

FACTORS AFFECTING PURCHASE INTENTION TOWARDS MALE GROOMING PRODUCT

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Abstract. Nowadays, male grooming companies in Indonesia face a high competitive market. The challenges on hundreds of local and imported brand which offer many choices and also the behavior of Indonesian male grooming consumers which tend to go shop around make the condition harder. Companies needs to understand the consumer's purchase intention concept to be able to acquire new customer and retain existed customer by enhancing purchase behavior, manufacturing appropriate product features and appealing marketing strategy. This research aims to examine the influencing factors towards purchase intention on male grooming products. There are several independent variables include in this research; personal variable, attitude, subjective norm, perceived behavioral control, price consciousness, and past experiences. This study has limitations in terms of data availability on the total population of male grooming consumers in Indonesia. Therefore, The Author determined the target population (Gen Z Men in Bandung) and used purposive sampling technique as a reference in selecting samples, which had already collected 507 samples, who has experience consuming at least one male grooming product before. To analyze the result whether there is significant relationship between each independent variable toward dependent variables, The Author use Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS3 tool. The result shows that there is positive relationship between personal variable with attitude and subjective norm. There is also positive relation between attitude, subjective norm, and perceived behavioral control, towards purchase intention. Consumers's purchase intention is strongly influenced by top 3 direct factors; perceived behavioral control, attitude and subjective norm. The finding of this research is expected to give insightful information for company about predictors of purchase intention towards male grooming product.

Keywords: Attitudes, Male Grooming Product, Past Experience, Perceived Behavioral Control, Personal Variable, Price Consciousness, Purchase Intention, Subjective Norm

INTRODUCTION

Background

There is an absolute sign that the segment of Indonesian male grooming products is growing among Indonesian personal grooming product markets, indicated from an increase of men's personal grooming product existences (Asia Personal Care and Cosmetic Market Guide, 2016). However, the rapid growth of the Indonesian male grooming market is also followed by the tight competition. In Indonesia, nowadays there are approximately more than 760 manufacturers producing numerous cosmetic products in Indonesia (Asia Personal Care and Cosmetic Market Guide, 2016). In addition, Indonesian consumers are also easily attracted to international branded products. Those both domestic and international producers offer many choices to consumers. Considering the competitive market and the fact that men tend to go shop around, use different products, and select from various different brands (Shen, 2014), urge companies to have strategy to win their customer's heart. Winning customer's heart means they need to know how to acquire new potential customer and retain existed customers (Grion, 2003). In terms of acquiring new customers, company needs to know male conceptual behavior why they do not use grooming products frequently and reveal their expectation towards male grooming products thus they can enhance their purchase behavior. Meanwhile, increasing customer loyalty, companies need to enhance their perception after using a certain product and avoiding post purchase dissonance. Understanding on male consumer's purchase intentions towards male grooming products. Purchase intention is the predictor of purchase behavior, it has significant positive influence on purchase behavior (Nikdavoodi, 2012). The more companies understands how to increase purchase intention, the more company increases their consumer's purchase behavior. While, understanding consumer's purchase intention allows the companies to understand their consumer's motivation towards their purchase behavior (Sukato, 2009). Subsequently, revealing consumer's purchase motivation will make company able to develop appropriate product feature-appealing marketing strategy (Forbes, 2018).

Pertinent Research

The recent frameworks of Theory Reasoned Action (TRA) and Theory Planned Behavior (TPB) are still needed to be improved to further explain the conceptual purchase intention of male grooming product consumers. Nikdavoodi (2012) indicated a strong relationship between consumer innovativeness and cosmetic buying behavior, but with left gap on the influence of perceived behavioral control, price consciousness and past experiences. Sukato (2009) extended TRA model with the influence of beliefs in

product attributes and self image towards male skin care products, but with the left gap on perceived behavioral control, consumer innovativeness and past experience. Shen Soo (2014) concluded that price consciousness, credibility, self-concept, and brand personality are significantly related to attitude towards men's skin care brand, but still with left gap on the influence of perceived behavioral control, consumer innovativeness and past experience. While, Tan Chun Eng (2018) found the improvement on TPB model through the addition of past experiences as a predictor of purchase intention towards organic personal care products. It now can be concluded that the previous global studies have not researched these complete six influencing factors of personal variable, attitude, subjective norm, perceived behavioral control, price consciousness and past experiences towards Indonesian male grooming product purchase intention in one conceptual model.

