



**PURCHASE INTENTION OF FACIAL CARE PRODUCT  
AMONG METROSEXUALS MEN**

**MUHAMMAD IZZAT BIN ANUAR**

**2013355841**

**SUBMITTED FOR THE FULFILLMENT OF THE  
REQUIREMENT FOR THE DEGREE BACHELOR OF  
BUSINESS ADMINISTRATION WITH HONOURS  
(MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SARAWAK**

**JUNE 2016**

## ABSTRACT

*Metrosexual is synonym to those men who live in metropolitan cities and concern on their appearance. In fact, they are willing to spend a considerable amount of money and efforts to boost their self-images and lifestyles. With the rapid growing male grooming market trend presents a huge opportunity to companies, the study on understanding whether metrosexual men really care of their facial care product are need to be investigated. The purpose of this study is to examine the relationship and to determine the effect of factors influencing the purchase intention of metrosexuals towards men's facial care products. Self-administered questionnaires were distributed to 200 of metrosexual men's executive in Kuala Lumpur. The variables investigated are (a) price consciousness; (b) attitude; and (c) self-concept towards purchasing intention of men's facial care product. The results indicate that the attitude was found to be significant with strong correlation and positive relationship with the purchase intention scale. Other than that, the relationship between price consciousness, attitude and self-concept of respondents was found to be contingent on purchase intention. Based on the findings, implications for companies are discussed and further research is suggested.*

**Keywords:** *Metrosexual Men, Purchase Intention, Price Consciousness, Attitude, Self-Concept*

## TABLE OF CONTENTS

<b>ABSTRACT</b>	<b>i</b>
<b>ACKNOWLEDGEMENT</b>	<b>ii</b>
<b>TABLE OF CONTENTS</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>LIST OF FIGURES</b>	<b>vii</b>
<b>LIST OF ABBREVIATION</b>	<b>viii</b>

### **CHAPTER ONE: INTRODUCTION**

1.0	Introduction	1
1.1	Background of the Study	1
1.2	Research Problem	2
1.3	Scope of Study	4
1.4	Research Objectives	4
1.5	Research Significance	5
1.6	Research Constraints	6
1.7	Definitions of Terms	7

### **CHAPTER TWO: LITERATURE REVIEW**

2.0	Introduction	9
2.1	Metrosexuals	9
2.2	Purchase Intention	11
2.3	Price Consciousness	13
2.4	Attitude	15
2.5	Self-Concept	16

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 INTRODUCTION**

The introduction chapter of this study meant to provide the reader with relevant information regarding the background of the purchase intention among metrosexuals men in Kuala Lumpur. In addition to this, reader will be informed of the disposition of the research. Chapter one clarifies those grouping from claiming the place the problem area exist in the organization and also recognizing unmistakably the issues that necessity with a chance to be studied and contemplated. In this chapter, plan of actions that portrays in detail that shows point of interest on how arrangement to do look into will a chance to be illustrate. All reason for this chapter will be to help and support an arrangement to fathoming an issue or conducting a research.

### **1.1 BACKGROUND OF THE STUDY**

The phenomenon of metrosexual has turned out to be exceptionally apparent in urban territory and now the impressions can also be found in the places (Roedel and Lawson, 2006). In the perspective of managerial, Duffy (2012) stated fashion, apparel and grooming were usually associated with women. However, Duffy (2012) found men nowadays are very concern on their apparels and grooming products too. The purchasing behaviour on personal care products can be said evolved from time to time. Beauty care products can be related to women and it's always growing but the men's market today especially metrosexual men got the bloom (Skalen, 2010). Metrosexuals men do think that they are very well-concern on their self-image as they want to be looking good at public.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

This chapter provided several literature reviews that based on the journals, text books and webpages. The purpose of this literature review is to find out the data and information that related to the study. The literature review section comes after Chapter One and this section discussed what has been published on other research area.

#### **2.1 METROSEXUALS MEN**

Metrosexual men can be described as the person narcissistic and aesthetic oriented (Pan and Jamnia, 2015). They are also love shopping and most of them like to spend their money on appearance. According to Parobkova (2009), metrosexual man can be defined as a straight man who is very obsess on his appearance and spending his money on grooming product. Living in big cities and metrosexual men are considering themselves as a masculine people and bring the new and trendy lifestyle compared to traditional men did (Souiden and Diagne, 2009). They are their money on their appearance as to upgrade their lifestyle (Souiden and Diagne, 2009). However, in defining metrosexual other scholar has different definition such as Simpson (1994).

The term of Metrosexual was first coined by Simpson (1994). He was known as a British journalist for The Independent magazine. In his article entitled "Here Come the Mirror Men" published in The Independent magazine dated on 15th of November 1994, Simpson stated that: