



DETERMINANTS ON MEN'S SKIN CARE CONSUMPTION BEHAVIOR

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ABSTRACT

In the last few decades, individuals have become more conscious about their image and appearance. Furthermore, men started using skin care products increasingly. As a result, the beauty industry has flourished extremely. This study aims to examine the determinants on men's skin care consumption behavior. This study was conducted in Kajang, where the total numbers of respondents is 150 people. Convenience sampling was used for this study and the data that have been collected was analyzed using Statistical Package Social Science (SPSS).

This study can provide the valuable and profitable information for to the beauty industry, future researcher and the consumer. Furthermore, this study ends with conclusion and recommendations by create awareness to use skin care products in order to increase men's self-esteem, branding and lastly celebrity endorsement to increase self-image.

Keywords: Consumption behavior, men, skin care products