Problem Identification

Nowadays, the competition among male grooming industry in Indonesia is really competitive. There are approximately more than 760 manufacturers producing numerous cosmetic products in Indonesia. These producers are mostly similar, operating in the form of cottage industry level producing affordable cosmetics, soaps, lotions and skin care products. Moreover, there are at least three reputable international brands such as Unilever, L'Oreal and Procter and Gamble which still dominate middle and low end market segments through its domestic manufacturing which comprises over 50% of the market.

Further, Indonesian consumers are also easily attracted to international branded products. They also tend to be image conscious. Indonesia continued to import \$1.12 billion of personal care and cosmetic products. There is always a potential growth demand for imported niche and luxury brands aligning with consumer's expectations and their rising incomes. Those both domestic and international producers offer many choices to customer and consumer.

Purpose of Study

The purposes of the research are to determine and to analyze the influencing factors on customer purchase intention towards male grooming products. The settled objective from this study is to identify the relationship between personal variable with attitude, to analyze the relationship between personal variable and subjective norm, and to examine the relationship between attitude, subjective norm, perceived behavioral control, price consciousness, past experiences with purchase intention towards male grooming products.

Research Scope and Limitation

The conceptual framework of this research is ended on customer purchase intention. The Author actually expected to build the conceptual framework until the end variable of purchase behavior. However, the Author found that the indicators of purchase behavior was not reliable. Therefore, the Author should eliminate the variables from the model. The same case is also happened in health concern indicators on personal values and also some sub-indicators for other variables.

This study also has limitations in terms of availability of data about the total population of male grooming users in Indonesia due to the lack information about the statistics data of male grooming products development in this country. Therefore, the Author intendedly determine the research scope through selecting Gen Z Men in Bandung as the target population. The reason is also due to several restrictions factors including financial and time. However, the determination of target population is also based on scientific consideration where Bandung stands as one of the biggest capital city in Indonesia and also known as one of fashion style trend setter. Fashion style and male grooming is related each other. The emerging trend of both fashion style and grooming product then support the existence of metrosexual in Bandung. Further, the Author used purposive sampling thus the collected data might not be representative for the whole population. However, the quality of the findings for samples and research respondent will not be affected by the research limitations.

Method and Result Overview

This research examined three main relationship which are :1) the relationship of personal variable with attitude toward purchasing male grooming care products, 2) the relationship of personal variable and subjective norm, and 3) the relationship of attitude toward purchasing male grooming products, subjective norm, perceived behavioral control, price consciousness, and past experience, with purchase intention for male grooming products.

In collecting and analyzing the data, the Author uses both quantitative and qualitative approach during the research. First, for the qualitative approach, the Author used it when conducting the preliminary research. The study requires preliminary research which involves 10 respondents through in - depth interview to further find the problem existed in the marker. Second, In collecting and analyzing the data, the Author uses quantitative approach during the research. Using questionnaires, survey, polls and other existing statistical data, quantitative methods emphasize statistical and the objective measurements, mathematical, and numerical (Yati, 2018). The method focuses on collecting and generalizing numerical data across group of people or to further explain a particular phenomenon (Yati, 2018).

Primary data was collected by utilizing online questionnaire with Bahasa Indonesia as the main language. This research analyzes

the correlation among each variables by using Partial Least Square – Structural Equation Modeling (PLS – SEM). This technique is useful to describe the cause–effect relations between latent constructs (Hair, et al., 2011).

LITERATURE REVIEW

Overall Literature Review

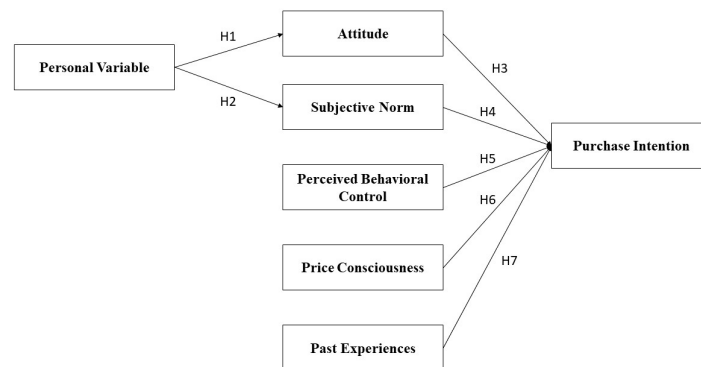
Male Grooming Product Trend, Male Grooming Product Category, Personal Variable, Attitude, Subjective Norm, Perceived Behavioral Control, Price Consciousness, Past Experiences with Male Grooming Products, Purchase Intention

