Male Cosmetics Purchasing Behavior in the people's Republic of China
พฤติกรรมการบริโภคเครื่องสำอางชายในประเทศจีน

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ABSTRACT

The main purpose of this study was to find out the factors affecting the male cosmetics purchasing behavior included Personality factors, culture factors, social factors and marketing stimulation. The survey was conducted in the form of questionnaires distributed to men aged 20 to 50 living in Guangzhou, Shanghai, Hangzhou, Shenzhen and Beijing. The total sample consisted of 432 respondents. In this paper, statistical software was used for analysis by factor analysis, correlation analysis and regression analysis. The results showed that reference group, product package, product price, product channel and product promotion had significant relationship with male cosmetics purchasing behavior.

Keywords: Male Cosmetics; Purchase Behavior; Consumer Culture; Marketing Stimulation

บทคัดย่อ

ด้วยการพัฒนาอย่างต่อเนื่องของเศรษฐกิจสังคมและการยกระดับการบริโภค แนวคิดการบริโภคของผู้ชายจีนได้เปลี่ยนไปอย่างมากโดยเฉพาะผู้บริโภคที่เป็นผู้ชาย ที่เริ่มให้ความสนใจกับการดูแลผิวพรรณ และหันมาใช้เครื่องสำอางมากขึ้น การศึกษาครั้งนี้มีวัตถุประสงค์หลักเพื่อค้นหาปัจจัยที่มีอิทธิพลต่อพฤติกรรมการซื้อเครื่องสำอางของผู้ชายชาวจีน จะทำให้ทราบผลลัพธ์ของผลกระทบของปัจจัยด้านผลิตภัณฑ์ ปัจจัยทางจิตวิทยา ปัจจัยด้านวัฒนธรรมของผู้บริโภค และปัจจัยกลุ่มที่มีต่อพฤติกรรมการซื้อเครื่องสำอางของผู้บริโภคชายชาวจีน การสำรวจได้จัดทำในรูปแบบของแบบสอบถามที่แจกให้แก่ผู้ชายอายุ 20 ถึง 50 ปี ที่อาศัยอยู่ในกวางโจว เซี่ยงไฮ้ หางโจว เซินเจิ้นและปักกิ่ง กลุ่มตัวอย่างทั้งหมดประกอบด้วยผู้ตอบแบบสอบถาม 432 คน ในเอกสารนี้ใช้ซอฟต์แวร์ SPSS 24.0 ในการวิเคราะห์ โดยการวิเคราะห์ปัจจัยการวิเคราะห์สหสัมพันธ์และการวิเคราะห์การถดถอย ผลการวิจัย

พบว่า ลูกค้าผู้ชายส่วนใหญ่ที่ใช้ผลิตภัณฑ์บำรุงผิวกล่าวว่า สาเหตุหลักของการใช้ผลิตภัณฑ์บำรุงผิวคือ เพื่อเพิ่มความมั่นใจในการบำรุงผิว ซึ่งเป็นการดูแลส่เฉพาะบุคคลและเพิ่มความน่าดึงดูดใจ

คำสำคัญ: เครื่องสำอางชาย; พฤติกรรมผู้บริโภค; วัฒนธรรมการบริโภค; การกระตุ้นผลิตภัณฑ์

Introduction

1. Research Background

With the increasing demands on self-image, more and more men are focusing on improving their appearance. They do this by buying cosmetics. From 2016 to 2019, the retail sales of men's skincare and cosmetics market in the people’s republic of china will grow at an average annual rate of 13.5%, higher than the global growth rate of 5.8%. It is estimated that by 2019, the retail sales of male skincare and cosmetics market in the Chinese mainland will reach 1.9 billion yuan (Yang Qiuyue,2018).

The use and purchase of male cosmetics in European and American countries is very common. It is also common in Thailand, Japan and South Korea in the Asia-Pacific region, but it was not very common in the people’s republic of china before. But with China's rapid economic development, that has changed. Male's cosmetics mainly include fragrance products, toiletries, hair care products, basic skin care products, makeup products and shaving products (Cosmetics Classification of the People's Republic of China,2002). As for these products, perfumes, facial cleansers, facial masks, sunscreens, eye creams, face creams, lotions, hair removal products, shower gels and shampoos are of higher concern. At the same time, the use and purchase of BB cream, concealer, lipstick, liquid foundation, eyebrow pencil or eyebrow powder, eye shadow and makeup remover are growing faster. Men increased their purchases of lip balm by 278 percent, eyebrow pencils by 214 percent, sunscreens by 145 percent and perfumes by 55 percent. Men's brands grew 56 percent year on year, with men's face creams the fastest growing category, followed by cosmetics. (Tmall Appearance Level Economics Report, 2019).

