

# THE INFLUENCE OF EXTRINSIC AND INTRINSIC MOTIVATIONS ON THE USE OF FACIAL SKIN-CARE FOR MALES IN BANGKOK

Ponsinh Toto Boutkaska<sup>1,\*</sup>

## Abstract

Previous studies of facial skin-care usage in males have largely focused on intrinsic motivations involving confidence building, or gaining tangible benefits like skin lightening. However, this study will expand into the extrinsic motivations which can help to explain why male facial skin-care has become a fast growing business segment in contrast to its status of virtually non-existent a few decades back. Qualitative group discussion sessions of four groups with 8 respondents categorized by age and usage was conducted to aid the questionnaire set up for the quantitative research. The quantitative part of the research utilised 400 respondents divided into facial skin-care users and non-facial skin-care users exploring both extrinsic and intrinsic motivations on the use of skin-care for males in Bangkok. The findings showed that the perpetuation of marketing efforts promoting the metrosexual lifestyle and the greater acceptance of this lifestyle among reference groups enabled a confound shifting of socio-cultural attitudes. This change in attitude translates to changes in behavior, enabling the male facial skin-care segment to off-shoot from the pre-existing female skin-care segment and become a segment all of its own. The acquired knowledge regarding the extrinsic and intrinsic motivations for skin-care usage in males may be used by firms in other industry segments that are planning new innovations, to keep in mind that shifts in socio-cultural norms could lead to unimaginable product or service segments never thought possible.

**Keywords:** Male skin-care; Metrosexual, Socio-cultural

## INTRODUCTION

The male facial skin-care segment has come from virtual non-existence to being a market segment in its own right; it

has been growing year on year over the last decade and is a segment that many large firms are now focusing on. Research studies on the male facial skin-care segment go to great lengths in asking why

---

<sup>1,\*</sup>Dr. Ponsinh Toto Boutkaska obtains a Ph.D in Business Administration from the Institute of International Studies, Rarmkhamhaeng University in Thailand. He is currently the owner and CEO of Rebirth (Thailand) Co.,Ltd. Email: ponsinh@rebirththailand.com

they are using it, and in all purposes use that information to create new innovations or improvements of the existing products to drive greater usage. Few however, ask the question of how it actually arrived in the first place, and what knowledge can be gained from studying its arrival.

The use of cosmetics by women is as ancient as time itself, and has grown into a multi-billion dollar global industry, dominated by huge multinational corporations, but incorporating on its periphery huge numbers of smaller companies.

The motivations for cosmetic usage have been repeatedly studied, and the findings are remarkably consistent. Cosmetics are used to increase an individual's allure, and attract the opposite sex. As basic as this might seem, Freud and later psychologists have endorsed the simple truth – cosmetics, like jewelry, perfume and fashion, are an element through which humans attempt to attract mates in order to procreate and further the human race.

When we talk about skin-care and cosmetics for women we are talking about a history that extends way back to the Ancient Sumerian's and Egyptians, which has followed through to the modern day. For men however, it's history is quite patchy, whereby in certain parts of the world make-up was just a normal part of the culture, but in modern societies influenced by Western ideals, make up and skin-care is frowned upon for males and considered effeminate. However, in the space of only about 25 years, the surge

of men using facial skin-care has been increasing year on year the world over, some places faster than others. For one observer - in any metropolitan city, guys groom, it's an aspiration.

In the years between 2007-2012 the male skincare market grew 70%. In China, 82% of men from urban areas think that using men's toiletries makes them more sophisticated (Intel, 2013). As the economy grows and as businesses put in more advertising money into driving sales and building brand equity, it is only natural that socio-cultural changes will take place. Where once it was frowned upon for males to be using skin-care products, it has become rather the norm, especially in metropolitan areas all around the world.

In recent years the popular press has attempted to establish metrosexuality as a new brand of masculinity. Like all other manifestations of masculinity, metrosexuality is a social construct created and maintained within a patriarchal society, largely attributable to the forging and sanitizing powers of the mass media (see Connell, 2005). However, unlike other masculinities, metrosexuality has been branded and commoditised.

It is against this backdrop that the present research is framed. This is a real life example that is not concerned with generic motivations for cosmetic purchases, but rather, how the male segment in Bangkok started to grow, what are the influences to this growth and what might be the future possibilities for this segment or even other segments. It is in effect a report of an ongoing situation and

an examination of how it fits with established theory.

## **LITERATURE REVIEW**

The influence of extrinsic and intrinsic motivations for facial skin-care usage of males in Bangkok will be discussed, through various factors that have been previously documented and researched not only in the facial skin-care segment, but also in terms of motivations for consumption.

### **Extrinsic Motivations**

#### **Socio-cultural Evaluations**

The socio-cultural environment is an important consideration in the purchasing of innovations of facial skin-care for men. These non-commercial influences range widely, for example from comments of a friend, an editorial in the newspaper, usage by a family member, an article in consumer reports, or blogs (personal views of a user or reviewer of the product) from the internet. Other influences, personal perception of society, social class, culture and sub-culture are also important factors that are internalized and affect how consumers evaluate and ultimately adopt (or reject) products (Schiffman, Kanuk, 2004).