Theory of Planned Behavior (TPB)

Many the Authors have widely implemented the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Theory of Planned Behaviour (TPB) (Ajzen, 1985) to explain male grooming products consumption behavior by men. The theory TRA constructs that a person’s behavioral intention is developed by the person’s attitude towards the behavior and subjective norm. Similarly, the TPB incorporates all the above components but attaches another factor (i.e. perceived behavioral control) to explain the combined effect on an individual’s behavioral intention. Both the TRA and the TPB identify behavioral intention as a critical antecedent of actual individual behavior. The basis of the theory that emphasizes the relationship between behavioral intent and actual behavior is based on the fact that every individual is inclined to make decisions or do something influenced by the information he receives from various sides. Therefore, the determinants of each individual's behavior are directly linked by his behavioral intentions. (Ajzen & Fishbein, 1980).

Conceptual Framework

The author used the total of 7 constructs with 7 indicators as illustrated below



METHODOLOGY

Preliminary Study

The Author first do exploratory research by literature review on previous survey and online secondary data browsing to gain more information about male grooming product trends in the world and Indonesia in particular and also try to find the problem existed in the market. Then the study also requires exploratory research by interviewing 10 male grooming users to further analyze their behavior while purchasing and consuming male grooming product. The respondents were interviewed either by phone or direct face to face and given a sets of open question lists about their perception towards male grooming products and purchase behavior towards male grooming products.

Problem Identification

The Author determined the problem based on secondary data and preliminary research.

Literature Review

Literature review is the collection of data used to create a theoretical foundation to become a guide in finishing a research and to explain that this research is done by developing similar previous research.

Research Methodology

This chapter, The Author arranges the whole method that applied during this study steps by steps. The methods involve all the technicalities starting from determining framework, samples, until the statistical method used.

Data Collection

The author used survey to collect the required data from respondents through close ended online questionnaire. The questionnaire is specialized for male grooming only.

Data Analysis

The Author used using partial least square modeling to develop the research, it is very beneficial when the Author needs to identify the relationship between a bunch of dependent variables and lots of independent variables or can be called as predictors.

Conclusion and Recommendation

Lastly, The Author closes this study with a research conclusion based on the statistical method and analyzed result which already founded. The Author also gives recommendation both for male grooming companies based on research conclusion and also for future research based on study shortcoming explanation.

FINDINGS AND ARGUMENT

Hypothesis Testing

Table 4. 1-Hypothesis Testing Result

Hypothesis	Structural Path	t – Values	Result
H1	Personal Variable →Attitude	32,227	Accepted
H2	Personal Variable → Subjective Norm	14,678	Accepted
H3	Attitude → Purchase Intention	7,507	Accepted
H4	Subjective Norm → Purchase Intention	2,396	Accepted
H5	Perceived Behavioral Control → Purchase Intention	9,518	Accepted
H6	Price Consciousness →Purchase Intention	1,540	Rejected
H7	Past Experiences →Purchase Intention	0,425	Rejected

Discussion on Major Findings

After the Author conducted the whole statistical test above, below is the explanation of major findings that the Author found.

Personal variable has significant positive influence on building consumer’s attitude towards male grooming products

The finding is supported by the previous research from Kim and Chung (2011) which stated that there is a positive effect brought by personal variable on consumers attitude towards organic personal care product in USA.

Personal variable has significant positive influence on building subjective norm

Previous study from Sukato and Elsey (2009), stated that there is a positive relationship between personal variable and subjective norm in a model of male consumer behaviour in buying skin care products in Thailand

Attitude has significant positive influence on building consumer’s purchase intention towards male grooming products

Nikdavoodi (2012) conducted the previous research which examined the potential influences of consumer innovativeness in conjunction with attitude and subjective norm on new cosmetic purchasing intentions. Her research found that there is a positive influence brought by attitude on cosmetic and make up buying behavior.

Subjective norm has significant positive influence on building consumer’s purchase intention towards male grooming products

Previous research from Irawan (2011) stated that there is a positive relationship between subjective norm and purchase intention in Indonesian male consumer behavior model of purchasing skin care product.

