YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

**FACTORS INFLUENCING ONLINE BUYING BEHAVIOR
OF MEN'S SKINCARE PRODUCTS IN MYANMAR**

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MBA II-68

MBA 23rd BATCH

DECEMBER, 2020

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ACADEMIC YEAR (2017 – 2020)

Supervised by   **Submitted by**

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Yangon University of Economics   **2017– 2020**

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A thesis submitted to the Board of Examiners in partial fulfilment of the requirements for the degree of Master of Business Administration (MBA)

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DECEMBER, 2020

ACCEPTANCE

This is to certify that the thesis entitled "Factors Influencing Online Buying Behavior of Men's Skincare Products in Myanmar" has been accepted by Examination Broad for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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(Supervisor)	(Examiner)
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(Examiner)	(Examiner)

DECEMBER, 2020

ABSTRACT

This study focus on the online buying behavior of men's skincare products in Myanmar. The research objectives are to identify the influencing factors on planned behavior of consumers on men's skincare products in Myanmar and to analyze the effect of planned behavior on buying behavior towards men's skincare products in Myanmar. This study uses simple random sampling method and collects the data from online followers of six online shops that only sells men's skincare products. The results of the study indicate that the brand image, price, product features and social influence has impact on consumer buying behavior. The product feature has the greatest influence on consumer's online buying behavior towards men's skincare products because male consumers only focus on skincare product features rather than other. The result exhibits that consumer attitude and subjective norm mostly influence on online purchase of men's skincare product, however, it is found out that consumers are reluctant to choose online shop due to lack of trust on the source of imported skincare products. The main cause of shopping online is that it gives comprehensive product information and sells foreign skincare products which are not available in the local market. Then, social reviews and referral does encourage them to buy skincare products from an online shop. According to the finding results, the beauty care companies should offer men's skincare products that can solve skin problems and improve personal hygiene. Besides, they should use celebrity endorsement and social influencer review in social media to attract and promote consumer trust and thereby, achieve favorable market position in men's skincare product industry.

ACKNOWLEDGEMENTS

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LIST OF ABBREVIATIONS

K-wave: Korean Wave

TPB   :   Theory of Planned Behavior

TRA   :   Theory of Reasoned Action

CHAPTER 1

INTRODUCTION

The world today is termed as the global village with more interconnection between any people, anywhere at any time. At 1990, the invention of the internet had been changed human lifestyles to be more conveniently. It changed communication, living style, daily activities, learning styles, and shopping methods. Nowadays, internet is being widely used for various purposes and has become part of daily life. The recent business trend focused on online business and most of the firms are now operating their business as e-commerce. There are also some start-up online businesses which has no physical stores and only trade online.

Online businesses make people familiar with online shopping processes and the booming internet trend alters their traditional buying behavior into online buying behavior. Online buying behavior is a type of behavior which is acted by consumers while searching, selecting and purchasing goods and services online marketplace.

Most of the people prefer online buying rather than traditional shopping methods because they can get all information about the product or service, compare the products and so, they finally get the quality product with the most suitable price. The internet usage rate has raise up 21.8% of population since 2012. Along with the internet penetration, it refers the viability of online shopping in Myanmar is becoming greater than ever before. The most online purchased items include clothing, handbags, furniture, food and electronics. Though shoppers over 35 are still unsure of this relatively new form of purchasing goods, there is rising potential for e-commerce in Myanmar. (www.multiverseadvertising.com,2015)

During this 21st Century, people are using the updated products in their daily life because the technological advancements raise their living standard better day by day. Together with those changes, people become more conscious of hygiene and beauty so that the world beauty care industry grow rapidly (Souiden, 2009). Nowadays, many companies are entering the beauty care market industry and make huge investments to respond for the high market demand.

Around worldwide, beauty care products fulfill the desires of consumers who takes care of their hygiene, beauty and healthiness. Those desire and trends are growing and

appear as a profit-seeking opportunity for the cosmetic and skincare companies. The women beauty care industry has been growing through several decades since long time ago. However, the men's beauty care industry has just become booming around the world. With the globalized beauty trend, men are aware of their body beauty and generates the high demand for men's beauty care products. In an advance, they are now becoming more knowledgeable about beauty care products via internet information sources and global fashion trend which supports to increase the worldwide demanding market.

Although the women's beauty care industry has been growing, started from long time ago, the beauty care industry for men-targeted products are just started booming recently. Rather than normal skincare products, men choose men's skincare products aimed for their handsomeness, aesthetics, youthfulness, healthiness, and thinness. Men's industry has just being boomed although the women grooming industry has mounted a long time ago. Now men are more aware of the importance of beauty, boyish charm and fitness (Diagne, 2009). Moreover, changes in human lifestyle and income usage styles, the men's beauty care products become more demanding these days.

Men's skincare product is included in online sale product type and most of the young male consumers find the skincare product knowledge online and make online purchase. Nowadays, most online shops categorize men's skincare products as an essential product category and make consumer acquisition. Men's skincare product type becomes more and now most of international brands' men's skincare products can be easily bought online.

Men's beauty care market is seemed as a gold mine for market-searching companies and it is perceived as a high-demanding market by those companies. Those companies analyze market needs, demand, and then, launched men's beauty care products segmented into different types which are hair care, shaving, oral care, personal cleanliness, skincare and others such as bathing essentials or facial makeup.

Around Asia, men's skincare product market booming initiates at Korea around 2012 and that culture move around Asia-Pacific region along with K-pop culture and entertainment communication. Korea cosmetic companies produce men's skincare product series and distribute all around the world.

In Myanmar, the beauty care products for specific segment as men's skincare products are trending into huge demand by local young people. Among men's beauty care

products, the overwhelming popularity of skincare products among local youths can be seen distinctively. What different from the past is that men choose to buy skincare products which are produced favoring men's skin. It also can be seen in local market that there are many different brands and product categories of men's skincare products. Not only foreign skincare product brands but also local-made brand such as Bella are covering up men's skincare products needs and wants so that the men's skincare products industry will be growing in the future.

1.1 Rationale of the Study

In Myanmar, booming telecom industry has been started since 2011. It supports internet revolution and so, enforces local people experience online sale service. Online shopping has become a popular shopping method since then. Shopping online allows shoppers to find many products that they would not be able to find in a physical store. People still prefer Facebook online shops due to some unfamiliarity and inconvenience with online websites processes in Myanmar.

It becomes noticeable that several online businesses have been building in Myanmar and several type of product categories are selling online. People are now familiar with online shopping behavior due to convenient purchasing any kind of product from home. Most of the online selling products are clothes, cosmetics, household accessories and skincare. As the recent beauty trend with K-wave influence, male consumers have been using men's skincare product while searching product information online. According to the access of product information from online shops, most of the men's skincare product purchase has been making from online firms.

Men's beauty care products are initiated at Western countries but the booming move of men's skincare products beauty care products started from South Korea. Worldwide famous skincare brand "L'Oréal" have launched men's skincare products as a pioneer for a decade. In Korea, "Innisfree" is the brand which started selling set of men's skincare products and now it is perceived as the well-known skincare brand worldwide. Because of highly influential Korean Wave, the skincare culture becomes spreading around Asia countries: China, Thailand, Myanmar, etc.

In Myanmar, the beauty care industry becomes emerging and several beauty care brands are competing to possess the high market share. Long time ago, there are only a

certain amount of men's skincare products and the market purchase have low amount due to unfamiliar usage of those products by local youths. However, the increased purchase amount of men's skincare products can be seen distinctively because men consumers now have become more knowledgeable and familiar with product usage through social media and see appearance as a need in today's competition. Although there are only certain brands in market, many beauty care brands are now starting their new products targeted to men launching different segments and categories. Nowadays, other beauty care brands which are Nature Republic, Innisfree, Life, Nivea, Bella, Pond, Garnier, etc. are distributing several men's skincare product items into worldwide market. Men's beauty care industry becomes a blue ocean for companies and they are really thriving to get high market share and achieve success.

Male consumers are now buying skincare products which is made for men skin type and, therefore, men's skincare products are more and more demanding in the market day by day. Due to product varieties and availability, most of male consumers buy skincare products from online stores. Although the market booming happens for some years, the availability of product varieties has developed and distributed in the market. There are several skincare products lines on online shops in Myanmar and so, the product availability and several product features bring out the decisive power to men consumers. This shows a need to know about the factors which influence on the decision of buying men's skincare products online. There are many influencing factors on consumer online buying decision such as marketing factors and psychological factors. In this study, it is analyzed the influence on consumer buying behavior by marketing factors such as brand image, pricing, product features and social influence. In conclusion, this study focuses on investigating whether those factors can influence consumer's online buying behavior.

1.2   Objectives of the Study

The objectives of the study are as follows:

(1) To identify the influencing factors on planned behavior of consumers on men's skincare products in Myanmar

(2) To analyze the effect of planned behavior on actual online buying behavior towards men's skincare products in Myanmar

1.3   Scope and Method of the Study

This study focuses on online buying behavior and is about influencing factors on online buying decision of men's skincare products in Myanmar. The study is limited to the men's skincare product consumers in Myanmar. Simple random sampling method is used in this study. There are 50 online shops that sell men's skincare products in Myanmar. From those 50, six online shops that sell only men's skincare products is selected as sample population. Survey questionnaires were sent to the top followers of online shops and first 50 participants of each online shop were regarded as sample population who are interested to buy skincare products online.

This study is conducted with analytical research method. Both primary and secondary data will be included in this study. The structured questionnaire is used to collect data from 300 respondents who are randomly selected from online shopping pages that market and sell only men's skincare products in Myanmar. For the secondary data, published data are used as data sources which include academic textbooks, international research data, official websites and digital-printed contents of media and research firms.

1.4   Organization of the Study

This study is structured with the following five chapters. Chapter one is described as the introduction chapter which includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. In chapter two, it explains the theoretical background which consists of brand image, marketing factors, demographic factors, and buying behavior. Chapter three presents profile and marketing practices of men's skincare products in Myanmar. Chapter four is about the analysis on consumer buying behavior of men's skincare products in Myanmar. In chapter five, it is explained about the research findings, discussions, and furthermore, also described about the suggestions, recommendations for business organizations and need for further research study in the future.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter describes about the theories and observed studies which analyzed about consumer's online buying behavior and its influencing factors which are brand image, pricing, product features and social influence. It is also explained about the conceptual framework of the study.

2.1   Theory of Planned Behavior

The Theory of Planned Behavior is a psychological theory that shows correlation between one's beliefs and behavior. The theory states that individual's behavioral intentions and behaviors are influenced by the attitude toward behavior, subjective norms, and perceived behavioral control.

The Theory of Planned Behavior (TPB) was firstly proposed in 1985 by Icek Ajzen in his article "From intentions to actions: A theory of planned behavior" (Arjen, 1985). The TPB was developed, basing on the Theory of Reasoned Action which was proposed by Fishbein and Ajzen in 1967. The Theory of Reasoned Action (TRA) explained human behavior of performing self-control. It mainly described about the attitude that has an influence to generate the intentions of performing the behavior, expecting the benefits of the outcome. (Fishbein, 1967)

The Theory of Planned Behavior (TPB)'s perceived behavior control is different from that of the Theory of Reasoned Action. According to TRA, people can themselves determine their behavior and mostly influenced by their intentions on that behavioral action. It still lacks circumstances that individuals have complete control. Based on TRA, the Theory of Planned Behavior was developed and perceived behavioral control was added to predict consumer behavior. Perceived behavioral control is the human perception about the difficulty levels of performing the intended behavior (Ajzen, 1991).

The behavior control is generated when the control factor and perceived power factor combines together. The relationship between behavior and behavioral control shows that individuals will take part to control their behavior, basing on the situation whether they

have control or not on that action. Control factors include human internal factors as emotions while the external factors include the environmental factors as the occurrence situation (Conner, 2005).

Figure (2.1) Theory of Planned Behavior
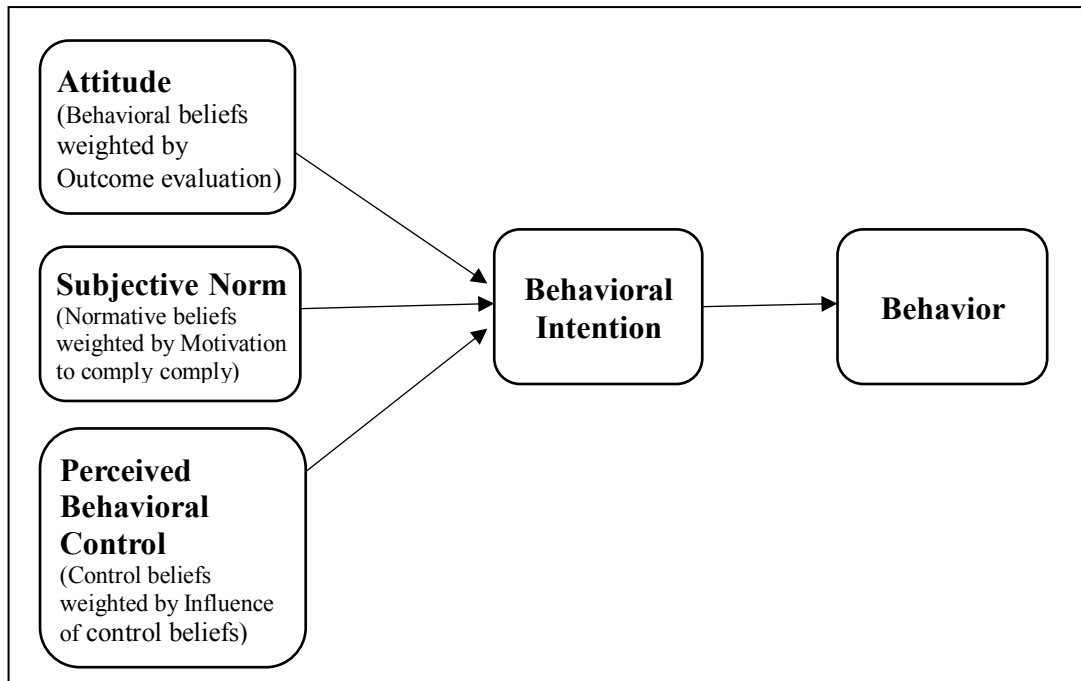
According to TPB, Human action controls three considerations such as behavioral beliefs, normative beliefs and control beliefs. Behavioral beliefs mention about the beliefs of likely consequences of the behavior. Normative beliefs are beliefs of others' normative expectations and control beliefs are beliefs of presence factors that may facilitate or delay behavioral performance.

The behavioral beliefs, normative beliefs and control beliefs are essential in circumstances, projects, and programs to change behavior of people. People need behavior beliefs, normative beliefs and control beliefs to change their behaviors for some conditions and routine plans. Favorable attitude is generated by the behavioral belief, the normative belief shows perceived social pressure and the control belief results in perceived behavioral control. The combination of those factors (attitude, subjective norm, and perceived behavior control lead to consumer buying behavior. It generally stated a rule, describing that a person is more probable to perform the desired behavior if he or she has higher attitude, subjective norms and perceived behavior control.

One major assumption of the Theory of Planned Behavior is that personal attitudes guide individual behavior. It assumed that people consider the consequences of their intended behavior while thinking to perform that behavior. Intentions are described as human's plan to act a specific desirable behavior. Attitudes shows overall evaluations of behavior as positive behavior or negative one. Subjective norms describes the human internal perception in which people take into account other people's influence on them over performing their intended behavior. Besides, the perceived behavioral control is the individual perception about the performance of the behavior whether it is easy or difficult.

Planned behavior factors make people generate the intentions to perform the behavioral actions. All the above theories direct the conclusion that people will perform the behavior when they have high attitudes, subjective norms about the desired behavior and they can control over those actions.

2.2 Buying Behavior

Buying behavior is defined as the decision processes and acts of people taken in purchasing or using products. Consumer buying behavior is also supposed as a part of marketing. According to Kevin Lane Keller (1993), consumer buying behavior is stated as the human behavior in which people make purchasing the products and services delivered by business organizations or firms, satisfying their favorable needs and wants.

Consumer buying behavior mentions the buying behavior of final consumers, both households and individuals and it has some level of effect on the buying decisions of the consumers. From marketing perspective, consumer buying behavior are needed to be studied due to the reasons behind consumers making purchases, influencing factors on the consumer purchasing patterns, analysis of changes within society and others.

According to Solomon (2006), consumer buying behavior is described as human actions in which they make selection and buy the products or services. Besides, it is also defined as the people's performance of buying the favorable products and services for fulfilling their needs and wants and there are different levels of behavioral action in different situations.

Kotler and Keller (1993) described that consumer buying behavior is important for manufacturers and service providers and it is an essential thing for them to know how

consumers purchase those products and services. As an example, those organizations could be able to efficiently set market strategies for expanding their favorable market by studying and understanding their target consumers' buying behavior.

Companies also perform advertising and promotion activities for attaining the influence over the consumers' buying behavior. In addition to those activities, it is needed to consider external factors such as economic conditions, politics, technology and environment situations which are not in the control of the company.

All the above definitions show that business definitely need to make market research about their target consumer behavior and it will lead them to achieve success in their businesses. However, the consumer buying behavior only mentions the causes of behaving the specified action by consumers and it is not delivering the reasons of consumers' actual purchase and worth-of-mouth over one product or service. The reason is that consumers sometimes make the actual purchase based on their emotional beliefs which they even don't aware themselves.

2.3   Online Buying Behavior

Online buying behavior is the type of behavior that can be seen in consumers when they browse websites in order to search, select and purchase goods and services, in order to fulfill their needs and wants. With the evolved online communication such as social media, consumers might now look for the product reviews and comments easily. Through this unlimited information sources and interactive communication, they find out the best product with the best quality and suitable prices.

According to Danaher & Davis (2003), online shopping is identified that it allows consumers to gain product information, and let them buy the previous product they bought last time by using saved online shopping list. Decision making process of online purchase is quite different from traditional shopping process. It rely on consumer's information search process and purchase environment. To be specific, online consumers are more conservative than traditional shoppers. The reason is that they feel unsafe to buy unfamiliar products online and avoid trying new products without touching them in stores. Thus, well-known brand with detailed description and lower price attracts more online consumers who

are more conservative and sensitive with fake products. Online shopping was mentioned as more money saving one than traditional purchase (Andersone, 2008).

The process of online decision making includes three main steps: Input, Process and Output. The input stage is determined by the consumer's recognition of the product they need (Smith, 2003). There are two major information sources which are generated by website marketing efforts and sociocultural influences. The website marketing efforts are direct external factors which informs consumers about the characteristics of the products and where can purchase them. Besides, the use of the internet as a source of information increases the likelihood that the internet is also used as a shopping channel (Bhatnagar, 2016). In addition, the sociocultural influences are important in consumers' purchasing behavior. These external influences affect the process stage which is a main motivator to purchase products online.

Second stage is the process stage which focus on how consumers make decisions. Many psychological factors include the perception, personality, attitudes, and emotions, and have impacts on how the external inputs would affect consumers' recognition of product they need, pre-purchase information search. The motivation factor also affects consumers in this stage. It includes situational factors, characteristics of products and experiences from former purchases, and prices.

Lastly, the final stage "the output stage" includes decision making for online shopping, including post-purchase actions: the purchase behavior and post-purchase evaluation behavior. This stage will decide on consumers' post-purchase behavior. At this stage, if consumers are satisfied, they would repurchase the product. Thus, this can be regarded as the product adoption.

There are four driven factors that consumers are motivated to purchase products online: External Factors, Internal Factors, Functional Motives, and Non-functional Motives. The external factors are the ones beyond the control of consumers such as buying place and situational influence. They are mainly divided into demographic, socio-economic, technology and public policy, culture, reference groups, and marketing. The internal factors are the factors that is within the consumers' control whether he or she purchase the product. It includes the behaviors or personal traits such as attitudes, perception, learning, motivation, and self-image. The functional motives is identified as consumer needs such as time, price, convenience and product selection. The non-functional

motives are the culture or social values which determines how much a consumer value or perceive the product.

2.4 Marketing Factors Influencing Online Buying Behavior

Consumer behavior is affected by many influencing factors such as demographic factor, marketing factor, social factor, psychological factor. Among them, it is mainly affected by marketing factors such as brand image, pricing, product features and social influence. By the marketing perspective, consumer's needs and wants are satisfied, while consumer behavior field identify how a consumer buys and uses the product. The way of connecting the two perspective makes the marketing factors play a key role in consumer online buying behavior.

2.4.1 Brand Image

Brand image is defined as the consumers' impression about a particular brand that has appeared in their mind over a certain period. The brand image is defined as the impression in the consumers' mind of a brand's total personality. It is developed over time through advertising campaign with a consistent theme, and is authenticated through consumers' buying experience.

Brand image has direct relationship with the consumers' perception toward that brand. Having a strong brand image directly relates to the consumer buying behavior. It helps consumers make decision process easier and do repeat purchases. Besides, it gives confidence to the consumers as they feel that the brand is sincere and clear of best ingredients. Most of consumers feel secure about the brand product quality as it is trustable and it will provide maximum benefits. A strong brand image delivers many benefits to most of the organizations. It make them easily launch new products within that brand name. New consumers are interested towards the new product within that brand name. It assists to increase the consumers' trust and get consumer retention.

There are some factors that influence the brand image on consumer's perception: Product quality, Usability of the product, Perceived value, Celebrity endorsement, and Durability. Product quality is the value of the quality evaluated by consumer's perception

in product experience. High quality of the product generates high brand image and leads to efficiency and effectiveness to a brand. Product usability is the collective experience outcome of design, functionality and ability to satisfy user expectations as searched factors. Celebrity endorsement makes message being conveyed very attractive and helps consumers memorize the brand and its message. Products with celebrity endorsement were highly considered as high brand by consumers more than those without any endorsement. Product durable experience provide tangible benefits through product features. It provides consumers with a deep emotional experience associated with a brand, creating a brand image in consumer's perception.

According to Richardson (1994), brand image is defined as an external factor for consumers' purchase decision. When consumers own positive aspects of the brand image, it will lead them to choose those branded products. Besides, Consumers are willingly pay premium price for the brand when they think it is unique compared to another brand. It helps consumers to decide which brand gives them more value. High brand has better image than those with lower brand. A well-known brand image increases the consumer preference toward a brand and helps to recognize their needs and satisfaction. Furthermore, Jacoby (1971) stated that consumer's perceptions of quality and value are significantly affected by brand image.

2.4.2   Pricing

The product's price is a determinant factor in consumer's buying behavior. Price is determined as the money which can be used to exchange with a product. Price can also be regarded as the total amount being exchanged by the consumer to get a benefit of the product (Kotler, 2007).

According to Kotler (2012), price is stated as one element of four marketing mix. It is also stated that purchase decisions are based on how consumers perceive prices or what price they consider the current price. There are three types of pricing methods which consumers perceive as distinctive pricing priority: Odd even pricing, Bundle pricing, and Discount pricing.

In odd even pricing, product price is set with use of odd number price. Consumers perceive an odd price as being much cheaper than it actually is in relation to the nearest

round figure. This pricing method influence consumers to buy the product with consideration as lower product price. Bundle pricing method is a pricing strategy that several products or product combinations are presented to the consumers as a single package with a single price. Consumers see bundle price as product bundle with much cheaper price than buying each one. Discount pricing is the promotional pricing method. Consumers mostly prefer the discounted products and see the price is very cheaper than its normal product price.

Price is a factor of marketing mix in which the personal income has an effect on the consumer purchasing behavior. Relating with the pricing factor, the common assumption is that the high price will give the luxurious image to the product and attract the consumers to buy as a luxury product. A particular type of consumers favor high quality products and prefer the payment of high price for that product. However, products are not priced as premium at all time.

Pricing strategy of low pricing or premium pricing brings both advantageous or disadvantages, depending on product type. Higher pricing positively affects purchase decisions of consumers that it stimulates them to perform online purchase. But, it may leave consumers think that the product is super luxurious product and can't be affordable.

Business organizations use different pricing strategies basing on their product nature and distribution channel. Some companies use intensive distribution in which the products are launched and distributed to outlets as many as feasible at internet, super store, convenience store or direct sale. Some use penetration strategy in which price is set as low price to promote for earning market share. Some organizations use skim pricing strategy in which the high price is set up and it supports them to make the sales to a few amount of selective premium consumer group.

Beauty care companies determine price as a differentiating factor of products and brand image by comparing each other in the men's skincare products industry. It can be concluded that price is a big influence on men consumer's buying behavior.

2.4.3 Product Features

Product is the output of the manufacturers and service providers which is distributed in the market with the aim of fulfilling consumer needs and get consumers and business

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profits. Product features are product characteristics that describe its appearance, components and capabilities. A product functionality that has a corresponding benefit for consumer can be noted as the product feature.

Skincare product features include the maintenance and treatment for skin hygiene, comfort, etc. Skincare products are categorized basing on their usage pattern and product features. It includes facial cleanser and sun block as basic skincare steps and other products support as a skin maintaining product such as toner and anti-wrinkle cream.

Product features can be seen as functions, organic ingredients, quality, multi-functions, environmentally friendly, suitable skincare type, etc. Many product features have been innovating by skincare and cosmetic companies until now. Men's skincare product features are not the same with normal features. Those men's skincare products focus on delivering handsomeness and neat look rather than pinkish skin effect of women's skincare products. Moreover, personality differences between men and women is also considered as a determinant factor in creating dissimilar demand of product's quality, functions, attribute, and ingredient. New features are satisfying consumers and then, it influences consumers' product choice among competitor product.

2.4.4   Social Influence

Social influence is the change in behavior of one person caused by another due to the way the changed person conceives themselves in relationship with other people and society. There are three development areas of social influence: conformity, compliance and obedience. Conformity is the behavioral change of behaving to be more similar like others. It can be perceived that this change is developed due to belonging need and self-esteem needs like other's friendship. Compliance is the change of behaving something that is asked to do by other people. In this area, people differently behave because of social reward and punishment. Obedience is the behavior of obeying an order from someone that is accepted as an authorized person.

According to Kelman (1958), social influence is posited that it brings about changes in attitude and actions, and that changes may occur at different "levels". The process differences of individual acceptance toward the influence can attribute the difference between those levels of changes (Kelman, 1958). There are three varieties of social

influence: Compliance, Identification, and Internalization. Compliance appears when people accept other's opinion but still keep privately their dissenting opinions in reality. Identification appears when people receive the influence of other people whom they like or respect, such as a social influencer. Internalization appears on people's mind when they make an acceptance of a belief or behavior and agree both publicly and privately.

There are three types of social influence which is informational, utilitarian and value expressive (Bearden, 1982). Informational influence is the influence that an individual improves the knowledge on the environment or the ability to suit with the environment. It can be seen as observation about other people's performance. Utilitarian influence is considered as the influence that an individual try to meet the expectation of others in order to receive prize or to prevent from punishment. Value expressive influence is the one which influence a person when the individual ego is wanted to be strengthen. Individualism is negatively related to utilitarian and value expressive influence, and has no significant relationship with informative influence.

Moreover, the degree of social influence varies on affecting consumers' purchase decision of different products. There are two dimensions of degree differences. The first dimension is the degree of influence on luxury versus a necessity and the second one is the degree of influence on privately used products. Publicly luxury products are exclusive and tend to be more easily influence by peer group. Privately used products are inclusive and everyone can easily own the product so that it is less likely to be impact by social influence.

With the internet evolution, social media interaction ties and social media commitment affect social influence on e-commerce. Online consumer reviews becomes an important factor in purchase decision making because this consumer-related information let consumers know about product experiences. According to (Ling Lim, 2014), consumer reviews are evaluating options which influence consumer buying decision and concluded that males are less influenced by the recommendations of others than females on online purchase.

2.5   Previous Studies

Men consumers' behavior towards online purchase of men's skincare products becomes a concern for most of beauty care businesses in Myanmar. Male consumers

steadily change the buying pattern of skincare products. Due to the telecom boom in Myanmar, people prefer online purchase experiences and it becomes a popular shopping in Myanmar. Then, the availability of product information gives access to consumers to perform online purchase. The popular trend of men's skincare products usage in Myanmar enforces them to take men's skincare products rather than the normal skincare products. Resulting from those concerns, this study is taken to find out whether the marketing factors (product, price, product features and social influence) have the effect on online buying behavior on men's skincare products in Myanmar.

The framework used in this study exercises marketing factors that has an effect on online buying behavior using the Theory of Planned Behavior. This is a conceptual framework looking at the factors affecting the behavior toward a particular issue. It has been extensively applied in many studies on various matters.

At 2014, Dr. Mohammad Hossein Moshref Javadi analysed the effect of social marketing mix to reduce gas consumption in household sector, using the Theory of Planned Behavior. According to the results of this research, social marketing mix significantly affects gas consumption in the household sector. Those results significantly showed the fact that costs adjustment as a pricing factor has the higher influence on the planned behavior than other elements of social marketing mix. Another study is the analysis on the effect of marketing mix and attitude of farmers' flood preparedness behavior is analyzed using the Theory of Planned Behavior (Gazali, 2018).

According to the TPB, intention of undertaking or not undertaking the behavior is the direct predecessor to the behavior. The intention is a result of actions that the individual undertakes to evaluate the favorable or unfavorable performance of the behavior.

The Theory of Planned Behavior has three variables; Attitude, Subjective Norms and Perceived Behavioral Control. It is used in many studies on matters related to behavior aspects such as household consumption, real estate, preparedness behavior, etc. TPB also allows taking into consideration the other variables which might explain the behavior significantly (Ajzen, 1991). This study makes use of environmental knowledge as an extra factor affecting the formation of consumer's attitude toward online purchase of men's skincare products. Similar approach has been undertaken by Dr. Mohammad Hossein Moshref Javadi (2014) in studying the gas consumption of household in Iran. In that research study, the researcher analyzed the effect of social marketing mix on the consumer

buying behavior of gas in Iran. The result indicated that social marketing mix significantly affect gas consumption in the household sector and pricing factor has the most influence on gas consumption in Iran.

2.6 Conceptual Framework of the Study

Previous study analyses the effect of social marketing mix to reduce gas consumption utilizing the theory of planned behavior. This research study has conducted by Hojat Fadaei, Director of Research and Development department of Shahd Zagros Jahanbin Industrial Co.; and Dr. Mohammad Hossein Moshref Javadi.

Figure (2.2) Conceptual Framework of Previous Research Study
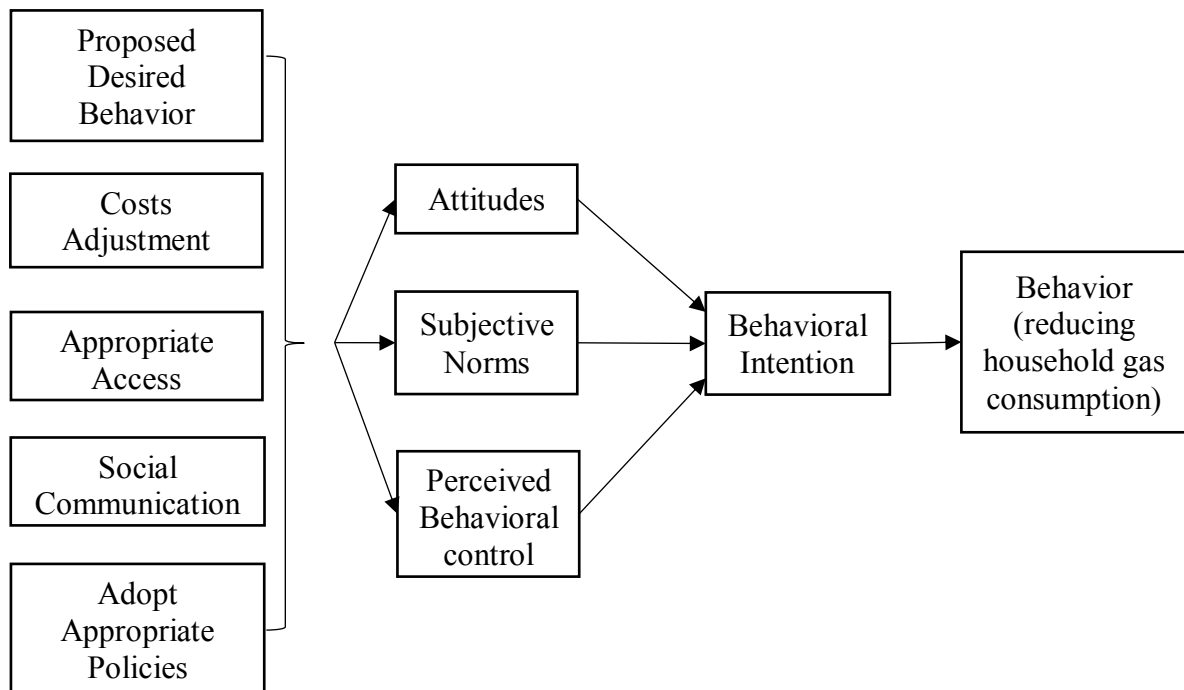
Source: Javadi, M. (2014)

At this previous research study, social marketing factors are assumed as the marketing factors which may influence on the household's gas consumption behavior. In this previous research, the researcher analyzed social marketing factors including proposed desire behavior, cost adjustment, appropriate access, social communication and adopt appropriate policies. The researcher stated the proposed desired behavior as product, costs adjustments as price, appropriate access as promotion and social communication as promotion. It is found out that the researcher stated that product is defined as the new

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behavior and benefits of that behavior and price indicated consumer expenditure incurred in exchange for new behavior. Attitudes, subjective norms and perceived behavior control (Factors of the Theory of Planned Behavior) are assumed as mediating variables in its research concept. The result is shown that social marketing factors significantly affects gas consumption in the household sector and it is recommended that the custodians of the country's energy perform their corrective programs in reducing energy consumption in the framework of a social marketing campaign.

Assuming the concept of the previous research study, brand image, pricing, product features and social influence are assumed, in this study, as the influencing factors (marketing factors that affects the online buying behavior of consumer). Brand image is a set of beliefs held about a specific brand so that it was assumed as the influencing factor on the consumer's online buying behavior. With the same function as brand image, price is the value perception of the product or service and show the customer's willingness to pay for it. Product features show the desired needs and favor of the customer for buying the product or service. Social influence delivers the customer's attitudes, beliefs which has been modified by other's actions.

This conceptual framework (Figure 2.3) of the study is developed based on the theory of planned behavior. It is designed to analyze the influence of marketing factors towards online buying behavior of the product.

Figure (2.3) Conceptual Framework of the Study
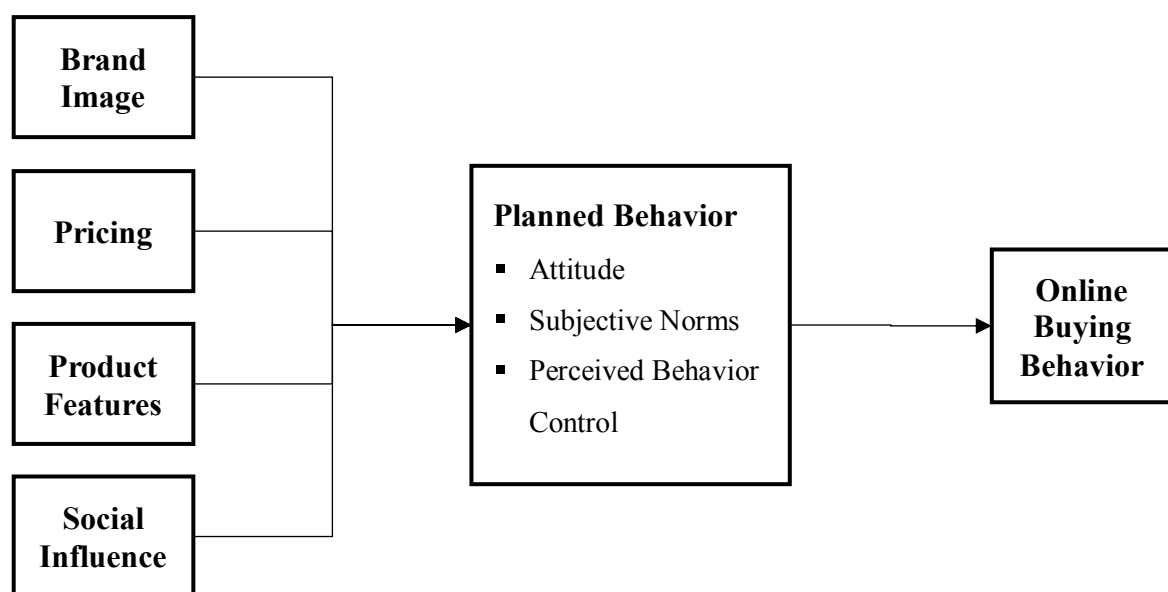
Source: Own Compilation based on Previous Studies (2019)

The Theory of Planned Behavior has been used in this study for examining the online buying behavior towards men's skincare products in Myanmar. In this study, online buying behavior towards buying behavior of men's skincare products is measured with brand image, pricing, product features and social influence. Attitude, subjective norms and perceived behavior control are the components of planned behavior that can exaggerate consumers' online buying behavior towards the product.

According to the above figure, the framework is developed to analyze the relationship between dependent variable and independent variable. The independent variables are marketing factors which are brand image, pricing, product features and social influence whereas the dependent variable is online buying behavior.

In individual factors of buying behavior, brand image can affect online purchase of consumer since normally consumers consider the brand in their buying decision of any products. The price also affects the online purchase because of price is capable to attract consumers. This can be considered the most influential factor because most of consumers think the price at first, depending on their income, occupation, expense, etc. Product features influence on online purchase due to the multiple types of product features give thought to consumers for making purchase. Social influence affects online purchase because it is regarded as an important consideration in today's visual world. Most of the people use advanced technological social platforms so that social acceptance become an important factor to get other's positive perception and judgment.

CHAPTER 3

PROFILE AND MARKETING PRACTICES OF MEN'S SKINCARE PRODUCTS IN MYANMAR

This chapter presents about the skincare products which are commonly used by men consumers. Besides, demographic factors of respondents are presented in this chapter, describing online buying behavior of skincare products.

3.1. Men's Skincare Products in Myanmar

The origin of men's skincare product is the growth of male interest, together with development of women's rights at Egypt civilization. At that time, men believe that their appearance can win over competition. According to Draelos and Thamin (2006), skincare products should be focused on delivering skin treatment effects rather than the hygiene effects. There are some essential skincare products for men consumers such as shaving product and facial cleanser. Therefore, beauty companies focus on producing facial treatment skincare product lines for male consumers such as day cream, facial scrub, sun block, moisturizing cream and toner.

Men's skincare products are not the same as skincare items which aims at women use. L'Oreal Paris company made some research and then described that there are also men who were thinking about using something other than women's skincare products or nothing at all. Men's skin is not the same with women and it is oilier, tougher and older look than the real age (Imogen, 2005). Men's facial skin has more collagen and elastic compounds than women's facial skin. Beside the skin difference, men's personality difference brings different demand for particular product's quality, function, attribute and ingredient. For giving an example, men shower cream should be easily absorbed because men usually spend time less for taking bath. Male consumers have the common behavior that they prefer simple skincare process and normally choose on products which is less scent than women's skincare products and which can give them the unique skincare effect they want. That's the common reason why most of them refuse to use feminine product and seek for particular men's skincare products for them.

As the demand of men's skincare products boom around the world, most of beauty care companies put their target to male consumers. Beau iControl is one of them which formulated new product features adapted to male skin, with the aim of entering men's skincare products market. The impact is incredible and it still affects the company sales until now; over half of the product line's sales get form male consumers (Miller, 1997).

At Asia, South Korea is the first country which accepts the perception that men's skincare product should be produced for men consumer. It is the start of skincare products targeted for Asia men skin types. As more and more appearance competition around the world, men take care of their physical appearance which led to increase demand for men's skincare products. Korean Wave can be presumed as the second factor which spreads skincare culture to Asian people. Korean male idols are famous among women and many articles about men's skincare products appear on fashion and beauty magazines. Another cause is the social media influence in which millennia's social media usage like Facebook, Instagram, Twitter drive out the men's skincare products evolution. Also, social media influencers such as beauty bloggers introduce new products and usages and that's why men's skincare products market booms in a short time.

Men's skincare products are separated from women's skincare products. Due to the reason that men skin type is different from women's, using women's skincare products can negatively affect their skin. Greasy faces and blandness are common skin problems of men and are identified as the biggest common problems for men in their 20s to 40s.

With the emerging men's skincare products trend, many companies make research and produce more and more new advanced men's skincare products. Worldwide famous skincare brands such as L'Oréal and Innisfree has many skincare categories of men's skincare products. Among the types, the most common skincare product types include Facial Cleanser, Shaving Cream (Before-shaving cream, After-shaving cream), Moisturizer, Eye Cream, Sun cream, Toner, Serum, Mask and Night Cream. Those products are differently manufactured for different types so that male consumers can now choose the particular product type they want. The product variability also leads to supply competition in the market and lots of substitutes in the market. Therefore, it can be concluded that only quality product can only sustain the men consumers.

Myanmar skincare market is growing significantly years by years. Even though the country's consumer sophistication and spending power is lower than other neighbored

countries, it has still the potential market for most foreign companies with the Southeast Asia's largest populations. According to the report of Euromonitor International (2014), Myanmar was defined as one of 20 countries that has most potential usage for fast moving consumer goods.

Women's skincare products are familiar with local people and those products have been using for a decade. Now, foreign free trade lets beauty care businesses import foreign skincare brands which can be seen a lot in the market. The recent beauty trend creates a new consumer target to men because image-competition era makes most of the men take care of their physical appearance. Also, the Korean Wave strikes not only Myanmar but also worldwide. Thus, men's skincare products usage is carried and spread among young male consumers.

The easiness of internet access also supports them to get the product information and let them get men's skincare products instead of using women's skincare products. Few years ago, only women's skincare products can be bought at the market and men consumers are hardly find the one of men's skincare products. With the Korea skincare emergence at 2012, most of Myanmar youths also demands men's skincare products through the information source using online. Since that time, most of foreign beauty brands such as L'Oreal and Innisfree are imported into Myanmar and then the men's skincare product is started introducing as facial cleanser. Later, other skincare brands such as Garnier, Ponds introduce their new items of men's skincare products although product categories are not that much as women's skincare products.

Within a few years, men's skincare products market booms a lot and most of the male consumers now only use skincare products which are produced only for men. Skincare brands produce men's skincare product lines and now those different products can be easily seen at the market. Innisfree is the first company which introduces men's skincare products in Asia and now different categories of men's skincare products can be bought from that brand. Also, Garnier and Ponds have men's skincare product lines.

Local brand Bella also introduces men's skincare products with different categories and that brand also take large market share with its unique point-worth price. While comparing with foreign brands, it can be bought with cheaper half of the price and can be easily bought at anywhere. Market competition increases, New products requires. In this competition market, one company will be left out if it does not fight over rival product.

Beside the market, men's skincare products can be bought online. Since telecommunication has been boomed, internet communication let everyone access digital era. Many online shop and websites are taking place instead of traditional shops and people become familiar with shopping online. Foreign skincare brands are imported by those online businesses and sell online. Some men's skincare products brand such as Fearless are only sold at online and people can only buy those products through online firm.

In conclusion, men's skincare product variability is high in Myanmar now. Online businesses display product information and usage to buyers and thus, men's skincare product usage will be emerging more and more and men's skincare products market will emerge in the near future.

3.2   Marketing Practices of Men's Skincare Products in Myanmar

Skincare industry is a booming market in Myanmar and most of the people are using their income for beauty products. For a decade, women prefer skincare to have good appearance. Recently, K-Wave influences men's appearance trend and more men preferably use skincare now. Beauty care companies such as Pond's, L'Oreal and Nature Republic are competing to achieve high market share of men skincare products in Myanmar industry. The marketing factors impact a lot on consumers' purchase decision. Those factors are the brand image, price, product features and social influence.

3.2.1. Brand Image

Myanmar is still a frontier market with the opportunities because most of the foreign investments. The brand image impacts a lot in Myanmar because consumers are young and open minded in their brand loyalties. For many years in Myanmar, there is a lack of strong competition which means that there was less need for differentiation, and so branding was usually given short name phrase. The founder usually creates the brand names and designs at that time. Now, Due to upcoming foreign investments, competition is forcing these companies to transform their branding strategies. Old companies turn to a new brand, while new players create more modern and well-thought out brands.

Now, in Myanmar, the brand image becomes an important factor to businesses because consumer loyalties are less fixed here than just about anywhere else in the world. Long time ago, most Western brands were unavailable in the country, but when they are imported, they are expensive for most people. Later, those brands produce affordable products and distributed in the market, it makes the middle-class consumers to get the good products with best quality.

This change brings out the importance of brand image to local market. Companies are trying to build a loyal consumer base to implement strong integrated marketing campaigns that convey a unique selling proposition in a consistent way across every medium they use to talk to consumers. The international brands have reputations and they already possess the good brand image. L'Oreal already has high branded image and it makes them possess a certain market share when they enter the men skincare market in Myanmar.

Competing with foreign brands, local companies produce skincare with the image of locally produced product. Bella Men care is a local-made skincare brand and it achieves large market share in local beauty market with its unique selling point low-priced and good-quality products. Flawless Myanmar is also one the entrepreneurs which sells organic skincare products in Myanmar. It achieves a good brand image with its quality products.

Therefore, in Myanmar, consumers think the brand image when they buy skincare to get the good quality. Due to the income differences, the buying power is different and different brands maintains their market position in the market. However, the users are not loyal to the brands and they may switch to another brand if one product's brand image cannot be maintained.

3.2.2 Pricing

Myanmar is a low-middle income country although abundant natural resources and commodities support the economy development. Myanmar is currently in developing situation in which the government has launched new economic policies and rural development. However, there are still some challenges to achieve sustainable and inclusive income growth as well as maintaining stability in the rural regions of the country.

Pricing strategy is set up basing on the product's market position in the local industry. High branded skincare products' price is high because it is a internationally well-known brand and most of the people in Myanmar use high-branded skincare as a status. For example, SK-II is very expensive rather than other skincare in Myanmar but is has a substantial amount of market share and being perceived the top high branded skincare product in Myanmar.

As Korean culture spreads in Myanmar, skincare products imported from Korea are also popular in Myanmar. Nature Republic, The Face Shop, Tony moly and Innisfree are the brands which is popular among local youths. Most of men skincare products are Korean products. Innisfree is the leading brand which has different categorized skincare products for men. Its price sets a moderate amount and targets the middle-class people in Myanmar.

Furthermore, many local beauty companies produce men skincare and distribute in local market. Bella is the local skincare product which has cheap price and give good quality to consumers. Bella brand has the men care product line for male consumers and it also gets incremental success in a short time. In Myanmar, the ratio of middle-class people and lower-class people is greater than the high-class group. Therefore, the market penetration pricing strategy is greatly affecting the spending power of consumers nowadays.

3.2.3 Product Features

Most of the rest of the world used traditional ways to take care of their facial skin to get a great extent. Myanmar skincare products has produced just after a recent year while some western nations have a long tradition of using special handmade skincare products. Lifestyle changes creates a need of men skincare products for Myanmar market. With the improvement of technology and transportation in Myanmar, many locally-produced skincare products are available in the market. Men are now become familiar with using skincare products because more of them take care of their skin to be good-looking, self-confident and sociable.

Male beauty care products consist of facial care, body care, nail care and hair care. Skincare is the most demanding product for them because it changes a man's physical characteristics. Nowadays, most of the men in Myanmar have very basic skincare such as

facial form, shaving cream, shampoo, deodorant. They believe that those products will help them get attractive physical appearance and get good image in the society.

Most of the men in Myanmar normally reject that they are using skincare products because they do not want others to think of them as a gay. However, in actually, men's skincare products have more category than the women's skincare products. There is a few men who devote a lot of time to take care of their skin and even use sunscreen, toner, moisturizer, shower gel, etc.

Some male consumers do not like skincare routines involving multiple steps so that those consumers mostly buy the one product which has multiple skincare features. Bella men care has a product of 4 in 1 product which can be used as four functions such as showering, shaving, facial cleansing, and washing. That product has a huge success in rural area and become a popular product in Myanmar.

Men consumers in Myanmar carefully select the product features and the product preferences differ basing on his personality. Some like the skincare product with one unique feature and some prefer skincare product which has multiple features and functions.

3.2.4   Social Influence

The majority of men in Myanmar weren't interested in skincare more than their physical sport activities. With the spread of beauty trend worldwide, most of men are now concerned with their physical appearances and use skincare. Social media influence is also a factor that turn out competition of physical appearance and skincare culture spreads more and more among people. It also creates a social culture to discuss and share about their skincare routines.

Most of people discuss about the new products and set up an ideal product in their mind. Myanmar people do not feel reliable until they actually left out of market trend. Thus, many beauty care companies target male consumers by making use of the social culture. Most of the people make their orders and give feedback to other people, and the words of mouth are very effective in Myanmar society. Therefore, the skincare companies use social platforms in many ways in order to spread the good reviews of their products.

It can be seen that Myanmar people can be social comfortable even when they are facing uncertain situation. People in Myanmar use Thanakha as skincare for many decades but women started to use skincare products. Now, men also use skincare products to take care of their physical appearances.

Social media platforms such as Facebook, YouTube and Google Advertisements have emerged as the top social marketing activities. Those ways are currently operating a lot by skincare companies because consumers are using social media a lot and its impact is huge for those companies. Therefore, in conclusion, social influence has a huge impact on consumers of men skincare in Myanmar.

3.3   Profile of Respondents

In this part, it is described that demographic profiles of respondents who use men's skincare products. Questionnaires are distributed to male consumers who are the followers of online shops which is selling men's skincare products. Detail demographic information is demonstrated in detail in Table (3.1). It includes age, educational level, monthly income, occupational level and the common buying place in which they bought skincare.

It is found out that male who is between 18 to 25 years mostly used skincare. The first reason is that they care their physical appearance while attending the university or being at the workplace. Then, most of the teens suffer Acnes as a skin problem during those ages. About 70 percent of teens commonly have some kind of acne breakout. Thus, skincare becomes an essential treatment for those teens who are between 18 to 25 years old.

Most of the respondents are educated and they are bachelor degree. The majority of them has the status company employee while the followed respondents are students. Workplace competition is also a driven factor to let personal grooming becomes a matter for getting a place at the job. Skincare is one tip of workplace personal grooming. The major concern of office workers is to solve dry skin and to get the neat and tidy look at the workplace such as Bank, consultant firm, etc. Besides, some males use skincare to cover hangover appearance coming out of weekend.

It is also conceived that people with monthly income between 100,001 to 300,000 kyats and people with income above 500,001 kyats are mostly interested to use men's skincare products. Skincare products have various price range starting from 1,000 kyats

and most of the products are seemed to have price of thousand kyat to a number of ten thousand kyats. It can be concluded that skincare products are used by consumers only when their income is over the basic living needs such as household need, food, etc.

Table (3.1) Demographic Data of the Respondents

Sr. No	Particular		No. of Respondents	Percent
	Total		300	100
1	Age	Lower than 18 years	6	2.0
		18 – 25 years	179	59.7
		26 - 40 years	112	37.3
		41 years or above	3	1.0
2	Educational Level	Lower than Bachelor Degree	54	18.0
		Bachelor Degree	207	69.0
		Master Degree	39	13.0
3	Monthly Income	100,000 Kyats or Less	33	11.0
		100,001 - 300,000 Kyats	98	32.7
		300,001 - 500,000 Kyats	82	27.3
		500,001 Kyats or Above	87	29.0
4	Occupational Level	Student	73	24.3
		Company employee	201	67.0
		Freelancer	1	0.3
		Business Owner	25	8.3
5	Common Buying Place	Online shop	78	26.0
		Supermarket	114	38.0
		Store	83	27.7
		market	20	6.7
		Other	5	1.7

Source: Survey Data, 2019

For male consumers, supermarket is the most common place to buy skincare and the online shop is the second priority to buy skincare. Supermarkets have varieties of skincare brands and consumers can conveniently buy skincare products, looking its quality descriptions and comparing prices. Then, teens prefer testing the product before purchasing

skincare products. However, some men's skincare brands are not distributed in local market. For those products, consumers can only purchase at the online shop which can offer pre-order purchase or existing products. Despite the inability to test the products, product information on the internet gives consumers required information about a skincare product. Therefore, online shop becomes the second priority of purchasing skincare products for men.

CHAPTER 4

ANALYSIS ON ONLINE BUYING BEHAVIOR OF MEN'S SKINCARE PRODUCTS

This chapter presents analysis of influencing factors on consumers' online buying behavior of men's skincare products in Myanmar. The first part is presenting influencing factors on planned behavior of consumer. The second part is the analysis on relationship between planned behavior factors and online buying behavior.

4.1 Analysis on Influencing Factors on Planned Behavior

In this section, it describes the factors influencing planned behavior of consumers. There are four factors which influenced planned behavior. Those factors are brand image, price, product features and social influence that influence on consumer attitude, subjective norms and perceived behavior control.

4.1.1 Brand Image

Brand image is one of the influencing factors on the consumers' buying behavior on skincare products. To analyze the influence of brand image on buying skincare products in Myanmar, structured questionnaire is used to collect information. This section analyzes the brand image of men's skincare products and measured with five questions. The mean and standard deviation values are calculated and shown in Table (4.1).

According to the results in the Table (4.1), the mean value is over the neutral score of 3 which means that most of the respondents typically buy skincare based on the brand image. Myanmar people perceive that the brand name decides the quality of the product. It refers that they think the brand name as the priority whenever they buy skincare. At this technological age, the information of various brands can be found easily on the internet and can decide to buy skincare with preferable brand image.

Table (4.1) Brand Image

Sr. No.	Brand Image	Mean	Std. Deviation
1	Brand name as priority	3.88	0.97
2	Brand image preference	3.51	0.96
3	Preference of high-branded products	3.44	0.97
4	Raising status in the society	3.07	0.94
5	Considering the brand image before purchase	3.57	0.91
Overall Mean		**3.49**	

Source : Survey Data, 2019

Most of the respondents deny that the skincare brand image raises their status in the society. It is because consumers use skincare to take care of their physical appearance which will make them get good image in their surrounding environment and let them get preferable quality. Moreover, the skincare brand does not raise their status in the society because Myanmar people do not perceive skincare as the luxurious product.

4.1.2 Price

Price is one of the influencing factors on the consumer's decision to buy skincare. To find out the importance of price on men skincare purchase in Myanmar, structured questionnaire is used to collect information. This section analyzes the pricing factor of men's skincare products and measured with five questions. The mean and standard deviation values are calculated and shown in Table (4.2).

According to the results in the Table (4.2), the overall mean score is greater than the neutral score of 3 which means that price influence on consumers' purchase decision to buy skincare. Regardless the fact that the cheapest price represents lowest quality, other four's mean scores are above 3 which refers that most of male consumers look at the price of skincare before they buy it. They are mostly willing to pay the high price when they think that it is worth to pay for its quality.

Table (4.2) Price

Sr. No.	Price	Mean	Std. Deviation
1	Price as important factor for skincare purchase	3.62	1.07
2	Comparing prices before buying at online shop	3.68	1.09
3	Price is worth to pay for its quality	3.86	0.91
4	Willing to buy even price is higher	3.32	0.99
5	Cheapest price represents lowest quality	2.60	0.82
Overall Mean		**3.42**	

Source : Survey Data, 2019

Consumers deny that skincare with cheapest price represents lowest quality. In Myanmar, there are inexpensive men skincare. Consumers can get inexpensive skincare with suitable quality. Another reason is that high-branded skincare cannot be easily bought in the local market.

4.1.3 Product Features

Product feature is one of the influencing factors on the consumer's decision to buy skincare. To find out the importance of product features on men skincare purchase in Myanmar, structured questionnaire is used to collect information.

Table (4.3) Product Features

No.	Product Features	Mean	Std. Deviation
1	Good for personal hygiene	3.86	0.68
2	Getting healthy skin	3.54	0.92
3	Solving skin problems	3.87	0.84
4	Getting attractiveness	3.35	0.79
5	Getting self-confidence	3.79	0.63
6	Good ingredients	4.08	0.76
7	Good packaging	3.51	0.90
Overall Mean		**3.71**	

Source : Survey Data, 2019

This section analyzes the product features of men's skincare products and measured with five questions. The mean and standard deviation values are calculated and shown in Table (4.3).

According to the results in the Table (4.3), the overall mean score is higher than the neutral score of 3 which means that product features influence a lot to male consumers when buying skincare. Myanmar people think that product with good ingredients give the best quality. Consumers normally compare skincare ingredients and select the best product with good ingredients.

The results show that consumers' purchase decision does not buy skincare to get attractiveness. They buy skincare to solve skin problems and to take care of their physical appearance. They do not think themselves that skincare is a thing which will make them get physical attractiveness.

4.1.4   Social Influence

Social influence is one of the influencing factors on the consumer's decision to buy skincare. To find out the importance of social influence on men skincare purchase in Myanmar, structured questionnaire is used to collect information. This section analyzes the social influence of men's skincare products and measured with five questions. The mean and standard deviation values are calculated and shown in Table (4.4).

Table (4.4) Social Influence

Sr. No.	Social Influence	Mean	Std. Deviation
1	Good impressions on my friends	2.91	0.95
2	Friends' suggestion is important	3.39	1.12
3	Popular skincare in the society	3.65	0.85
4	Purchasing to be like someone	3.00	1.02
5	Asking siblings to find reliable online shop	3.39	1.07
Overall Mean		**3.27**	

Source : Survey Data, 2019

According to the results in the Table (4.4), the overall mean score is higher than the neutral value of 3 which means that social influence is an important factor affecting on consumers' purchase decision on skincare. Consumers normally find about the popular skincare information at the internet before buying skincare. Social media platforms help consumers easily find out different products. This supports the factor that male consumers follow the beauty trend in the society and decide to use the popular skincare in the market.

Male consumers reject that they buy skincare to get good impressions among friends. They do not rely on skincare to stand out among friends. Furthermore, it is also found out that they do not use skincare which is used by someone they admire and skincare is not a relating factor to get good impression on them.

4.1.5 Planned Behavior

Consumers also select skincare not only based on marketing factors but also their behavior. It also can be said that consumers' behaviors are very important in consumer's intention to purchase skincare. Consumers' planned behavior is composed with three components. Those are attitude, subjective norms and perceived behavior control and the results are shown in Table (4.5).

Regarding to consumer attitude, the lower overall mean value of 3 means that male consumers do not favor online shopping experiences. Those consumers do not normally have much online skincare buying experience because skincare is a kind of product which can also bought easily even in traditional markets. Due to lots of cheap skincare products and different varieties in the market, most of consumers choose supermarkets as a common buying mode. Supermarket and shopping center become a hangout place in today's society. Online shop is the second option for them to purchase skincare when they want branded skincare with good ingredients. Consumers do not prefer the experience of buying skincare from online shop even though it gives them the good quality product. It is because replica skincare is imported into market by some shops and experiences of getting bad quality make them have no trust on all online shop's products.

Table (4.5) Planned Behavior

	Planned Behavior		
Sr. No.	Consumer Attitude	Mean	Std. Deviation
1	Having many online buying experiences	2.86	0.93
2	Buying skincare products from online all the time	2.36	0.80
3	Trust the quality of products from online	2.62	0.86
4	Buying from online shop gives the best product.	2.88	0.98
5	Online purchase is more convenient than traditional buying	2.81	1.09
	Overall Mean	2.71	
Sr. No.	Subjective Norms	Mean	Std. Deviation
1	Influencing people's recommendation to use	3.07	0.86
2	Social friends' acceptance of buying online	2.73	0.83
3	Friends' advice to buy skincare from online	2.85	0.80
4	Trust on products bought from online sources	3.25	0.12
5	Looking other's references to online shop before buying	3.34	0.94
	Overall Mean	3.05	
Sr. No.	Perceived Behavior Control	Mean	Std. Deviation
1	Having necessary resources to buy	3.21	1.01
2	Knowing how to buy skincare online	3.39	0.94
3	Buying skincare online is more convenient	3.06	0.91
4	Buying skincare from online when products are wanted	3.00	0.93
5	Buying skincare from online even when no need	2.63	0.90
	Overall Mean	3.06	

Source : Survey Data, 2019

Concerning with subjective norms, the overall mean value is the moderate score of 3 which describes male consumers' social pressures only influence a substantial amount to them while buying skincare from online shop. Although people usually find out product's reviews and look other people's reviews or references at each online shop, it is unexpectedly found out that they took product knowledge to buy the suitable products and not always make purchase the referred product at one online shop. Most of the people trust reviews on social media and these referral makes them decide whether buy or not to

buy it but it does not encourage them to buy skincare products from an online shop. Consumers deny that their friends accept only people who buy skincare from online shop. Therefore, it can be conceived that skincare purchase does not have much impact on getting impression on friend relationship.

Relating with the perceived behavior control component, consumers know the ways to buy skincare from an online shop because the technological familiarity supports them to get access social media and helps them buying skincare online conveniently. However, most of the people do not usually buy skincare products if they do not need it. Male consumers usually do not like to use various products and they just buy the product only when they need it. Another reason is that skincare is not the product which can be stored for long time and people normally look for the product concerning with their current skin problems.

4.1.6 Influencing Factors on Planned Behavior

For the analysis, the linear regression model is applied as an analyzing tool to explore the relationship between brand image, price, product feature and social influence by surveying 300 consumers from the followers of six online shops that only sell men's skincare products. Table (4.6) shows the effect of brand image, price, product feature and social influence on attitude component of male consumers.

Brand image significantly influences consumers' attitude to buy skincare products from an online shop. There's a positive relationship between brand image and consumer attitude in which the higher brand image will generate more effects on consumer attitude to buy skincare products from an online shop. Consumers perceive the skincare brand as the trustworthy status which mostly delivers the skin effects they offer. Thus, consumers think a good brand name as the first matter in their online buying behavior. Technological easiness also let people get access the detail points about the brand and it reduce the customer trust on unpopular skincare products in the market.

Product features also influences consumers' attitude to buy skincare products from an online shop. Surprisingly, skincare product features and consumer attitude have negative relationship in which the more features will turn down consumers' purchase attitude to buy skincare from an online shop. Foreign Trade cause the indirect drawback that low-quality skincare products and replica are imported into local market. Multiple skincare effects are

put in those products and the price is shockingly low in the market. However, there are many cases that some well-known imported skincare products cause breakouts to some consumer such as Forever Young Night Cream. Generous skincare product features will increase consumers' doubt and reduce their attitude to buy skincare product. In addition, enriching skincare features has less effect of each one and it does not deliver the desired portion of effect to consumer's skin. Therefore, it can be noted that men consumers do not favor the skincare products which has various skincare features.

Table (4.6) Influencing Factors on Consumer Attitude

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.352	0.256		5.279	.000	
Brand Image	0.3***	0.07	0.292	4.305	.000	1.939
Pricing	-0.005	0.072	-0.004	-0.066	.948	1.78
Product Features	-0.315***	0.073	-0.252	-4.318	.000	1.438
Social Influence	0.457***	0.055	0.452	8.266	.000	1.261
R	0.549					
R Square	0.301					
Adjusted R Square	0.292					
F value	31.773***					
Durbin-Watson	1.555					

Source : Survey Data, 2019

Note: *** = Significant at 1% level, ** = Significant at 5% level, * = Significant at 10% level

Another influencing factor is the social influence which has a positive relationship with consumer attitude to buy men skincare product from an online shop. Social media strongly influences people to follow the trend using the men skincare products. The main driven factor is the male skincare blogger who write each skincare review and advise his followers the suitable product. People involuntarily believe the qualities of those recommend skincare products and use them. Then, using popular skincare product shows a good status of a person and it supports consumer attitude to buy the men skincare product.

In summary, most consumers mainly focus on social influence while they choose skincare from an online shop. It is also found out that consumers prefer the high brand

skincare product and do not certainly trust the quality of imported products due to bad side effects of replica products. In addition, excessive features of skincare lose consumer's confidence in its capable quality to deliver the desired skin effect.

Table (4.7) Influencing Factors on Subjective Norms

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.705	0.231		3.055	.002	
Brand Image	-0.043	0.063	-0.043	-0.677	.499	1.939
Pricing	0.127*	0.065	0.117	1.942	.053	1.78
Product Features	0.044	0.066	0.036	0.673	.501	1.438
Social Influence	0.58***	0.05	0.59	11.643	.000	1.261
R	.632					
R Square	.399					
Adjusted R Square	.391					
F value	48.945***					
Durbin-Watson	2.253					

Source : Survey Data, 2019

Note: *** = Significant at 1% level, ** = Significant at 5% level, * = Significant at 10% level

Pricing is an influencing factor on consumer's subjective norms to buy skincare products. Unexpectedly, it is found out that there's a positive relationship which points out that the higher price increase consumers' norms to buy skincare products from an online shop. Most of well-known skincare brand has high price in local market and consumers believe those as the good items for their skin. Consumers has the perception that the expensive skincare product gives desired skin effects and it is worth to pay for it. Therefore, consumers buy expensive skincare brands with the expectation of getting back skincare effects.

Social influence has the positive relationship with consumers' subjective norms. It shows that the high social influence causes the rise of purchasing skincare products to most of consumers. Male consumers' normal usage is simple and they unusually buy grooming products to get a good image among society. The social trend of Facebook posting make people want the social acceptance in their social environment. Due to those factors, social

influence can be noted as the significantly influencing factor for consumers to buy skincare products from an online shop.

In summary, price and social influence are the main determinations of subjective norms to the consumers. It is found out that most consumers mainly focus on social influence while they buy skincare from an online shop. Today, social acceptance is an importance for consumers and it is one of main reasons that they are using skincare. It is, therefore, can be concluded that consumers think of social influence as an important factor when they buy skincare from an online shop.

Table (4.8) Influencing Factors on Perceived Behavior Control

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	2.035	.280		7.272	.000	
Brand Image	.156**	.076	.155	2.054	.041	1.939
Pricing	.049	.079	.044	.614	.540	1.780
Product Features	-.174**	.080	-.142	-2.186	.030	1.438
Social Influence	.293***	.060	.296	4.856	.000	1.261
R	.360					
R Square	.129					
Adjusted R Square	.118					
F value	10.965***					
Durbin-Watson	1.907					

Source : Survey Data, 2019

Note: *** = Significant at 1% level, ** = Significant at 5% level, * = Significant at 10% level

Brand image has the positive relationship with consumer's perceptions to buy skincare products from an online shop. In the market, consumers usually choose the branded skincare products and believe those truly gives them the desired skin effects. Consumers strongly perceive the skincare brand shows how reliable skin effects it offers.

Thus, the high brand gets the high belief in consumers' perception to buy skincare products from an online shop.

Product feature has the negative relationship with consumers' perceived behavior control and the more product features creates doubt in consumers' perceptions about the product quality. Because the cheap skincare products show many skincare features on its packaging and sometimes cause the damage to some consumers' skin. Most of the consumers want the simple skincare product which can truly deliver skin effects it offers. It can be said that excessive skincare features will reduce consumers' good perceptions about skincare products and lose purchase.

Social influence mostly affects on consumers' perceived behavior control while choosing skincare products to buy from an online shop. The social acceptance creates a need in consumers' perception to have a status in society. Also, most of the people perceive that the products a person use shows the status he or she has. Therefore, the social acceptance strongly put a weigh in consumers' perceptions about buying skincare products from an online shop.

In summary, most consumers usually buy skincare products to get a social status. Therefore, it can be concluded that social influence can be thought as the main prioritized factor when consumers buy skincare from an online shop.

4.2 Analysis on Effect of Planned Behavior on Online Buying Behavior

Buying behavior shows individual consumer's action which is displayed while they are buying, consuming or disposing a particular product or service. Buying behavior is important because it helps to understand consumers' willingness to look for a product and perform purchase decision. Online buying behavior is important because it helps to create and retain consumers through online platform in this digitalized era.

4.2.1 Online Buying Behavior

This section analyzes the online buying behavior of men's skincare products and measured with five questions. The mean and standard deviation values are calculated and shown in Table (4.9).

According to the results shown in Table (4.9), most of the consumers usually buy skincare products from an online shop that receives lots of good reviews. Technology advancements help them get required product information easily. It lets them compare the product features and quality and buy the best product after searching the customer review and feedback. Consumers deny the fact that they purchase skincare from an online shop which gives them the product value relating with the given price.

Table (4.9) Online Buying Behavior

Sr. No.	Online Buying Behavior	Mean	Std. Deviation
1	Buying skincare with perceived value to price from online source.	2.87	0.82
2	Buying skincare products just after learning complete product information from online source.	3.43	1.08
3	High Intention to purchase skincare from online	3.03	0.90
4	Buying skincare products from online source that delivers good consumer service	3.30	0.96
5	Buying skincare from the online source that has good reviews	3.52	1.11
Overall Mean		**3.23**	

Source : Survey Data, 2019

It can be perceived that consumers like to get the best quality skincare product with the affordable prices. In conclusion, the overall mean value shows that consumers' online buying behavior influence on consumers' decision to purchase skincare product from an online shop.

4.2.2   The Effect of Planned Behavior on Online Buying Behavior

For the analysis, the linear regression model is applied as an analyzing tool to explore the impact of planned behavior on online buying behavior. The data is based on an analysis of 300 consumers who are followers of six online shop which are only selling men's skincare products. The following Table (4.10) reveals the results of the analysis.

The usual skincare product is bought through the traditional channel such as stores and supermarkets by consumers. Online buying culture has appeared from just recent years. It is found out that most of consumers do not favor online purchase, concerning with the quality of skincare products. However, the social trend creates a high consumers' desire to buy reliable skincare products from online shop and that make consumers to have online buying experience of skincare products.

Table (4.10) The Effect of Planned Behavior on Online Buying Behavior

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.321	.178		7.413	.000	
Customer Attitude	.649***	.070	.576	9.268	.000	1.896
Subjective Norm	.396***	.076	.342	5.185	.000	2.135
Perceived Behavior Control	-.345***	.082	-.300	-4.222	.000	2.473
R	.630					
R Square	.397					
Adjusted R Square	.391					
F value	65.041***					
Durbin-Watson	2.164					

Source : Survey Data, 2019

Note: *** = Significant at 1% level, ** = Significant at 5% level, * = Significant at 10% level

Among the variables, customer attitude and subjective norm have positive relationship with male consumers' online buying behavior whereas the perceived behavior control is negatively related to online buying behavior.

Customer attitude shows how much a consumer has the favor of doing his or her desired or intended behavior. It points out a consideration of the outcomes of doing the behavior. It is found out that male consumers' information easiness generates favorable attitude to make online purchase for men's skincare products. Digitalization and various information source on the internet mainly drives consumers for behaving online purchase of men's skincare products.

Subjective norms commit to the consumers' beliefs about whether his/her important peers and people think he/she should engage in the behavior. Product usage indirectly shows the social status in the society and receivable social acceptance supports male consumers for making online purchasing of men's skincare products.

Perceived behavioral control is the consumer perception about the difficulty levels of performing the intended behavior. It is found out that consumers control themselves not to buy skincare products from an online shop due to the conflict of trust on the product quality. They are mostly reluctant to buy men's skincare products from the online shop even though there is no difficulty of buying from there. The causes are the lack of customer trust on the imported skincare products and some social bad reviews about experiencing the purchase of replica products from the online shop.

There are many factors influencing on online buying behavior. In this study, brand image, price, product features and social influence are analyzed as the influencing factors, assuming as the determinants of purchasing men's skincare products. Customers who have high attitude and subjective norms will actually buy skincare rather than customers who have lower attitude and subjective norms. Therefore, it can be seen that the male consumers' online buying behavior is significantly analyzed in this research study.

CHAPTER 5

CONCLUSION

This chapter explains about the findings and discussions which have been resulted from this research study. This also describes suggestions and recommendations and needs for the further research study of men's skincare products.

5.1 Findings and Discussions

Men's skincare market is enlarging in Myanmar and consumers are becoming more interested in expanding their knowledge about skin care. This study analyzes the influencing factors towards online buying behavior of men's skincare products in Myanmar and structured questionnaires are distributed to 300 male consumers who are the followers of six online pages that only sell men's skincare products. Both primary and secondary data are collected and analyzed using analytical research method. After the study, it is found out that the product feature is the most influencing factor on consumer buying behavior. The more product features raise consumers' willingness to buy men's skincare products.

Most of the research survey respondents are the adults in the age of 18 to 25 years old who are attending the university or being at the workplace. They mostly work as company employee who has monthly income between 100,001 to 300,000 kyats. Therefore, it can be assumed that the majority consumers of men's skincare products are the adults who works as the company staff. But, it is surprisingly found out that most of male consumers purchase skincare products in the supermarket and they choose the online shop as the second priority.

Regarding the marketing factors, product features mostly influence on consumers' purchase decision because the reason behind the usage of skincare products is solving their skin problems and taking care of their physical appearance. Other marketing factors such as brand image, price and social influence only has moderate influence on skincare product purchase. Therefore, it can be concluded that male consumers mostly focus on skincare product features rather than perceiving the brand image, price and social influence as the

priority. They shall purchase a skincare product with preferable product features even if the price is not a suitable one.

Consumer attitude and subjective norms mainly determine consumers' behavior of purchasing men's skincare products. But, it is found out that consumers only has few willingness to purchase skincare products from an online shop. Then, it can be seen that consumers do not prefer to purchase skincare products from an online shop due to bad reviews about side effects of replica skincare products. Although good customer service and good social reviews determine to purchase skincare products from an online shop, only the consumer attitude will create the actual online purchase of skincare products.

Perceived behavior control reversely affects consumer's willingness for online purchasing. Male consumers are reluctant to purchase men's skincare products from the online shop even when they aren't having any difficulty of buying from there. Due to the lack to customer trust on the imported skincare products quality and some social bad reviews about other's experiences of skincare side effects of fake products, male consumers normally don't favor to do the online purchase experiences when skincare products are in no need for them.

Besides, it is also revealed that most of consumers do not prefer online buying experiences. Male consumers do not normally have desire to buy online purchase due to the imported replica products with bad quality. Bad review of skin breakout effects strengthen the doubt on the skincare products offered by an online shop. They normally take a look at an online shop to get the product information which lets them get the right decision to buy the product or not. Social reviews and referral does encourage them to buy skincare products from an online shop. It is a common habit that male consumers normally do not buy skincare products if those products are not needed.

5.2   Suggestions and Recommendations

Most of the beauty care companies are now building the brand awareness in the public to get consumer attention. Affordable pricing is also used to penetrate in the market but it is not strongly influence on male consumers, rejecting after the one-time purchase of skincare products. The actual influencing factor is the skincare product features which consumers actually wants from the product. Therefore, the beauty care companies should

emphasize to deliver effective skincare features to the consumers. Although the brand image and price is the first eye-catching factor, the actual delivered skincare features is the main determination to make them buy skincare products. Rather than building brand awareness, companies should offer and advertise men's skincare products that is aimed for solving skin problems and personal hygiene.

Due to the Marketing 4.0 Revolution, the beauty care companies should advertise men's skincare brands in the social media because most of male consumers purchase the hot item in the society. Advertisements can be performed in both traditional way and digitalized method. The use of social media platforms will let them reach their customers and be the popular item in the society. Moreover, celebrity endorsement effectively advertises the skincare brands in the local community so that the beauty care companies should also try that marketing strategy to be a top brand.

The beauty care companies should do marketing plans to create the inner need for distributing their skincare products. Concerning with skincare usage, customer attitude is the only determination to let them purchase skincare products. Therefore, the beauty care companies should find out the skin problems and produce the problems which can solve their skin problems. However, it should be careful not to put multiple skincare features in a single product because male consumers do not believe that they will get desirable skincare effects from the mix of multiple skincare features. Social influencer marketing is also a way to give public the message that this product is the one to solve skin problems and get good physical appearance.

Relating online purchasing, the beauty care companies should give complete product information at their online page because most of male consumers always search the product information at online before buying men's skincare products. Those companies should manage to deliver the skincare effectiveness to each consumers and it will generate good customer reviews among social media users. Moreover, it is important to offer the reliable product quality to male consumers because most of consumers do not completely trust on the quality of skincare products which are selling at online.

Beauty care companies should develop consumer care program to achieve consumer trust on online purchase. It can be, as an example, that holding an event in which skin therapist check on consumer skin type as a company representative and recommend skincare products they should use. Then, the companies should put 24 hour customer

service line which will instantly reach to customer's information requisition and give required information to the customers.

Moreover, influencer marketing strategy is the effective way of getting consumer trust on the skincare products. Product review or recommendation by an influencer will put most of his or her fans using the relative skincare products and it will raise the consumer awareness in the market. Customer's doubt on product quality would also be reduced through the delivery of influencer review content. High expectations on the recommended skincare products will reduce consumer's doubt and it will lead him or her to purchase skincare products from an online shop.

5.3   Needs for Further Research

This study focuses on the influencing factors on online buying behavior towards only men's skincare products. Therefore, this will be useful for further study on consumer online buying behavior towards both women and men skincare products. Besides, sample respondents are the followers of six online shops that sell only men's skincare products in Myanmar. If the survey respondents are nationwide, the research study will be more reliable. This study uses planned behavior theory to analyze. It will be better if the further research studies use other theories and analyze from different perspective point of view.

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Website

http://www.google.com/amp/s/multiverseadvertising.com/online-shopping-myanmar/amp/ [Accessed Date: 29-November-2020]

APPENDIX I
Survey Questionnaire

Part (A) Individual Factors

The following are the demographic factors and please tick the box that describes your situation.

1. Gender
   - ☐ Male   ☐ Female

2. Age
   - ☐ Lower than 18 years   ☐ 18 – 25 years
   - ☐ 26 – 40 years   ☐ 41 years or Above

3. Educational Level
   - ☐ Lower than Bachelor Degree   ☐ Bachelor degree
   - ☐ Master degree   ☐ Higher than Master Degree

4. Monthly Income
   - ☐ 100,000 Kyats or less   ☐ 100,001 - 300,000 Kyats
   - ☐ 300,001 - 500,000 Kyats   ☐ 500,001 Kyats or Above

5. Occupation
   - ☐ Student   ☐ Company employee
   - ☐ Freelancer   ☐ Business Owner

6. Do you use any skincare products?
   - ☐ YES   ☐ NO

   If "YES", continue questions.

   If "NO", no need to continue questions.

7. Where do you buy skincare mostly?
   - ☐ Supermarket   ☐ Market
   - ☐ Store   ☐ Online shop
   - ☐ Others

If you buy skincare products from online sources, please answer the following: You can give 1 to 5 rating to each factor (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree). Please rate the following buying decision items.

Part (B) Independent Factors

No.	Brand Image	1	2	3	4	5
1	The brand name is my priority when making a purchase decision.					
2	I purchase skincare products according to the brand image rather than the price.					
3	I prefer high-branded skin care products.					
4	The skincare product's brand image raise my status in the society.					
5	I consider the brand image when buying skincare products online.					

No.	Pricing	1	2	3	4	5
1	Price is an important factor when purchasing skincare products.					
2	I compare prices of skincare products before buying at online shop.					
3	I buy skincare product when it is worth to pay for its quality.					
4	I am willing to buy skincare products even though the price is higher.					
5	I perceive that cheapest price represents lowest quality.					

No.	Product Features	1	2	3	4	5
1	I buy skincare products that is good for personal hygiene.					
2	I buy skincare products that makes me getting healthy skin.					
3	I buy skincare products that can solve skin problems.					
4	I buy skincare products that helps me get attractiveness.					
5	I buy skincare products that help me get self-confidence.					
6	I buy skincare products with good ingredients.					
7	I purchase skincare products with good packaging.					

No.	Social Influence	1	2	3	4	5
1	I think that using skincare makes good impressions on my friends.					
2	It is important that my friends' suggestion is important when I buy skin care products from online.					
3	Before buying skincare products, it is important to know the popular skincare products in the society.					
4	If I want to be like someone, I try to buy skincare products they use.					
5	I ask my siblings' opinion when I find reliable online page to buy skin care products.					

Part(C) Planned Behavior

No.	Consumer attitude	1	2	3	4	5
1	I have many online buying experiences of skincare products.					
2	I always buy skincare products from online.					
3	I trust the quality of skincare products that is bought via online.					
4	I prefer buying skincare products from online page because it gives me the best product.					
5	I believe that online purchase is more convenient than traditional buying.					

No.	Subjective norms	1	2	3	4	5
1	People who influence my behavior think that I should use men's skincare products.					
2	My social friends accept people only when they buy skincare products online.					
3	My friends advise me to buy skincare products from online.					
4	I prefer buying products from online sources that can be trusted.					
5	I look other's references to online page before I buy skincare products from one source.					

No.	Perceived Behavior Control	1	2	3	4	5
1	I have necessary resources to buy skincare products via online.					
2	I know how to buy skincare products from online page.					
3	Buying skincare products online is more convenient than traditional way.					
4	I decide to buy skin care products from online whenever I want to get skincare products with good quality.					
5	I buy skincare products from online even when it is not urgent need.					

Part (D) Online Buying Behavior

No.	Online Buying Behavior	1	2	3	4	5
1	I always purchase skincare products with perceived value in relation to price in one online source.					
2	I will buy skincare products just after learning complete product information from online source.					
3	My intention to purchase skincare products from online is very high.					
4	I like to buy skincare products from online source that has good customer service.					
5	I always buy skincare products from the online source that has good reviews among local people.					

Appendix II

Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.549[a]	.301	.292	.61048	.301	31.773	4	295	.000	1.555

a. Predictors: (Constant), Social influence Mean, Pricing Mean, Product Features Mean, Brand Image Mean

b. Dependent Variable: Customer Attitude Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.365	4	11.841	31.773	.000[b]
	Residual	109.941	295	.373		
	Total	157.307	299			

a. Dependent Variable: Customer Attitude Mean

b. Predictors: (Constant), Social Influence Mean, Pricing Mean, Product Features Mean, Brand Image Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.352	.256		5.279	.000		
	MeanBI	.300	.070	.292	4.305	.000	.516	1.939
	MeanP	-.005	.072	-.004	-.066	.948	.562	1.780
	MeanPF	-.315	.073	-.252	-4.318	.000	.696	1.438
	MeanSI	.457	.055	.452	8.266	.000	.793	1.261

a. Dependent Variable: Customer Attitude Mean

Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.632[a]	.399	.391	.55042	.399	48.945	4	295	.000	2.253

a. Predictors: (Constant), Social influence Mean, Pricing Mean, Product Features Mean, Brand Image Mean

b. Dependent Variable: Subjective Norms Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.315	4	14.829	48.945	.000[b]
	Residual	89.375	295	.303		
	Total	148.689	299			

a. Dependent Variable: Subjective Norms Mean

b. Predictors: (Constant), Social influence Mean, Pricing Mean, Product Features Mean, Brand Image Mean

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.705	.231		3.055	.002		
	BIMean	-.043	.063	-.043	-.677	.499	.516	1.939
	PMean	.127	.065	.117	1.942	.053	.562	1.780
	PFMean	.044	.066	.036	.673	.501	.696	1.438
	SIMean	.580	.050	.590	11.643	.000	.793	1.261

a. Dependent Variable: Subjective Norms Mean

Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.360[a]	.129	.118	.66733	.129	10.965	4	295	.000	1.907

a. Predictors: (Constant), Social influence Mean, Pricing Mean, Product Features Mean, Brand Image Mean

b. Dependent Variable: Perceived Behavior Control Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.532	4	4.883	10.965	.000[b]
	Residual	131.371	295	.445		
	Total	150.904	299			

a. Dependent Variable: Perceived Behavior Control Mean

b. Predictors: (Constant), Social influence Mean, Pricing Mean, Product Features Mean, Brand Image Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.035	.280		7.272	.000		
	BIMean	.156	.076	.155	2.054	.041	.516	1.939
	PMean	.049	.079	.044	.614	.540	.562	1.780
	PFMean	-.174	.080	-.142	-2.186	.030	.696	1.438
	SIMean	.293	.060	.296	4.856	.000	.793	1.261

a. Dependent Variable: Perceived Behavior Control Mean

Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.630[a]	.397	.391	.637	.397	65.041	3	296	.000	2.164

a. Predictors: (Constant), Perceived Behavior Control Mean, Customer Attitude Mean, Subjective Norms Mean

b. Dependent Variable: Online Buying Behavior Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.294	3	26.431	65.041	.000[b]
	Residual	120.288	296	.406		
	Total	199.582	299			

a. Dependent Variable: Online Buying Behavior Mean

b. Predictors: (Constant), Perceived Behavior Control Mean, Customer Attitude Mean, Subjective Norms Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.321	.178		7.413	.000		
	CAMean	.649	.070	.576	9.268	.000	.528	1.896
	SNMean	.396	.076	.342	5.185	.000	.468	2.135
	PBCMean	-.345	.082	-.300	-4.222	.000	.404	2.473

a. Dependent Variable: Online Buying Behavior Mean