Social class can be thought of as a range of social positions on which each member of society can be placed. This is especially important in a marketing society where status is often associated with consumer purchasing power. It may be an important consideration in the usage

of facial skin-care. Recent research has confirmed that a key ingredient of status is a consumer's possessions compared with others' similar possessions. In making such comparisons a consumer may compare himself to one that is worse off than he to bolster his self-esteem (Schiffman, Kanuk, 2004).

Culture is the fundamental determinant of a person's wants and behavior. In each culture a child acquires a set of values, perceptions, preferences and behaviors. In Thailand they are exposed to the values of respect for their elders, interdependence, nationalistic pride, freedom and youthfulness. Many of which have a bearing on purchasing behavior.

Not only are cultural factors an influence to purchasing behavior, social factors are also very pertinent, such as reference groups, family, and social roles and status.

### **Reference Groups**

A person's reference groups consist of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior, such as family, friends, neighbors, and co-workers, those with whom the person interacts continuously and informally. Secondary groups which tend to be more formal include religious, professional, and trade union groups, and require less continuous interaction (Kotler, Keller, 2010). "Social others" is seen as important interpreters of the meaning of consumption choices to consumers. With regards to the influence of extrinsic motivation of reference

groups, previous studies show that social expectation is pressuring contemporary men to want to look better and stay vibrant (Nickel, 2004). Men are seeking to improve their appearance, through body movement, body decoration, hair and clothes (Wienke, 1998). In Japan, it is a social norm to be fashionable (McCracken, 2003). When consumers buy a product, the social environment has influence over the type of products that they purchase (Nizar & Mariam, 2009). Changing attitudes and dress-down (casual) Friday in social settings also contributes to men's consumption of grooming products (Cardona, 2000). Furthermore, Caroline, (2005) observed that men consume grooming products to better fit in with their social friends.

### **Family Influences on Purchase**

There are many roles within the family construct which include the initiator, influencer, decider, purchaser and user (Webster, 2000). Others go further with 8 steps influencers, gatekeepers, deciders, buyers, preparers, users, maintainers, and disposers (Schiffman, Kanuk, 2004, p.355). The influences of spouses, children and other family members varies depending on the resources of the family members and the types of goods to be purchased. The different life stages of the family life cycle also influence purchasing decisions, marriage, divorce, remarriage and cohabiting singles (Webster, 2000). Parents are also considered the persons who directly influence the purchasing decisions of their children from a very

early stage (Smith & Stutts, 1999; Sturrock & Pioch, 1998).

### **Celebrity Influences on Purchase**

Messages delivered by attractive or popular sources can potentially achieve higher attention and recall, which is why advertisers often use celebrities as spokespeople. The effectiveness of an endorsement is the extent that consumers associate with the endorser image and the degree to which the endorser's activities support cosmetics (Daneshvary & Schwer, 2000). Celebrity credibility is the most important benefit to a firm's advertising program. How much the celebrity knows about the product, and how honest the celebrity is about what he or she says about the product can often determine the success of the launch.

### **Source Credibility**

Socio-cultural considerations provide evaluative information from a wide variety of sources. Since information is the key to evaluation, the primary mechanism for risk reduction is to gather information, which will decrease the level of uncertainty, and make the risk /benefit equilibrium more attractive.

It is the nature of the evaluative information which is the key, and it is usually denominated along two dimensions; quantity and credibility.

Evaluative guides are clearly of value, but how much value is a personal user's testimony? Perhaps the crucial dimension is not personal or non-personal, but source credibility,

irrespective of whether it is a tangible or non-tangible provider of the information.

Information credibility is clearly vital in the evaluative process. Recent research has indicated celebrity endorsement of products has remained static as an influence over a long period of time, while social media influence has continued to increase in importance. In terms of innovation therefore, celebrities are increasingly being relegated to a role of creating awareness and interest, whilst at the evaluation stage social media and evaluative guides are assuming increasing importance.

The research seems to suggest informational credibility is associated with proximity and relatedness to the innovator, and is epitomized by word of mouth recommendation (WOM), or increasingly electronic WOM. If one accepts this premise, then social media is clearly of potentially huge importance. Admittedly, it does not have the one to one impact of personal contact, but because it comes from your self-selected “friends” it has a credibility plus to begin with.

The task for the marketer therefore, is how to harness this power of positive advocacy for the corporate good, and whether by doing so this might damage the fragility of the base of the power. This was a constant dilemma for Facebook, which was resolved by the “like” button! Whether that conveys positive advocacy is debatable, but it is clearly an attempt to harness the acknowledged power of social media.

## **Marketing Efforts for Socio-Cultural Change**

Marketing efforts are utilized in just about every sphere possible, be it in politics, government propaganda, health, wealth management, property, consumer goods and services or others. “If we take a broad look at human behavior in the long run, it seems quite obvious that advertising exists and has been flourishing because, somehow, it works - that is, it works a good deal of the time the way those paying for the advertising want it to work” (Berger, A.A. 2011).

The onslaught of male facial skin-care advertising in all media, including television, radio, billboards, and social media, proves it to be working. “Television along with the internet and social media have usurped the place that used to be occupied by parents, the clergy, teachers, and other institutions as socializers of the young” (Berger, A.A. 2011). We all learn through our experiences and since television and the internet are so much part of our everyday lives, they must play an important role not only in teaching us about life, but also how we should see life. Even if it is different to how we used to see it.

