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Author Lai Keng Hsin
Author's Email Address No Public.
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Abstract ABSTRACT
Only can the woman use the skin care products? Perhaps in the past this law was suitable, passed the improvement with the living standard and social cognitive level of culture, modern man pay attention to individual' shop front ' more and more, the use of the skin care products, transfer from early repelling, curiosity to accept gradually too.
In the past, when the male maintenance idea begins to set up, man often share the products with women (the wife, girl friend), have neglected the difference between skin qualities of men and women. The male skin is comparatively tough and tensile and thick, apter to sweat and produce oil, hair is more, if share the skin care products with women together, can’t receive the real maintenance result. So, some man are no longer satisfied with using women's skin care products, and look for one's own skin care to maintain the products actively, hope that there are products which suits one's own skin value.
We will stand at the position of the business to use CDP model to probe into man's purchase behavior to the skin care products.
Through having systematic analysis, we know the consumer's characteristic, motive, information source and buying the consideration are important in the behavior of the male purchase skin care products. And we hope the result of study can make industry to have benefit.
Key word: Male skin care products, Consumer decision process.
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