"Analysis of the Factors Driving the Purchase Decision of Male Skin Care Products (Study on Facial Wash: Garnier Men)"

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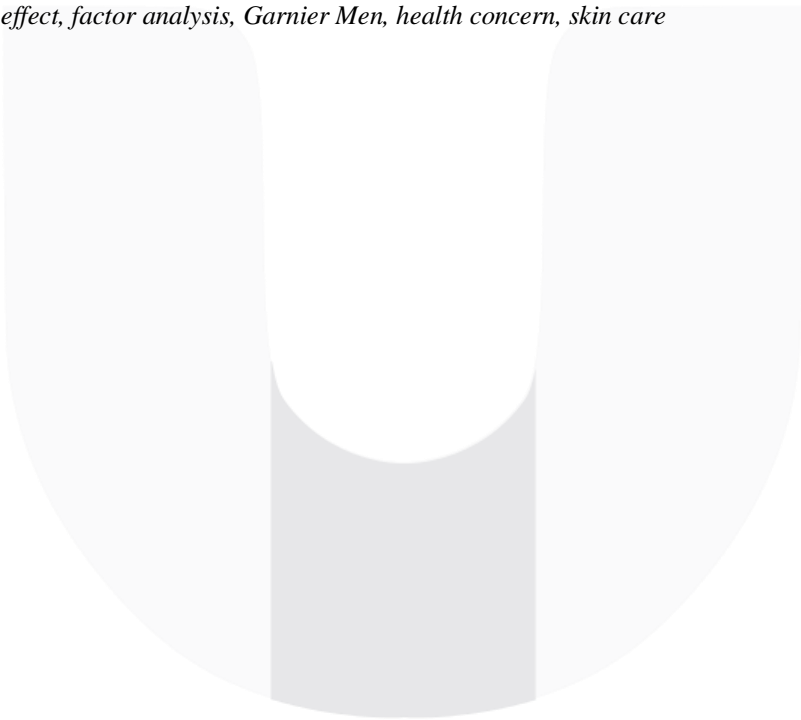**adani.kalaffathin@gmail.com, marhenieka@gmail.com**

ABSTRAK

Face and body care have been done by many men to appear confident and become a demand for the work they are doing. The growth of the male beauty industry from year to year has increased and it is estimated that 75% of men do not use facial and skin care products, but interest in facial care continues to increase. So, that there are several driving factors, why men decided to use facial care products for men.

This study aims to find out the most dominant factors driving the purchase on Garnier Men facial wash products. The variables used in this study are, analysis of the factors driving the purchase of men's skin care products in Garnier Men facial wash (X) belief in product attributes, aging effect, health concern, self-image, sense of belonging, self-fulfillment, male image, masculinity.

The research method used is the quantitative method, this type of research is causal with a sample of 100 respondents and the population is not known with certainty, sampling is done by non-probability sampling method with purposive sampling grouping, descriptive analysis method, and factor analysis.

The analysis shows an analysis of the factors driving the purchase of male skin care products (study on Garnier Men facial wash) (X) obtained by two components, namely health concern with a value of 0.808 and a component of the second factor which is aging effect with a value of 0.906. So, that the biggest driving factor for purchasing men's skin care products in Garnier Men facial wash is the health concern.

Keywords: *Aging effect, factor analysis, Garnier Men, health concern, skin care*

1. **Introduction**
1.1 **Background**
1.2 **Problem Background**

Nowadays, face and body care are not a strange thing to the man anymore, appearance is one of the important things for men, not only because of their desire to appear charming and confident in front of women but also the demands of the work they do. Many men try look balanced with the appearance of women who naturally look neat and well-groomed (Trisdiwiastuty, 2015).

Now, face care is not identical for women, but now men are beginning to realize the importance of maintaining healthy facial skin. Face products for men are not as much as compared to facial products for women's faces. Face products for men have the same benefits as facial products for women that are to overcome various skin and facial problems. Like women, the number of facial skin problems men eat also many types of facial care products for men on the market.

According to the Nielson survey results, the market share of male care products (male-grooming) grew significantly by 23% from 2013 to 2014. These care products included hairstyle, deodorant, cologne and skin care, the growth of the market for male care products can be seen on the www.tirto.id

Figure 1.1

Growth of the male beauty industry

Source: www.tirto.id

Based on figure 1.1, it can be concluded that the growth of the male beauty industry is increasing every year. In 2017 the growth of the men's care market reached $ 20.52 and in the next 5 years reached $ 27.76. It is estimated, 70% of men do not use facial and skin care equipment, but the interest in care continues to increase.

This becomes the basis of the need for facial care for men. There are several facial care products for men according to the pre-survey that has been distributed to 30 respondents, and 5 out of 30 respondents stated that they use the

Garnier Men brand facial wash products because of the variations provided by Garnier Men products. This is also supported by the top brand index data of 2017 and 2018 which states that Garnie Men is increasing every year.