Perceived behavioral control has significant positive influence on building consumer’s purchase intention towards male grooming products

Previous research from (Fung, 2004) stated that perceived behavioral control has significant positive effect towards behavioral intention to adopt internet banking in Taiwan. This study used the indicators of efficacy and facilitating conditions. It confirmed that consumers consider about the availability of required resources (facilitating conditions) and their confidence level to behave successfully in the situation (efficacy) while about to purchase male grooming products

Past experience has no influence on building consumer's purchase intention towards male grooming products

This finding is align with previous research from Shen (2014) which stated the research background on men who tend to go shop around, purchasing several brands and having high rate of switching brand behavior (low brand loyalty). This may be one of the reason why past experience has no influence on building consumer's purchase intention towards male grooming product. Men tend to try different brands thus they do not really consider about past experience while purchasing certain brand. Whether his past experience is good or bad, men tend to prefer try new product and new brands. Further, the total respondents of this research are Gen Z who has high curiosity characteristic. It is also matched with the previous research by Deloitte (2019) entitled Global Millennial Survey 2019 hat stated Millennial and Gen Z are not easily considered to be loyal. It means respondents have great willingness to try new product and brands. The Author then came out with the finding that past experience has no influence on building consumer's purchase intention towards male grooming products.

Price consciousness has no influence on building consumer's purchase intention towards male grooming products

This finding is supported by the previous research from Yati (2018) which found that there is no significant relationship between price consciousness and purchase intention towards natural skin care products in Indonesia. In her research, Yati (2018) mentioned that the respondents are woman who are thoughtless about cosmetic's price nowadays. This might be align with what happened in male consumers towards male grooming products. Men mostly prefer practicality and efficient thus they will purchase in a very practical ways within a short time. They might feel seeking for the cheapest product is not worth the time and effort. They mostly choose products with high quality and reachable. It is proven by research on Differences Between Men and Women Regarding Decision-Making Styles by (Scales, 2017) that stated men are less price conscious compared to women. Further, all the respondents are Gen Z who are more likely to get generous financial support from their parents than older generations (Will, 2019). This condition allows them to have variable income. Therefore, even their fixed income is considered low, they can still ask their parents for additional financial supports. It makes them do not really care about price different while purchasing male grooming products.

Perceived Behavioral Control stands as the strongest predictor towards purchase intention on male grooming products

The strongest direct predictor of purchase intention towards male grooming products is attitudes. While, the strongest indirect predictor of purchase intention towards male grooming product is personal values with its mediating variables of attitude.

CONCLUSIONS

Conclusion

The Author utilized Partial Least Square (PLS)-SEM test to analyze the constructed model that illustrates the relationship among variables, which are personal variable, attitude, subjective norm, perceived behavioral control, price consciousness, past experiences and purchase intention towards male grooming products. The Author find results of the data analysis are explained below.

1. **The determinants** or influencing factors of purchase intention towards male grooming products are personal variable, attitude, subjective norm and perceived behavioral control.
2. **The relationship** between personal variable with attitude towards male grooming products and subjective norms. Personal variable has significant positive influence towards attitudes on male grooming products. While, personal variable also have significant influence towards subjective norm.
3. **The relationship** between attitude, subjective norm, perceived behavioral control, price consciousness and past experiences with purchase intention towards male grooming products. Three out of five variables which are attitude, subjective norm, and perceived behavioral control have significant influence towards purchase intention on male grooming products. Meanwhile, the other two variables which are past experiences and price consciousness do not have significant influence towards purchase intention on male grooming products.
4. **The strongest** predictor of purchase intention towards male grooming products. The strongest predictor of purchase intention towards male grooming products is perceived behavioral control.

Recommendation

Recommendation for Company

The research findings found that perceived behavioral control is the most influencing predictors of purchase intention among the others variables. This case indicates that most consumers purchase male grooming products with considerations on self efficacy and availability of required resources. That is why it is important for company to develop practical product features. The product feature will be better emphasize on the ease of use characteristic and avoid to use unaffordable required resources. Company needs to create product with practical application technique since most men do not have much time to do grooming. While,

company needs also to consider about independent products which are not rely on some unaffordable complements things. Company needs to ensure that the product can be applied independently and easily.

Recommendation for Future Research

For the further study, the research would be better to determine the specific male grooming products that is used as the object thus the result will be more specific. The author also suggests the future research to further digging deeper about the problem in male grooming industry through primary research. Research method will be better to be conducted in both quantitative and qualitative approach, since quantitative research is a weak solution in explaining relationship between variables, although is valuable in time, money, etc. The result from statistical analysis might be away better be clarified directly to the market using qualitative approach.

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