## **The Advent of Metrosexuality**

Previous studies on homosexual men have shown that they have a predisposition to body image and physical appearance. Studies in the 1980’s found gay men to be more concerned than heterosexual men, regarding their own body image and how it was accepted by

others. This is very much in line with the stereotype that “gay” men like to look after themselves and are somewhat high maintenance with a plethora of skin-care products, being very fashionable and up to date with the latest trends.

However, with the arrival of the “metrosexual” in the mid-90’s and early 2000’s, describing a straight man who lived and worked in the city spending his income on stylish clothes and grooming products, the notion that straight men don’t really care about their appearance is rapidly redefining itself.

Social networking and community sites like Facebook, Instagram, and Twitter are plastered with images of “metrosexual” men, many flexing their muscles and showing their proportioned physiques and invariably holding a facial skincare product amongst other images of them holding up the protein supplements they are consuming to build their muscles. With metrosexuals being more visible in society the notion that personal grooming and fashion is a sign of being “gay” is changing, which may in many ways be attributed greatly to the increase in male facial skin-care purchases. Inadvertently or not, it has become the premise that overcomes the stigma attached to homosexuals using facial skin-care.

## **Demographics**

In any socio-cultural environment, the demographics of age, sex, occupation, household income, etc. pertaining to any variable may differ or be quite similar depending on a multitude of factors, be it climatic, geographic, religious or

otherwise. For the male facial skin-care segment demographics regarding occupation and the starting age of facial skin-care usage will be explored.

To stay competitive in the workplace, appearance is becoming more and more important. Occupations related to the entertainment business where people aspire to be stars and celebrities, or in fields where there is a lot of interaction with clients and customers, such as in the field of sales and marketing, requires one to look his best.

Many working men believe personal appearance does influence whether someone is promoted or succeeds professionally. Therefore, spending patterns are found among different occupational groups (Prakash & Vinith, 2007).

In this age of social media, it is possible for anyone to be a self-made celebrity, and it has become somewhat of a side profession for many people. Ordinary people can become net-idols with huge followings from a few hundred to many millions. All of this can be turned into a profitable business where large companies pay to do product placement or simply advertise on their page. It is then extremely important for both men and women to look their best at all times.

The other demographic – age, especially the starting age of facial skin-care usage is rather important. It signals shifts in the socio-cultural landscape. The youth these days are more likely to be well informed about facial skin care at a much younger age than those from previous generations. With the internet, information comes from many sources;

their own concerted efforts by searching websites, information from Facebook advertising, posts that are uploaded by their friends or that have been shared, and even on web banners on their popular sites. With this, there is a likelihood that they tend to become shoppers at an earlier age (Bellman et al., 1999; Gupta et al., 1995; Sulaiman et al., 2008).

The internet is a powerful tool, but traditional media tools like television, radio and billboards are still very relevant in getting product information as well as lifestyle messages out to younger consumers. Especially, when the celebrity endorsers are in their teens or early twenties.

Customers in different age groups have different needs and wants. While people who belong to the same age group differ in many other ways, they tend to share a set of values and common cultural experiences that they carry throughout life. In terms of skin-care products, the current younger generation are more open to this category than the older generation. In a similar study, those who were in the age group 18-24 years old, were increasingly spending more on appearance related products (Sulaiman et al., 2008).

## **Intrinsic Motivations**

### **Multi-attribute Attitude Models**

Intrinsic motivation refers to behavior that is driven by internal rewards. In other words, the motivation to engage in a behavior arises from within the individual because it is naturally

satisfying. Attitude is a crucial element in the formation of intrinsic motivations and here we discuss the theory of attitude through the multi-attribute attitude model. An attitude is made up of a series of beliefs (which may be consistent or conflicting) concerning an object or idea, and that each of these beliefs has a degree of positivity or negativity and saliency for the individual.

The primary model based on multi-attributes was developed by Fishbein (in collaboration with others) and was very simple in its formula, as summarized below:

$$A_o = \sum^n b_i e_i$$

The essential elements are that an attitude ( $A_o$ ) is composed of the sum of the beliefs held about the object ( $b_i$ ) multiplied by the depth ( $e_i$ ) to which that belief is held.

### **Attitude Formation**

There is general agreement that attitudes are learnt, and that for any attitude we might subsequently adopt, the initial starting point is a position of neutrality. It is quite possible, even post exposure to both positive and negative elements of an attitude that one's final position may be neutral, but this neutrality (an informed neutrality) is of a different order to the initial uninformed neutrality.

Many writers stress the motivational quality of attitude formation – that there must be a desire to have an attitude toward an object or idea – the implication being that there may be numerous areas of our life in which we have no interest and

hence no motivational desire to form an attitude. If we have no interest, why spend the mental effort required for attitude development.

A key aspect of attitude formation is the relationship between the attitude and the behavior which results from it, although there are situational elements which might intervene. For example, if I have a positive attitude towards Japanese cars but a negative attitude toward Korean cars then, *ceteris paribus* (all other things being equal), I am more likely to buy a Japanese car.

However, equality is not a common feature in commerce, so understanding there is a degree of negativity toward Korean cars means their manufacturers will either embark on an advertising campaign to correct or dispel the negative attitudes, or more likely in the short term, discount their products in order to make them more financially attractive.

So whilst attitudes might be consistent where there is equality of situation, often they are situation specific, and based on a “trade off” of alternative elements as needs demand. Instant coffee may be perceived as “just okay”, but is perfectly acceptable where the producer is the sole drinker, but is totally unacceptable when guests are present, where time and skill are less pressing, and where a better quality of beverage is important for a whole host of social reasons.

### **Attitude Change**

For every attitude a person maintains there will be a plethora of individuals,

companies or institutions wishing to change it – invariably for some benefit which will accrue to the change agent. Would any change agent willingly seek to change the attitude of others out of a sense of largesse, without any personal tangible or intangible personal or wider benefit? It seems very unlikely and might be generally dismissed. The focus of the discussion therefore moves onto how and why attitudes change, and the mechanisms used to achieve it. Schiffman and Kanuk (2004) defined five clear attitude change strategies:

1. Changing the consumers basic motivational function.
2. Association with an admired group or event.
3. Resolving conflicting attitudes.
4. Altering components of the multi-attribute model.
5. Changing consumer belief regarding competitor brands.

For the male facial skin-care market, changes in attitude would encompass much of these strategies. Men did not normally buy facial skin-care, skin-care was and still is for the most part associated largely with women and homosexuals.

### **Altering components in Masculinity and Appearance of Man**

The standards for the ideal body image are constantly changing with different generations and in different areas of the world, but one aspect of male vanity will remain consistent – its existence. In the fourth century B.C., Plato, one of the most known and well-



respected philosophers of all time, stated, “The three wishes of every man: to be healthy, to be rich by honest means, and to be beautiful” (Etkoff, 1999, p. 2). Vanity has been widely regarded as a female domain throughout history, yet Plato suggests an underlying root concerning male narcissism. As Dr. Nancy Etkoff, author of *Survival of the Prettiest*, observed “The ability to perceive beauty and respond to it has been with us for as long as we have been men and women” (Etkoff 1999, p. 23).

From the Renaissance to the Elizabethan era, society has embraced art and high fashion. Known as the Age of Enlightenment, the Renaissance brought forth a time for the freedom to change, to explore creativity and art; to depict what was considered beautiful. Michelangelo sculpted David and da Vinci etched the Vitruvian Man to display the ideals of the time, both of which are still highly regarded and recognized in the art world today. Male vanity in the late sixteenth century involved English men stuffing their jackets to enhance their physique and wearing two pairs of tights stuffed with padding to improve the appearance of their leg shape (Etkoff, 1999, p. 178).

Men’s high fashion became even more common in the eighteenth and nineteenth centuries. As more men strayed from the practical styles of clothing towards fashionable styles, they were attempting to enhance and draw attention to their bodies from the opposite sex. Male icons like Cary Grant and Marlon Brando attracted women with their debonair and rugged persona; they exuded masculinity. Yet, their bodies

were more slender than the average requirement for attractive male body types today. In those days, men were focused on looking thin with softer lines, rather than developing and toning their muscles. Some of the most famous male celebrities today, such as Brad Pitt and Hugh Jackman, are known for their chiseled bodies and attractive appearances. They play action stars and still radiate masculinity, yet they have found their way onto the lists of Hollywood’s metrosexuals.

Mark Wahlberg one of the first men to appear in advertisements featuring the muscular male torso, elicited a strong response from both men and women. Van Bree credits him with, “the face, or body, for Calvin Klein and nineties fashion, something British soccer star David Beckham now is for the metrosexual”. Similarly, David Beckham is widely recognized throughout the world and is admired by both men and women of all age groups. Not surprisingly he is among the inspirational reference groups of countless people, and he serves as an opinion leader in popular culture. Beckham is considered the ultimate metrosexual, both psychologically and commercially. He has earned millions of dollars by sporting accessories, jewelry, and fashion for various sponsors (van Bree, 2004, p. 9), while reducing the stigma associated with fashion-minded males. So, if men have been concerned with their appearance for centuries, why are marketers virtually just beginning to target men for beauty and grooming products? Males in our society have become more self-important. They have

the products, time, and money to be infatuated with their appearance and lifestyle. As developed countries move toward economic prosperity, people within the country often become more narcissistic and less altruistic. In other words, the citizens move from an involvement role to a more individualistic one; it becomes a society more focused on the “I” rather than the “we” (Tannen, 1986).

