

Comparisons of Factors that Influence Male Consumer Behavior in Purchasing Skin Care Products (Case Study: Men from Suwon City, South Korea and Bandung, Indonesia)

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ABSTRACT

This research aims to see comparisons between the factors that influence consumer behavior in the purchase of male skin care products with a case study in two cities in Suwon City, South Korea and Bandung, Indonesia. Comparisons were made to see what the factors are that most influence the behavior of male consumers in the purchase of skin care products in each city. The method that used in this research is a comparative study. The comparative method used in this study to determine or test the hypothesis that there are differences among factors that affect consumer behavior in buying a Men's Skin Care Products in Suwon City, South Korea and Bandung, Indonesia. Quantitative approaches are used as a research approach, by taking a sample of 64 men from Suwon City, South Korea, and 64 men from Bandung, Indonesia. Data was collected through questionnaires, interviews, and literature study. The results showed that the factors that influence male consumer behavior in the purchasing of skin care products in Suwon, South Korea consisting of Normative Influences and Attitudes Toward Applying Skin Care. While the factors that influence consumer behavior of men in Bandung, Indonesia consisting of Beliefs in Attributes Product aspect, aspect of Self Image and Aging Effects. Based on the results of this research, the researchers suggest the companies of the cosmetics industry in South Korea should create a membership program and programs called customer-get-customer as part of efforts to manage customer relationships. While for cosmetics industry companies in Indonesia, researchers advised to emphasize the promotional aspects of the product attributes as well as a new anti-aging product for men

Keywords: Male Consumer Behavior, Male Customer, Skin Care Products, Suwon, Bandung

1. INTRODUCTION

Progress of a country will affect its increasing needs. This progress also impacts on sharing aspects, from the social, economic to cultural aspects. This progress makes all the aspects that were previously considered uncommon, are even now becoming a common thing, even towards the direction of need. One example is Skin Care. In general, skin care has always been associated with the world of women, because people have known that cosmetics are always associated with feminism, so it is not strange if it is always associated with the female world.

But now, there are a lot of men who have noticed their physical appearance. This is one of the impacts of the progress of a country that impacts on the gender revolution. They do this to support their appearance and their careers. As written by Michael R. Solomon (Consumer Behavior 10th edition, 2013), one of the consequences of a gender revolution is that men are now beginning to focus and pay attention to their looks.

Men around the world spend 7.7 million US Dollars on body care products in a year. This is related to some cosmetic products such as Cleanser, Moisturizer, Sunscreens, Depilatories and body spray. This is especially true in Europe. In addition, with the emergence of various skin care products derived from famous cosmetic products, making it so the men can easily find products that fit their needs. The growth of male care products mainly came from big cities, where Semarang recorded the highest growth with more than 48 percent, followed by Surabaya with more than 44 percent, Makassar with more than 27 percent and Yogyakarta with more than 22 percent. While the other two big cities namely Jakarta and Bandung alone both recorded growth of more than 20 percent, while Medan was recorded as the city with the lowest share of male care products bought with more than 7 percent.

In addition to supporting their appearance, another reason why men are now using skin care products is to increase their income. According to a study conducted by Sharon Jasoy with the title "Beautiful People Cash in Their Look" (USA Today: 2011) says that Men with Appearance above average will generate 5% more income than men who have an average appearance.

In addition, Men who have below average looks will generate 9% lower income compared to people who have an average appearance. The above reasons are used mostly from Korean men, especially those who live in Suwon City, South Korea.

Suwon City is one of the buffer cities of South Korea's capital, Seoul. The city is not located far from Seoul city. Suwon City is located in Gyeonggi Province, which is a province with the highest population density in South Korea. In addition, Suwon is the capital of Gyeonggi Province which is known as the largest urban city after Incheon. Population density is 8,551.7 Seoul/km² to make the level of care of men for skin care products was very high.

While in Indonesia, researchers chose a location of research in the city of Bandung. The city with the nickname Paris van Java is one of the largest tourist destination cities and has been dubbed as one of the biggest cities in Indonesia with a level of concern for the residents' appearance being very high. As has been stated previously, the city of Bandung experienced a cosmetic growth of 20%.

In addition, another reason for increased use of cosmetics for men in Indonesia, is the emergence of the term "metrosexual." Based on the above facts, the researcher tries to take the title of thesis: "Comparison Factors Affecting Male Consumers in buying skin care products in Suwon City, South Korea and Bandung City, Indonesia."

