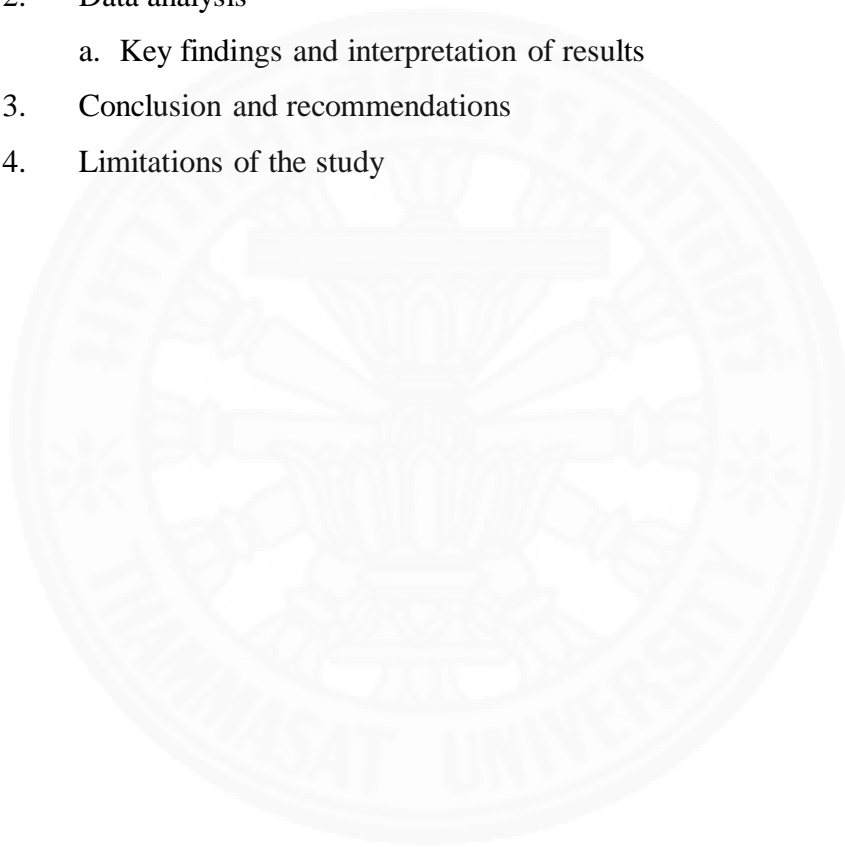
The objectives of this research are to study the attitudes and perceptions of non-users of men's facial skincare products and identify causes affecting their tendency to use facial skincare products.

1. To explore non-users' attitudes and beliefs toward facial skincare products for men in Thailand.
  - a. To identify non-users' perceptions toward physical appearance.
    - i. To identify non-users' perceptions toward men who take care of themselves.
    - ii. To study the behaviors of non-users.
2. To identify attributes that affect non-users' decision making.
  - a. Marketing mix
  - b. Social factors
  - c. Level of importance of each attribute
3. To determine significant factors that motivate Thai men to use facial skincare products.

### **1.3 Research Framework**

This research consists of the following topics:

1. Research design
  - a. Research methodology
  - b. Sampling method
  - c. Data collection method
2. Data analysis
  - a. Key findings and interpretation of results
3. Conclusion and recommendations
4. Limitations of the study



## **CHAPTER 2**

### **REVIEW OF LITERATURE**

Literature review was conducted as part of secondary research to acquire deeper understanding of non-users' attitudes and perceptions toward men's facial skincare products in Thailand. Sources of literature include related academic journals and research articles. Key findings of the literature review are summarized below.

#### **2.1 Concept of Domain-Specific Innovativeness**

One of the three concepts of innovativeness is domain-specific innovativeness, which is concerned with the aspect of consumers in specific product fields who wish to be cutting edge and owners of the newest products in the field. The concept encompasses the study of consumer characteristics, such as product-category knowledge, domain-specific opinion leadership, and involvement in the product category (The International Handbook on Innovativeness, 2003). Owing to the fact that consumer innovativeness is predominantly domain-specific, measures of general consumer innovativeness will identify the effects of that construct on behaviors and will manifest itself within specific product categories with minor overlap to other categories (Goldsmith & Goldsmith, 1996).

#### **2.2 Importance of Men's Facial Skincare Products in the Economy**

According to the International Trade Administration (2018), the beauty and personal care products market in Thailand was valued at approximately \$4.7 billion as of 2017, and is anticipated to grow at a continual pace. Meanwhile, the skincare products market was valued at \$2.2 billion in 2017, having increased by 8.7% from the previous year. Such significant market growth was largely due to the rising demand for anti-aging and organic skincare products. Moreover, the facial skincare product segment accounted for the largest share of the beauty and personal care products market, specifically at 84%.

The leading sub-sectors of beauty and personal care products include anti-aging and whitening products, color cosmetics with multi-benefits, men's grooming products, sunscreen, baby and child-specific products, and natural beauty and personal care products (International Trade Administration, 2018).

### **2.3 Impact of Physical Appearance on Career Advancement**

It is unquestionable that we are being judged by our appearance every day, whether by our employees, colleagues, or customers (Kiisel, 2013). Many studies have shown that attractive people are more successful in their careers, compared to people with average or below-average looks. Although personalities and intelligence are essential attributes in life, people with attractive appearance tend to perform better in interviews and are often offered higher salaries or better benefits than average-looking people (R. Huhman, 2011).

### **2.4 Growth Opportunities in the Market**

Concerning the strong growth potential of the men's grooming market, it is imperative for companies to gain a deeper insight into men's attitudes toward these products (McDougall, 2012). According to Grant (2012), Vice President and Senior Global Industry Analyst of NPD Group, some of the challenges of capturing a sizable market share include changing men's perceptions toward facial skincare products and creating awareness of the benefits of skincare products. More specifically, Grant stated that it is important for males to understand that facial skincare products can be incorporated into their daily routine, and that the use of these products is not limited to treating skin conditions.

Based on the research conducted by Euromonitor International (2016), the men's grooming market has exhibited a strong growth driven by changes in men's attitudes toward appearance. The growth in the global men's grooming market was primarily

attributable to the surge in sales of grooming products in the Asia Pacific region, including Thailand. However, the men's grooming market accounted for only 11% of the global beauty market due to two primary factors: product adoption and competitive landscape across all categories. In that respect, men's grooming brands should implement similar strategies that are being adopted in the apparel industry to create an enjoyable store experience for men.

According to Tungate (2011), the marketing strategies for men's grooming products have hardly changed in the last decade when advertising and promotional campaigns primarily focused on associating grooming products with sports and national celebrities. Indeed, the research conducted by Kantar Worldpanel found that the impetus for purchasing men's grooming products usually comes from their female partners. As Genevieve Flaven stated, "Men are changing because the context in which they live their lives is changing. They are evolving because of the evolution of women. This is a huge chance for men to change the identity and roles that have been imposed on them for centuries. They will retain their masculinity, but it will be a new kind of masculinity. We have lived through the era of emancipation for women; now we're witnessing the emancipation of men" (Tungate, 2011).

In summary, the findings of literature review indicate that men's grooming products have gained popularity in many Asian countries, including Thailand. The increase in the adoption of grooming products is driven by many factors such as social acceptance and the emergence of social media. Nonetheless, it is apparent that some Thai men have not yet incorporated grooming products into their daily routine. Accordingly, this research aimed at exploring non-users' attitudes and perceptions toward men's facial skincare products by using the foregoing information as a guideline for collecting data through in-depth interviews.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

To achieve the research objectives, qualitative and quantitative research methods were employed for data analysis. This research consists of two stages, namely exploratory research and descriptive research, as detailed below.

#### **3.1 Exploratory Research**

##### **3.1.1 Secondary Research**

By collecting data from secondary sources, such as online articles, textbooks and relevant research papers, to acquire general information on the following topics:

- a. Domain-specific innovativeness model
- b. Importance of men's facial skincare products in the economy
- c. Impact of physical appearance on career advancement
- d. Men's skincare products
- e. Men's grooming market

The results obtained from secondary research were used as a guidance for designing the questionnaire and conducting in-depth interviews with non-users of facial skincare products.

##### **3.1.2 Primary Research**

In-depth interviews were proceeded to gain a profound insight into non-users' attitudes and perceptions toward facial skincare products, as well as to serve as a guidance for designing the questionnaire (See Appendix F). The objectives of in-depth interviews are as follows:

- a. To identify non-users' perceptions and attitudes toward facial skincare products.

- b. To acquire general knowledge about men's facial skincare products and non-users' behaviors.
- c. To identify potential factors that dissuade non-users from adopting facial skincare products.
- d. To identify factors that influence non-users' purchasing decision.

Regarding data collection and sampling methods, the respondents were selected by means of convenience sampling. A total of 10 respondents agreed to participate in the in-depth interview via offline and online channels. For offline channels, face-to-face interviews were conducted with 6 respondents. Meanwhile, for online channels, phone and video interviews were conducted with 4 respondents. All respondents were pre-screened based on the following inclusion criteria:

- The respondent must be a Thai male aged between 20 and 40 years.
- The respondent must reside in Bangkok, Thailand.
- The respondent must not have purchased any facial skincare products in the past 3 months.
- The respondent must not be a regular user of facial skincare products.

### **3.2 Descriptive Research**

The objectives of descriptive research are as follows:

- a. To understand non-users' current grooming behaviors.
- b. To identify factors affecting non-users' purchasing decision and their adoption of facial skincare products.

The designed questionnaire was based on the data collected from both secondary research and in-depth interviews. The questionnaire contained 4 parts (See Appendix G):

### Part 1: Screening questions

The first part was used to screen prospective respondents who satisfied the following criteria:

- The respondent must be male.
- The respondent must not be a regular user of facial skincare products and must not have purchased any facial skincare products in the past 3 months.

### Part 2: Non-users' attitudes and beliefs toward men's facial skincare products

This part aimed at exploring non-users' attitudes and perceptions towards men's facial skincare products in Thailand, as well as identifying their reasons for not using facial skincare products.

### Part 3: Attributes affecting non-users' decision making and factors influencing their adoption of facial skincare products

This part focused on identifying the correlation between each attribute that affects non-users' purchasing decision in respect of marketing mix.

### Part 4: Demographic questions

This part was used to acquire basic information of the respondents, such as age, occupation, highest level of education, personal income, and marital status.

#### **Sampling Method**

Convenience sampling from the respondents was employed to collect data.

#### **Data Collection**

The process of data collection was divided into 2 parts:

1. Pilot testing: The questionnaire was administered to 10 male respondents who were non-users of facial skincare products to ensure that the questions are sequenced in a logical order and cover all research topics.

2. Official launch: All 200 data sets were collected from online channels (excluding 168 respondents who passed the screening questions and 150 eligible

respondents completed the questionnaire). Due to time constraints, the questionnaire was conducted via online channels, using personal connections, friends and acquaintances.

A total of 150 data sets collected from the questionnaire was interpreted by using a statistical tool, namely Statistical Package for Social Sciences (SPSS). Data analysis was conducted based on the research objectives, and the results are presented in Chapter 4.

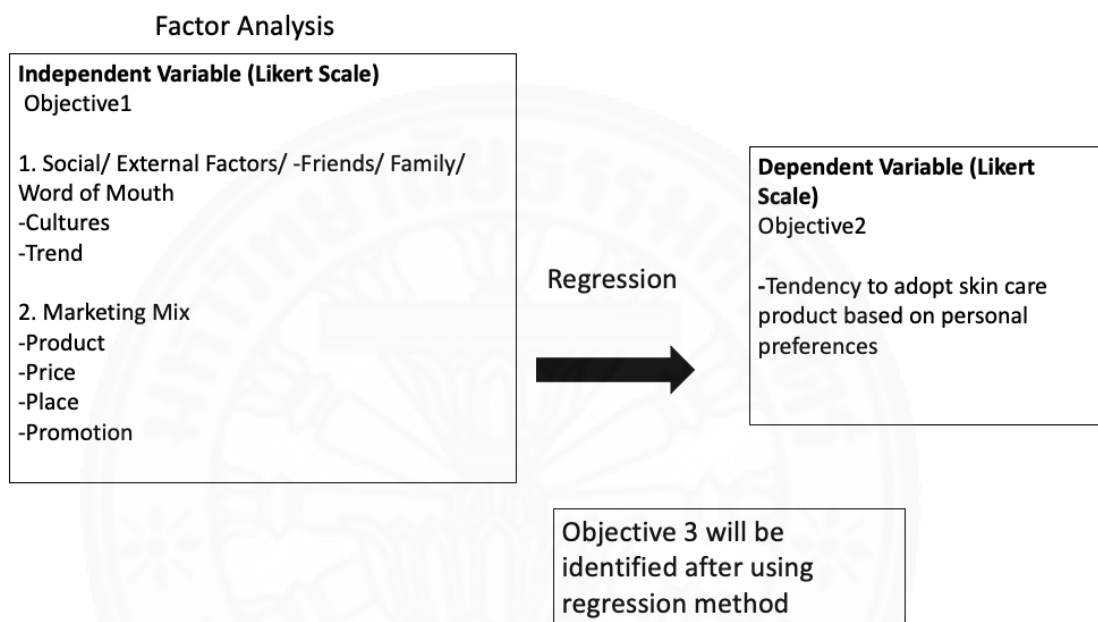


Figure 3.1: Relationship of key research variables

### 3.3 Analysis

According to the conceptual map, the collected data was interpreted by using a statistical tool. Factor analysis and regression was run to find the factors that influence the respondents to use facial skincare. Moreover, the respondents' attitudes and beliefs toward facial skincare were identified in this study as well as their behaviors. The recommendations will be made to target facial skincare's nonusers.

## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Key Findings from Exploratory Research**

In addition to collecting data from exploratory research, a questionnaire was also done to obtain qualitative data, which were subsequently analyzed by using SPSS software. Upon interpret of data, the results were interpreted to answer the research questions according to the predetermined objectives.

##### **4.1.1 Findings from In-Depth Interviews**

In-depth interviews were proceeded to identify non-users' attitudes and beliefs toward facial skincare products for men as well as their current behaviors in maintaining their physical appearance. In addition, the objectives of in-depth interviews were to determine non-users' preferences for facial skincare products and factors affecting their purchasing and usage behaviors (See Appendix F).

All respondents were males aged between 20-40 years and resided in Bangkok, Thailand. Moreover, they were non-users of facial skincare products and have not purchased any facial skincare products in the past 3 months.

The findings from in-depth interviews are summarized below.

##### **Perceptions and Attitudes Toward Facial Skincare Products**

All male respondents expressed concerns about their appearance and ways to make a positive first impression. However, they had limited knowledge of the types of facial skincare products available in the market. In addition, some of the respondents associated facial skincare products with women, complexity, greasy texture and femininity, perceiving that it is not mandatory for men to use facial skincare products. Thus, they adopted other methods of maintaining their appearance, such as regular exercise and consumption of a healthy diet.

### Importance of Physical Appearance

All respondents perceived that appearance plays an important role in their career and social life in respect of credibility, social acceptance, confidence, and job opportunities. Three of the respondents stated that they were more inclined to get promoted or close a sales deal because of appearance.

### Factors Affecting Non-Users' Purchasing Decision and Usage Behaviors

When it comes to considering purchasing a facial skincare product, the majority of respondents would initially read the product description and instructions for use. Across 10 respondents, some were emotional buyers who predominantly focused on the design, packaging, and mood and tone of the product. On the other hand, some respondents were functional buyers who preferred purchasing a brand-name facial skincare product that can actually solve their skin problems; they believed that branded products reflect quality, so they were open to trying new things.

The results of in-depth interviews provided deeper understanding of non-users' attitudes and perceptions toward men's facial skincare products and were used to design a questionnaire that would be beneficial to the research.

## **4.2 Key Findings from Descriptive Research**

### **4.2.1 Characteristics of Respondents**

The questionnaire was administered to 200 male respondents by means of personal connections and Facebook boosted posts. However, only 168 respondents passed the screening questions and 150 eligible respondents completed the questionnaire. The obtained data were analyzed to answer the research questions according to the predetermined objectives.

### **4.2.2 Research results according to objectives**

**Objective 1: To explore non-users' attitudes and beliefs toward facial skincare products for men in Thailand.**

According to the results of the questionnaire, 92 of 150 respondents (61.3%) perceived that appearance is important to them. The results were obtained by counting the number of respondents who answered the top two boxes for the level of importance.

**Table 4.1 Statistics on the Importance of Appearance**

*Statistics*

N	Valid	150
	Missing	0
<b>Mean</b>		<b>.6133</b>
<b>Mode</b>		1.00

*Importance of Appearance*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	58	38.7	38.7	38.7
1.00	92	61.3	61.3	100.0
Total	150	100.0	100.0	

Although 61.3% of the respondents agreed that appearance is essential to them, it is evident that the use of facial skincare products was the most uncommon practice for maintaining or improving appearance. The top three activities engaged by the respondents to maintain or improve their appearance are as follows:

1. Visit a barber every 3–6 weeks
2. Shave after shower
3. Exercise

These results are aligned with the findings obtained from in-depth interviews in which most respondents perceived that getting a good haircut is essential in terms of boosting their confidence while allowing them to try new hairstyles (See Appendix A).

**Table 4.2 Activities for Maintaining or Improving Appearance**

	Mean	Valid N%
Exercise	3.14	100.0%
Visit a barber every 3–6 weeks	3.43	100.0%
Shave after shower	3.35	100.0%
Use a facial skincare product	2.13	100.0%

Upon regression analysis of the data, the R-squared value was found to be less than 0.3, which implies that the respondents did not perceive that facial skincare products have a significant effect on their appearance (See Appendix B).

**Table 4.3 Significant Effects on Appearance**

*Variables Entered/Removed<sup>a</sup>*

Model	Variables Entered	Variables Removed	Method
1	Importance of men's facial skincare products in your opinion <sup>b</sup>		Enter

a. Dependent variable: How strongly do you think appearance is important to you?

b. All requested variables entered.

*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.298 <sup>a</sup>	.089	.083	.69288

a. Predictor (constant): Importance of men's facial skincare products in your opinion



According to the data analysis, men who were non-users of facial skincare products had the following perceptions toward facial skincare products (See Appendix C):

1. A person who takes good care of himself.
2. A person who is very neat.
3. A person who seems to have a good taste.

The results indicate a character of smart, modern men who take good care of themselves and have a good taste.

**Table 4.4 Respondents' Perceptions Toward Facial Skincare Products**

	Mean	Valid N%
Seem to take good care of themselves	3.93	100.0%
Seem to have a good taste	3.31	100.0%
Seem like a neat person	3.76	100.0%

In addition, 62 of 150 respondents (41%) perceived that facial skincare products are important to their lives. Nonetheless, more than half (59%) did not agree with the foregoing statement.

**Table 4.5 Respondents Who Perceived Facial Skincare Products as Important**

*Statistics*

N	Valid	150
	Missing	0
<b>Mean</b>		.4133
<b>Mode</b>		.00
<b>Std. Deviation</b>		.49408

*Importance of Appearance*

	Frequency	Percent	Valid %	Cumulative %
Valid .00	88	58.7	58.7	58.7
1.00	62	41.3	41.3	100.0
Total	150	100.0	100.0	

With respect to the motivational factors affecting the behaviors of male consumers, factor analysis was conducted to classify the variables by using a set of 10 questions. The principal component analysis was employed as an extraction method, and Varimax with Kaiser Normalization was used as a rotation method.

Based on the table below, a total of four components was extracted. The first component is defined as “Average Man” and denotes the general behaviors of the respondents; it consists of three questions, namely CB2, CB4 and CB3. The second component, “Health-oriented”, consists of three questions, namely CB6, CB7 and CB1, which are related to the consumption of a healthy diet and regular exercise. The third component is defined as “Metrosexual”, consisting of CB9 and CB10 which are related to fashion trends and concerns about physical appearance. The final component, “Busy bee”, consists of two questions relating to the use of facial skincare products and the sleep practice of at least eight hours a day.

**Table 4.6 Results of Exploratory Factor Analysis**

		Component			
		Average Man	Health-Oriented	Metrosexual	Busy bee
		1	2	3	4
CB2	Visit a barber every 3–6 weeks	.767	.099	.080	-.083
CB4	Shave after shower	.730	.077	-.179	.291
CB3	Change bedsheets	.690	.004	.091	-.093
CB6	Avoid sugary or high-carb food	.107	.800	-.109	-.159
CB7	Eat clean or high-protein food	.105	.734	.214	-.087
CB1	Exercise	-.029	.668	-.010	.090
CB9	Undergo a facial treatment	-.213	.211	.803	.052
CB10	Follow fashion trends	.284	-.140	.786	-.054
CB5	Use a facial skincare product	.159	.099	.105	.813
CB8	Get at least 8 hours of sleep a day	.193	.261	.121	-.684

The results indicate that there were differences in the respondents' attitudes and beliefs toward men's facial skincare products in terms of the pressure to take care of facial skin. More specifically, metrosexuals were found to be under pressure to take care of their facial skin ( $p < 0.05$ ). Meanwhile, there were no significant differences between average men, health-oriented, and busy bees ( $p > 0.05$ ).