2. Statement of the problem

Through literature search, it is found that the current research on Chinese male cosmetics mainly focuses on advertising and packaging design. Research on purchasing behavior takes product factors into account, but there are still gaps in research on personality factors, cultural factors and group factors. Jean Baudrillard (1970) believes that consumption is not only reflected in material culture, but also in cultural significance. Consumption reflects personal identity. Under the guidance

of consumer culture, men begin to pay attention to themselves, their health and happiness, improve their self-esteem and confidence, and highlight their charm in the social field (Blanchin, Chareyron, &Quentin 2007). This paper explores the influencing factors of Chinese men's cosmetics buying behavior through the study of personal factors, cultural factors, social factors and product factors.

3. Research Objective

(1) To explore the influencing factors of Chinese men's cosmetics buying behavior.

(2) To evaluate the relationship between influencing factors and cosmetic buying behavior of Chinese men .

(3) To help Chinese cosmetics companies develop marketing strategies to adapt to men's buying psychology.

4. Research Questions

(1) What is the relationship between Personality factors and the behavior of purchasing male cosmetics.

(2) What is the relationship between consumer cultural factors and male cosmetics purchasing behavior.

(3) What is the relationship between group factors and male cosmetics purchasing behavior.

(4) What is the relationship between product factors and male cosmetics purchasing behavior.

5. Conceptual Framework

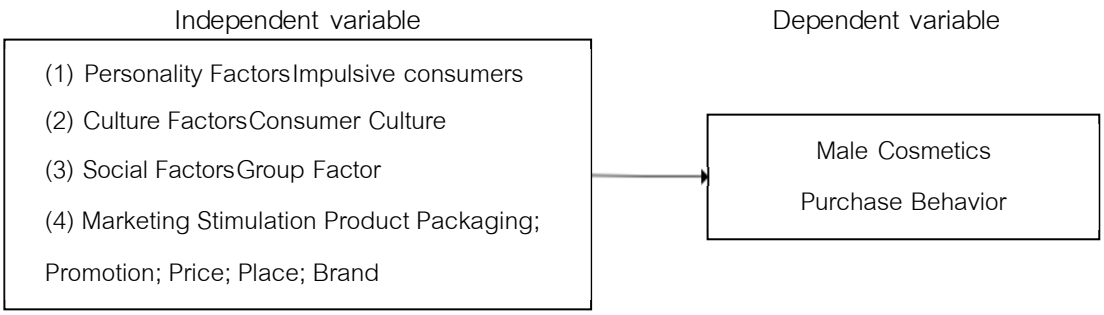

Figure 1 The conceptual model of male consumer behavior in Purchasing cosmetics products

Literature Review

1. Consumer Purchase Behavior

Kardes, Cronle, and Cline (2011) define consumer behavior as "all activities related to the purchase, use, and disposal of goods and services, including the emotional, psychological, and behavioral reactions of consumers before or after these activities". According to a number of studies, from problem identification to post-purchase behavior, there are two key factors that exert a strong influence on the decision-making process of consumers, namely internal and external influences (Hawkins, Mothersbaugh, 2010). Intrinsic factors include motivation, personality and emotion, learning and memory, and attitude. External influences or sociocultural variables include social class, culture, individual, group influences and external stimuli. In order to explore the influencing factors of Chinese men's cosmetics purchasing behavior, hypotheses were put forward from four aspects: personality, consumer culture, group factors and marketing stimulation.

2. Personality

Beatty and Ferrell (1998) also believe that impulsiveness is a reaction style, a tendency to react quickly without reflection, and an inherent uncontrollable influencing factor of consumers, with great individual differences. When a person's self-control ability is relatively low and impulse buying trait is relatively high, the impulse buying intention will be increased (Hoch,1991). Therefore, the hypothesis is expected as follows:

H1: Impulsive consumer are positively correlated with male cosmetics purchase behavior.

3. Consumption Cultural

Yin Shijie (2002) believes that consumption culture includes material consumption culture, spiritual consumption culture and ecological consumption culture. It is a very important part of social culture. Lendol Calder (2007) believes that consumer culture is a specific way of life, and it is the meaning that most people get from the relationship of selling, buying, using and disposing of goods to survive. In the context of economic globalization, with the rapid development of economy and information technology, the people’s Republic of China's social culture presents diversity and profoundly affects people's basic beliefs, values and living standards. The prevalence of consumer culture has affected men's evaluation criteria for their own image.

The prevalence of consumer culture has affected men's evaluation criteria for their own image. Young men advocate personal enjoyment and personalized lifestyle, yearn for high consumption, high taste, and regard the ultimate pursuit of material as the standard

of self- identification. Many men believe that the unkempt, slovenly male image is no longer suitable for today's society, and that men can live a delicate life. They buy cosmetics to construct themselves and complete their self-identity. Therefore, the hypothesis is expectedas follows:

H2: Consumer culture are positively correlated with male cosmetics purchase behavior.

4. Reference Group

Reference group refers to the individuals or groups used for comparison, reference and imitation in consumption decision-making, which influences consumers' attitudes, concepts and purchasing behaviors (Park WC, 1977). Hawkins and Mothersbaugh (2013) point out in detail that there are two important types of reference groups that influence individual buying behavior: primary and secondary groups. Primary groups are those that are close, interactive, and intimate, such as family, friends, and colleagues. Minor groups include weaker ties and less interaction, such as professional associations, trade unions, and community organizations. The researchers believe that because men's knowledge of cosmetics is limited, they may be more influenced by groups, such as friends' recommendations. Therefore, the hypothesis is expected as follows:

H3: Group factor are positively correlated with male cosmetics purchase behavior.

5. Marketing Stimulation

Marketing incentives include product packaging, price, place, promotion and brand. Shimp (2000) believes that promotional incentives are marketing incentives used by manufacturers or retailers to stimulate consumers to make the desired purchase behavior, and these incentives can temporarily change the perceived price or value of a brand. Therefore, the expected assumptions are as follows:

H4a: Product packaging are positively correlated with male cosmetics purchase behavior.

H4b: Price are positively correlated with male cosmetics purchase behavior. H4c: Place are positively correlated with male cosmetics purchase behavior. H4d: Promotion are positively correlated with male cosmetics purchase behavior. H4e: Brand are positively correlated with male cosmetics purchase behavior.

Research Methodology

What are the influencing factors of Chinese men's cosmetics buying behavior that the author mainly studies? What is the relationship between these factors and buying behavior? The researchers mainly adopted quantitative research methods.

Firstly, they sorted out the literature and put forward hypotheses. Secondly, they conducted pre-survey and variable measurement on the questionnaire, and finally conducted formal investigation.

The researchers selected men aged 20 to 50 from Beijing, Shanghai, Guangzhou and Shenzhen to conduct a questionnaire survey from February 10, 2021 to February 13, 2021. The sampling method was random sampling. The data sources of this research are all primary data. 350 online questionnaires were launched in targeted cities mainly through social media, and 100 offline questionnaires were filled in by interception visits in large business districts. 120 questionnaires were released in each city, with a ratio of 3:1 between online and offline. In the end, 450 questionnaires were actually collected, of which 432 were valid.

The main analysis method adopted by researchers is to conduct data analysis through software. Firstly, descriptive analysis of the data is carried out, and then reliability and validity are verified. Finally, correlation analysis, factor analysis and regression analysis are used to verify the hypothesis.

Results

1. Demographic Data

A total of 432 samples were collected in this survey. The respondents were males aged 20 to 50 who currently live in first-tier cities in the people's Republic of china. For age, education, marital status, occupation and income, please refer to Table 1. Among them, 20 respondents are under the age of 20, accounting for 4.6 percent.196 people aged between 21 and 30, accounting for 45.4 percent. There are 119 people aged between 31 and 40, accounting for 27.6 percent.97 people are 40-50 years old, accounting for 22.5 percent. Among these respondents, 185 people, accounting for 42.8 percent, had a high school education or less. There are 186 people with college education, accounting for 43.1 percent. There are 61 students with master degree or above, accounting for 14.1 percent.

Table 1 Description of the responder (n=432)

Characteristics	Categories	Frequency	percentage
Age	Under 20	20	4.6
	21-30	196	45.4
	31-40	119	27.6
	Over 40	97	22.5
Record of formal schooling	Under the high school	185	42.8
	The university	186	43.1
	Master degree or above	61	14.1
Marriage status	single	166	38.4
	married	266	61.6
Occupation	students	44	10.2
	Employee	388	89.8
Income	Less than $300	68	15.7
	$301-$700	196	45.4
	$701-$1500	113	26.2
	More than $1501	55	12.7

2. Reliability and validity

The researchers used Likert scale to analyze and measure the factors affecting consumer behavior (as shown in Table 2). From strongly agree, agree, neutral, disagree, strongly disagree on a scale of 5 points, 4 points, 3 points, 2 points, 1 point. Taking personality as an example, 3 questions were designed to measure, and the empirical reliability was 0.889, KMO value was 0.749, and the mean value was 3.5. The reliability value greater than 0.8 indicates good reliability. When KOM value is greater than 0.7, it is suitable for factor analysis. The analysis results show that the reliability of each influencing factor is between 0.7 and 0.9, indicating that the reliability is very reliable and can be used for analysis. KMO values were all between 0.7 and 0.9, which was suitable for factor analysis.

Table 2 Factor Analysis (N=432)

Factor Analysis Variables and measurement items	(Sources)	KMO	Cronbach α		Mean
personality	(Hawkins & Mothersbaugh, 2013)	0.749		0.889	3.5
consumer culture	(Lendol Calder 2007)	0.696		0.771	3.45
reference group	(Park WC, 1977)	0.907		0.892	3.43
product packaging	(N.F, Yolal, M, &Batmaz, 2015)	0.806	0.816		3.57
promotion	(Shimp, 2000)	0.808	0.823		3.5
price	(Stern, 1962)	0.782	0.794	0.817	3.45
place	(N.F, Yolal, M, &Batmaz, 2015)	0.816	0.841		3.5
brand	(Bishnoi,Vinod Kumar, R, 2009)	0.798	0.812		3.5
purchasing behavior	(Hawkins & Mothersbaugh, 2013)	0.777		0.804	3.34

The significant of factor loadings are at “p” < 0.01

3. Pearson

Purchasing behavior is related to personality, consumer culture, reference group, product packaging, price, place and promotion are positively correlated. The correlation values are 0.117, 0.118, 0.208, 0.173, 0.159, 0.186 and 0.188, respectively. However, purchasing behavior is not related to brands.

Table 3 Pearson analysis

	purchasing behavior	Personality	consumer culture	reference group	brand	product packaging	price	place	Promotion
purchasing behavior	1								
personality	0.117*	1							
consumer culture	0.118*	0.083	1						
reference group	0.208**	0.083	0.117*	1					
brand	0.049	0.094	0.117*	0.079	1				
product packaging	0.173**	0.062	0.137**	0.102*	0	1			
price	0.159**	0.086	0.130**	0.134**	0	0	1		
place	0.186**	0.141**	0.141**	0.224**	0	0	0	1	
promotion	0.188**	0.075	0.055	0.167**	0	0	0	0	1

* p<0.05 ** p<0.01

4. Linear regression analysis

Through linear regression analysis, the following table 4 is obtained. Personality has a regression value of 0.048(t=1.036, p=0.301>0.05) means that personality does not affect male cosmetics purchase behavior. H1 is not accepted.

Consumer culture has a regression coefficient of 0.028(t=0.602, p=0.548>0.05) means that consumer culture does not affect male cosmetics purchase behavior. H2 is not accepted.

Reference group has a regression value of 0.103 (t=2.142, p=0.033<0.05), meaning that reference group will have a significant positive influence on male cosmetics purchase behavior. H3 is accepted.

Brand has a regression coefficient of 0.034(t=0.735, p=0.463>0.05) means that brand does not affect male cosmetics purchase behavior. H4a is not accepted.

Product packaging has a regression coefficient of 0.156(t=3.399, p=0.001<0.01), which means that product packaging will have a significant positive influence on male cosmetics purchase behavior. H4b is accepted.

Price has a regression value of 0.138 (t=2.986, p=0.003<0.01), which means that price will have a significant positive influence on male cosmetics purchase behavior. H4c is accepted.

Place has a regression coefficient of 0.152 (t=3.225, p=0.001< 0.01), meaning that place will have a significant positive influence on male cosmetics purchase behavior. H4d is accepted.

Promotion has a regression coefficient of 0.165 (t=3.600, p=0.000< 0.01), which means that promotion will have a significant positive influence on male cosmetics purchase behavior. H4e is accepted.

Table 4 Linear regression analysis (n=432)

	B	SD	t	p	VIF
Personality	0.048	0.046	1.036	0.301	1.049
Consumer culture	0.028	0.047	0.602	0.548	1.081
reference group	0.103	0.048	2.142	0.033*	1.129
brand	0.034	0.046	0.735	0.463	1.029
Product Packaging	0.156	0.046	3.399	0.001**	1.034
price	0.138	0.046	2.986	0.003**	1.044
place	0.152	0.047	3.225	0.001**	1.094
Promotion	0.165	0.046	3.6	0.000**	1.039

Dependent variable: male cosmetics purchase behavior.

R^2=0.14； F (8,423) =8.618, p=0.000

D W value:2.170

* p<0.05 ** p<0.01

Conclusions and Discussion

The researchers found that reference groups and marketing incentives were the main factors affecting men's cosmetics buying behavior, and these factors were positively correlated with men's cosmetics buying behavior. Therefore, men's cosmetics purchasing behavior can be promoted through influencing groups and marketing incentives.

1. Personality

The researchers verified that men who made impulse purchases were more likely to make male cosmetics purchases. Beatty and Ferrell (1998) found that some people have higher impulsive buying characteristics and are more inclined to impulsive buying behavior. Omar and Kent (2001) found that impulsive traits are the reason for consumers' impulsive purchases. But the researchers found no significant relationship between impulse buying and men's cosmetic buying behavior.

2. Consumption Cultural

Consumer culture is changing the consumption mentality of young people in China today. Men are also beginning to pay attention to their appearance and are willing to invest in improving their appearance to realize self-identity. Wang Jianguo, Wang Xiangqian and Wang Jianmin (2012) draw the conclusion that China's consumer culture will produce more impulsive buying behaviors in their study on the measurement of consumer

culture changes and their impact on impulsive buying. However, the researchers confirmed that there was no significant relationship between consumer culture and men's cosmetic buying behavior.

3. Reference Group

Among the influencing factors of reference groups, women, peers and relatives have a greater influence on men's purchase of cosmetics. This could be because men are less knowledgeable about cosmetics, so men are more influenced by their female friends when buying cosmetics, while idols and celebrities have a smaller influence on men's cosmetics purchases. The researchers confirmed a significant positive correlation between the reference group and cosmetic purchases by men. Niu Congcong (2020) also verified in his paper that there is a significant correlation between male college students' cosmetics consumption and the attitude and behavior of the reference group, and what he expects most is the supportive attitude of his classmates. So, the researchers support Niu Congcong's findings.

4. Marketing Stimulation

Engel, Blackwell and Miniard (2001) point out that marketing and other information can be brought to consumers through interpersonal networks or mass media. After consumers are motivated, they will make purchases. The researchers verified that product packaging, product price, product channel, promotion and marketing incentives were significantly positively correlated with male cosmetics buying behavior, while brand was not. This may be because men are not influenced by brands when buying male cosmetics.

Research Suggestion

1. Suggestion for use

At present, the leading brands in China's male cosmetics market are all from European and American countries, which is also because the Chinese male cosmetics market started late and most cosmetic manufacturers did not pay attention to the male market. But with the development of The Times, it has also brought opportunities for Chinese men's cosmetics manufacturers. The researchers have the following suggestions for men's cosmetic manufacturers.

(1) Men pay more attention to practicality and effect, especially in terms of cleaning ability, so they should pay more attention to the research and development of product efficacy. According to the segmentation of male cosmetics market, cosmetics series with different functions and grades are developed for consumers with different consumption abilities, such as the water-replenishing series with lower price for young groups.

(2) Reasonable pricing. Unlike women, men do not pursue the price of a product. Women may think the more expensive the better, while men think it doesn't have to be expensive, just practical.

(3) Publicity and promotion. We can explore the influence on men from the perspective of women, so that women can know more about male cosmetics.

(4) In terms of product packaging, we must pay attention to it, because men pay more attention to the outer packaging of products. It is not necessary to pursue star effect in the design of outer packaging, but should conform to the psychological characteristics and lifestyle of the design men. The packaging design oaf men's cosmetics, while following the characteristics of simplicity and environmental protection, should consider factors such as personality, lifestyle, national sentiment, age level and so on.

2. Suggestion for Future use

For future research, I suggest comparing the situation of Asian and Chinese men's cosmetics markets to find interesting perspectives to prepare Chinese cosmetics manufacturers for entering other countries. In the future, the male cosmetics market will face fierce competition, and some local famous brands will appear. Therefore, this field still needs more attention from scholars to help Chinese cosmetics enterprises develop better.

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