1.3 Formulation of the Problem

Based on the background discussed earlier, the formulation of the problem in this study is: What are the most dominant factors in driving consumers to purchase Garnier Men facial wash?

1.4 Research Objective

Based on the formulation of the problems mentioned above, the objective of this study is: To find out the most dominant factors in driving consumers to make purchases at the Garnier Men facial fash products.

2. Literature Review

2.1 Marketing

According to Suhartanto (2014: 2), marketing is a process to make, communicate, channel and exchange something (both goods and services) to meet the needs of customers, clients, partners and society as a whole.

Whereas according to Kurniawan (2014: 104), marketing is a system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and reach the target market and in accordance with the company's business objectives. Marketing can also be interpreted as the ability of the conductor to obtain profits on an ongoing basis.

2.2 Consumer Behavior

Consumer behavior is an action that is directly involved in the acquisition, consumption, and finishing of products/services, including the process that precedes and follows this action. Consumer behavior is defined as the study of purchasing units and exchange processes that involve the acquisition, consumption, and making of goods, services, experiences, and ideas.

2.3 Analysis of the factors driving the purchase of male skin care products

According to Irawan (2011), factors driving the purchase of male skin care products are Beliefs in Product facial products, aging effects, health concerns, and self-image.

According to Laksono and Purwanegara (2014 factors driving the purchase of male skin care products are the purchase of reach, and reduce acnes.

According to Rangkaputi (2017) factors driving the purchase of male skin care products are male image, and masculinity.

3. Methods

The research method used is a quantitative method with the type of research used is causal. The sample used as many as 100 respondents and the population is not known with certainty, sampling is done by non-probability sampling method purposive sampling, and the method of data analysis used in this study is descriptive analysis method and factor analysis.

4. RESEARCH RESULTS AND DISCUSSION
4.1 Descriptive Analysis
The following are the results of 100 respondents:

Table 4.1

No	Sub Variabel	Total Score	Ideal Score	%
1	Belief in product attribute	1702	2000	85.1%
2	Aging Effect	532	800	66.5%
3	Health Concern	656	800	82.0%
4	Self Image	678	800	84.8%

5	Purchase location reachable	681	800	85.1%
6	Reduce acnes	637	800	79.6%
7	Male Image	639	800	79.9%
8	Masculinity	665	800	83.1%
	Total Score	6190	7600	81.4%

Based on the survey results from 100 respondents, it shows that the eight factors had an effect of 81.4%. With aging effect factor (66.5%) as the lowest value but still considered in the good category.

Table 4.2

Component Factor I (Health Concern)

No.	Factor	Loading Factor
1	Belief in product attribute	0.737
2	Health Concern	0.808
3	Self Image	0.715
4	Purchase location reachable	0.595
5	Reduce acnes	0.744
6	Male Image	0.796
7	Masculinity	0.752

Source: Data Processed by the Author, 2019

The seven factors contained in Table 4.2 go into Component Factor I. This is because the seven factors have a strong correlation with the Component Factor I. The Factor I component itself has a name namely Health Concern and the largest variance value is 0.808 so that this factor becomes a factor most dominant in encouraging consumers to make purchases at the Garnier Men Facial Wash.

Table 4.3

Component Factor II (Aging Effect)

No.	Factor	Loading Factor
1	Aging Effect	0.906

Sumber: Data Olahan Peneliti

Factor variables in Table 4.3 enter into Factor II Components. This is because that factor has a strong correlation with Factor II Components. Thus, Component Factor II is the second dominant factor in encouraging consumers to make purchases at the Facial Wash Garnier Men. The value of the variant of this Factor II Component is 0.906.

5. Conclusions and Recommendations
5.1 Conclusions

Based on the results of research conducted on the driving factors in purchasing decisions for men facial wash products, some conclusions are obtained to answer some questions in this study. The conclusions obtained by researchers are as follows:

In an analysis of the driving factors in purchasing Garnier Men facial wash products, eight factors were obtained with 81.4% score which means it is still in the good category. Although there is one of the smallest factors with the score only 66.4%, namely the aging effect factor regarding men wash Garnier facial products have not provided a facial wash variant to disguise wrinkles and premature aging, but it is still considered in the good category. By obtaining two components of the factor, component 1 is labeled with health concern with a value of 0.808 and a component of factor 2 labeled an aging effect with a value of 0.906. So, that the biggest driving factor for purchasing men's skin care products in Garnier Men facial wash is the health concern.

5.2 Recommendatios

Based on the analysis and discussion as well as conclusions obtained, there are several recommendations put forward by researchers to the parties involved in this study, including:

5.3 Recommendations for companies

The aging effect is a problem experienced by humans who increasingly age. In this aging effect factor, Garnier Men facial wash products need to provide skin care products for men to provide special anti-aging products for male.

5.4 Recommendations for further research

1. For researchers, it can be used as reference material for conducting similar and further research in the same field.
2. In the analysis of the factors driving the purchase decision, it would be nice if the next researcher added other factors.

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