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Abstract
The domestic market of skincare and cosmetic products has been extended vertically to consumers of a wide age range and horizontally to male consumers (Tsai-Ten Tsou, 2003). Skincare products are no longer exclusively sold to female consumers. In recent years, the male skincare product market has quickly developed, but consumer behaviors in this area have been seldom explored. Therefore, this study focused on male consumers of facial skincare products and conducted a questionnaire survey to empirically investigate the impact of "level of importance attached to product attributes", "lifestyle", and "level of purchase involvement" on male consumers' purchase decisions and also used demographic variables to analyze the differences of variables in each constructs.
The main objectives of this study were (1) to investigate the purchase behaviors of male skincare product users; (2) to compare the impact of different levels of importance attached to product attributes, lifestyle, and level of purchase involvement on purchase decision; (3) to explore the impact of demographic variables on level of importance attached to product attributes, level of purchase involvement, and consumers' purchase decision; and (4) to explore the impact of demographic variables on purchase behaviors of male skincare product users.
In this study, regression analysis and one-way ANOVA were adopted to test the relationships among the constructs. Besides, the survey results were also analyzed for validity and reliability on SPSS 12.0 software. The results indicated that (1) level of importance attached to product attributes had significant impact on consumers' purchase decisions; (2) different lifestyles were significantly influential to consumers' purchase decisions; (3) different levels of purchase involvement had significant influence on consumers' purchase decisions; (4) different demographic variables would lead to significantly different levels of importance attached to product attributes; (5) different demographic variables would lead to significantly different purchase involvement of consumers; and (6) consumers of different demographic variables would present significant difference in their purchase decisions.
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