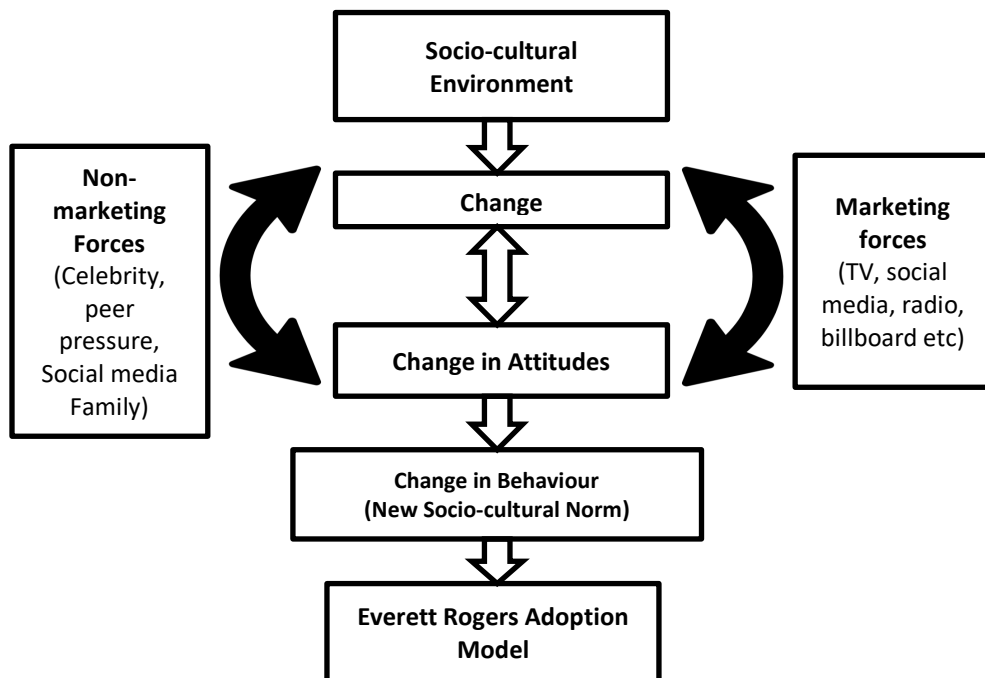
## RESEARCH FRAMEWORK

The model in this study incorporates a “Depth of Belief Reinforcement cycle” adapted from Fishbeins (in collaboration with others) multi-attributes formula:

$$A_o = \sum^n b_i e_i$$

This Depth of belief Cycle leads to the Everett Rogers model of innovation and adoption. The cycle attempts to explain how changes in socio-culture and how this is taken into the marketing efforts of firms can reinforce the depth of the attitude towards change.

The components that influence the changes that occur on a socio-cultural level are extrinsic marketing motivations and the intrinsic changes that occur through the acceptance of reference groups (peers, family and friends). Depth is reinforced as each of these strengthens and perpetuates in a cycle through time with continued marketing efforts and the acceptance of the change efforts. This “Depth Reinforcement Cycle” eventually reaches a point where a new norm in the socio-culture is established. In this study the new norm allows for a market segment



extension of the pre-existing facial skin-care market, expanding into the male segment.

## **RESEARCH METHODOLOGY**

### **Qualitative - Group Interviews**

Four group interviews of eight males in each group, living in Bangkok, and either studying or working, were used. The groups were divided into two age segments, 13 to 25 and 30 to 50, and segmented into users and non-users. The purpose was to scope the factors that consumers feel were important in leading to the increased usage of facial skin-care amongst men, and importantly the difference in the generation gap of the groups interviewed. The results of the qualitative group interviews were also used to cross reference the findings from the quantitative study.

### **Quantitative Approach**

The initial survey questionnaire (before final corrections and amendments for the actual quantitative study) was structured with the aid of the qualitative study and was divided into three different sections.

The first section included questions where the respondent was required to tick boxes related to their demographics. The second section used a 5-point Likert scale based on agreement / disagreement type questions. The third section utilised the Likert scale with the addition of some qualitative questions. This section focused on socio-cultural factors.

The pilot questionnaire was given to 20 males from Bangkok at Central Ladprao, 10 that were facial skin-care users and 10 that were non-skin-care users; these respondents also gave feedback regarding the questionnaire. Some of the Likert scales and certain questions were re-written, so as to be used for effectively in the quantitative study.

1. The actual quantitative study focused on men in Bangkok, taking into consideration various demographic details, including age, sexual orientation, occupation, and income level.
2. 400 respondents were recruited to ensure reliability at a confidence level of at least 95%.
3. Because the study focuses largely on usage, the total number of user respondents was 250 and non-user respondents 150.
4. Respondents included male students, and men up to the age of 50.
5. Recruitment was done only in Major Business Centers as these locations are where students and men of various ages and demographics frequent. It is not representative of all of Thailand, but rather Urban Bangkok. Which is likely to have a higher skew of usage than non-usage, compared to other cities in Thailand.

### **Evaluation**

The collected data was analyzed using SPSS17. The data was evaluated using Chi-square and T-Tests. The correlations identified possible relationships between the interval

questions, whereas the T-Test evaluated the means of nominal data and their relationship to each other.

## **Research Hypotheses**

Below are the major hypotheses upon which the research was based. However, it must be accepted that within these generalized statements there will be additional more specific hypotheses generated, relating to specific variables or market segments.

### ***Global Hypothesis 1***

**The description of contemporary maleness (metrosexuality) and its acceptance has a bearing on perceived skin-care usage.**

HO1: Metrosexuality has not influenced the increase in male facial skin-care usage.

HA1: Metrosexuality has influenced the increase in male facial skin-care usage.

HO2: Society has not generally become more relaxed about sexual stereotypes which are neither totally male nor female.

HA2: Society has generally become more relaxed about sexual stereotypes which are neither totally male nor female.

### ***Global Hypothesis 2***

**The increase in facial skin-care usage by men has been influenced by the marketing efforts of skin-care firms.**

HO1: Increases in facial skin-care purchases has not been influenced by social media.

HA1: Increases in facial skin-care purchases has been influenced by social media.

HO2: Increases in facial skin care purchases by men has not been influenced by the increased advertising efforts of facial skin-care firms.

HA2: Increases in facial skin-care purchases by men has been influenced by the increased advertising efforts of facial skin-care firms.

### ***Global Hypothesis 3***

**There is an influence on the increased purchasing of facial skin-care from reference groups grouped or factored by their individual elements.**

HO1: Family and friends are not more accepting of facial skin-care usage by men than previously.

HA1: Family and friends are more accepting of facial skin-care usage by men than previously.