**Table 4.7 Differences in the Level of Attitudes and Beliefs Toward Men's Facial Skincare Products in Terms of Pressure to Take Care of Facial Skin**

	Pressure to Take Care of Facial Skin				t	p
	No		Yes			
	n	%	n	%		
<b>Average Man</b>	3.13	0.60	3.35	0.66	-1.972	.050
<b>Health-Oriented</b>	2.91	0.59	2.84	0.78	.596	.552
<b>Metrosexual</b>	2.18	0.81	1.85	0.59	2.602	.011
<b>Busy bee</b>	2.55	0.60	2.54	0.67	.101	.920

**Objective 2: To identify attributes that affect non-users' decision making**

Upon analysis of the Pearson's correlation coefficient, the results show that there was a significant correlation between the attitudes and beliefs toward men's facial skincare products and product attributes at a significance level of 0.05 (See Appendix D).

Regarding average men, their attitudes and beliefs toward men's facial skincare products were positively correlated with moisturization ( $r = 0.172$ ) and negatively correlated with sensitive skin ( $r = -0.200$ ) and acne ( $r = -0.176$ ). This indicates that average men prefer facial skincare products that have a moisturizing feature over those that are designed for sensitive skin and acne treatment.

Regarding health-oriented, their attitudes and beliefs toward men's facial skincare products were positively correlated with refreshment ( $r = 0.617$ ) and negatively correlated with brightening or whitening ( $r = -0.172$ ). This implies that health-oriented people prefer refreshing facial skincare products over brightening or whitening skincare products.

Regarding metrosexuals, their attitudes and beliefs toward men's facial skincare products were positively correlated with brightening or whitening ( $r = 0.242$ ), oil control ( $r = 0.194$ ), sensitive skin ( $r = 0.415$ ) and organic ingredients ( $r = 0.399$ ), and negatively correlated with exfoliation ( $r = -0.221$ ) and moisturization ( $r = -0.247$ ). These results suggest that metrosexuals prefer organic facial skincare products that are specifically designed for sensitive skin, oil control, and skin whitening. Meanwhile, they are not interested in products that offer skin exfoliation and moisturization.

Regarding busy bees, their attitudes and beliefs toward men's facial skincare products were positively correlated with moisturization ( $r = 0.242$ ) and organic ingredients ( $r = 0.170$ ). This indicates that busy bees prefer facial moisturizers that are made from organic ingredients.

**Table 4.8 Relationship Between the Attitudes and Beliefs Toward Men's Facial Skincare Products and Product Attributes**

	Correlation Coefficient			
	Average Man	Health-Oriented	Metrosexual	Busy bee
Exfoliation	.153	-.103	<b>-.221**</b>	-.057
Moisturization	<b>.172*</b>	.019	<b>-.247**</b>	<b>.226**</b>
Brightening/whitening	.008	<b>-.253**</b>	<b>.242**</b>	.062
Oil control	-.103	.152	<b>.194*</b>	.030
Sensitive skin	<b>-.200*</b>	.040	<b>.415**</b>	.089
Organic ingredients	-.151	.041	<b>.399**</b>	<b>.170*</b>
Clear skin	-.013	-.128	-.038	-.100
Refreshment	.108	<b>.167*</b>	-.098	.097
UV protection	-.154	.033	-.143	.135
Acne	<b>-.176*</b>	-.140	-.151	.144

\*Significantly correlated at a significance level of 0.05 (2-tailed)

\*\* Significantly correlated at a significance level of 0.01 (2-tailed)

Regarding average men, their attitudes and beliefs toward men's facial skincare products were positively correlated with distribution channels ( $r = 0.209$ ). This

implies that average men prefer facial skincare products that are distributed through various channels.

Regarding health-oriented, their attitudes and beliefs toward men's facial skincare products were positively correlated with a Buy One Get One promotion ( $r = 0.202$ ). This suggests that health-oriented people prefer facial skincare products that offer a Buy One Get One promotion.

Regarding metrosexuals, their attitudes and beliefs toward men's facial skincare products were positively correlated with presenters ( $r = 0.436$ ), advertising ( $r = 0.434$ ), Buy 3 for the Price of 2 promotion ( $r = 0.392$ ), loyalty program ( $r = 0.335$ ), blogger/influencer review ( $r = 0.322$ ), free trial ( $r = 0.294$ ), free gift ( $r = 0.281$ ), and discount ( $r = 0.176$ ).

Regarding busy bees, their attitudes and beliefs toward men's facial skincare products were positively correlated with distribution channels ( $r = 0.209$ ), which implies that they prefer facial skincare products that are distributed through various channels.

**Table 4.9 Relationship Between the Attitudes and Beliefs Toward Men's Facial Skincare Products and Promotional Campaigns**

	Correlation Coefficient			
	Average Man	Health-Oriented	Metrosexual	Busy bee
Discount	-.017	.131	<b>.176*</b>	.077
Buy 3 for Price of 2	.011	.120	<b>.392**</b>	.024
Free trial	.097	-.020	<b>.294**</b>	.057
Buy One Get One	-.020	<b>.202*</b>	.032	.022
Free gift	.063	.075	<b>.281**</b>	-.011
Presenter	.089	.051	<b>.335**</b>	.135
Advertising	-.091	-.077	<b>.436**</b>	-.081
Customer review	.002	-.072	<b>.434**</b>	-.044
Blogger/influencer review	.138	.057	.156	.125
Distribution channel	.102	.053	<b>.322**</b>	.157

\* Significantly correlated at a significance level of 0.05 (2-tailed)

\*\* Significantly correlated at a significance level of 0.01 (2-tailed)

With respect to health-oriented and busy bees, their attitudes and beliefs toward facial skincare products were positively correlated with their spouse at the r-value of 0.239 and 0.332, respectively. This suggests that they are influenced by their spouse when it comes to purchasing facial skincare products. Alternatively, the results show that average men are influenced by their employees ( $r = 0.172$ ) and spouse ( $r = 0.260$ ).

For metrosexuals, their attitudes and beliefs toward facial skincare products were positively affected by influencers. According to the results, presenter is the strongest influencer ( $r = 0.569$ ), followed by family ( $r = 0.448$ ), influencer/blogger ( $r = 0.420$ ), employee ( $r = 0.351$ ), and spouse ( $r = 0.282$ ).