2. LITERATURE STUDIES

2.1 Consumer Behaviour

According to Solomon (2013: 31), Consumer Behavior is the "Study of the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experience to satisfy needs and desire." According to Engel, Blackwell, and Miniard (2001: 3), "Consumer behavior is an act directly involved in obtaining, consuming, and depleting products and services, including the decision processes that preceded and followed these actions."

Thus, the authors can conclude that Consumer Behavior is a process of interaction involving individuals or groups in which they conduct information searching, buying, and using up to evaluate goods and services they use with influence given by internal factors and external factors that surround the individual or the group. Consumer's Purchase Decision will be influenced by the consumer's knowledge of the product he/she will buy. Most consumers need a lot of information when they want to buy a product/products such as, electronics, and insurance, to things directly related to their body such as skin care products. As suggested by Shiffman and Kanuk (2010: 518): "The decision of a consumer to buy or not to buy a product or service is a very important moment for marketers. This decision can signal whether a marketing strategy has been wise enough, broad-minded and effective or whether it is poorly planned or wrong in setting goals."

2.2 Factors affecting the Decision of Purchasing Skin Care Products

According to Very Irawan and Anton Wachidin Widjaja (2011: 21), the factors that will be used to increase the predictability of male consumer behavior in buying skin care products in Indonesia are:

1. Beliefs in Product Attributes: According to Siu and Wong (2002: 80) in Very Irawan and Anton Wachidin Widjaja (2011: 21) "Beliefs in Product Attribute is one of the important elements in which consumers will assess overall against the various characteristics contained in a product."
2. Self-Image According to Sukarto and Elsey (2009) in Very Irawan and Anton Wachidin Widjaja (2011: 21) "Self-Image is the perception of consumers in assessing themselves about skin care products."
3. Aging Effects According to Sturrock (1998: 340) in Very Irawan and Anton Wachidin Widjaja (2011: 22) "The effects of aging examine the individual's expectation of the consequences of the aging process of appearance."
4. Normative Influence According to Shih and Fang (2004: 43) Very Irawan and Anton Wachidin Widjaja (2011: 23), "This normative influence is an individual's perception of the behavior of using skin care products that is influenced by the judgment of others that are important to the individual regarding the behavior."
5. Health Concern According to Sturrock and Pioch, in Very Irawan and Anton Wachidin Widjaja (2011: 23), "Attention to health is a concentration of all individual activities aimed at health conditions."
6. Attitude towards the use of skin care products. According to Shih and Fang (2004) in Very Irawan and Anton Wachidin Widjaja (2011: 24), "Attitudes toward the use of skin care products is an individual assessment of the behavior of using skin care products."

2.3 Research Hypothesis

Based on the framework the researcher has written above, the hypothesis proposed in this research is "There are differences about the factors that influence male consumer behavior in purchasing skin care products in Suwon City, South Korea and Bandung City, Indonesia"

3. RESEARCH METHODS

The method used in this research is Comparative Research and Quantitative approach. In this study, researchers wanted to know the effect of variabel factors that influence the behavior of male consumers in buying skin care products to purchase decisions. The researcher's assumptions use explorative research in this research because researchers wanted to explore widely about the causes or factors - factors that greatly affect the behavior of male consumers in buying skin care products in Suwon City, South Korea and Bandung, Indonesia.

3.1 Population and Sample

The population in this study are the male consumers who use skin care products in Suwon City, South Korea and Bandung City, Indonesia.

The technique of determining minimum samples in this study using iteration formula to find the minimum sample size and sampling method using Probability Sampling Technic was used. The type used is Simple Random Sampling (SRS). In addition, research was based on Central Limit Theorem. We can draw the conclusion that the minimum sample is as many as 64 people from each study site. So, the total sample needed in this research is 128 people consisting of 64 men in Suwon city, South Korea and 64 men in Bandung city, Indonesia. As for the characteristics of respondents in this study, they are as follows.

1. Male sex
2. Domiciled in the city of Suwon, South Korea or in Bandung, Indonesia.
3. Using at least one type of skin care product.

3.2 Data Analysis Technique

Multiple linear analyzes are used to determine the effect of factors such as beliefs on product attributes, self-image, aging effects, normative influences, health concerns, and attitudes toward the use of skin care products on consumer purchasing decisions.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6$$

In order to be judged well, the use of multiple linear regression models must be free from classical assumptions, such as multicollinearity, autocorrelation, and heterocedasticity.

The coefficient of determination is used to show how much influence between the two variables studied, then the calculated coefficient of determination (Kd) with the assumption of other factors outside the variable is considered as being constant or fixed (ceteris paribus).

Pearson correlation coefficient can be used to express the linear relationship between two variables when data is quantitative data (interval or ratio data) and both variables are normal distributed bivariate.

This test aims to determine the influence of all independent variables on the purchase decision of skin care products simultaneously (together).

3.3 Hypothesis testing

The hypothesis of this study is described as follows:

H0: There is no difference regarding the factors that influence consumer behavior in buying skin care products in Suwon City and in Bandung, Indonesia

H1: There are differences regarding factors affecting consumer behavior in purchasing skin care products in Suwon City and in Bandung, Indonesia

Level of significance $\alpha = 0.05$

4. RESULT AND DISCUSSION

After analyzing the two cities, Bandung, Indonesia and Suwon city, South Korea. So now the authors will try to compare factors that affect the behavior of male consumers in purchasing skin care products in the city of Suwon, South Korea and the city of Bandung, Indonesia. This comparison aims to see which factors affect most men both in the city of Suwon and in the city of Bandung in purchasing skin care products. In addition, this comparison also serves to answer whether the author's hypothesis is acceptable or rejected. Here is the comparison result.

Table 4.1 Comparison of Factors Affecting the Consumer Behavior of Men in Purchasing Skin Care Products In Suwon city, South Korea and Bandung city, Indonesia

City		Suwon City, South Korea			Bandung City, Indonesia		
		Consumer Behaviour (Y)			Consumer Behavior (Y)		
Variable	Sub Variable	Number of products purchased	Frequency of product purchase	Product Purchase Value	Number of products purchased	Frequency of product purchase	Product Purchase Value
FACTOR FACTORS AFFECTING MEN CONSUMERS IN CHOOSING SKIN CARE PRODUCTS (X)	Beliefs in Product Attributes	Has no influence	Has no influence	Has no influence	Has influence	Has no influence	Has influence
	Self Image	Has no influence	Has no influence	Has no influence	Has no influence	Has no influence	Has influence
	Aging effect	Has no influence	Has no influence	Has no influence	Has no influence	Has no influence	Has influence
	Normative influences	Has no influence	Has influence	Has no influence	Has no influence	Has no influence	Has no influence
	Health concern	Has no influence	Has no influence	Has no influence	Has no influence	Has no influence	Has no influence
	Attitudes toward applying skin care	Has no influence	Has no influence	Has influence	Has no influence	Has no influence	Has no influence

Based on the above table, we can draw the conclusion that the factors that influence the behavior of male consumers in purchasing male skin care products in Suwon city, South Korea is the aspect of Normative Influence (normative influences) and Attitudes toward the use of skin care products (attitudes toward applying Skin care). The most influential factors are Normative Influence (influenced by 22% on buying behavior), followed by Attitudes toward Applying Skin Care (14%).

While the factors that affect the behavior of male consumers in purchasing male skin care products in the city of Bandung, Indonesia is a belief in product attributes (beliefs in attributes product), self image (image), and aging effects (aging effects). The most influential factor is belief in attribute product with a 36% influence on purchasing behavior, next is self image with 12% and the last is aging effect with

7%

Both cities have differences regarding the factors that most influence male consumers' behavior in purchasing male skin care products. If it refers to the hypothesis that the authors write, then H_0 is rejected, so H_1 is accepted with the statement that there are differences regarding the factors that influence consumer behavior in buying skin care products in Suwon City and in Bandung, Indonesia with significance level $\alpha = 0, 05$.

5. CONCLUSION

Based on the research objectives and the results of the previous analysis, the conclusions in this study are as follows.

1. Factors affecting male consumer behavior in purchasing skin care products in Suwon city, South Korea consist of Normative Influence, and Attitudes toward Applying Skin Care. This is because of the awareness that has emerged for men in Suwon City that using skin care products can support their performance and career. In addition, the full support of the family and the surrounding environment against the use of skin care products,
2. Factors affecting the behavior of male consumers in buying skin care products in Bandung, Indonesia consists of beliefs in attributes product, self-image and aging effects aspect,. This is because the famous brands became the main reason men in the city of Bandung to buy skin care products. In addition, the fear of aging and the desire to display a positive self-image become another reason for improving positive impressions in front of others.
3. Factors that have an enormous influence on the buying behavior of men's skin care products in Suwon city, South Korea is the aspect of Normative Influence (normative influences), while for factors that influence the buying behavior of male skin care products in Bandung, Of product attributes (beliefs in attributes product).

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