HO2: Increases in facial skin-care purchasing by men has not been influenced by celebrity endorsements.

HA2: Increases in facial skin-care purchasing by men has been influenced by celebrity endorsements.

### ***Global Hypothesis 4***

**There are differences in the purchasing of facial skin-care between differing demographic profiles.**

HO1: Socio-cultural changes have not affected the starting age of facial skin-care usage by males.

HA1: Socio-cultural changes have affected the starting age of facial skin-care usage by males.

HO2: The type of profession does not determine the purchasing of facial skin-care by men.

HA2: The type of profession does determine the purchasing of facial skin-care by men.

## RESULTS

### Most Influential motivation compared to general motivation for usage

EXTRINSIC MOTIVATIONS	User	
	Most Influential Motivation %	Motivation %
Family/friends	10.0	40.8
Celebrity endorsement	35.2	71.2
Doctor Pharmacist	6.4	29.2
Random posts on Social Media	9.2	52.4
Advertising on Social Media	14.4	54.0
Print Advertising	7.6	46.4
Television/Cable/Youtube/Cinema commercials	4.0	44.4
INTRINSIC MOTIVATIONS	User	
	Most Influential Motivation %	Motivation %
Improves my appearance	12.0	55.2
Gives me more confidence	19.6	36.0
makes me look healthier	15.2	43.6
Removes my skin imperfections	4.0	62.8
Makes me look more attractive	3.2	62.8
Keeps my skin in good condition	4.8	45.6
to fit in with people I associate with	2.4	46.8
It's part of my daily routine	8.8	30.0

Looking into the most influential motivations to usage, we see from the extrinsic motivations that it is still celebrity endorsements and advertising on

social media that register most prominently.

However, as we look into the intrinsic motivations of “Gives me more

confidence” and “Makes me look healthier” they are actually a greater influence than “Removes my skin imperfections” and “Makes me look more attractive” when choosing only the most influential motivation. The tangible elements associated with skin-care “Removes my skin imperfections” registered well when asked if it is one of the influences, but when given just one choice, men seem to choose an ultimate feel, such as “Gives me more confidence”. This harkens to Maslow's theory where one ladders up from the physiological needs to the esteem needs.

### **Global Hypothesis 1**

**The description of contemporary maleness (metrosexuality) and its acceptance has a bearing on perceived skin-care usage.**

HO1: Metrosexuality has not influenced the increase in facial skin-care usage by males.

HA1: Metrosexuality has influenced the increase in facial skin-care usage by males.

The results show that the null hypothesis “Metrosexuality has not influenced the increase in facial skin-care usage by males.” is rejected, as a result the alternate hypothesis HA1 is **accepted**.

According to Cheng et al (2010), it is noted that, “Increasing endorsement of metrosexual celebrity opinion-formers such as David Beckham and Brad Pitt who openly admit to using skin-care products and publicizing that men can make themselves look better with the

product has contributed to making men more comfortable and has positively changed men's attitude toward the idea of consuming male grooming products. Young men choose brands or products through the imitation of celebrity endorsers such as David Beckham and Brad Pitt because they are known for their looks and style which resonate well with the metrosexual tastes”.

Although all of the respondents from the focus groups knew who David Beckham was, due to the popularity of the English Premier League in Thailand, most respondents referenced local Thai metrosexuals as their influences in to wanting to look good. Local metrosexuals were talked about at length and how the users and even non-users aspired to be like them. Many mentioning that they used particular moisturizers because of the endorsements by these metrosexuals.

HO2: Society has not generally become more relaxed about sexual stereotypes which are neither totally male or female.

HA2: Society has generally become more relaxed about sexual stereotypes which are neither totally male or female.

The results show that the null hypothesis “Society has not generally become more relaxed about sexual stereotypes which are neither totally male or female.” is rejected, as a result the alternate hypothesis HA1 is **accepted**.

The results from the qualitative focus groups show that males in Bangkok still have the perception that homosexual men have a predisposition with body image and physical appearance. Studies in the

1980's that found gay men to be more concerned with their own body image and how it was accepted by others still ring true even to this day.

Focus group discussions made a distinct difference between homosexuals and the metrosexual lifestyle. Homosexuals are perceived as being flamboyant and very fashionable. But there is no denying that what was once considered a distinct trait of homosexuals – looking after oneself and being fashionable has now crossed over to encompass straight men also. Men who are not homosexual find comfort in the metrosexual lifestyle. And this for the society at large sinks in pretty well with them.

## Global Hypothesis 2

**The increase in facial skin-care usage by men has been influenced by the marketing efforts of skin-care firms.**

**HO1:** Increases in facial skin-care purchases have not been influenced by social media posts.

**HA1:** Increases in facial skin-care purchases have been influenced by social media posts.

The results show that the null hypothesis “Increases in facial skin care purchases by men have not been influenced by social media posts” is rejected, as a result the alternate hypothesis HA1 is **accepted**.

Respondents from all focus groups, both the user groups and non-user groups use social media, whether it be Facebook, messaging applications like Line or

Whatsapp. Information in these platforms is freely shared and advertisers of all scales feature prominently, whether it be someone selling local or imported skin-care products on their Facebook page to their friends and followers or big advertisers spending a lot of money to raise awareness, interactions and ultimately consumer purchases.

**HO2:** Increases in facial skin-care purchases by men have not been influenced by the increased advertising efforts of facial skin-care firms.