**Table 4.10 Relationship Between the Attitudes and Beliefs Toward Men’s Facial Skincare Products and Influencers**

	Correlation Coefficient			
	Average Man	Health-Oriented	Metrosexual	Busy bee
Family and relatives	.083	.052	<b>.448**</b>	.158
Spouse	<b>.260**</b>	<b>.239**</b>	<b>.282**</b>	<b>.332**</b>
Employee, co-worker	<b>.172*</b>	.080	<b>.351**</b>	.086
Presenter	.029	.000	<b>.569**</b>	-.061
Influencer, online blogger	.048	.097	<b>.420**</b>	.088

\* Significantly correlated at a significance level of 0.05 (2-tailed)

\*\* Significantly correlated at a significance level of 0.01 (2-tailed)

### **Objective 3: To determine significant factors that motivate Thai men to use facial skincare products**

Inferential statistics were adopted as a statistical tool to identify factors that motivate Thai men to use facial skincare products (See Appendix E). The Pearson’s correlation coefficient was analyzed to determine the linear relationship among four independent variables, specifically average man, health-oriented, metrosexual, and busy bee. The statistical parameter obtained from this analysis is called the correlation coefficient or r-value, which is a measure of relationship between tested variables. Indeed,

correlation test is useful for detecting the presence of multicollinearity—a phenomenon where two or more predictors are strongly correlated. For multivariate analysis, the presence of multicollinearity might not be good for the stability and accuracy of the predicting model because it represents how two or more variables share a similarity in characteristics. Therefore, the benchmark for the correlation coefficient was suggested to not be higher than 0.90 (Field, 2005).

Table 4.11 illustrates the correlation coefficients between four paired variables. It can be observed that the r-value ranges from 0.038 to 0.203, which is lower than the predetermined benchmark. Hence, there is no multicollinearity among the independent variables, which implies that the variables do not violate the normality assumption of the regression model.

**Table 4.11 Correlation Coefficient Matrix**

	<b>Average Man</b>	<b>Health-Oriented</b>	<b>Metrosexual</b>	<b>Busy bee</b>
<b>Average Man</b>				
<b>Health-Oriented</b>	.148			
<b>Metrosexual</b>	.038	.092		
<b>Busy bee</b>	.196*	.203*	.143	

\*Significance level of 0.05

Multiple linear regression was adopted to predict the importance of appearance based on four independent variables, specifically average man, health-oriented, metrosexual, and busy bee. The results of analysis indicate that the regression model was statistically significant with an F-value (4, 145) of 7.283 and R-squared of 0.144 when forecasted with four variables ( $p = 0.000$ ). Moreover, it is evident that metrosexual behaviors had a significant impact on the importance of appearance ( $B = 0.416$ ,  $p = 0.000$ ), while the behaviors of the average man, health-oriented and busy bee had no influence on the importance of appearance ( $p > 0.05$ ). Accordingly, the respondents who perceived appearance as important could be interpreted as having metrosexual behaviors.

**Table 4.12 Impact of Motivational Factors on the Importance of Appearance**

	Model Summary			ANOVA		Unstandardized Coefficient		t	p
	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	F	Sig.	B	Std. Error		
(Constant)	.409	.167	.144	7.283	.000	2.788	.380	7.337	.000
Average Man						.097	.087	1.116	.266
Health-Oriented						-.091	.079	-1.153	.251
Metrosexual						.416	.080	5.187	.000
Busy bee						-.004	.089	-.048	.961

Dependent Variable: How strongly do you think appearance is important to you?

A second multiple linear regression was employed to predict the importance of men's facial skincare products based on four independent variables: average man, health-oriented, metrosexual, and busy bee. The regression model was found to be statistically significant with an F-value (4, 145) of 6.477 and R-squared of 0.128 when forecasted with four variables ( $p = 0.000$ ). The results show that metrosexual behaviors had a significant, positive influence on the importance of men's facial skincare products at a significance level of 0.05 ( $B = 0.429$ ,  $p = 0.000$ ), while the behaviors of the average man, health-oriented and busy bee had no impact on the importance of men's facial skincare products ( $p > 0.05$ ). Hence, it can be interpreted that the respondents who perceived men's facial skincare products as important were among the metrosexual group.

**Table 4.13 Impact of Motivational Factors on the Importance of Men's Facial Skincare Products**

	Model Summary			ANOVA		Unstandardized Coefficient		t	p
	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	F	Sig.	B	Std. Error		
(Constant)	.389	.152	.128	6.477	.000	1.484	.508	2.923	.004
Average Man						.180	.117	1.542	.125
Health-Oriented						-.100	.106	-.949	.344
Metrosexual						.429	.107	4.004	.000
Busy bee						.227	.119	1.905	.059

Dependent Variable: Importance of men's facial skincare products in your opinion



A third multiple linear regression was adopted to predict the level of appearance satisfaction based on four independent variables: average man, health-oriented, metrosexual, and busy bee. The regression model was found to be statistically significant with an F-value (4, 145) of 4.993 and R-squared of 0.097 when forecasted with four variables. The results indicate that metrosexual behaviors had a significant, negative influence on men's satisfaction with appearance at a significance level of 0.05 ( $B = -0.252$ ,  $p = 0.000$ ), while the behaviors of the busy bee had a positive impact on the level of satisfaction ( $B = 0.330$ ,  $p = 0.000$ ). Alternatively, the behaviors of the average man and health-oriented had no significant impact on the level of appearance satisfaction ( $p > 0.05$ ). Hence, it can be interpreted that health-oriented people had a low level of satisfaction with their appearance, while the behaviors of busy bees were positively correlated with appearance satisfaction.

**Table 4.14 Impact of Motivational Factors on the Level of Appearance Satisfaction**

	Model Summary			ANOVA		Unstandardized Coefficient		t	p
	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	F	Sig.	B	Std. Error		
(Constant)	.348	.121	.097	4.993	.001	3.085	.420	7.346	.000
Average Man						.076	.097	.784	.434
Health-Oriented						-.138	.087	-1.580	.116
Metrosexual						-.252	.089	-2.841	.005
Busy bee						.330	.099	3.340	.001

Dependent Variable: How satisfied are you with your appearance?

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Conclusion**

It is apparent that Thai men engage in various activities for the sake of improving their self-image and appearance. It is no doubt that appearance plays a fundamental role in men's life, especially at work. Although the majority of men recognize the importance of appearance, they are still uncertain about how facial skincare products will positively affect their appearance. In addition to their limited knowledge about facial skincare products, such as usage and texture, they also perceive that these products are complicated to use and unnecessary.

In that regard, this research aimed at exploring non-users' attitudes and beliefs toward facial skincare products, as well as identifying the marketing mix that would motivate men to use and purchase facial skincare products. Ultimately, the results obtained from this research would be used to provide recommendations for marketing managers and companies.

According to the findings from qualitative and quantitative research, male respondents attached great importance to improving their appearance. However, when it comes to maintaining or improving their appearance, they preferred to engage in activities that are effortless and convenient, such as changing hairstyles and shaving, rather than using facial skincare products. The majority of respondents perceived that using facial skincare products is costly timewise, so they were not willing to adopt facial skincare products.

## 5.2 Recommendations

According to the findings from descriptive research, the respondents can be categorized into four groups based on their behaviors: average man, health-oriented, metrosexual, and busy bee.

1. Average man: This group of respondents follows a simple, ordinary lifestyle. Facial skincare products that will attract average men are basic skincare products such as facial moisturizers and lotions. Additionally, the products offered to average men should be distributed through various channels in conjunction with referral marketing.

2. Health-Oriented: This group of respondents is concerned about their body image and diet. Since they tend to spend a significant amount of time engaging in physical activity, refreshing skincare products are attractive for them. Moreover, concerning the fact that health-oriented people are somewhat detail-oriented, promotional campaigns such as Buy One Get One will capture their attention.

3. Metrosexual: This group of respondents exhibits meticulous grooming habits and perceives appearance as important. They are considered an ideal customer for facial skincare brands, and their purchasing decisions are likely to be influenced by product benefits, promotions, and influencers.

4. Busy bee: This group of respondents does not easily accept adopt new things. They possess similar behaviors to average men in terms of their preference for basic skincare product functions. Their decisions to adopt facial skincare products are influenced by distribution channels and their spouse.

Based on the foregoing information, it can be observed that the level of interest in facial skincare products is different for each person. To target non-users of facial skincare products, marketers and brand managers are recommended to promote basic product features instead of advanced features as they would have done for women's skincare products. Moreover, the recommended market positioning should emphasize fast and simple skincare regimen. Most importantly, non-users should be provided with

adequate information and knowledge about skincare routines and product usage in order to facilitate their decision making.

### **5.3 Limitations of the Study**

The findings do not represent the entire population due to the following limitations of the study:

1. The research employed a non-probability sampling technique.
2. The questionnaire was primarily distributed through personal social media platform such as Facebook and Instagram.
3. The sample was limited to men aged between 20 and 40 years who resided in Bangkok, Thailand.
4. There were limitations in respect of time and budget to conduct a more in-depth research.

Although this research has some limitations, the results are beneficial to skincare brands and companies alike in devising appropriate marketing strategies to target and acquire non-users of facial skincare products.

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**APPENDICES**

**APPENDIX A**  
**ACTIVITIES FOR MAINTAINING OR IMPROVING**  
**APPEARANCE**

	<b>Mean</b>	<b>Valid N%</b>
Exercise	3.14	100.0%
Visit a barber every 3–6 weeks	3.43	100.0%
Change bedsheets	3.03	100.0%
Shave after shower	3.35	100.0%
Use a facial skincare product	2.13	100.0%
Avoid sugary or high-carb food	2.92	100.0%
Eat clean or high-protein food	2.53	100.0%
Get at least 8 hours of sleep a day	2.95	100.0%
Undergo a facial treatment	1.50	100.0%
Follow fashion trends	2.43	100.0%



**APPENDIX B**  
**SUMMARY OF RESPONDENTS WHO AGREED**  
**APPEARANCE IS IMPORTANT**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6.921	1	6.921	14.416	.000 <sup>b</sup>
Residual	71.052	148	.480		
Total	77.973	149			

- a. Dependent Variable: How strongly do you think appearance is important to you?  
b. Predictor (Constant): Importance of men's facial skincare products in your opinion

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1 (Constant) the important of men's facial skincare according to yourself	2.932	.198		14.780	.000	2.540	3.323						
	.225	.059	.298	3.797	.000	.108	.342	.298	.298	.298	1.000	1.000	

a. Dependent Variable: How strongly do you think appearance is important to you

**APPENDIX C**  
**RESPONDENTS' PERCEPTIONS TOWARD FACIAL SKINCARE**  
**PRODUCTS**

	<b>Mean</b>	<b>Valid N%</b>
Seem to take good care of themselves	3.93	100.0%
Seem to be masculine	2.83	100.0%
Seem to have a good taste	3.31	100.0%
Seem to be a sweet guy	3.13	100.0%
Seem like a neat person	3.76	100.0%
Seem like a fashion-oriented person	3.21	100.0%

**APPENDIX D**

**CORRELATION BETWEEN RESPONDENT GROUPS AND**

**MARKETING MIX**

		Correlation Coefficient				P			
		Average man	Health-oriented	Metro sexual	Busy bee	Average man	Health-oriented	Metro sexual	Busy bee
q0010_PB1	Exfoliation	.153	-.103	-. <b>.221**</b>	-.057	.062	.210	.007	.488
q0010_PB2	Moisturization	<b>.172*</b>	.019	-. <b>.247**</b>	<b>.226**</b>	.036	.813	.002	.005
q0010_PB3	Brightening or whitening	.008	<b>-.253**</b>	<b>.242**</b>	.062	.921	.002	.003	.453
q0010_PB4	Oil control	-.103	.152	<b>.194*</b>	.030	.212	.063	.017	.711
q0010_PB5	Sensitive skin	<b>-.200*</b>	.040	<b>.415**</b>	.089	.014	.624	.000	.280
q0010_PB6	Organic ingredients	-.151	.041	<b>.399**</b>	<b>.170*</b>	.065	.618	.000	.037
q0010_PB7	Clear skin	-.013	-.128	-.038	-.100	.875	.118	.641	.222
q0010_PB8	Refreshment	.108	<b>.167*</b>	-.098	.097	.187	.042	.234	.238
q0010_PB9	UV protection	-.154	.033	-.143	.135	.060	.687	.082	.100
q0010_PB10	Acne	<b>-.176*</b>	-.140	-.151	.144	.032	.088	.066	.079
q0011_Promo1	Discount	-.017	.131	<b>.176*</b>	.077	.832	.110	.032	.347
q0011_Promo2	Buy 3 for Price of 2	.011	.120	<b>.392**</b>	.024	.897	.143	.000	.772
q0011_Promo3	Free trial	.097	-.020	<b>.294**</b>	.057	.236	.810	.000	.486
q0011_Promo4	Buy One Get One	-.020	<b>.202*</b>	.032	.022	.807	.013	.695	.788
q0011_Promo5	Free gift	.063	.075	<b>.281**</b>	-.011	.441	.362	.001	.893
q0011_Promo6	Loyalty program	.089	.051	<b>.335**</b>	.135	.280	.535	.000	.100
q0011_Promo7	Presenter	-.091	-.077	<b>.436**</b>	-.081	.266	.351	.000	.322
q0011_Promo8	Advertising	.002	-.072	<b>.434**</b>	-.044	.977	.380	.000	.590
q0011_Promo9	Customer review	.138	.057	.156	.125	.092	.486	.056	.128
q0011_Promo10	Blogger/influencer review	.102	.053	<b>.322**</b>	.157	.215	.517	.000	.055
q0011_Promo11	Distribution channel	<b>.209*</b>	.093	.113	<b>.209*</b>	.010	.256	.167	.010
q0013_Social1	Family, relatives	.083	.052	<b>.448**</b>	.158	.311	.527	.000	.053
q0013_Social2	Spouse	<b>.260**</b>	<b>.239**</b>	<b>.282**</b>	<b>.332**</b>	.001	.003	.000	.000
q0013_Social3	Employee, co-worker	<b>.172*</b>	.080	<b>.351**</b>	.086	.035	.329	.000	.297
q0013_Social4	Presenter	.029	.000	<b>.569**</b>	-.061	.722	.998	.000	.457
q0013_Social5	Influencer, online blogger	.048	.097	<b>.420**</b>	.088	.556	.238	.000	.282

**APPENDIX E**  
**FACTOR ANALYSIS OF RESPONDENTS' CURRENT BEHAVIORS**

**Communalities**

	<b>Initial</b>	<b>Extraction</b>
Exercise	1.000	.455
Visit a barber every 3–6 weeks	1.000	.611
Change bedsheets	1.000	.493
Shave after shower	1.000	.655
Use a facial skincare product	1.000	.708
Avoid sugary or high-carb food	1.000	.688
Eat clean or high-protein food	1.000	.603
Get at least 8 hours of sleep a day	1.000	.588
Undergo a facial treatment	1.000	.738
Follow fashion trends	1.000	.721

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.124	21.236	21.236	2.124	21.236	21.236	1.808	18.082	18.082
2	1.616	16.155	37.391	1.616	16.155	37.391	1.783	17.825	35.907
3	1.337	13.365	50.756	1.337	13.365	50.756	1.393	13.933	49.841
4	1.185	11.846	62.601	1.185	11.846	62.601	1.276	12.761	62.601
5	.835	8.352	70.953						
6	.762	7.618	78.571						
7	.733	7.330	85.901						
8	.586	5.861	91.762						
9	.434	4.338	96.100						
10	.390	3.900	100.000						

Extraction Method: Principal Component Analysis.

**Component Matrix<sup>a</sup>**

	<b>Component</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Eat clean or high-protein food	.652	-.377	-.039	.185
Avoid sugary or high-carb food	.629	-.382	-.367	.106
Visit a barber every 3–6 weeks	.597	.467	.033	-.187
Change bedsheets	.486	.454	.075	-.213
Exercise	.434	-.332	-.227	.324
Shave after shower	.432	.643	-.202	.121
Follow fashion trends	.292	.125	.785	-.066
Undergo a facial treatment	.206	-.386	.693	.258
Use a facial skincare product	.066	.367	.069	.751
Get at least 8 hours of sleep a day	.450	-.283	.022	-.552

Extraction Method: Principal component analysis

a. 4 components extracted

**Rotated Component Matrix<sup>a</sup>**

	<b>Component</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Visit a barber every 3–6 weeks	.767	.099	.080	-.083
Shave after shower	.730	.077	-.179	.291
Change bedsheets	.690	.004	.091	-.093
Avoid sugary or high-carb food	.107	.800	-.109	-.159
Eat clean or high-protein food	.105	.734	.214	-.087
Exercise	-.029	.668	-.010	.090
Undergo a facial treatment	-.213	.211	.803	.052
Follow fashion trends	.284	-.140	.786	-.054
Use a facial skincare product	.159	.099	.105	.813
Get at least 8 hours of sleep a day	.193	.261	.121	-.684

Extraction Method: Principal component analysis

Rotation Method: Varimax with Kaiser Normalization

a. Rotation converged in 5 iterations

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.759
Bartlett's Test of Sphericity	Approx. Chi-square	521.310
	df	45
	Sig.	.000



## **APPENDIX F**

### **IN-DEPTH INTERVIEW QUESTIONS**

#### Screening Questions

- Gender
- Current residence
- Do you use a facial skincare product on a regular basis (more than two times/week) or have you purchased it in the past three months?

#### Post-screening Questions

- Does first impression have an impact on your social life?
- Do you care about your appearance?
- Have you encountered any situation in which your appearance has helped you in career advancement or boosted your self-confidence?
- What is your perception toward men who are using facial skincare products?
- Based on your perspective, what words do you associate with men's facial skincare products?
- Do you perceive these words as negative or positive?
- What activities are you currently engaged in to improve your appearance? Do you engage in any grooming activity?
- What are the important factors that affect your decision of using facial skincare products?
- What are your reasons for not using facial skincare products?
- How well do you think you know about men's grooming products?
- Does any of your close acquaintances use facial skincare products? If so, what kind?

#### Demographic Questions

- Career
- Education
- Income level

## **APPENDIX G**

### **QUESTIONNAIRE**

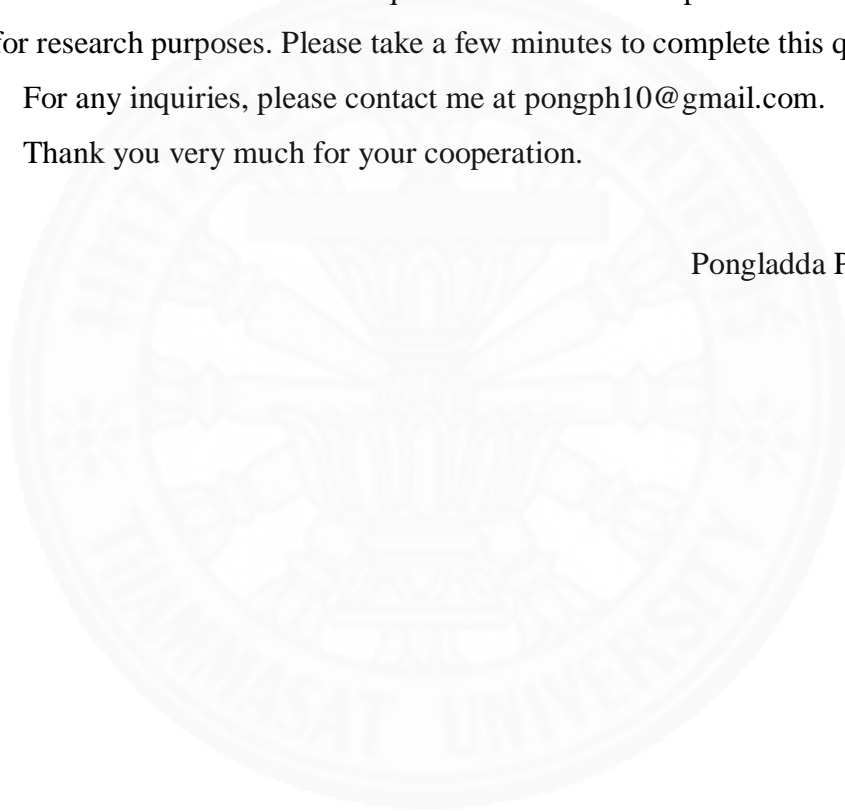
This survey is conducted by a Master's degree student from Thammasat University as part of a term project for MK702: Independent Study II. The purpose of this questionnaire is to gather information regarding non-users' attitudes and perceptions toward men's facial skincare products.

The data collected from this questionnaire will be kept confidential and will be used only for research purposes. Please take a few minutes to complete this questionnaire.

For any inquiries, please contact me at [pongph10@gmail.com](mailto:pongph10@gmail.com).

Thank you very much for your cooperation.

Pongladda Pimonwattanachok





Part 1: Screening Questions

1. Gender

 Male Female

2. Do you use a facial skincare product on a regular basis (more than two times/week) or have you purchased it in the past three months?