**HA2:** Increases in facial cream purchases by men have been influenced by the increased advertising efforts of facial skin-care firms.

The results show that the null hypothesis “Increases in facial cream purchases by men have not been influenced by the increased advertising efforts of facial skin-care firms.” is rejected, as a result the alternate hypothesis HA2 is **accepted**.

In the focus group discussions, respondents agreed that large companies were likely investing heavily in the skin care industry, but this was only after probing. They were not too concerned that these companies were shaping the purchasing habits of men, or whether the socio-cultural environment has changed because of this. Rather, they were accepting of how things are now as it has now become the norm, no matter how this norm arose.

### **Global Hypothesis 3**

**There is an influence on the increased purchasing of facial skin-care from reference groups grouped or factored by its individual elements.**

HO1: Family and friends are not more accepting of facial skin-care usage by men than previously.

HA1: Family and friends are more accepting of facial skin-care usage by men than previously.

The results show that HO1 is **rejected**. The alternate hypotheses HA1: Family and friends are more accepting of facial skin-care usage by men than previously, is accepted.

In the focus groups, there was a general feeling with both users and non-users that family and friends of this current generation would be more accepting of skin-care usage. It was mentioned by a couple of the older skin-care user respondents that in their younger days men just didnt take care of their appearance and family and friends would “look at you in a weird way if you were too concerned with your appearance”

The influence from family and friends is an important factor in purchasing behavior. According to Elsey & Sukato (2009), friends or family possibly convinced consumers into purchasing a particular product. Additionally, Antoinette (2007) noted that women (wife or partner) have an influence on the purchasing behavior of men, in that they will buy skin-care products much more easily or take care themselves better if they are encouraged

and accepted by the people who surround them.

HO2: The increase in facial skin care purchases by men has not been influenced by celebrity endorsements.

HA2: The increase in facial skin care purchases by men has been influenced by celebrity endorsements.

The results show that the null hypothesis “The increase in facial skin care purchases by men has not been influenced by celebrity endorsements” is to be rejected, as a result the alternate hypothesis HA2 is **accepted**.

Also from the quantitative study, when asked what is the most important reason for usage of facial skin care, 35.2% of respondents mentioned it was celebrity endorsement.

The overwhelming response from all respondents in the qualitative focus groups suggest that celebrity endorsement is by and far the biggest driver in increased facial skin care usage.

### **Global Hypothesis 4**

**There are no differences in the purchasing of facial skin-care between differing demographic profiles.**

HO1: Socio-cultural changes have not affected the starting age of facial skin-care usage by males

HA1: Socio-cultural changes have affected the starting age of facial skin-care usage by males

The results show that the null hypothesis “Socio-cultural changes have not affected the starting age of facial skin-care usage by males.” is **rejected**, as a



result the alternate hypothesis HA1 is **accepted**.

Discussions from the focus groups are in line with the results from the quantitative study, with many of the older respondents saying they started using skin care products much later than what they see happening in society today. They confirmed that it is much more acceptable these days than previously. Whether it be social influences from metrosexuals, or the push from companies with their big budgets dictating the consumer and social landscape.

**HO2:** The type of profession does not determine the purchasing of facial skin-care.

**HA2:** The type of profession does determine the purchasing of facial skin-care.

The results show that the null hypothesis “The type of profession does not determine the purchase of facial skin-care by men.” is rejected, as a result the alternate hypothesis HA2 is **accepted**.

Focus group discussions also confirmed the idea that certain jobs require male employees to be more particular with their appearance, further adding that those that are celebrities, or who interface with people often, need to be more attentive to their appearance.

Social media has also influenced the creation of secondary jobs where it is imperative, that being a “net idol” with followings of 5,000 to even hundreds of thousands and even millions, one must look good at all times. This “net idol” occupation is often a great source of

income to individuals when businesses ask them to endorse their products on such platforms like Facebook and Instagram.

## CONCLUSION DISCUSSION

The influences of extrinsic and intrinsic motivations to the facial skin-care usage of males in Bangkok, has shown that businesses, whether intentional or not, have extrinsically invested a lot in the promotion of the metrosexual life style. Previously, being masculine answered the “feeling confident” paradigm as an *intrinsic motivation*. While “looking better” also an *intrinsic motivator*, was very much the territory of women and homosexuals. With the advent of the metrosexual lifestyle, straight men are more in tune with their appearance and fashion trends, out came the “divorce” of the homosexual attachment to facial skin-care usage. This made it acceptable for a straight man to “look better”. The driver of this metrosexual lifestyle being the *extrinsic motivators* which include firms marketing efforts through social media, TV, celebrity endorsements and the like.

The positive response from reference groups, be it friends, family or even credible sources will be continually confounded by the perpetual efforts of marketing through the various channels, like TV, billboards and social media. This ultimately leads to a change in attitudes and socio-cultural norms, paving the way for the emergence and growth of the male facial skin-care segment.

This framework put forth the “Depth of Belief Reinforcement Cycle” which

borrowed from Fishbeins formula of Attitude, where attitude is composed of the sum of the beliefs held about the object, multiplied by the depth to which the belief is held. This attempts to explain how the male facial skin-care segment came to be, and also grow. The depth with which positive attitudes towards the metrosexual lifestyle are held requires the perpetual efforts of firms' marketing initiatives to affect and alter the intrinsically held belief that facial skin-care usage is for women and homosexuals. This perpetual cycle confounds itself to ultimately enable a robust change or shift in attitude.

These changes also have an influence on certain occupations where it is now more acceptable to look better and it even affects the starting age when men first use facial skin-care, whereby men now start using it at a much younger age than previously.

The process of how the male facial skin-care segment came to be, through the "Depth of Belief Reinforcement Cycle" and that it is a fast growing segment is worth taking note of, for businesses big and small. It can bring the element of socio-cultural shifts into play in their marketing plans as they plan 3, 5 or even 10 years ahead into the future. Especially with regards to product innovations, marketers can plan to seed desired changes in the socio-cultural landscape on a long term basis, intensifying as the years roll in for a revolutionary launch that competitors would be blind sighted to.

## **LIMITATION AND RESEARCH DIRECTIONS**

This research was conducted in Bangkok, hence it does not represent all of Thailand. Doing a similar research in other parts of Thailand may help in seeing the disparities in male skin-care usage across the country. Knowledge gained from the developed areas may be used to drive business in the lesser developed areas.

This research does include the effects of homosexuality on skin-care usage. However, the results should be taken only as indicative of trends rather than making any significant conclusions. Although Thailand is one of the most tolerant of homosexuals in society, it does not mean it is accepting of homosexuality. Hence, there may be respondents who are indeed homosexual but claimed on their questionnaire response that they are straight. If we were to delve deeper into how homosexuality influences the usage of facial skin-care, more well defined criteria would be necessary.

## **REFERENCES**

- Antoinette, A. (2007, November 12). Men's grooming gains social acceptance. *Drug Store News*, p. 66.
- Bellman, S., Lohse, G., & Johnson, E. (1999). Predictors of online buying behavior. *Communications of the Associations for the Computing Machinery*, 42(12), 32-38.
- Berger, A. A. (2011). *Ads, fads, and consumer culture: Advertisings impact on American character and*

- culture* (5th ed.). Washington, DC: Rowman and Littlefield.
- Cardona, M. M. (2000). Vanity, thy name is .... Man? *Advertising Age*, 71(17), 24-39.
- Cheng, S. O., Ding, H. T., & Fan, S. C. (2010). Factors affecting consumption behavior of metrosexual toward male grooming products. *International Review of Business Research Papers*, 6(1), 574-590.
- Connell, R. W. (2005). *Masculinities*. Redwood City, CA: University of California Press.
- Daneshvary, R., & Schwer, R. K. (2000). The association endorsement and consumers' intention to purchase. *The Journal of Consumer Marketing*, 17(3), 203-211.
- Elsej, B., & Sukato, N. (2009). A model of male consumer behavior in buying skin care products in Thailand. *ABAC Journal*, 29(1), 39-52.
- Etcoff, N. (1999). *Survival of the prettiest*. New York: Anchor Books.
- Gupta, S., Pitkow, J., & Recker, M. (1995). *Consumer survey of WWW users*. Retrieved June 25, 2015, <http://www.umich.edu/~sgupta/hermes.htm>
- Kotler, P., & Keller, K (2010). *A framework for marketing management*. Upper Saddle River NJ: Pearson Prentice Hall.
- McCracken, M (2003). Young Japanese men pay big bucks for vanity. *Java Script*, 47(1), 6-11.
- Mintel. (2013). *Beauty and personal care product launches targeted to men increase by 70% over the past six years*. Retrieved May 15, 2016, form <http://www.mintel.com/press-centre/beauty-and-personal-care/beauty-personal-care-product-launches-increase-substantially>
- Nickel, P. (2004). Today's metrosexual. *Global cosmetic industry*, 172(1), 45-69.
- Nizar, S., & Mariam, D. (2009). Canadian and French men's consumption of cosmetics: A comparison of their attitudes and motivations. *Journal of Consumer Marketing*, 26(2), 97-109.
- Prakash , P. R., & Vinith , K. N. (2007). A Study on Purchase Pattern of Cosmetics Among Consumers in Kerala. *International Marketing Conference on Marketing and Society*, 8-10 April 2007, IIMK.
- Schiffman, L. G., & Kanuk, L. L. (2004). *Consumer Behavior* (8<sup>th</sup> ed.). Upper Saddle River NJ: Pearson Prentice Hall
- Smith, K. H., & Stutts, M. A. (1999). Factors that influence adolescents to smoke. *Journal of consumer Affairs*, 33(2), 321-357.
- Sturrock, F., & Pioch, E. (1998). Making himself attractive: The growing consumption of grooming products. *Marketing Intelligence and Planning*, 16(1), 337-343.
- Sulaiman, A; Ng, J., & Mohezar, S. (2008). S.E-Ticketing as a new way of buying tickets: Malaysian perceptions. *Journal of Social Science*, 17(2), 149-157.
- Tannen, D. (1986). *That's not what I meant! how conversational style makes or breaks relationships*. New York: Ballantine Books.

- Van Bree, M. (2004). *The metrosexual defined*. Retrieved January 18, 2015, from <http://www.mcmvanbree.com/metrosexual.htm>
- Webster, C. (2000). Is spousal decision-making a culturally situated phenomenon? *Psychology and Marketing*, 17, 1035-1058
- Wienke, C. (1998). Negotiating the male body: men masculinity, and cultural ideals. *The Journal of Men's Studies*, 6(2), 255-282.