 Yes NoPart 2: Non-Users' Attitudes and Beliefs Toward Men's Facial Skincare Products

3. How strongly do you think appearance is important to you?

Very Low	Below Average	Average	Above Average	Very High
1	2	3	4	5

4. What activities are you currently engaged in to improve or maintain your appearance?

	Never	Rarely	Some- times	Very Often	Always
Exercise					
Visit a barber every 3–6 weeks					
Change bedsheets					
Shave after shower					
Use a facial skincare product					
Avoid sugary or high-carb food					
Eat clean or high-protein food					
Get at least 8 hours of sleep a day					
Drink at least 8 glasses of water a day					
Follow fashion trends					
Undergo a facial treatment					

5. Please rate the following activities based on the level of importance.

	<b>Not Important</b>	<b>Slightly Important</b>	<b>Moderately Important</b>	<b>Important</b>	<b>Very Important</b>
Exercise					
Visit a barber every 3–6 weeks					
Change bedsheets					
Shave after shower					
Use a facial skincare product					
Avoid sugary or high-carb food					
Eat clean or high-protein food					
Get at least 8 hours of sleep a day					
Drink at least 8 glasses of water a day					
Follow fashion trends					
Undergo a facial treatment					

6. Please rate the level of importance of men's facial skincare products in your opinion.

Not Important	Slightly Important	Neutral	Important	Very Important
1	2	3	4	5

7. In your opinion, how satisfied are you with your appearance?

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
1	2	3	4	5

8. Please rate how much you agree or disagree with the following statements in terms of facial skincare products.

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
Solution to a skin problem					
Pleasurable experience					
Femininity					
Masculinity					
Smart					
Girly stuff					
Complexity					
Practicality					

Part 3: Attributes Affecting Non-Users' Decision Making and Factors Influencing Their Adoption of Facial Skincare Products

- 9.1 Please rate the level of importance of the following product benefits in terms of their influence on your adoption of a facial skincare product.

	<b>Not Important</b>	<b>Slightly Important</b>	<b>Moderately Important</b>	<b>Important</b>	<b>Very Important</b>
Exfoliation					
Moisturization					
Brightening/whitening					
Oil control					
Sensitive skin					
Organic ingredients					
Clear skin					
Refreshment					
UV protection					
Acne					

9.2 Please rate the level of importance of the following promotional activities in terms of their influence on your adoption of a facial skincare product.

	<b>Not Important</b>	<b>Slightly Important</b>	<b>Moderately Important</b>	<b>Important</b>	<b>Very Important</b>
Discount					
Buy 3 for price of 2					
Free trial					
Buy one get one					
Free gift					
Loyalty program					
Presenter with positive image					
Advertising campaign					
Customer review					
Blogger/influencer review					
Online distribution channel					
Offline distribution channel					

9.3 Please rate the level of importance of the following packaging appearances in terms of their influence on your adoption of a facial skincare product.

	<b>Not Important</b>	<b>Slightly Important</b>	<b>Moderately Important</b>	<b>Important</b>	<b>Very Important</b>
Attractive packaging					
Minimal packaging					
Masculine packaging					
Playful packaging					
Sporty packaging					
Packaging size					

10. Please specify any other factors that influence your decision to use a facial skincare product: \_\_\_\_\_

11. What is your price preference for a men's moisturizer?

- Less than 200 Baht
- 201–500 Baht
- 501–800 Baht
- 801–1,000 Baht
- More than 1,000 Baht

12. How strongly do the following persons impact your judgment to use a facial skincare product?

	<b>Very Low</b>	<b>Below Average</b>	<b>Average</b>	<b>Above Average</b>	<b>Very High</b>
Family and relatives					
Spouse					
Employees and co-workers					
Influencers and online bloggers					
Presenters					

12.1 Do you feel that you are under pressure to take care of your facial skin?

- Yes     No

13. Please rate the extent to which the following factors affect your decision to not use a facial skincare product.

	<b>Not At All</b>	<b>Very Little</b>	<b>Average</b>	<b>Somewhat</b>	<b>To a Great Extent</b>
Time-consuming					
Sticky texture					
Greasy texture					
Thick texture					
Price					
Forget to use					
Laziness					
Product complexity					
Negative perceptions of men who use skincare products					
Social factor					

Part 4: Demographic Questions

14. Age

- Less than 15 years of age
- 15-19 years of age
- 20-25 years of age
- 26-30 years of age
- 31-35 years of age
- Above 35 years of age

15. What is your monthly income?

- Less than 20,000 Baht
- 20,001-60,000 Baht

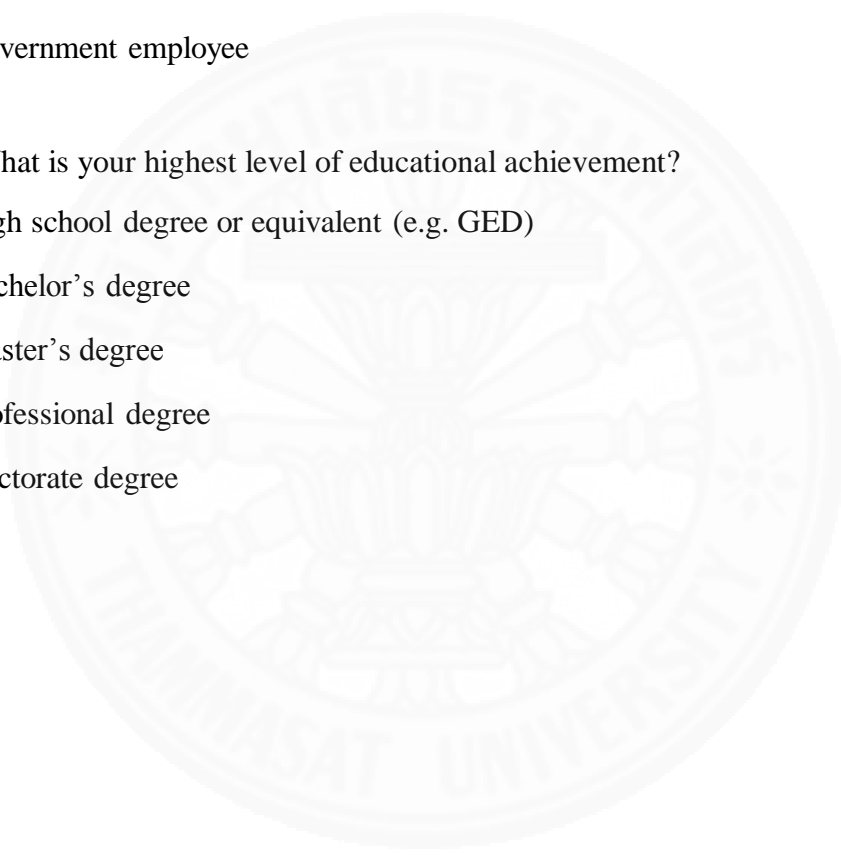
- 60,001-100,000 Baht
- More than 100,000 Baht

16. What is your current occupation?

- Student
- Business owner
- Office worker
- Government employee

17. What is your highest level of educational achievement?

- High school degree or equivalent (e.g. GED)
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree



**BIOGRAPHY**

Name	Ms. Pongladda Pimonwattanachok
Date of Birth	August 17, 1991
Educational Attainment	2018: Bachelor of International Management, Ritsumeikan Asia Pacific University
Work Experiences	Senior Marketing Executive KOSE Thailand

